



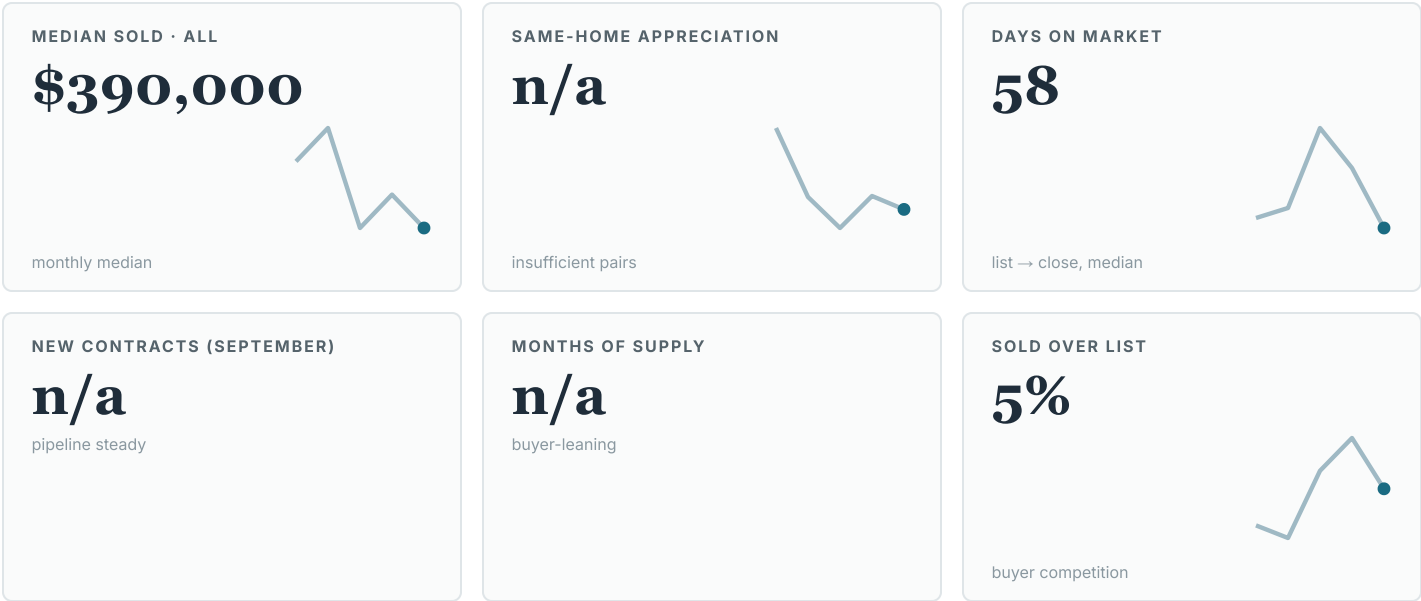
SOUTHWEST FLORIDA · MONTHLY REPORT

September 2026 *Market Pulse*



Jon Brooks
Co-Founder, Momentum Realty · Housing Market Analyst ·
jon@movewithmomentum.com

Florida Gulf Coast MLS · September 2026
Computed from closed records through 2026-10-07



30
out of 100
MARKET SCORE
■ August*: 28 ▲ 2

Moderate buyer advantage · *Steady*

A single 0-100 read of seller vs. buyer advantage, blending months of supply, days on market, the share selling over list, and the share of active listings cutting price. September: unchanged prices year over year, leading indicators steady. Up 2 points from August (28). *August is estimated from that month's closed sales with supply and price-cut inputs held at current readings; from next month, prior scores are the published ones.

Speed **43** Over-list **18**



Jon Brooks
Co-Founder, Momentum Realty · Housing Market Analyst
jon@movewithmomentum.com

Published October 7, 2026
by Momentum Housing Research
Florida Gulf Coast MLS data · closings through 2026-10-07

Executive summary

THE SIGNATURE FINDING

More sales, prices unchanged — September in one line.

The median was \$390,000 (n/a YoY) and \$/sq ft n/a; Closings unchanged YoY; new contracts unchanged.

