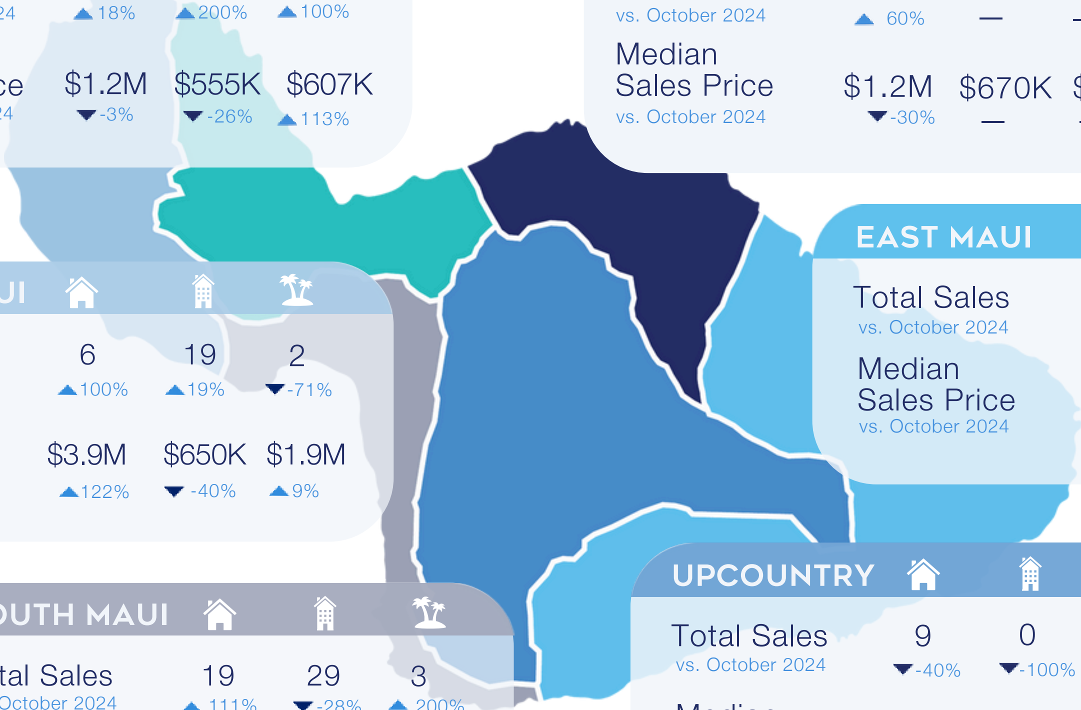
MAUI MARKET REPORT

OCTOBER 2025

Maui's real estate market showed early signs of renewed momentum in October as we moved into the traditional peak sales season, with total sales rising month-over-month across both single-family and condo segments. Buyer confidence appears to be improving, likely supported in part by the Federal Reserve's rate cuts in September, which have begun easing borrowing costs and contributed to a modest uptick in activity. While pricing trends remain mixed across property types, competitively priced homes continued to draw interest, and sellers aligned with market conditions are seeing results.

COUNTY-WIDE OVERVIEW	TOTAL SALES	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	SOLD ABOVE LIST PRICE	MEDIAN DAYS ON MARKET	NEW LISTINGS
SINGLE-FAMILY HOMES	64	$1,239,500	95%	9%	103	100
CONDOMINIUMS	62	$625,750	95%	5%	107	137
LAND	12	$620,000	95%	0%	183	31

ISLAND-WIDE OVERVIEW



CENTRAL

	Homes	Condos	Land
Total Sales	20	9	2
vs. October 2024	▲18%	▲200%	▲100%
Median Sales Price	$1.2M	$555K	$607K
vs. October 2024	▼-3%	▼-26%	▲113%

NORTH SHORE

	Homes	Condos	Land
Total Sales	8	1	2
vs. October 2024	▲ 60%	—	—
Median Sales Price	$1.2M	$670K	$497K
vs. October 2024	▼-30%	—	—

EAST MAUI

	Homes	Land
Total Sales	0	0
vs. October 2024	—	—
Median Sales Price	—	—
vs. October 2024	—	—

WEST MAUI

	Homes	Condos	Land
Total Sales	6	19	2
vs. October 2024	▲100%	▲19%	▼-71%
Median Sales Price	$3.9M	$650K	$1.9M
vs. October 2024	▲122%	▼ -40%	▲9%

SOUTH MAUI

	Homes	Condos	Land
Total Sales	19	29	3
vs. October 2024	▲ 111%	▼-28%	▲ 200%
Median Sales Price	$1.2M	$765K	$1.3M
vs. October 2024	▼ -9%	▼ -15%	▼ -68%

UPCOUNTRY

	Homes	Condos	Land
Total Sales	9	0	0
vs. October 2024	▼-40%	▼-100%	▼-100%
Median Sales Price	$1.3M	—	—
vs. October 2024	▲6%	—	—

SINGLE-FAMILY HOME TRANSACTIONS

COLDWELL BANKER
ISLAND PROPERTIES

OCTOBER 2025 VS. PERCENT CHANGE OVER LAST YEAR

Single-family home performance remained steady in October, with total sales rising month-over-month to 64 units and up 21% from last year. With a slight 4% decrease year-over-year, the median sales prices remains within the stable range seen over the past several months, a sign the segment is holding value despite shifting market dynamics. Buyer engagement continues to improve as rate reductions offer some relief, and well-presented properties priced in line with current market expectations are seeing traction.

