MOMENTUM REALTY

MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

SOUTHWEST FLORIDA · MONTHLY REPORT

October 2026 *Market Pulse*



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

Florida Gulf Coast MLS · October 2026
Computed from closed records through 2026-11-19

MEDIAN SOLD · ALL
$395,000
monthly median

SAME-HOME APPRECIATION
n/a
insufficient pairs

DAYS ON MARKET
56
list → close, median

NEW CONTRACTS (OCTOBER)
n/a
counted once deals close

MONTHS OF SUPPLY
n/a
buyer-leaning

SOLD OVER LIST
4%
buyer competition



Moderate buyer advantage

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. October: no year-earlier comparison in this feed. Unchanged from September (30).

Speed **45** Over-list **15**



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

Published November 20, 2026
by Momentum Housing Research
Florida Gulf Coast MLS data · closings through 2026-11-19

Executive summary

THE SIGNATURE FINDING

2,247 all residential closings in October, median $395,000.

The median was $395,000 on 2,247 closings. This feed's archive has no closed records a year earlier, so this edition makes no year-over-year comparisons.

$395,000
Median price — **no year-earlier comparison**

2,247
All residential closings in October

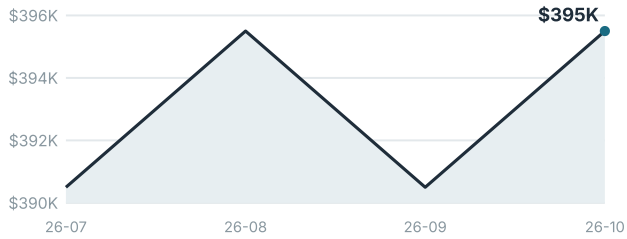
n/a
Of **current active listings** have cut their price (point-in-time, as of 2026-11-20)

- Median $395,000.
- **4% sold over list**.
- **Momentum Market Score: 30/100 — Moderate buyer advantage.**

Five biggest surprises

The market in eight charts

MEDIAN PRICE · 25 YEARS



$395,000 — no year-earlier comparison in this feed.

NEW CONTRACTS PER MONTH · LEADING INDICATOR

Counted by contract month once those deals have closed; shown through August 2026.

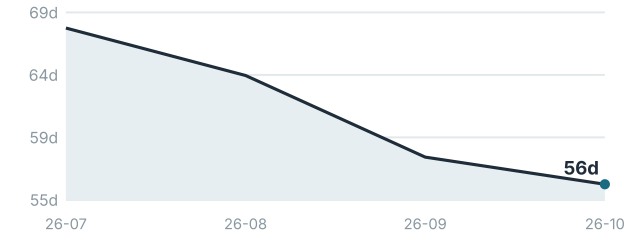
APPRECIATION — FOUR MEASURES

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

MEDIAN PRICE CHANGE BY COUNTY · YOY

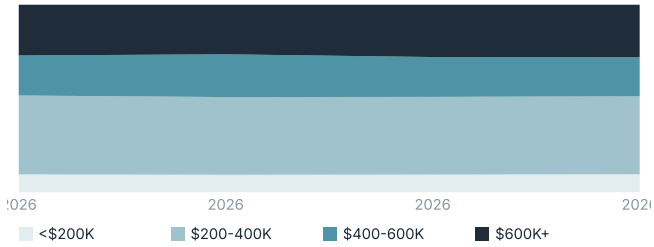
Lee leads on volume; **Lee** leads on growth.

DAYS ON MARKET · 12 MONTHS



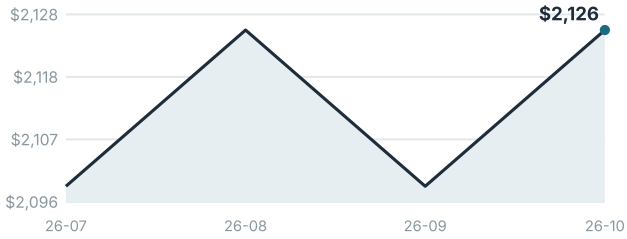
56 days.

