COLDWELL BANKER ISLAND PROPERTIES

MAUI MARKET REPORT
OCTOBER 2026

Maui's housing market remained relatively steady in October, with sales activity and median prices for both single-family homes and condominiums holding within recent ranges. Single-family home sales totaled 59 (-3% YoY), with a median price of $1,179,000 (-2% YoY), while condo sales reached 68 (+19% YoY), with a median price of $634,500 (-2% YoY). The most notable change was in the condo market, where median days on market improved to 146 days, down from September's record high of 167 days, though still 35% higher than October 2025. Despite that improvement, extended selling timelines continue to reflect a more selective buyer environment, particularly in Maui's resort and luxury markets.

COUNTY-WIDE OVERVIEW

	TOTAL SALES	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	SOLD ABOVE LIST PRICE	MEDIAN DAYS ON MARKET	NEW LISTINGS
RESIDENTIAL	59	$1,179,000	95%	3%	108	80
CONDOMINIUMS	68	$634,500	95%	6%	146	143
LAND	11	$625,000	95%	—	101	29

ISLAND-WIDE OVERVIEW

CENTRAL

Total Sales vs. October 2025	14 ▼ -33%	9 —	2 —
Median Sales Price vs. October 2025	$950K ▼ -22%	$415K ▼ -25%	$535K ▼ -12%

NORTH SHORE

Total Sales vs. October 2025	10 ▲ 25%	— ▼ -100%	2 —
Median Sales Price vs. October 2025	$1.6M ▲ 33%	— —	$1.1M ▲ 124%

WEST MAUI

Total Sales vs. October 2025	5 —	15 ▼ -21%	2 —
Median Sales Price vs. October 2025	$1.3M ▼ -74%	$770K ▲ 18%	$652K ▼ -66%

EAST MAUI

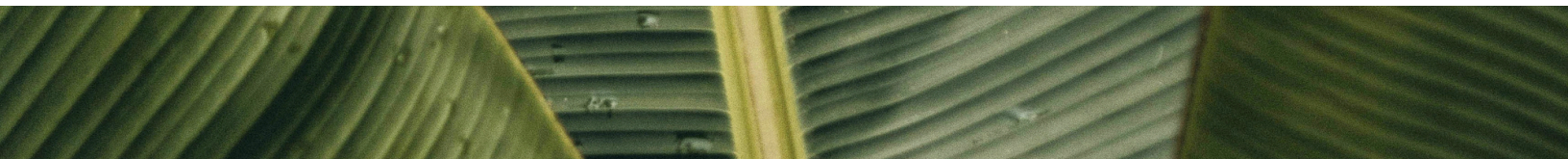
Total Sales vs. October 2025	—	—
	—	—
Median Sales Price vs. October 2025	—	—
	—	—

SOUTH MAUI

Total Sales vs. October 2025	13 ▼ -32%	44 ▲ 52%	1 ▼ -67%
Median Sales Price vs. October 2025	$1.6M ▲ 33%	$710K ▼ -7%	$750K ▼ -42%

UPCOUNTRY

Total Sales vs. October 2025	10 ▲ 11%	— —	3 —
Median Sales Price vs. October 2025	$1.4M ▲ 10%	— —	$675K —



SINGLE-FAMILY HOME TRANSACTIONS

OCTOBER 2026 VS. PERCENT CHANGE OVER LAST YEAR

Single-family home sales remained consistent with recent months, while the $1,179,000 median price reflected relatively stable island-wide pricing. Regional activity varied, with Central Maui leading at 14 sales, followed by South Maui with 13 and North Shore and Upcountry with 10 each. North Shore stood out with a 25% YoY increase in sales and a 33% rise in median price to nearly $1.6 million, driven by activity in Haʻikū. Meanwhile, South Maui recorded fewer transactions (-32% YoY), but its median increased 33% to $1.6 million, influenced in part by higher-end Wailea/Mākena sales. Island-wide, homes spent a median of 108 days on market, reinforcing the importance of strategic pricing as buyers continue to evaluate their options.