\$390,000

Median price — **unchanged YoY**

n/a

New contracts vs a year ago — **the pipeline is building**

n/a

Of **current active listings** have cut their price (point-in-time, as of 2026-10-07)

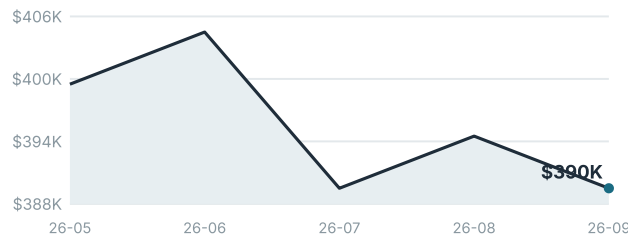
- Median \$390,000, unchanged year over year; \$/sq ft n/a.
- **5% sold over list.**
- **Momentum Market Score: 30/100 — Moderate buyer advantage.** Prices unchanged, contracts unchanged.

Five biggest surprises

- **New construction was 100% of closings** — builders buying demand with incentives.

The market in eight charts

MEDIAN PRICE · 25 YEARS



\$390,000 — unchanged vs September 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR

n/a in September, n/a YoY — demand steady.

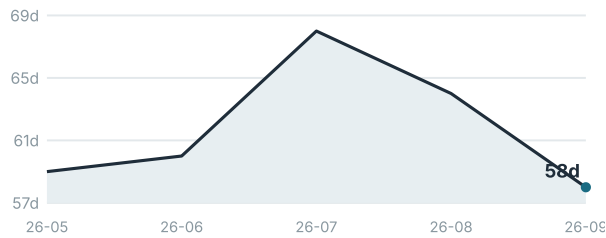
APPRECIATION — FOUR MEASURES

Constant-mix reweights this month by the prior year price tiers.

MEDIAN PRICE CHANGE BY COUNTY · YOY

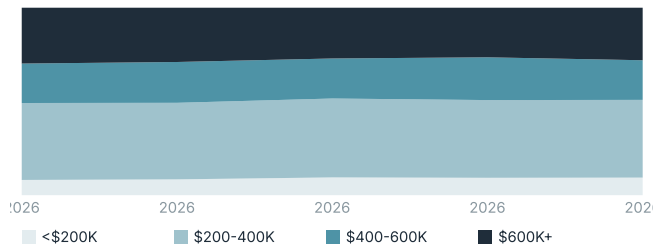
Lee leads on volume; Lee leads on growth.

DAYS ON MARKET · 12 MONTHS



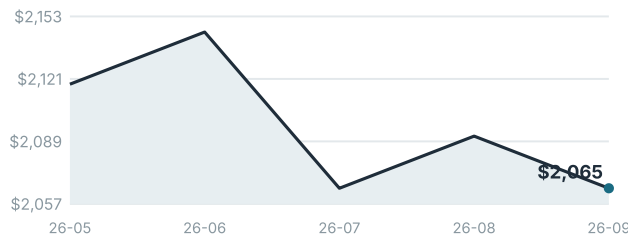
58 days — unchanged than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



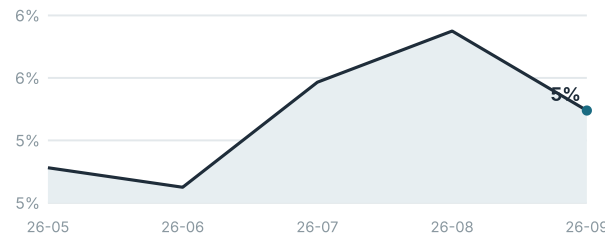
\$600K+ is 28% of sales — the upmarket shift that moves the median.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