SHARE OF SALES BY PRICE TIER · 25 YEARS



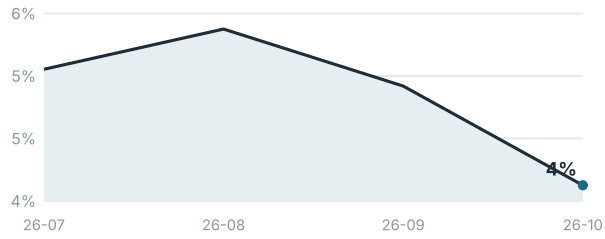
$600K+ is 28% of sales.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



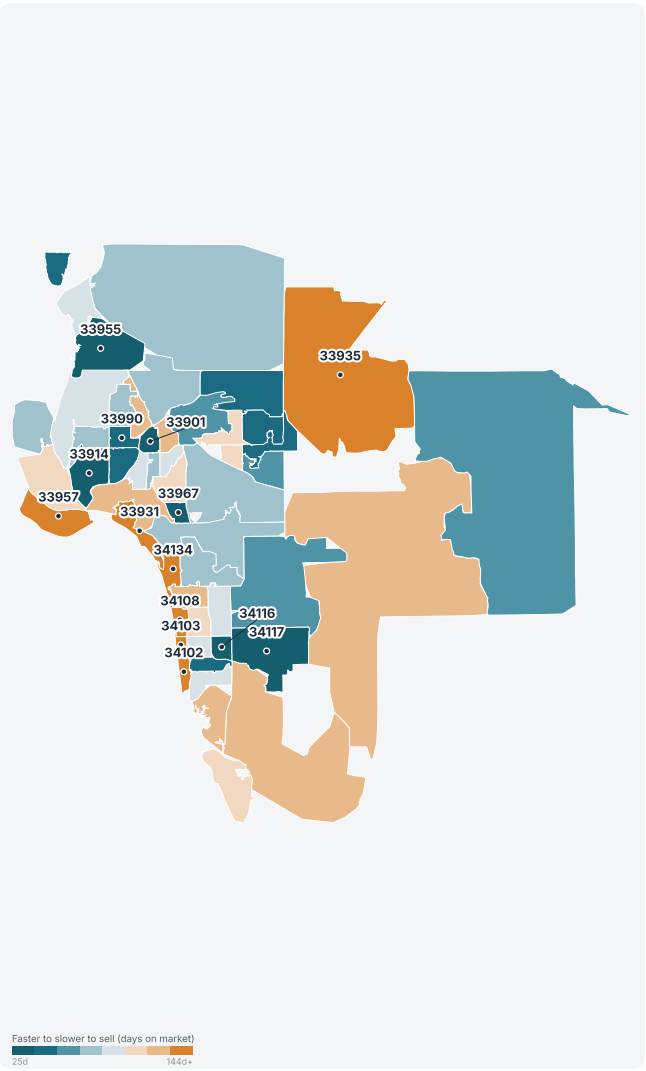
$2,126/mo at 7.11% (20% down, 30-yr), YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



4% of October closings sold over the original asking price.

Neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · ALL RESIDENTIAL, AUGUST 2026 TO OCTOBER 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. Labels mark the ZIPs in the two tables. **Naples** ZIPs run hot; **Sanibel** is the slow end.

HOTTEST: FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
34116 · Naples	42	25	10%	$437,500
33901 · Fort Myers	52	36	2%	$386,500
34117 · Naples	64	38	11%	$592,500
33967 · Fort Myers	91	39	2%	$365,000
33955 · Punta Gorda	69	42	3%	$310,000
33914 · Cape Coral	293	42	6%	$515,000
33990 · Cape Coral	138	43	9%	$341,250

COOLEST: SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
33957 · Sanibel	68	144	0%	$925,000
33931 · Fort Myers Beach	74	120	3%	$457,500
34102 · Naples	74	118	1%	$2,800,000
34103 · Naples	88	110	3%	$1,327,500
34134 · Bonita Springs	129	105	3%	$650,000
33935 · Labelle	80	93	1%	$287,500
34108 · Naples	124	84	2%	$1,011,500

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. New contracts are counted by contract month once those deals have closed (shown through August 2026). **n/a of active listings have cut their price** (as of 2026-11-20).