COLDWELL BANKER ISLAND PROPERTIES

		TOTAL SALES	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	SOLD ABOVE LIST PRICE	LIVING $/SQ FT
CENTRAL	Kahului	5 ▼ -17%	$1,175,000 ▼ -5%	96% ▼ -1%	120 ▼ -1%	0% –	$719 ▼ -7%
	Wailuku	9 ▼ -40%	$820,000 ▼ -31%	98% ▲ 7%	113 ▼ -3%	22% ▲ 233%	$577 – 0%
NORTH SHORE	Haiku	10 ▲ 25%	$1,597,500 ▲ 33%	95% ▼ -3%	102 ▲ 9%	0% ▼ -100%	$739 ▼ -10%
SOUTH MAUI	Kihei	6 ▼ -63%	$1,132,500 ▼ -2%	95% ▼ -1%	63 ▼ -35%	0% ▼ -100%	$628 ▼ -14%
	Maui Meadows	2 – 0%	$1,946,000 ▲ 14%	90% ▼ -2%	144 ▼ -32%	0% –	$710 ▼ -41%
	Wailea/ Makena	5 ▲ 400%	$3,900,000 ▲ 27%	93% ▼ -2%	224 ▲ 559%	0% –	$2,029 ▲ 179%
UPCOUNTRY	Kula/ Ulupalakua/Kanaio	6 ▲ 50%	$1,480,000 ▲ 4%	90% ▼ -9%	82 ▼ -2%	0% ▼ -100%	$946 ▲ 25%
	Makawao/ Olinda/Haliimaile	2 – 0%	$1,637,500 ▲ 33%	100% ▲ 4%	595 ▲ 72%	0% –	$918 ▲ 21%
	Pukalani	2 ▼ -33%	$1,250,000 ▲ 4%	95% ▼ -3%	207 ▲ 64%	0% –	$593 ▼ -20%
WEST MAUI	Lahaina	1 – 0%	$5,997,000 ▼ -23%	100% ▲ 3%	289 ▲ 214%	0% –	$1,038 ▼ -39%
	Napili/ Kahana/ Honokowai	4 ▲ 300%	$1,187,500 ▼ -30%	92% ▼ -5%	109 ▼ -32%	0% –	$916 ▲ 17%
MOLOKAI	Molokai	4 ▲ 300%	$367,500 ▲ 23%	94% ▲ 10%	148 ▲ 95%	0% –	$420 ▲ 8%
LANAI	Lanai	3 ▲ 200%	$758,000 ▲ 4%	99% ▲ 9%	148 ▼ -40%	0% –	$752 ▲ 18%
Grand Total		59 ▼ -3%	$1,179,000 ▼ -2%	95% – 0%	108 ▲ 7%	3% ▼ -66%	$940 ▲ 24%

CONDOMINIUM TRANSACTIONS

OCTOBER 2026 VS. PERCENT CHANGE OVER LAST YEAR

Condo sales held within recent ranges at 68 transactions, while the median price remained relatively steady at $634,500. South Maui was the clear driver of activity, recording 44 sales (+52% YoY), including 32 in Kīhei (+78%), where the median price increased 3% to $565,000. Notably, Wailea/Mākena recorded a median of 703 days on market, illustrating how extended listing periods in select luxury properties can influence broader market statistics. While island-wide condo days on market improved to 146 days from September's all-time high, selling timelines remain elevated, highlighting the continued importance of pricing and buyer expectations.

		TOTAL SALES	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	SOLD ABOVE LIST PRICE	LIVING $/SQ FT
CENTRAL	Kahului	6 – 0%	$277,500 –	97% – 0%	92 – 0%	17% –	$379 – 0%
	Wailuku	3 ▼ -67%	$545,000 ▼ -2%	94% ▼ -4%	49 ▼ -45%	0% –	$624 ▲ 2%
SOUTH MAUI	Kihei	32 ▲ 78%	$565,000 ▲ 3%	95% – 0%	129 ▼ -8%	3% ▼ -72%	$743 ▼ -16%
	Maalaea	2 – 0%	$295,500 ▼ -62%	92% ▲ 4%	221 ▼ -38%	0% –	$392 ▼ -54%
	Wailea/ Makena	10 ▲ 11%	$3,304,175 ▲ 107%	98% ▲ 2%	703 ▲ 302%	0% –	$2,453 ▲ 72%
WEST MAUI	Kaanapali	7 ▲ 75%	$1,300,000 ▼ -13%	91% ▼ -3%	195 ▲ 73%	29% –	$1,033 ▼ -1%
	Kapalua	1 – 0%	$1,300,000 ▼ -62%	85% ▼ -7%	409 ▲ 22%	0% –	$1,307 ▼ -41%
	Lahaina	1 ▼ -50%	$770,000 ▲ 19%	93% ▼ -3%	185 ▲ 274%	0% –	$743 ▼ -45%
	Napili/ Kahana/ Honokowai	6 ▼ -50%	$472,500 ▼ -19%	92% ▲ 1%	104 ▲ 19%	0% –	$773 ▼ -16%
Grand Total		68 ▲ 19%	$634,500 ▼ -2%	95% – 0%	146 ▲ 35%	6% ▲ 68%	$1,174 ▲ 15%