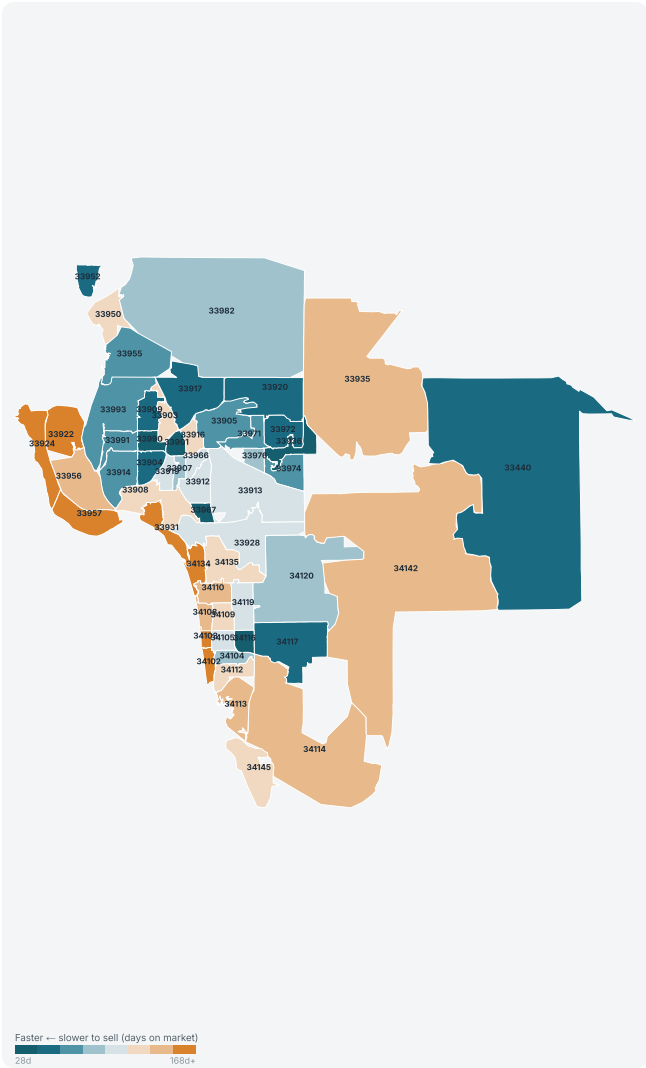
\$2,065/mo at 6.95% (20% down, 30-yr), YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



5% of September closings sold over the original asking price.

Neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · ALL RESIDENTIAL, JULY 2026–SEPTEMBER 2026

Every ZIP in the Florida Gulf Coast MLS footprint with 15+ all residential closings in the last three months, shaded by **days on market** — deep teal is fastest, amber slowest. **Naples** ZIPs run hot; **Sanibel** is the slow end.

HOTTEST — FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
34116 · Naples	44	28	11%	\$430,000
33901 · Fort Myers	51	39	4%	\$352,000
33936 · Lehigh Acres	149	44	9%	\$245,000
33990 · Cape Coral	142	44	10%	\$355,000
33967 · Fort Myers	100	44	4%	\$366,250
33904 · Cape Coral	213	46	4%	\$425,000
33952 · Port Charlotte	19	46	17%	\$260,000

COOLEST — SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
33957 · Sanibel	66	168	0%	\$887,500
33924 · Captiva	16	146	0%	\$1,105,000
33931 · Fort Myers Beach	82	120	2%	\$465,000
34103 · Naples	95	113	3%	\$1,100,000
34102 · Naples	85	113	1%	\$2,700,000
34134 · Bonita Springs	132	112	5%	\$699,500
33922 · Bokeelia	29	101	0%	\$399,000

ZIP boundaries: U.S. Census ZCTA. Tables cover ZIPs with ≥15 all residential closings in the trailing three months.

Demand & the contract pipeline

Active-under-contract and pending are tracked **separately** — AUC deals are contingent and can fall through; pending have cleared contingencies. The leading signal, new contracts, is **unchanged YoY**. And **n/a of active listings have already cut price**.

ALL RESIDENTIAL PIPELINE, SEPTEMBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	n/a	Listed, not under contract
Active under contract	n/a	Contingent — still taking backups
Pending	n/a	Contingencies cleared — headed to closing
New under contract in September	n/a	By contract date — unchanged YoY
Months of supply	n/a	Active ÷ monthly closings — buyer-leaning

Listings failing to sell — over time

PULL RATE — % OF LISTINGS EXPIRED OR WITHDRAWN · BY YEAR

Share of listings leaving the market without closing.

In September, **n/a listings expired, were withdrawn or canceled** against **n/a closings** — roughly a **n/a pull rate**. A modest failed-listing share: most homes that list are finding a buyer.

Median vs. "sold twice" — what's the difference?