		TOTAL SALES		MEDIAN SOLD PRICE		% LIST PRICE RECEIVED		MEDIAN DOM		SOLD ABOVE LIST PRICE		LIVING $/SQ FT	
CENTRAL	Kahului	6	– 0%	$1,242,000	▲ 10%	97%	▼ -1%	122	▲ 55%	0%	–	$771	▲ 16%
	Wailuku	14	▲ 27%	$1,162,717	▼ -7%	92%	▼ -7%	109	▼ -7%	7%	▼ -74%	$580	▼ -26%
NORTH SHORE	Haiku	8	▲ 100%	$1,200,000	▼ -27%	97%	▲ 5%	93	▼ -40%	25%	–	$825	▼ -13%
SOUTH MAUI	Kihei	16	▲ 100%	$1,160,000	▼ -12%	96%	▲ 2%	97	▲ 1%	13%	▼ -1%	$727	▼ -1%
	Maui Meadows	2	–	$1,701,011	–	92%	–	213	–	0%	–	$1,199	–
	Wailea/ Makena	1	– 0%	$3,075,000	▼ -53%	95%	▼ -5%	34	▲ 13%	0%	–	$727	▼ -39%
UPCOUNTRY	Kula/ Ulupalakua/ Kanaio	4	▼ -33%	$1,426,000	▲ 9%	99%	▲ 2%	84	▼ -26%	25%	▲ 50%	$760	▼ -18%
	Makawao/ Olinda/ Haliimaile	2	▼ -67%	$1,235,000	▼ -17%	96%	▼ -1%	347	▲ 375%	0%	▼ -100%	$757	▼ -26%
	Pukalani	3	– 0%	$1,200,000	▲ 7%	97%	▼ -3%	126	▲ 125%	0%	▼ -100%	$743	▲ 1%
WEST MAUI	Kaanapali	4	–	$3,887,500	–	96%	–	198	–	0%	–	$1,245	–
	Lahaina	1	–	$7,770,000	–	97%	–	92	–	0%	–	$1,704	–
	Napili/ Kahana/ Honokowai	1	▼ -50%	$1,680,000	▼ -1%	96%	▲ 1%	160	▲ 53%	0%	–	$778	▼ -19%
MOLOKAI	Molokai	1	▼ -75%	$300,000	▼ -28%	86%	▼ -11%	76	▼ -66%	0%	–	$389	▲ 12%
LANAI	Lanai	1	–	$727,000	–	91%	–	248	–	0%	–	$635	–
GRAND TOTAL		64	▲ 25%	$1,239,500	▼ -3%	95%	▼ -2%	103	▲ 0%	9%	▼ -40%	$808	▼ -1%

CONDOMINIUM TRANSACTIONS

OCTOBER 2025 VS. PERCENT CHANGE OVER LAST YEAR

After hitting a record low in September, condo activity saw a welcome lift in October, with sales increasing month-over-month from 45 to 62 units. The median sales price, however, dipped to $625,750—a new yearly low—reflecting a 15% decline year-over-year. This continued price softening provides expanded opportunities for buyers who were previously priced out of the condo market and seasonal demand tailwinds could help stabilize this segment further as we head into year-end.

		TOTAL SALES		MEDIAN SOLD PRICE		% LIST PRICE RECEIVED		MEDIAN DOM		SOLD ABOVE LIST PRICE		LIVING $/SQ FT	
CENTRAL	Wailuku	9	▲ 200%	$555,000	▼ -26%	98%	▼ -2%	89	▲ 41%	0%	▼ -100%	$611	▼ -4%
NORTH SHORE	Spreckelsville/ Paia/Kuau	1	–	$670,000	–	96%	–	64	–	0%	–	$1,175	–
SOUTH MAUI	Kihei	18	▼ -36%	$550,000	▼ -28%	95%	▼ -1%	140	▲ 8%	11%	–	$883	▼ -11%
	Maalaea	2	▲ 100%	$778,750	▲ 56%	89%	▼ -11%	359	▲ 189%	0%	▼ -100%	$851	▲ 14%
	Wailea/ Makena	9	▼ -18%	1,600,000	▼ -34%	95%	▼ -3%	175	▲ 38%	0%	▼ -100%	$1,427	▼ -17%
WEST MAUI	Kaanapali	4	▼ -20%	1,498,750	▲ 21%	94%	▲ 3%	113	▼ -35%	0%	–	$1,040	▲ 10%
	Kapalua	1	▼ -67%	3,390,000	▲ 195%	92%	▼ -4%	336	▲ 200%	0%	–	$2,217	▲ 91%
	Lahaina	2	–	$647,500	–	97%	–	50	–	0%	–	$1,341	–
	Napili/ Kahana/ Honokowai	12	▲ 50%	$580,000	▼ -15%	91%	▼ -4%	88	▼ -39%	0%	▼ -100%	$920	▼ -9%
MOLOKAI	Molokai	4	– 0%	$350,000	▲ 80%	98%	▲ 4%	299	▲ 134%	25%	–	$360	▼ -4%
GRAND TOTAL		62	▼ -2%	$625,750	▼ -28%	95%	▼ -1%	107	▼ -14%	5%	▼ -24%	$985	▼ -14%

