

Market Action Report

July 2025

City: Naperville

Agent Name

Title
Phone
Website
Other



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

Market Profile & Trends Overview

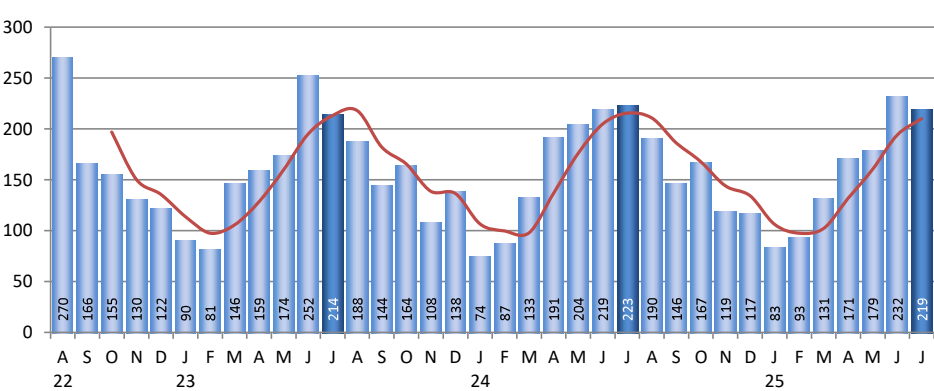
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$624,900	-0%		-4%				
Average List Price of all Current Listings	\$820,444	-4%		-0%				
July Median Sales Price	\$632,800	-2%	3%	4%	10%	\$600,000	2%	4%
July Average Sales Price	\$695,402	0%	3%	8%	10%	\$659,881	4%	4%
Total Properties Currently for Sale (Inventory)	281	2%		16%				
July Number of Properties Sold	219	-6%		-2%		1,108	-2%	
July Average Days on Market (Solds)	17	-15%	-6%	42%	-6%	20	18%	11%
Asking Price per Square Foot (based on New Listings)	\$262	-4%	-3%	0%	-1%	\$272	4%	3%
July Sold Price per Square Foot	\$268	-2%	0%	6%	6%	\$265	5%	4%
July Month's Supply of Inventory	1.3	8%	-2%	18%	-12%	1.6	17%	8%
July Sale Price vs List Price Ratio	99.9%	-7%	-3%	-8%	-1%	99.8%	-1%	-0%

* 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.

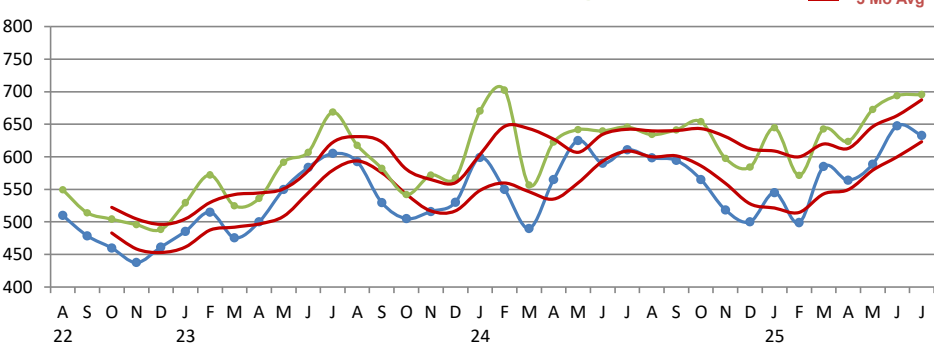
Number of Properties Sold



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.

