

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

DECEMBER
2023



collaborativerealestate.ca

NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | NOVEMBER 2023

Inventory Sales

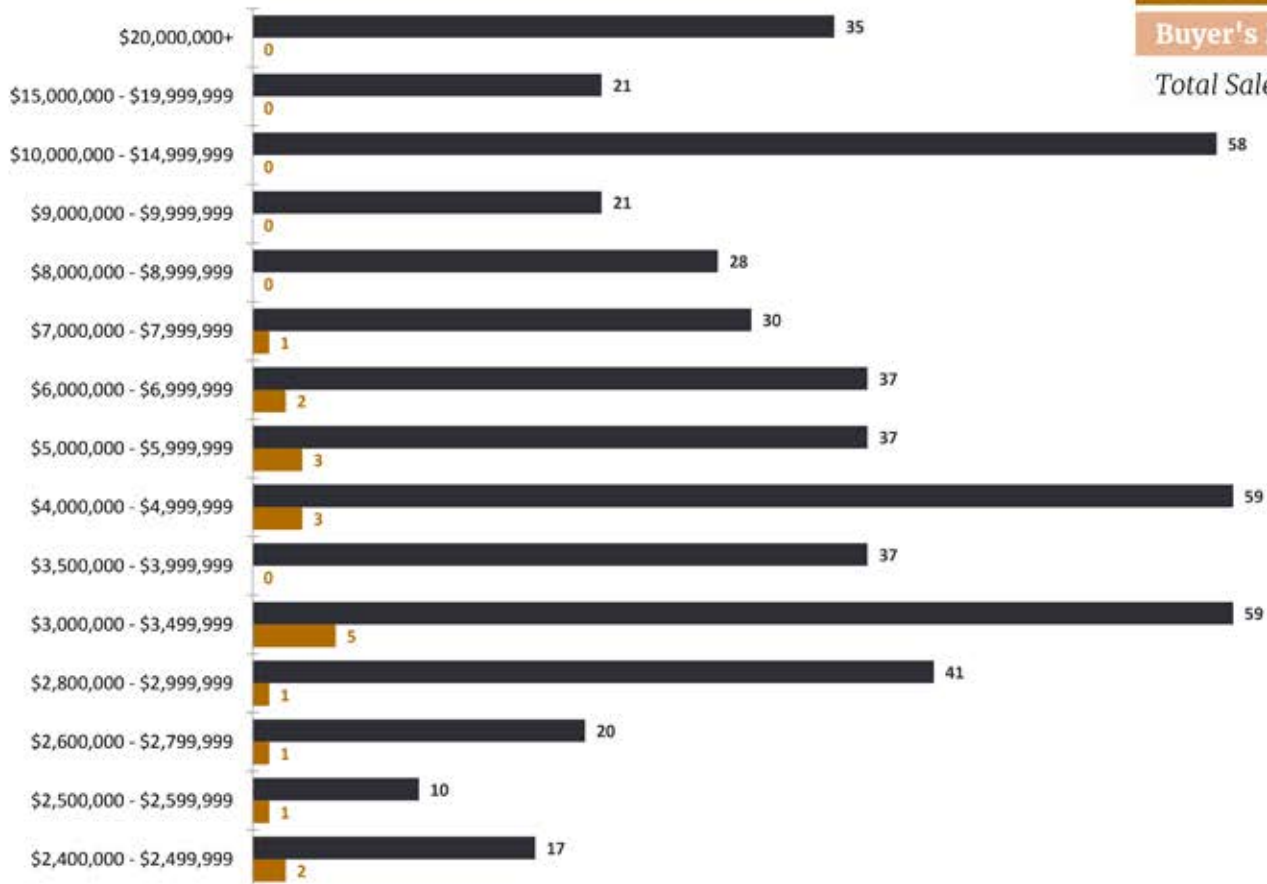
Luxury Benchmark Price¹: **\$2,400,000**

