

Market Action Report

October 2025

City: Naperville

Agent Name

Title
Phone
Website
Other



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

Market Profile & Trends Overview

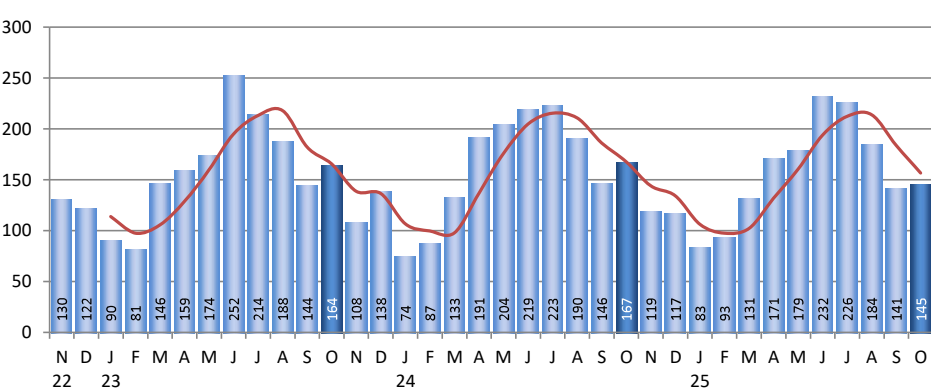
	Month	Trending versus*:				YTD	Trending versus*:	
		LM	L3M	PYM	LY		Prior YTD	Prior Year
Median List Price of all Current Listings	\$649,950	3%		7%				
Average List Price of all Current Listings	\$802,690	2%		-6%				
October Median Sales Price	\$575,000	13%	-1%	2%	0%	\$585,000	-1%	2%
October Average Sales Price	\$650,879	7%	-1%	-0%	3%	\$653,963	3%	3%
Total Properties Currently for Sale (Inventory)	226	-20%		-18%				
October Number of Properties Sold	145	3%		-13%		1,585	-3%	
October Average Days on Market (Solds)	20	5%	5%	25%	11%	20	25%	11%
Asking Price per Square Foot (based on New Listings)	\$275	2%	3%	2%	4%	\$271	3%	3%
October Sold Price per Square Foot	\$257	-2%	-3%	0%	1%	\$264	4%	4%
October Month's Supply of Inventory	1.6	-22%	-8%	-6%	6%	1.6	15%	12%
October Sale Price vs List Price Ratio	97.6%	-6%	-1.0%	-1.1%	-2.4%	99.2%	-1%	-1%

* LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2024) / YTD = Year-to-date

Property Sales

October Property sales were 145, down 13.2% from 167 in October of 2024 and 2.8% higher than the 141 sales last month. October 2025 sales were at their lowest level compared to October of 2024 and 2023. October YTD sales of 1,585 are running 3.0% behind last year's year-to-date sales of 1,634.

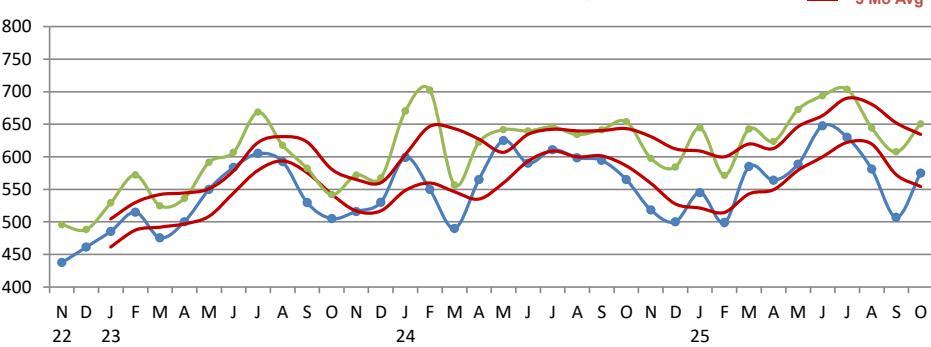
Number of Properties Sold



Prices

The Median Sales Price in October was \$575,000, up 1.8% from \$565,000 in October of 2024 and up 13.4% from \$507,000 last month. The Average Sales Price in October was \$650,879, down 0.5% from \$654,017 in October of 2024 and up 7.1% from \$607,568 last month. October 2025 ASP was at a mid range compared to October of 2024 and 2023.