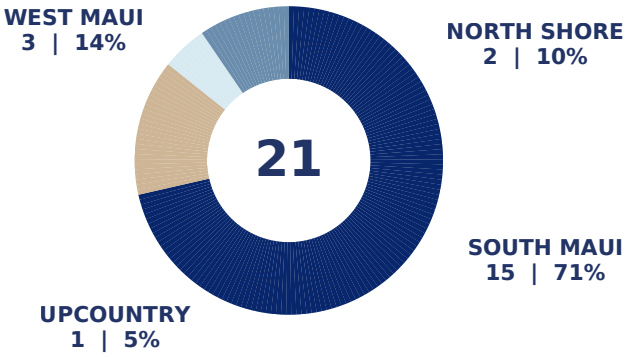
LUXURY TRANSACTIONS FOR OCTOBER 2026

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

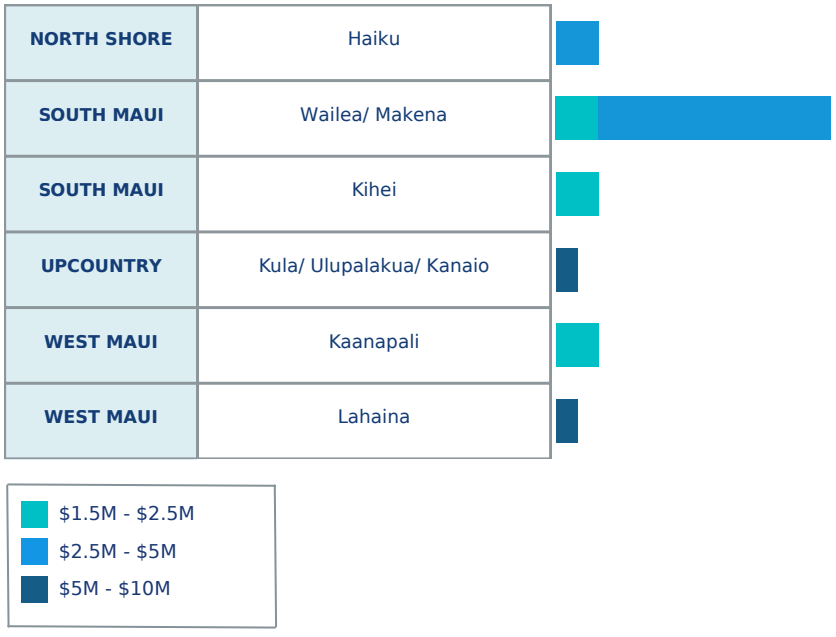
SINGLE-FAMILY HOME SALES		TOTAL SALES	TOTAL VOLUME	AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	BID-UPS	LIVING $/SQ FT
NORTH SHORE	Haiku	2	$5,264,000	$2,632,000	$2,632,000	93%	143	0%	$801
SOUTH MAUI	Wailea/ Makena	4	—	$8,437,500	$6,200,000	93%	139	0%	$2,319
UPCOUNTRY	Kula/ Ulupalakua/ Kanaio	1	$5,775,000	$5,775,000	$5,775,000	89%	108	0%	$934
WEST MAUI	Lahaina	1	$5,997,000	$5,997,000	$5,997,000	100%	289	0%	$1,038
Grand Total		8	—	$6,348,250	$4,837,500	94%	143	0%	$1,535

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	$3,467,500	$1,733,750	$1,733,750	96%	223	0%	$929
	Wailea/ Makena	9	—	$4,664,294	$3,358,350	98%	703	0%	$2,560
WEST MAUI	Kaanapali	2	$3,815,000	$1,907,500	$1,907,500	96%	89	50%	$1,019
Grand Total		13	—	$3,789,319	$2,769,450	98%	318	8%	$2,064