Total Inventory: **510**

Total Sales: **19**

Buyer's Market

Total Sales Ratio²: **4%**



| Square Feet ¹ -Range- | Price -Median Sold- | Beds -Median Sold- | Baths -Median Sold- | Sold -Total- | Inventory -Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999 | NA | NA | NA | 0 | 30 | 0% |
| 2,000 - 2,999 | \$4,118,750 | 4 | 4 | 2 | 77 | 3% |
| 3,000 - 3,999 | \$3,175,000 | 3 | 4 | 7 | 127 | 6% |
| 4,000 - 4,999 | \$4,074,500 | 4 | 6 | 8 | 118 | 7% |
| 5,000 - 5,999 | \$6,650,000 | 4 | 6 | 1 | 66 | 2% |
| 6,000+ | \$7,000,000 | 4 | 6 | 1 | 92 | 1% |

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | NOVEMBER

TOTAL INVENTORY

Nov. 2022 Nov. 2023

335 510

VARIANCE: **52%**

TOTAL SOLDS

Nov. 2022 Nov. 2023

31 19

VARIANCE: **-39%**

SALES PRICE

Nov. 2022 Nov. 2023

\$3.00m \$3.35m

VARIANCE: **12%**

SALE PRICE PER SQFT.

Nov. 2022 Nov. 2023

\$1,244 \$995

VARIANCE: **-20%**

SALE TO LIST PRICE RATIO

Nov. 2022 Nov. 2023

95.16% 96.10%

VARIANCE: **1%**

DAYS ON MARKET

Nov. 2022 Nov. 2023

37 19

VARIANCE: **-49%**

NAPLES MARKET SUMMARY | NOVEMBER 2023

- The Naples single-family luxury market is a **Buyer's Market** with a **4% Sales Ratio**.
- Homes sold for a median of **96.10% of list price** in November 2023.
- The most active price band is **\$2,400,000-\$2,499,999**, where the sales ratio is **12%**.
- The median luxury sales price for single-family homes is **\$3,349,000**.
- The median days on market for November 2023 was **19** days, down from **37** in November 2022.

