

Market Action Report

City: Naperville

July 2025



Price Range: All | Properties: SFH - Condo - Twn

Agent Name

Title
Phone
Website
Other



COLDWELL BANKER
REALTY

Market Profile & Trends Overview

Median List Price of all Current Listings

Month	Trending versus*:				YTD	Trending versus*:	
	LM	L3M	PYM	LY		Prior YTD	Prior Year
\$624,900	-0%		-4%				
\$820,444	-4%		-0%				

July Median Sales Price

\$632,800	-2%	3%	4%	10%	\$600,000	2%	4%
\$695,402	0%	3%	8%	10%	\$659,881	4%	4%

Total Properties Currently for Sale (Inventory)

281	2%	16%					
219	-6%	-2%			1,108	-2%	

July Number of Properties Sold

17	-15%	-6%	42%	-6%	20	18%	11%
262	-4%	-3%	0%	-1%	\$272	4%	3%

July Average Days on Market (Solds)

\$268	-2%	0%	6%	6%	\$265	5%	4%
1.3	8%	-2%	18%	-12%	1.6	17%	8%

July Sale Price per Square Foot

99.9%	-7%	-3%	-8%	-1%	99.8%	-1%	-0%
232	219	223	219	223	219	219	219

July Sale Price vs List Price Ratio
* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2024) / YTD = Year-to-date

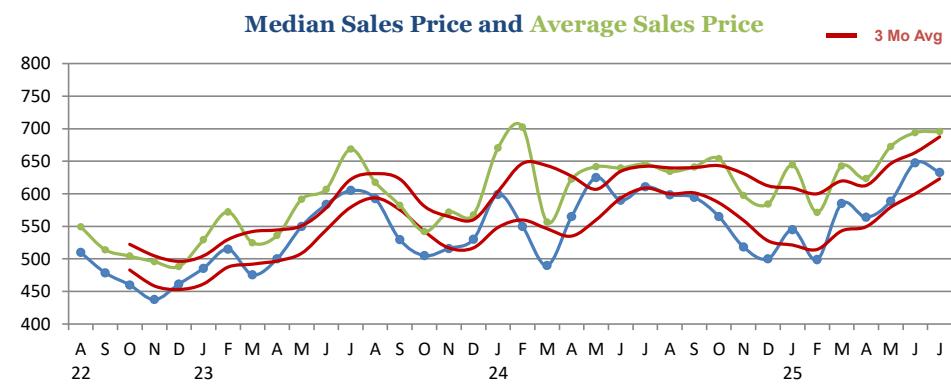
Property Sales

July Property sales were 219, down 1.8% from 223 in July of 2024 and 5.6% lower than the 232 sales last month. July 2025 sales were at a mid level compared to July of 2024 and 2023. July YTD sales of 1,108 are running 2.0% behind last year's year-to-date sales of 1,131.



Prices

The Median Sales Price in July was \$632,800, up 3.6% from \$611,000 in July of 2024 and down 2.3% from \$647,500 last month. The Average Sales Price in July was \$695,402, up 7.7% from \$645,515 in July of 2024 and up 0.2% from \$693,874 last month. July 2025 ASP was at the highest level compared to July of 2024 and 2023.



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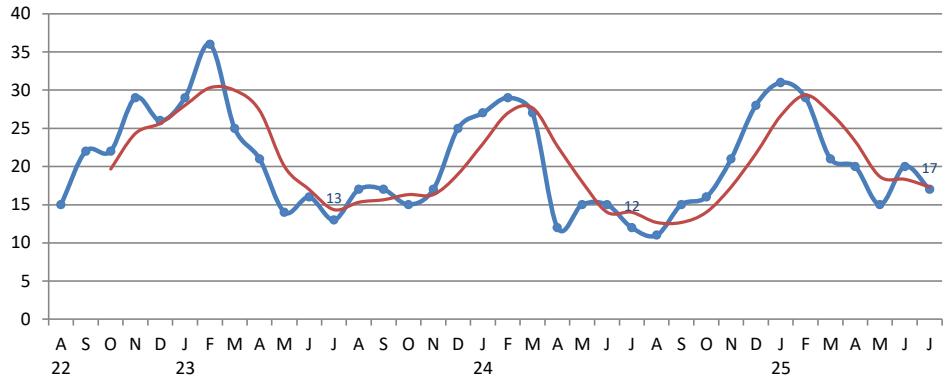
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Days On Market for Sold Properties

