

Fairly priced homes sell. What's left on the market is the overpriced inventory.

Asking price vs. the price buyers actually paid, by zone, from 1,074 closed MLS sales between August 2025 and August 2026.

THE FINDING

Buyers barely negotiate on homes that are priced right. They just don't buy the rest.

95-98%

of asking price is what sold homes closed at, in every major zone

+46%

Hotel Zone listings ask 46% more per m² than what buyers paid there

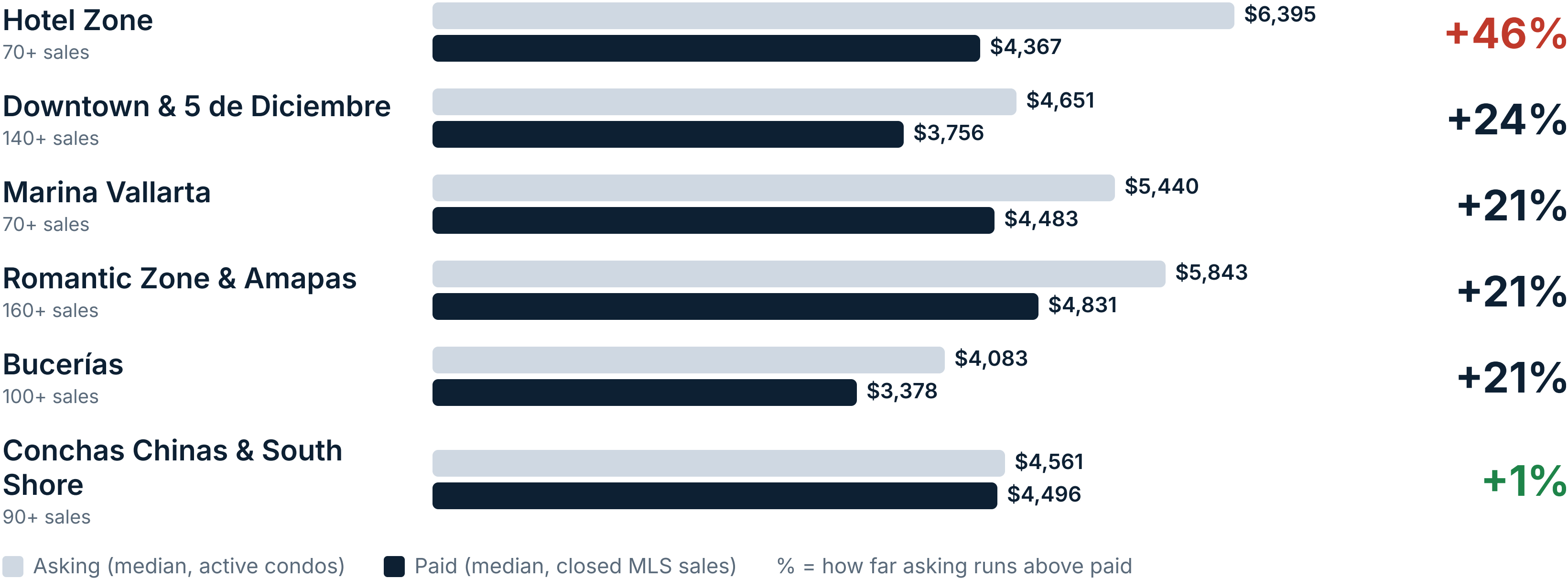
+1%

Conchas Chinas & South Shore: asking and paid are almost the same

Bay-wide, active listings ask a median \$4,304/m². Homes that actually sold went for \$3,695/m². The gap isn't haggling: it's inventory that sits.

