

Sunny Isles Beach Condo Market Report – Mid-Year Snapshot & Emerging Trends for 2025

Once known for its collection of beachfront high-rises catering to a mix of international investors and snowbirds, Sunny Isles Beach is entering a new era—defined by discerning buyers, elevated design expectations, and a market shifting toward premium inventory.

While the broader economy has sent mixed signals in 2025, the high-end condo market here tells a more focused story. The numbers are in for the first half of 2025, and while some headlines suggest a softening market, a deeper dive reveals a more nuanced, strategic transformation underway in this elite oceanfront enclave. The market is undergoing a quiet transformation—defined by elevated expectations and a reallocation of capital toward newer, design-forward inventory, leaving outdated and underwhelming product behind.

Sales Volume Holding Steady, But the Luxury Buyer Has Evolved

From January through June 2025, Sunny Isles Beach recorded 110 condo transactions, totaling \$403.7M in sales volume. While that reflects a 21% decrease in the number of transactions compared to H1 2024 (which saw 139 sales), the sales volume actually increased by 2%, highlighting a shift toward higher-priced, better-finished homes—ultimately, fewer transactions but larger investments.

In 2024, the best performing price tier was the **\$1–3M segment**, representing the highest proportion of total sales volume (45%), highest percentage of total transaction count (71%), least discounting and shortest time on the market. Fast forward to 2025, however this segment has experienced a sharp 40% drop in volume YoY, with buyers redirected towards newer, more refined offerings in the \$3–6M range.

The rising star is the **\$3–6M segment**, which, while seeing fewer individual sales, posted a higher average PSF and a 16% YoY increase in sales volume, which now translates to a 33% of total sales market share—a clear sign of shifting buyer preferences toward elevated product and ditching older inventory.

Meanwhile, the **\$6–10M segment** saw a 17% decline, making it the weakest performing bracket, with a low volume of sales, most discounting and high months of inventory. This tier continues to suffer from excessive inventory and extended time on market.

The true standout, however, was the **\$10M+ category**. While volume of transactions remain low (only five sales in 2025), this tier generated \$89.7M in sales volume—a 560% jump from the same period in 2024. These five transactions alone made up 20% of total sales, and the top sale increased 110% in 2025 to \$28.6M, more than doubling the highest recorded sale in the same period of 2024. High-net-worth individuals are still confident in Sunny Isles, provided the product meets their elevated expectations.

Price Per Square Foot and Inventory Trends

Despite the sales mix changes, average price per square foot (PSF) remained remarkably resilient. The market-wide PSF modestly dipped by 2%, from \$1,740.92 in 2024 to \$1,692.97 in 2025. The only notable softening occurred in the \$6–10M segment, where PSF fell by 7%—a reflection of slow absorption and discounting in that tier.

In sharp contrast, pricing behavior in the mid-tier and high-end segments exhibit an increase in buyers willingness to pay top dollar for turn-key, high-design residences. In 2024, 51% of sales closed under \$1,000/sqft. In 2025, that figure dropped to 44%, underscoring a growing preference for quality over bargain. While top-tier units command up to \$2,800/SF, the average remains steadily below \$2,500/SF—signaling room for growth in the ultra-prime category as newer buildings hit the market.

While pricing has remained fairly stable, days on market (DOM) have increased notably—from an average of 145 days in 2024 to 210 in 2025. Over 53% of listings now sit on the market for more than five months before closing, compared to 41% in 2024. This reflects broader macro uncertainty—rising interest rates, consumer hesitancy, and shifting global policy—causing many buyers and sellers to delay decision-making until the outlook becomes clearer.

Discounting and Buyer Psychology

The price-to-list ratio has remained constant at 92% in both 2024 and 2025, indicating that while buyers are more patient and selective, they're not necessarily seeking deep discounts—just the right product. Sellers, on the other hand, aren't dramatically slashing prices; serious offers are still closing relatively close to ask.

And that product is clear: contemporary, well-designed, high-end condos. Buyers are bypassing outdated buildings—particularly those with rising HOA fees and looming assessments—in favor of newer developments offering modern finishes, robust amenities, and predictable ownership experiences. The market is less about urgency and more about alignment—and that favors turnkey, high-design inventory.

Top Performing Condos by Price Tier

Sunny Isles Beach's best-performing condos remain consistent across both years and include, Trump Towers (TDR 1–3), Ocean (1–4), Oceania (1–5), Parque Towers, Jade (Beach, Ocean & Signature), Turnberry (Ocean Club & Ocean Colony), Acqualina (Estates, Mansions & Ocean Residences), Armani, Ritz-Carlton and Porsche.

In both years, these buildings dominated transaction and sales volume, and can be further categorized by segment as follows:

- **\$1–3M Segment** (2024): Ocean (1-4), Oceania (1-5), Parque Towers, and Trump Towers (TDR 1–3). In 2025, Jade Ocean entered this mix.

- **\$3–6M Segment:** In 2024, leading buildings included Armani Casa, Acqualina (Mansions, Estates and Ocean Residences), Ritz-Carlton, and Turnberry Ocean Colony. By 2025, the focus shifted to Armani, Ritz-Carlton, and Jade Signature.
- **\$6–10M Segment:** Acqualina Estates dominated both years, with Acqualina Mansions emerging more prominently in 2025.
- **\$10M+ Segment:** Estates at Acqualina continues to lead the ultra-luxury category, year over year.