— 3 Mo Avg



Market Time

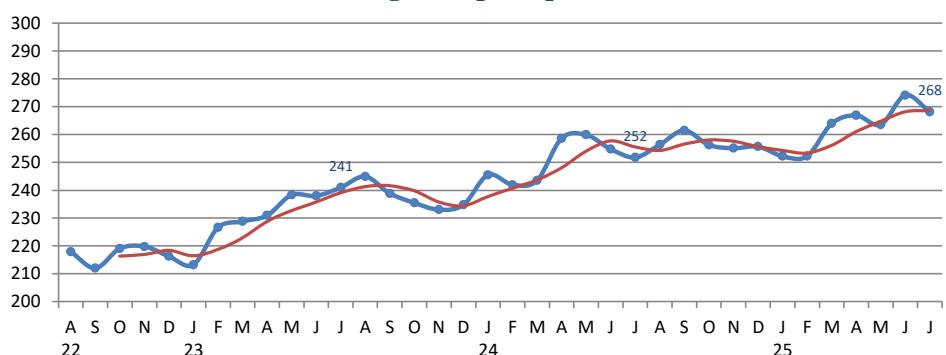
The average Days On Market (DOM) shows how many days the average Property is on the market before it sells. An upward trend in DOM tends to indicate a move towards more of a Buyer's market, a downward trend a move towards more of a Seller's market. The DOM for July was 17, down 15.0% from 20 days last month and up 41.7% from 12 days in July of last year. The July 2025 DOM was at a mid level compared with July of 2024 and 2023.

Selling Price per Square Foot

The Selling Price per Square Foot is a great indicator for the direction of Property values. Since Median Sales Price and Average Sales price can be impacted by the 'mix' of high or low end Properties in the market, the selling price per square foot is a more normalized indicator on the direction of Property values. The July 2025 Selling Price per Square Foot of \$268 was down 2.2% from \$274 last month and up 6.5% from 252 in July of last year.

Selling Price per Square Foot

— 3 Mo Avg



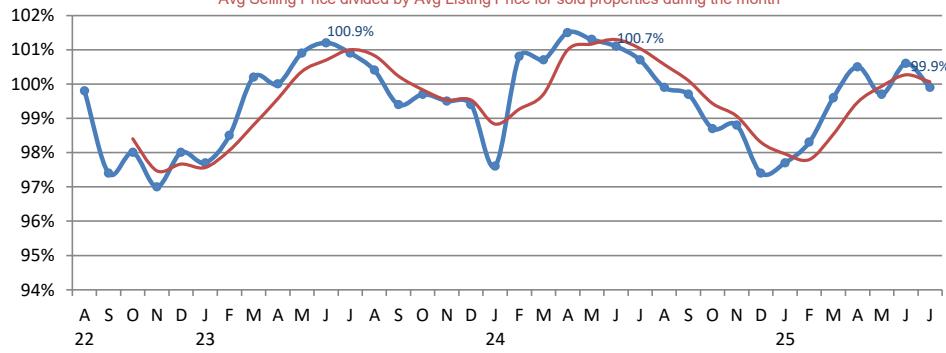
Selling Price vs Original Listings Price

The Selling Price vs Original Listing Price reveals the average amount that Sellers are agreeing to come down from their original list price. The lower the ratio is below 100% the more of a Buyer's market exists, a ratio at or above 100% indicates more of a Seller's market. The July 2025 Selling Price vs Original List Price of 99.9% was down from 100.6% last month and down from 100.7% in July of last year.

Selling Price versus Listing Price Ratio

Avg Selling Price divided by Avg Listing Price for sold properties during the month