TOTAL LUXURY SALES
by District

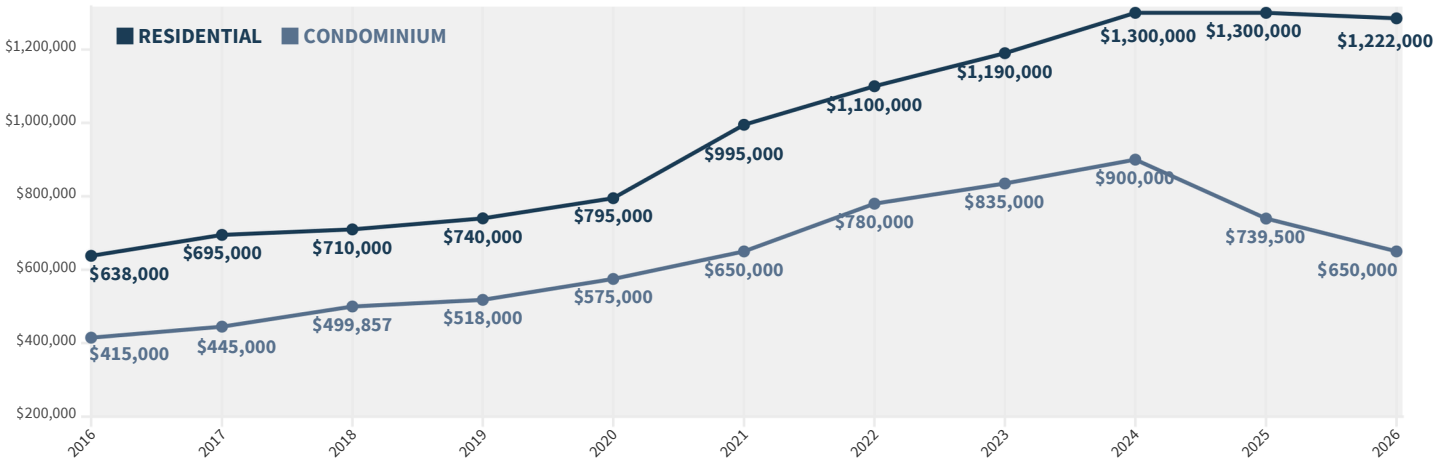


LUXURY SALES by Area



** The information in this report is deemed reliable but not guaranteed. Data provided by the REALTORS® Association of Maui as of 11/01/26 and is subject to change.*

MAUI 10-YEAR HISTORICAL MEDIAN SALES PRICE



MAUI COUNTY OVERVIEW YEAR-TO-DATE (vs. YoY)

		2026	2025	% YoY
RESIDENTIAL	Total Sales	**587**	591	-1%
	Median Sold Price	**$1.22M**	$1.30M	-6%
	Median DOM	**107**	102	5%
	New Listings	**954**	1002	-5%
CONDOMINIUM	Total Sales	**679**	573	18%
	Median Sold Price	**$650K**	$697K	-7%
	Median DOM	**127**	109	17%
	New Listings	**1355**	1465	-8%
LAND	Total Sales	**99**	119	-17%
	Median Sold Price	**$628K**	$650K	-3%
	Median DOM	**146**	114	28%
	New Listings	**258**	256	1%

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MAUI REGION YEAR-TO-DATE (vs. YoY)

		2026	2025	% YoY	2026	2025	% YoY	2026	2025	% YoY
 SOUTH MAUI	Total Sales	135	116	16%	342	285	20%	8	17	-53%
	Median Sold Price	$1.41M	$1.45M	-3%	$678K	$765K	-11%	$888K	$1.3M	-32%
	Median DOM	122	110	11%	123	123	—	178	56	217%
	New Listings	219	252	-13%	614	686	-10%	38	34	12%
 WEST MAUI	Total Sales	55	61	-10%	236	192	23%	34	46	-26%
	Median Sold Price	$2.02M	$3.15M	-36%	$699K	$748K	-7%	$668K	$643K	4%
	Median DOM	131	134	-2%	143	99	44%	77	70	10%
	New Listings	118	126	-6%	534	556	-4%	70	85	-18%
 CENTRAL MAUI	Total Sales	172	183	6%	71	69	3%	8	12	-33%
	Median Sold Price	$1.05M	$1.15M	-9%	$510K	$546K	-7%	$510K	$589K	-13%
	Median DOM	95	91	4%	104	99	5%	331	166	99%
	New Listings	253	262	-3%	143	158	-9%	39	35	11%
 NORTH SHORE MAUI	Total Sales	58	66	-12%	—	3	—	14	12	17%
	Median Sold Price	$1.39M	$1.40M	-1%	—	$675K	—	$1.32M	$758K	74%
	Median DOM	115	95	21%	—	64	—	200	229	-12%
	New Listings	114	122	-7%	3	3	—	24	27	-11%
 UPCOUNTRY	Total Sales	128	127	1%	2	1	100%	14	16	-13%
	Median Sold Price	$1.43M	$1.36M	6%	$820K	$782K	5%	$775K	$511K	52%
	Median DOM	84	92	-9%	146	81	80%	168	146	15%
	New Listings	176	167	5%	4	5	-20%	49	34	44%
 EAST MAUI	Total Sales	7	9	-22%	—	1	—	4	4	—
	Median Sold Price	$1.5M	$998K	50%	—	$1.86M	—	$210K	$890K	-76%
	Median DOM	89	214	-58%	—	77	—	83	196	-58%
	New Listings	21	23	-9%	—	1	—	11	12	-8%
 LANAI	Total Sales	9	6	50%	4	1	300%	1	—	—
	Median Sold Price	$695K	$639K	9%	$3.68M	$188K	1855%	$255K	—	—
	Median DOM	125	160	-22%	251	143	76%	37	—	—
	New Listings	15	16	-6%	3	6	-50%	3	1	200%
 MOLOKAI	Total Sales	23	23	—	24	21	14%	16	12	33%
	Median Sold Price	$465K	$510K	9%	$195K	$225K	-13%	$163K	$130K	25%
	Median DOM	90	154	-42%	131	98	33%	199	222	-11%
	New Listings	38	34	12%	54	50	8%	24	28	-14%

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