Median Sales Price and Average Sales Price

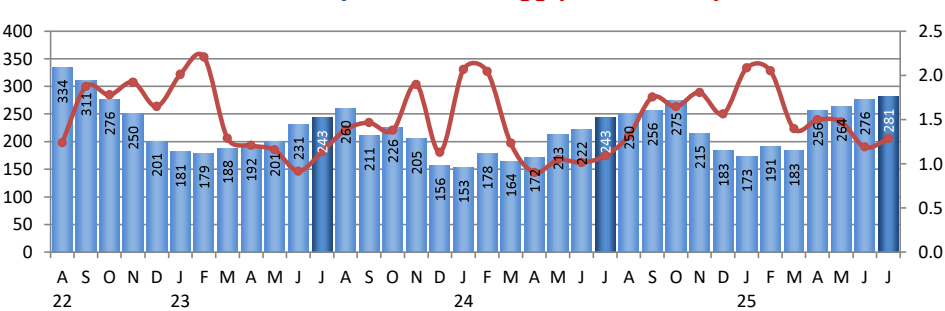


Inventory & MSI

The Total Inventory of Properties available for sale as of July was 281, up 1.8% from 276 last month and up 15.6% from 243 in July of last year. July 2025 Inventory was at its highest level compared with July of 2024 and 2023.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The July 2025 MSI of 1.3 months was at its highest level compared with July of 2024 and 2023.

Total Inventory & Month's Supply of Inventory (MSI)



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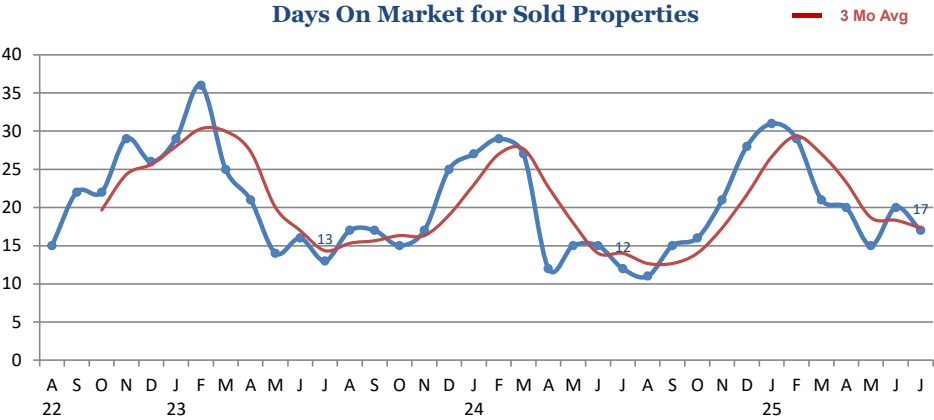


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Market Time

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.

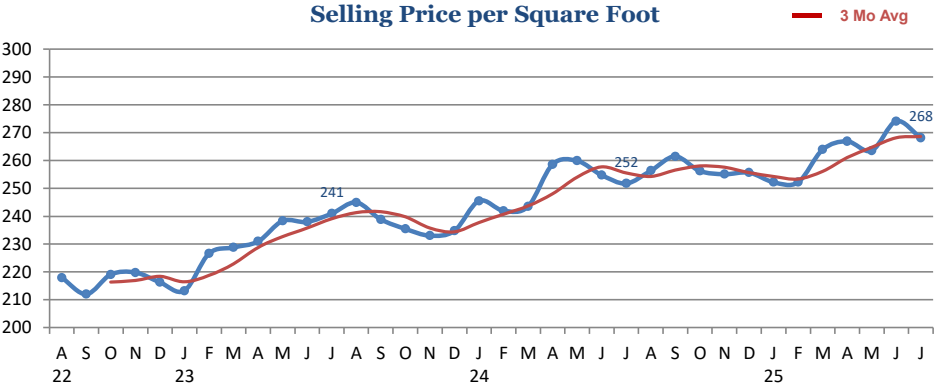
Days On Market for Sold Properties



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.