The **median** just averages whatever happened to sell that month: if a wave of larger, higher-end homes closes, it jumps even if no single house gained. **Sold twice** finds the identical house that sold 1-3 years ago and again in the last 12 months and compares the two prices — since it is the same home both times, and the hold is short, that gap is comparable with the 12-month median change.

Rates & affordability

The 30-year fixed is about **6.95%** (latest rate carried on our county pages), which puts the payment on the median all residential home at **\$2,065/month** with 20% down. Cash buyers were **n/a** of September closings.

Rate: the figure our county scorecards carry (Freddie Mac PMMS via the national data lane). Payment: principal and interest only, 20% down, 30-year fixed.

What this means — for buyers & sellers

If you're buying

- **Move decisively on well-priced homes.** 5% still sell over list and 58 days is the median wait.
- **Ask for concessions** (rate buydowns, closing costs) — especially on new construction.
- **Don't wait for a crash.** Same-home prices are unchanged; the market is steady.

If you're selling

- **Price correctly the first time.** Homes that cut price sit; well-priced homes still go under contract in ~58 days.
- **Expect negotiation.** 5% still sell over list, but the rest don't.
- **Condition matters more now.** With buyers paying up, buyers pass on homes that need work.

By property type

CLOSED SALES BY PROPERTY TYPE, SEPTEMBER 2026

This feed does not carry a property sub-type on closed records.

New construction was 100% of all residential closings.

New construction

NEW CONSTRUCTION · SHARE OF ALL RESIDENTIAL SALES (12-MO ROLLING)

Not enough history.

About **one in 1** all residential sales is a brand-new home. The engine is the **rate-lock**: owners holding low-rate mortgages won't sell, so resale supply stays choked and **builders fill the vacuum** — buying the demand with incentives. It is the mix-shift from another angle: the market is increasingly selling *newer* homes, not just bigger ones.

County breakdown

ALL RESIDENTIAL BY COUNTY — "YOY" = YEAR-OVER-YEAR CHANGE IN MEDIAN PRICE						
COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Lee	1,447	\$350,000	—	—	53	n/a
Collier	694	\$600,000	—	—	70	n/a
Charlotte	77	\$320,000	—	—	60	n/a
Hendry	30	\$284,500	—	—	90	n/a
Glades	10	\$360,000	—	—	45	n/a

Median-price YoY swings on low volume in small counties. "vs 2022 peak" compares this month's median to each county's highest 2022 month.

Price-band breakdown — sold, pending, active & new

All residential (single-family, condo & townhouse), Florida Gulf Coast MLS region, computed from individual records. **Sold** is bucketed by closed price; **pending** counts listings still under contract by the month they went under contract (by list price); **active** and **new listings** are the current snapshot by list price.

SOLD LISTINGS — THIS MONTH & YEAR-TO-DATE

PRICE BAND	2026	2025	%CHG	YTD	YTD-1	%CHG
Under 100,000	42	0	—	217	0	—
100,000-119,999	26	0	—	155	0	—
120,000-139,999	29	0	—	171	0	—
140,000-159,999	27	0	—	207	0	—
160,000-179,999	49	0	—	227	0	—
180,000-199,999	39	0	—	244	0	—
200,000-249,999	179	0	—	923	0	—
250,000-299,999	246	0	—	1639	0	—
300,000-399,999	518	0	—	3144	0	—
400,000-499,999	286	0	—	1697	0	—
500,000-749,999	396	0	—	2464	0	—
750,000-999,999	168	0	—	959	0	—
1,000,000+	266	0	—	1743	0	—
Totals	2271	0	—	13790	0	—

PENDING — CONTRACTS WRITTEN IN SEPTEMBER STILL OPEN

No pending snapshot.

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

No active snapshot.

Snapshot as of 2026-10-07 — 0 active residential listings.

NEW LISTINGS — CAME ON MARKET IN SEPTEMBER (STILL LISTED)

No active snapshot.

0 listings with a September on-market date still active at the snapshot.