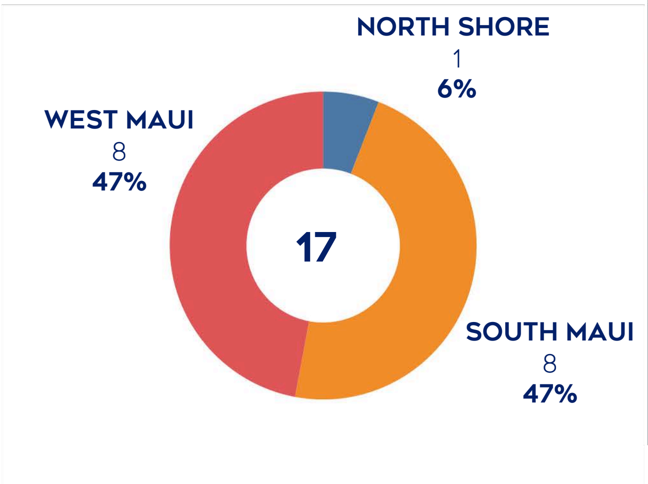
LUXURY TRANSACTIONS FOR OCTOBER 2025

FOR SINGLE-FAMILY HOME SALES OVER $2.5M AND CONDO SALES OVER $1.5M

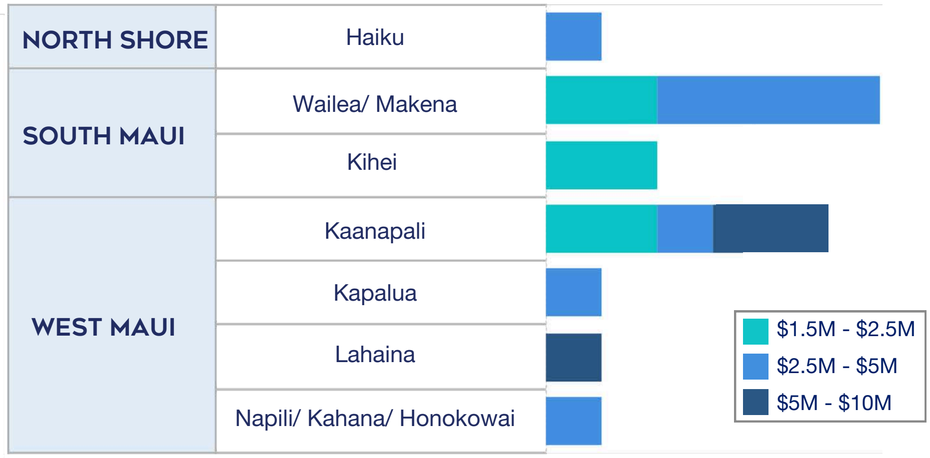
SINGLE-FAMILY HOME SALES		TOTAL SALES	TOTAL VOLUME	AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	BID-UPS	LIVING $/SQ FT
NORTH SHORE	Haiku	1	$3,300,000	$3,300,000	$3,300,000	100%	203	0%	$870
SOUTH MAUI	Wailea/ Makena	1	$3,075,000	$3,075,000	$3,075,000	95%	34	0%	$727
WEST MAUI	Kaanapali	3	$13,025,000	$4,341,667	$5,075,000	96%	148	0%	$1,343
	Lahaina	1	$7,770,000	$7,770,000	$7,770,000	97%	92	0%	$1,704
GRAND TOTAL		6	$27,170,000	$4,528,333	$4,187,500	97%	121	0%	$1,219

CONDO SALES		TOTAL SALES	TOTAL VOLUME	AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	BID-UPS	LIVING $/SQ FT
SOUTH MAUI	Kihei	2	$3,470,000	$1,735,000	$1,735,000	89%	308	0%	$1,336
	Wailea/ Makena	5	$27,017,500	$2,560,000	$2,750,000	95%	175	0%	$1,550
WEST MAUI	Kaanapali	2	$4,432,500	$2,216,250	$2,216,250	98%	154	0%	$1,175
	Kapalua	1	$3,390,000	$3,390,000	$3,390,000	92%	336	0%	$2,217
	Napili/ Kahana/ Honokowai	1	$2,925,000	$2,925,000	$2,925,000	99%	813	0%	$1,914
GRAND TOTAL		11	$27,017,500	$2,456,136	$2,485,000	95%	194	0%	$1,528

TOTAL LUXURY SALES BY DISTRICT



LUXURY SALES BY PRICE RANGE



** The information in this report is deemed reliable but not guaranteed. Data provided by the REALTORS® Association of Maui as of 11/05/25 and is subject to change.*