Median Sales Price and Average Sales Price

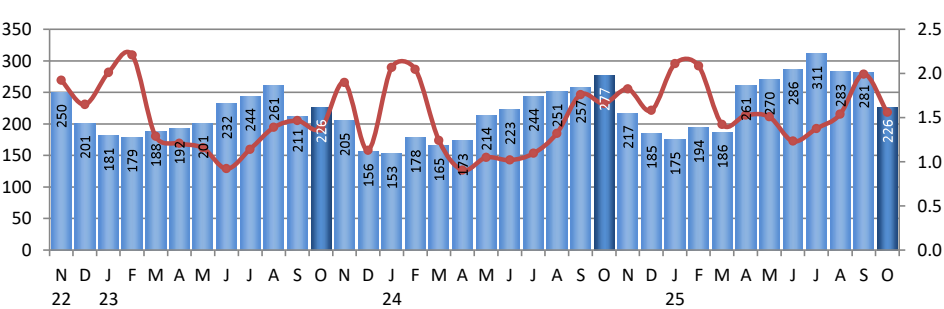


Inventory & MSI

The Total Inventory of Properties available for sale as of October was 226, down 19.6% from 281 last month and down 18.4% from 277 in October of last year. October 2025 Inventory was at its lowest level compared with October of 2024 and 2023.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The October 2025 MSI of 1.6 months was at a mid level compared with October of 2024 and 2023.

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





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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 October was 20, up 5.3% from 19 days last month and up 25.0% from 16 days in October of last year. The October 2025 DOM was at a mid level compared with October of 2024 and 2023.

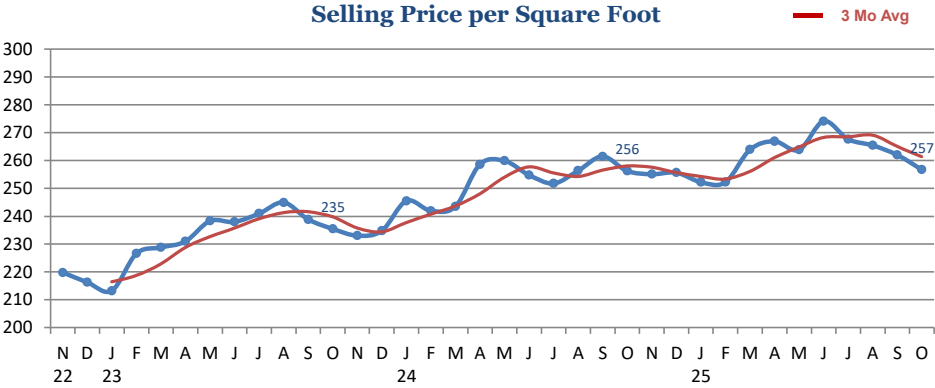
Days On Market for Sold Properties



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 October 2025 Selling Price per Square Foot of \$257 was down 2.0% from \$262 last month and up 0.2% from 256 in October of last year.

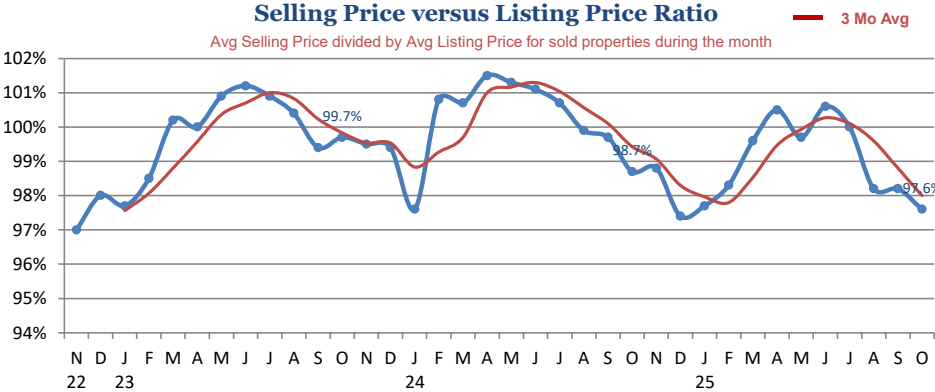
Selling Price per Square Foot



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 October 2025 Selling Price vs Original List Price of 97.6% was down from 98.2% last month and down from 98.7% in October 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 October 2025 was 225, down 14.8% from 264 last month and down 8.2% from 245 in October of last year.