Meanwhile, several properties saw little to no sales activity in either year, such as Aurora Residences, Arlen House, Sole on the Ocean, Pinnacle, King David, Ocean Reserve, Porto Bellagio, Sands Pointe, Winston Towers. Many of these are older properties, often held long-term by snowbirds and retirees, and are largely off-market, not actively traded, or have little incentive to sell in the current market climate. It also to no surprise that the majority of expired listings are appearing in non-renovated buildings with high assessments which sit stagnant and risk becoming obsolete without upgrades.

New Construction Outlook: Demand Meets Limited Supply

With limited undeveloped land remaining—especially oceanfront — new luxury developments are expected to perform exceptionally well. Demand continues to shift toward modern, well-maintained buildings, and the upcoming pipeline of oceanfront branded residences is poised for success.

Projects like The St. Regis and Bentley Residences, are set to command premiums, attracting HNW and UHNW buyers seeking turnkey elegance, state-of-the-art amenities, and long-term value in a market that increasingly rewards design, exclusivity, and quality.

Buyers today are drawn to newer construction with elevated finishes and contemporary layouts—something older buildings are struggling to compete with due to aging infrastructure and rising assessments which significantly hinders their long-term investment appeal.

Our long-term projection for Sunny Isles Beach is clear: the future belongs to new, elevated development. As aging buildings grapple with escalating HOA fees and mounting assessments, their viability in the resale market will continue to dwindle and eventually become obsolete. We anticipate the emergence of a powerful opportunity—and expect to see prime land ready for acquisition by top-tier developers setting the stage for a new generation of iconic residences that will shape the next chapter of oceanfront luxury.

The Rental Market: Evolving Psychology and Preferences of both Landlords & Tenants

Total rental value across all segments in H1 2024 was \$1.931M, rising slightly to \$1.943M in H1 2025. Rental sales volume and unit count remained stable, suggesting no major influx or exodus—just a steady increasingly selective market.

Segment-by-Segment Breakdown

- **\$5K–\$10K** remains the most active range, dominated by 2–3 bedroom units and most rental activity exhibited in TDR Towers, Oceania Towers, Ocean Towers, Jade Towers, and 400 Sunny Isles.
- **\$10K–\$15K** shifted from mostly 2-bedroom rentals in 2024 to more 3-bedrooms in 2025, with **Armani and Ritz** leading. This is attributed to the drop in PSF from \$6.77 to \$5.18, making it more affordable for tenants to upgrade.
- **\$15K–\$20K** moved from a 3-bedroom focus to 3–5 bedrooms, with Armani Casa seeing strong momentum.
- **\$20K–\$30K** saw a slight rise in price per SF and remained led by Porsche and Armani, with more 3–4 bedroom options in 2025.
- **\$30K+** stayed consistent with 3–4 bedroom units, but Porsche overtook Ritz, Armani, and Aqualina as the dominant player in 2025.

Key conclusions can be drawn regarding the Sunny Isles Beach Rental Market and the evolution of both tenant and landlord psychology:

1. **Quality-driven Shift:** There has been a decrease in average price per square foot in the **\$5K–\$20K** rental range, and a slight increase in the **\$20K–\$30K+** tiers, signaling a clear shift in renter psychology. Tenants are bypassing mid-tier rental options in favor of ultra-prime inventory that offer better finishes, amenities, and overall value—and are willing to pay a premium for it.
2. **Pricing Discipline from Landlords:** The increase in discount-to-list ratio from 93.3% to 99% suggests landlords have become more realistic and aligned with market demand, reducing the need for negotiation and overpricing.
3. **Market Softness and Longer Leasing Cycles:** The rise in average days on market from 103.9 to 143 days is a clear indicator of softening demand across non-premium segments. This elongation of leasing cycles implies that inventory which lacks updated design or location advantages is struggling to move, creating friction for landlords in less competitive buildings.

In summary, the Sunny Isles rental market is diverging. While mid-tier rentals are softening, the top-end of the market remains resilient, attracting tenants who prioritize design, exclusivity, and lifestyle value. Both landlords and tenants are becoming more selective—landlords are adjusting pricing to avoid excessive discounting, while tenants are showing a stronger appetite for luxury, even at a premium.

Final Takeaway: A Market in Transition, Not Decline

The Sunny Isles Beach condo market is not contracting—it's curating. While inventory is rising and average days on market have lengthened, it is not an indication of a weakening condo market, but rather a waking market becoming increasingly selective and recalibrating toward quality.

Buyers today are shifting away from value-hunting to lifestyle-oriented investing—placing emphasis on refined design, finishes, and quality inventory that align with their elevated standards of luxury oceanfront lifestyle.

New developments, recently-delivered buildings, and meticulously-renovated resale units are attracting the spotlight, while aging inventory is quietly slipping out of favor. In both sales and rentals, the message is clear: only the best properties are commanding results. This is a market that rewards quality, rejects mediocrity, and moves quickly on product that aligns with the expectations of today's luxury buyer.

For sellers, the mandate is clear: upgrade, reposition, or risk prolonged market exposure. For buyers, the current environment presents a strategic window to secure premium oceanfront property at pricing that remains below adjacent coastal markets. For investors, it's a rare opportunity to acquire assets in a market defined by rising global interest, competitive yet stable pricing, limited land availability, and strong long-term potential—especially as aging inventory sets the stage for future redevelopment and value growth.

With a growing appetite for elevated living, high-end inventory on the rise and a limited coastline, Sunny Isles Beach remains one of South Florida's most attractive luxury coastline corridors and investment opportunities and demand is expected to continue to rise. And as fundamental market dynamics and economic principles of supply and demand remind us, a market where quality leads and opportunity is finite, those who move strategically stand to gain the greatest returns.

To explore tailored opportunities in Sunny Isles Beach, contact us today and our territory expert will guide you through the best of what this oceanfront enclave has to offer.