The numbers — all residential reference

SEPTEMBER 2026 (FLORIDA GULF COAST MLS REGION)			
METRIC	SEPTEMBER 2026	VS. SEPTEMBER 2025	VS. AUGUST 2026
Median sale price	\$390,000	—	-1.3%
Average sale price	\$684,328	—	+9.1%
Closed sales	2,271	—	-7.1%
New contracts written	n/a	—	—
Median days on market	58	—	-9.4%
Median \$/sq ft	\$232	—	-0.5%
Received vs. original list	93.5%	—	+0.3%
Received vs. final list	n/a	—	—
Closed over list price	5.3%	—	-10.2%
Cash share	n/a	—	—

All residential, Florida Gulf Coast MLS region. Computed from 2,271 closed records, cleaned for entry errors. "New contracts" = closings by purchase-contract month plus contracts still pending. "Received vs. original list" vs the first asking price; the gap to final list is the pre-sale price cut.

Does the Score work? A 20-year back-test

We computed a closed-sales version of the **Momentum Market Score** every month back to 2005 (pace, over-list share and price-cut discipline), then measured what the median price actually did over the **next six months**. It bottomed at 16 in July 2026 and peaked at 20 in September 2026; today it reads 17.

MOMENTUM MARKET SCORE · 2005–2026

0 = deep buyer's market, 100 = frenzy.

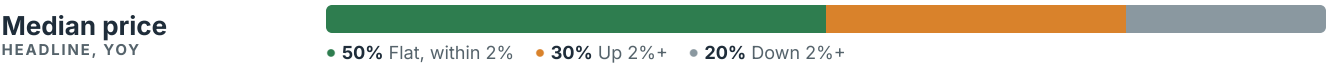
WHAT HAPPENED NEXT · AVG 6-MO PRICE CHANGE BY SCORE TIER

Higher Score → stronger forward price growth, tier by tier.

The live cover Score also blends months of supply and the active price-cut share, so the two differ slightly. Past performance is not a guarantee of future results.

Momentum Forecast · next six months

Probability-weighted directional readings from this edition's leading indicators — new contracts (n/a YoY), active price cuts (n/a), days on market (unchanged YoY) and months of supply (n/a). The weights follow a fixed rule: an indicator moving strongly in one direction (10%+ YoY) is given 65/25/10; a moderate move 55/30/15; a weak or absent move 45/35/20. Each row sums to 100%.



Most likely Alternative Tail risk Directional model for discussion — not investment advice.

Methodology & the Momentum Market Pulse™

The **Momentum Market Pulse™** is an independent monthly research product. All market figures are computed by Momentum Realty directly from individual Florida Gulf Coast MLS closed records (not a third-party dashboard), for all residential homes in the Lee, Collier and Charlotte counties region unless noted, cleaned for data-entry errors and de-duplicated by listing ID. Medians throughout. "Same-home appreciation" matches repeat sales of the same parcel across the 25-year archive: second sale in the trailing 12 months, first sale 1-3 years earlier so the figure is comparable with a 12-month median change (median annualized change); owners who bought 5+ years ago are reported separately. "Constant-mix" reweights this month's price-tier medians by last year's tier shares. "New contracts" count closings by purchase-contract month (estimated from on-market date plus days on market where the feed omits the contract date) plus contracts still pending at the snapshot; inventory stages are point-in-time as of the pull. "Failed to sell" counts listings that left the market expired, withdrawn or canceled against those that closed. The **Market Score** (0-100) equally weights months of supply, days on market, the share selling over list, and the share of active listings cutting price. Late-reported closings keep arriving for several weeks; the edition is refreshed in place. Aggregates only; no individual listing is identified. Listing information provided by the Florida Gulf Coast Multiple Listing Service, Inc. Information is deemed reliable but not guaranteed by the MLS to be accurate. Momentum Realty is a licensed Florida and Georgia brokerage; this report is market information, not an appraisal or investment advice. © 2026 Move With Momentum LLC · movewithmomentum.com · (904) 351-6461.

EVERY MARKET, EVERY MONTH

Momentum publishes this same report for every MLS market we cover in Florida and Georgia. September 2026 editions: [Northeast Florida](#) · [Central Florida](#) · [Palm Beaches](#) · [South Florida](#) · [Daytona Beach](#) · [Space Coast](#) · [Pensacola](#) · [Emerald Coast](#) · [Panama City](#) · [Florida Keys](#) · [Golden Isles](#) · [Georgia](#). Find any city, county or ZIP at movewithmomentum.com/reports.