Inventory / New Listings / Sales



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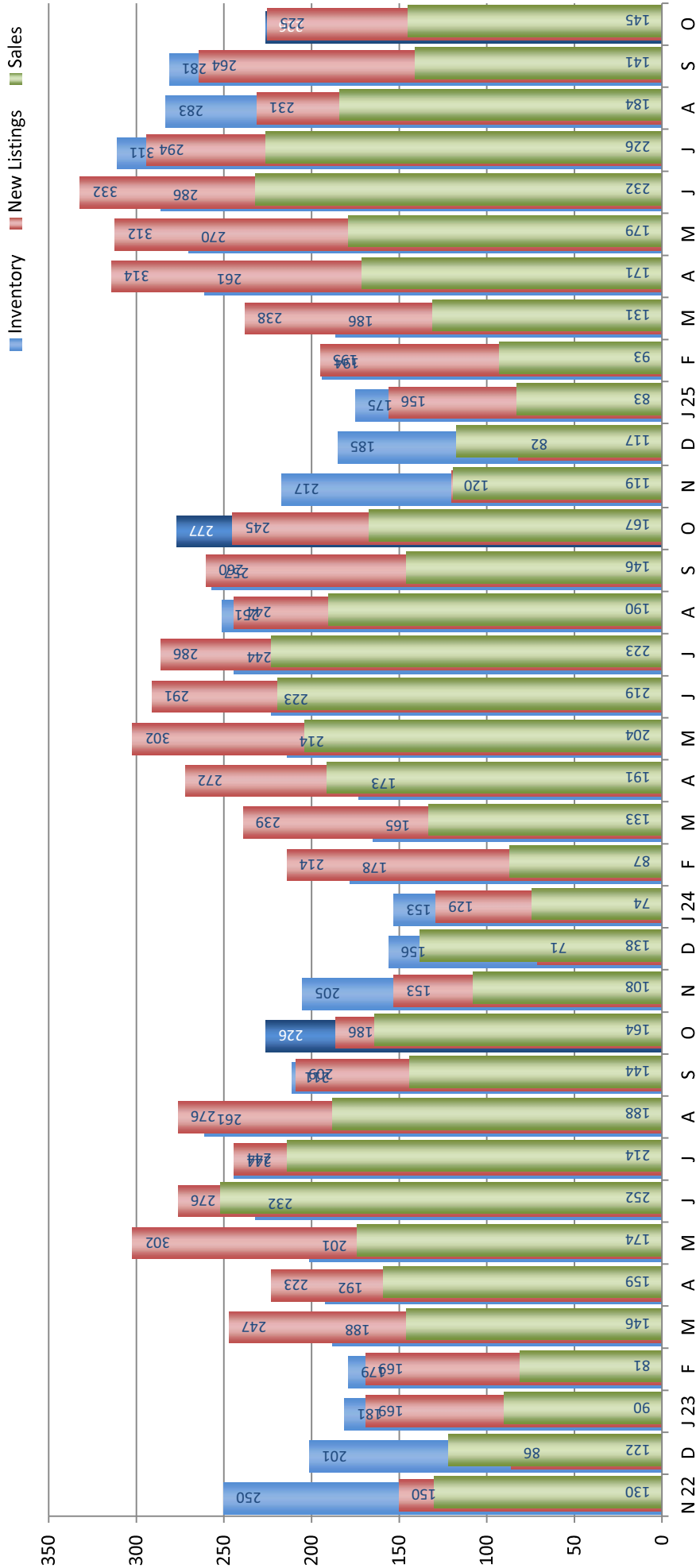
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