ASKING VS. PAID, USD PER M²

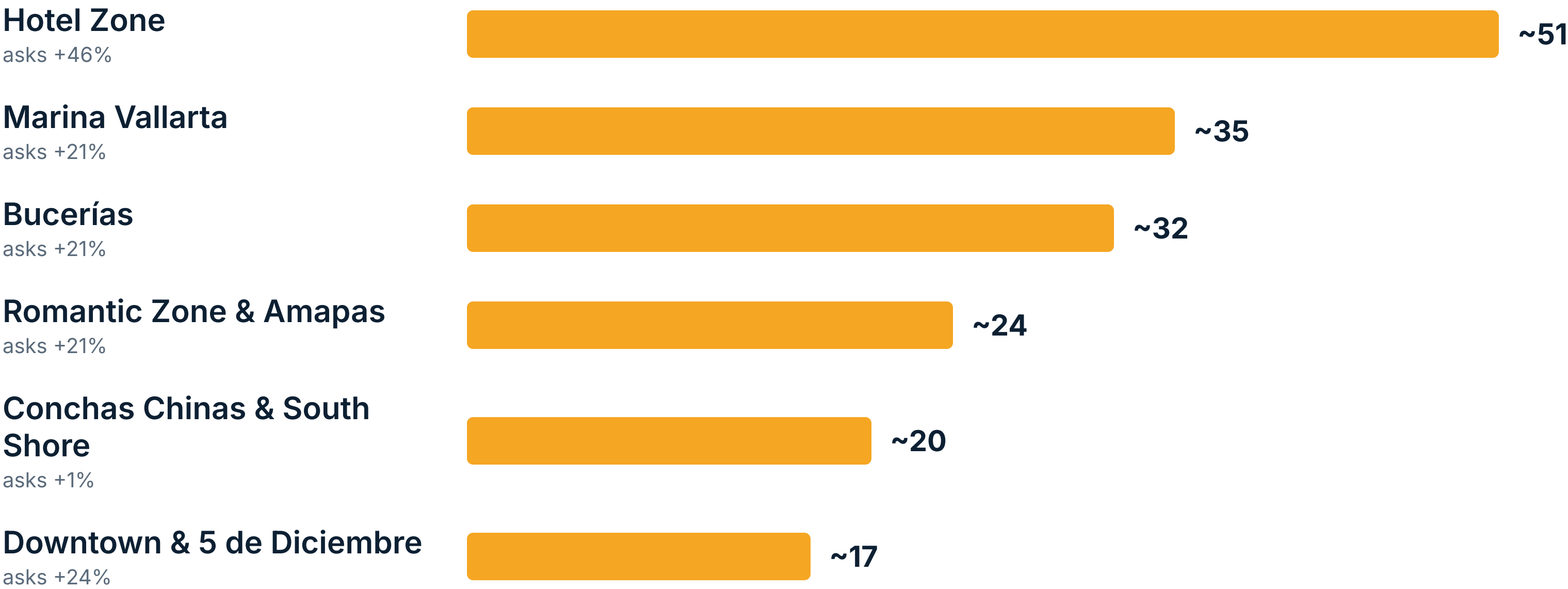
Where the asking price runs ahead of the market



Based on MLS information for the period from Aug 13, 2025 to Aug 31, 2026. MLS data is deemed reliable, but its accuracy is not guaranteed by the MLS. HOMIA · Q3 2026

MONTHS OF INVENTORY

Where unsold inventory piles up



Months of inventory = active listings ÷ monthly closed sales. Not every closing is reported to the MLS, so these figures run high: use them to compare zones, not on their own. The Hotel Zone includes new towers in pre-construction. Downtown is the exception: high gap, fast turnover, driven by volume at lower price points.

ALL 15 ZONES

What was actually paid, across the bay

ZONE	SALES	PAID /M²	ASKING /M²	% OF ASKING AT CLOSE	TIME TO SELL
Romantic Zone & Amapas	160+	\$4,831	\$5,843	96.1%	~7 mo
Conchas Chinas & South Shore	90+	\$4,496	\$4,561	95.5%	~6 mo
Marina Vallarta	70+	\$4,483	\$5,440	97.6%	~8 mo
Hotel Zone	70+	\$4,367	\$6,395	97%	~7 mo
Sayulita	20+	\$4,240	\$5,057	95.4%	~8 mo
Downtown & 5 de Diciembre	140+	\$3,756	\$4,651	96.7%	~7 mo
Flamingos	20+	\$3,527	\$3,837	98.6%	~9 mo
Guayabitos	10	\$3,431	\$3,377	100%	~8 mo
La Cruz de Huanacaxtle	50+	\$3,414	\$3,905	98.2%	~14 mo
Bucerías	100+	\$3,378	\$4,083	95.5%	~10 mo
Versalles	80+	\$3,219	\$4,109	99.7%	~9 mo
Nuevo Vallarta	100+	\$3,069	\$3,430	96.8%	~9 mo
Aramara	30+	\$2,972	\$3,068	100%	~12 mo
Mezcales	20+	\$1,906	\$1,650	100%	~6 mo
Ixtapa (Puerto Vallarta)	10	\$1,343	\$1,898	99.4%	~7 mo

METHOD & CITATION

How we measured it

Paid

Median price per m² of closed residential sales reported to the Vallarta-Nayarit MLS, by MLS area, Aug 13, 2025 – Aug 31, 2026. 1,074 sales bay-wide. Aggregates only; no individual sale is published.

Asking

Median price per m² of active condo listings in the same MLS area on October 17, 2026, so the comparison is condo against condo.

Months of inventory

Active listings divided by monthly closed sales. Closings not reported to the MLS make this run high; read it as a comparison between zones.

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Full report, updated daily

homia.mx/en/puerto-vallarta-real-estate-market-report

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HOMIA is an AMPI-member brokerage based in Puerto Vallarta.



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