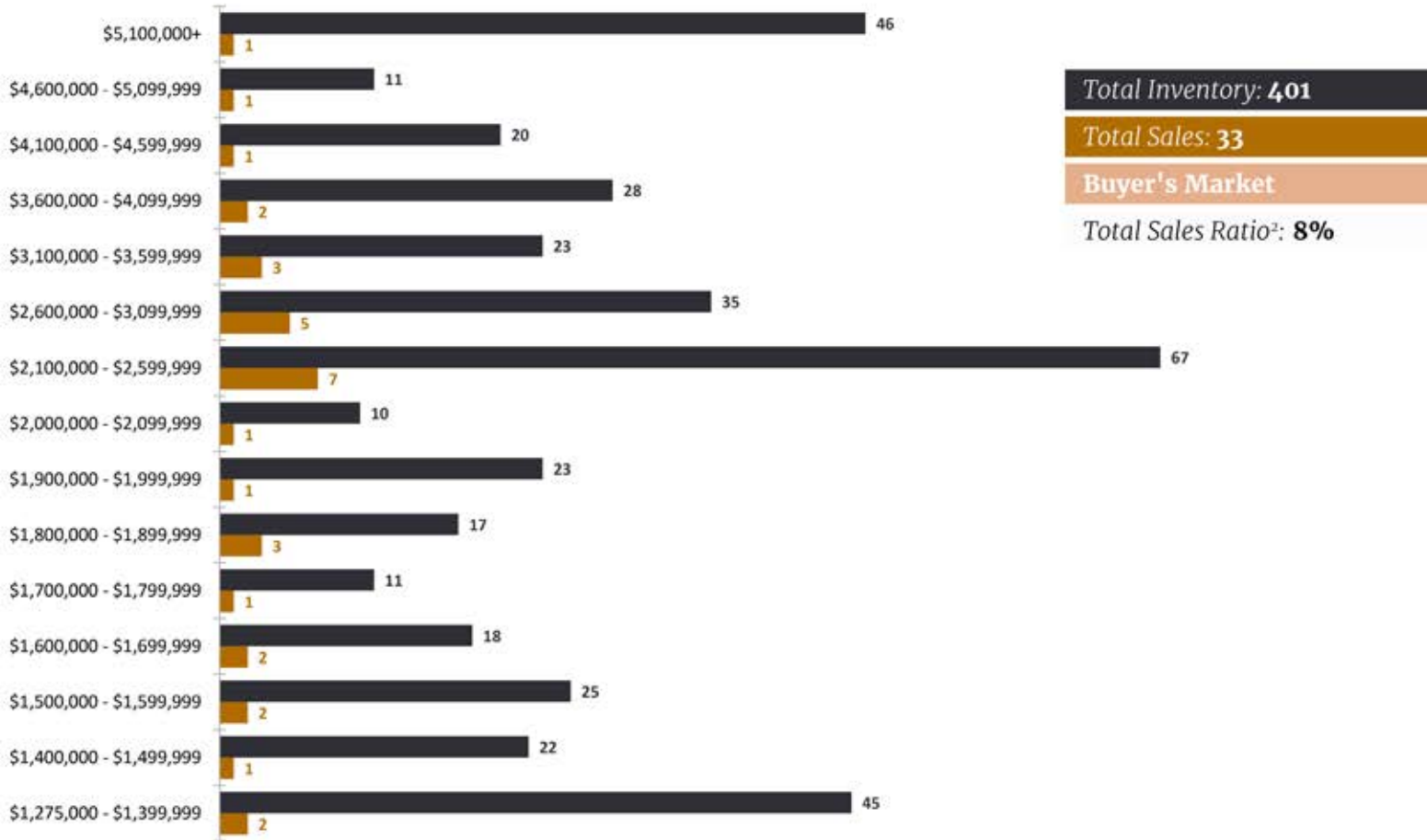
³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | NOVEMBER 2023

Inventory Sales

Luxury Benchmark Price¹: **\$1,275,000**



| Square Feet ¹ -Range- | Price -Median Sold- | Beds -Median Sold- | Baths -Median Sold- | Sold -Total- | Inventory -Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,499 | NA | NA | NA | 0 | 39 | 0% |
| 1,500 - 1,999 | \$1,675,000 | 2 | 2 | 8 | 116 | 7% |
| 2,000 - 2,499 | \$2,035,000 | 3 | 3 | 6 | 81 | 7% |
| 2,500 - 2,999 | \$2,610,000 | 3 | 4 | 12 | 78 | 15% |
| 3,000 - 3,499 | \$3,375,000 | 3 | 4 | 6 | 45 | 13% |
| 3,500+ | \$4,450,000 | 4 | 4 | 1 | 42 | 2% |

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | NOVEMBER

TOTAL INVENTORY

Nov. 2022 Nov. 2023

158 401

VARIANCE: **154%**

TOTAL SOLDS

Nov. 2022 Nov. 2023

31 33

VARIANCE: **6%**

SALES PRICE

Nov. 2022 Nov. 2023

\$2.23m \$2.47m

VARIANCE: **11%**

SALE PRICE PER SQFT.

Nov. 2022 Nov. 2023

\$977 \$973

VARIANCE: **0%**

SALE TO LIST PRICE RATIO

Nov. 2022 Nov. 2023

96.07% 96.20%

VARIANCE: **0%**

DAYS ON MARKET

Nov. 2022 Nov. 2023

61 54

VARIANCE: **-11%**

NAPLES MARKET SUMMARY | NOVEMBER 2023

- The Naples attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **96.20% of list price** in November 2023.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **18%**.
- The median luxury sales price for attached homes is **\$2,470,000**.
- The median days on market for November 2023 was **54** days, down from **61** in November 2022.

³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.