ALL RESIDENTIAL PIPELINE, OCTOBER 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 October	n/a	Counted once those deals close
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.

The feed's statistics carry no expired/withdrawn count for October, so the failed-to-sell rate is not shown.

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 **7.11%** (latest rate carried on our county pages), which puts the payment on the median all residential home at **$2,126/month** with 20% down. Cash buyers were **n/a** of October 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.

By the numbers — for buyers & sellers

If you're buying

- **n/a** of active listings have cut their price (as of 2026-11-20).
- **4%** of closings sold over the original list price; median **56 days** on market.
- Median price per sq ft **$234**.

If you're selling

- Closings received a median **93.9%** of the original list price.
- Months of supply is not available for this feed.
- **2,247** all residential closings in October.

By property type

CLOSED SALES BY PROPERTY TYPE, OCTOBER 2026

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

New construction

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

Not enough history.

This feed does not mark new construction on enough October closings to report a share, so none is shown.

County breakdown

ALL RESIDENTIAL BY COUNTY — "YOY" = YEAR-OVER-YEAR CHANGE IN MEDIAN PRICE

COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Lee	1,478	$353,000	—	—	54	n/a
Collier	627	$615,000	—	—	60	n/a
Charlotte	91	$358,000	—	—	59	n/a
Hendry	27	$290,000	—	—	57	n/a
Sarasota	7	$385,000	—	—	72	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	36	0	—	177	0	—
100,000-119,999	32	0	—	122	0	—
120,000-139,999	31	0	—	128	0	—
140,000-159,999	43	0	—	162	0	—
160,000-179,999	41	0	—	165	0	—
180,000-199,999	33	0	—	164	0	—
200,000-249,999	158	0	—	677	0	—
250,000-299,999	279	0	—	1161	0	—
300,000-399,999	496	0	—	2226	0	—
400,000-499,999	254	0	—	1216	0	—
500,000-749,999	414	0	—	1751	0	—
750,000-999,999	166	0	—	668	0	—
1,000,000+	264	0	—	1131	0	—
Totals	**2247**	**0**	**—**	**9748**	**0**	**—**

PENDING — CONTRACTS WRITTEN IN OCTOBER STILL OPEN

No pending snapshot.

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

No active snapshot.

Snapshot as of 2026-11-20 — 0 active residential listings.

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

No active snapshot.

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

The numbers — all residential reference

OCTOBER 2026 (FLORIDA GULF COAST MLS REGION)

METRIC	OCTOBER 2026	VS. OCTOBER 2025	VS. SEPTEMBER 2026
Median sale price	$395,000	—	+1.3%
Average sale price	$651,417	—	-4.3%
Closed sales	2,247	—	-2.6%
New contracts written	n/a	—	—
Median days on market	56	—	-3.4%
Median $/sq ft	$234	—	+0.9%
Received vs. original list	93.9%	—	+0.4%
Received vs. final list	n/a	—	—
Closed over list price	4.4%	—	-17.6%
Cash share	n/a	—	—

All residential, Florida Gulf Coast MLS region. Computed from 2,247 closed records, cleaned for entry errors. "New contracts" = closings by contract month, shown once three months of later closings are in. "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 25 in November 2026; today it reads 25.

MOMENTUM MARKET SCORE · 2005–2026

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

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

Average median change over the next six months, by Score tier, 2005 on.

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 — active price cuts (n/a), days on market (n/a 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%.

Median price
HEADLINE, YOY



• **50%** Flat, within 2% • **30%** Up 2%+ • **20%** Down 2%+

• 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 contract month (estimated from on-market date plus days on market where the feed omits the contract date); a month is published once three months of later closings are in, and a metric whose inputs are incomplete or fail a plausibility check is left out rather than estimated; 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. October 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**.