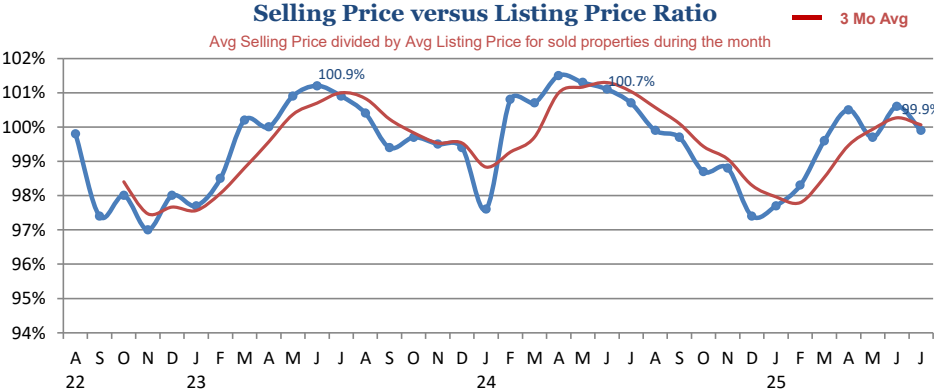
Selling Price per Square Foot



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



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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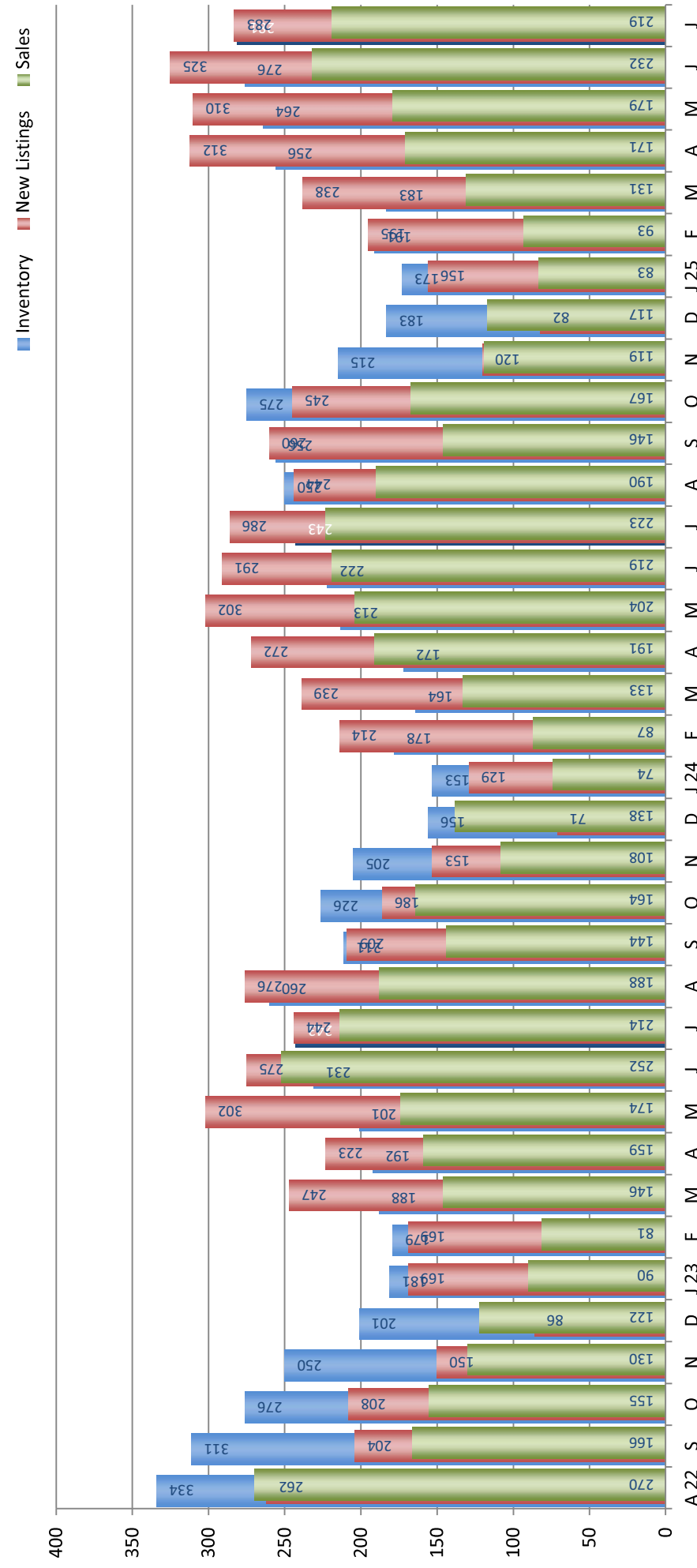
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