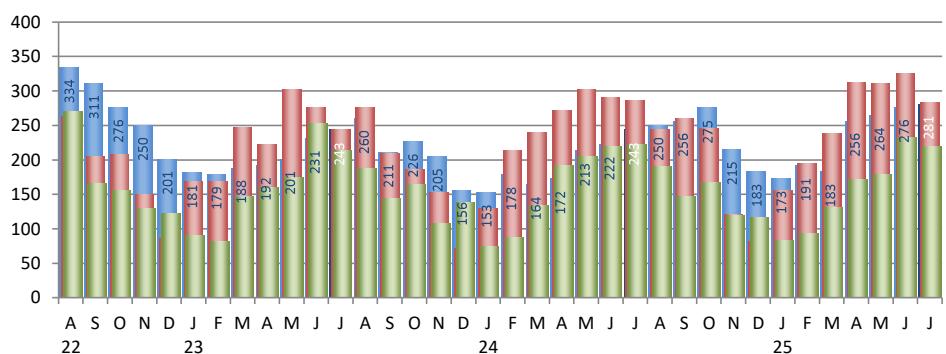
— 3 Mo Avg



Inventory / New Listings / Sales

This last view of the market combines monthly inventory of Properties for sale along with New Listings and Sales. The graph shows the basic annual seasonality of the market as well as the relationship between these items. The number of New Listings in July 2025 was 283, down 12.9% from 325 last month and down 1.0% from 286 in July of last year.

Inventory / New Listings / Sales



Inventory / Listings / Sales

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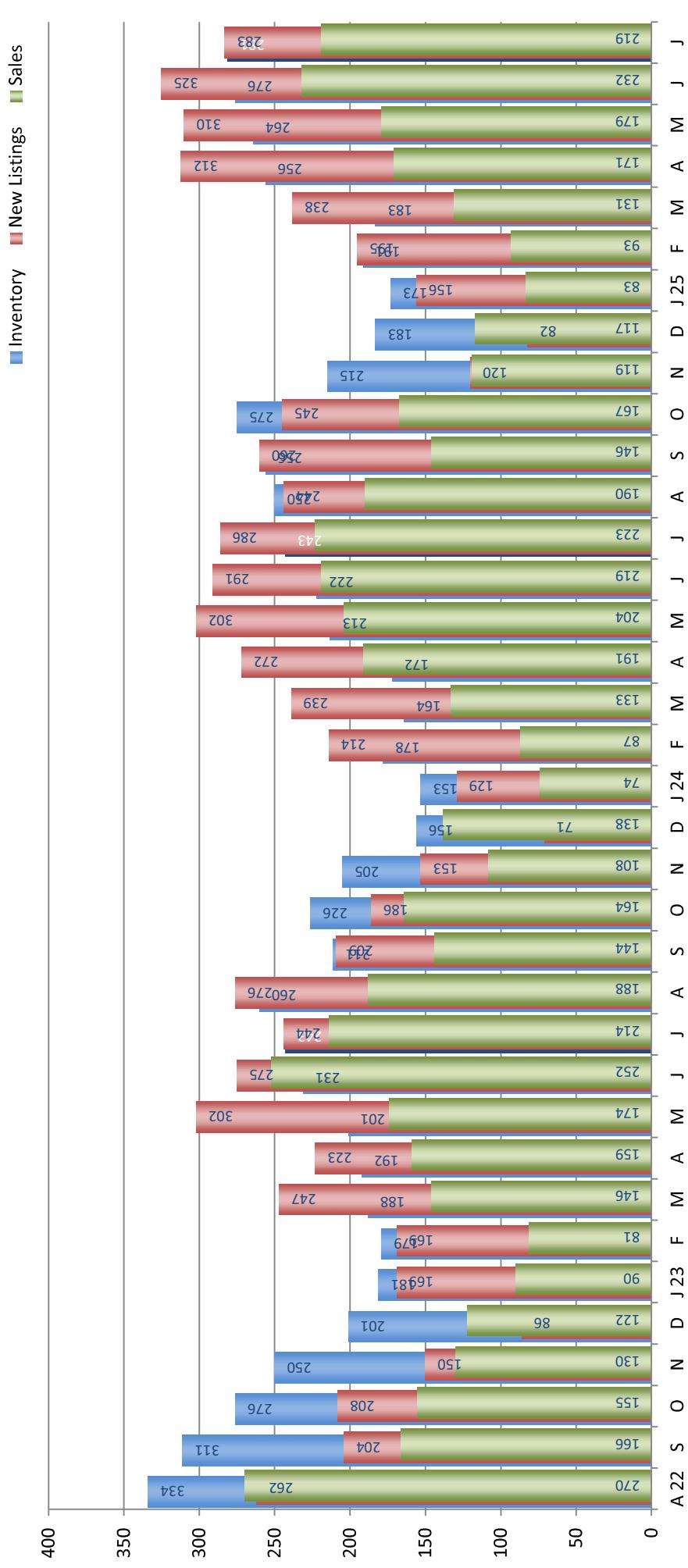


July 2025



Inventory / New Listings / Sales

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