

# NAPLES FLORIDA

–October 2020–



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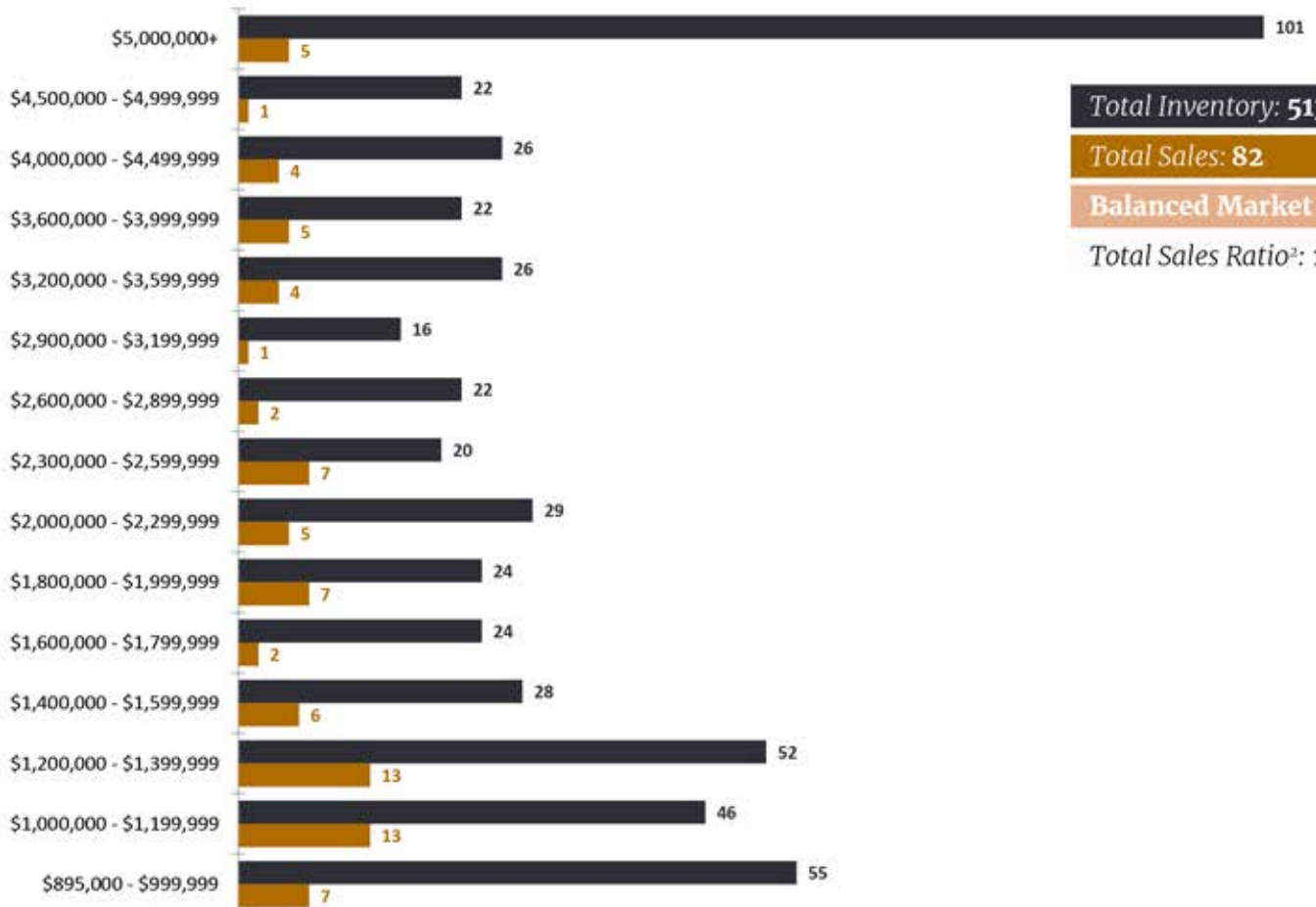
INSTITUTE *for*  
LUXURY HOME  
MARKETING®

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$895,000**



Total Inventory: **513**

Total Sales: **82**

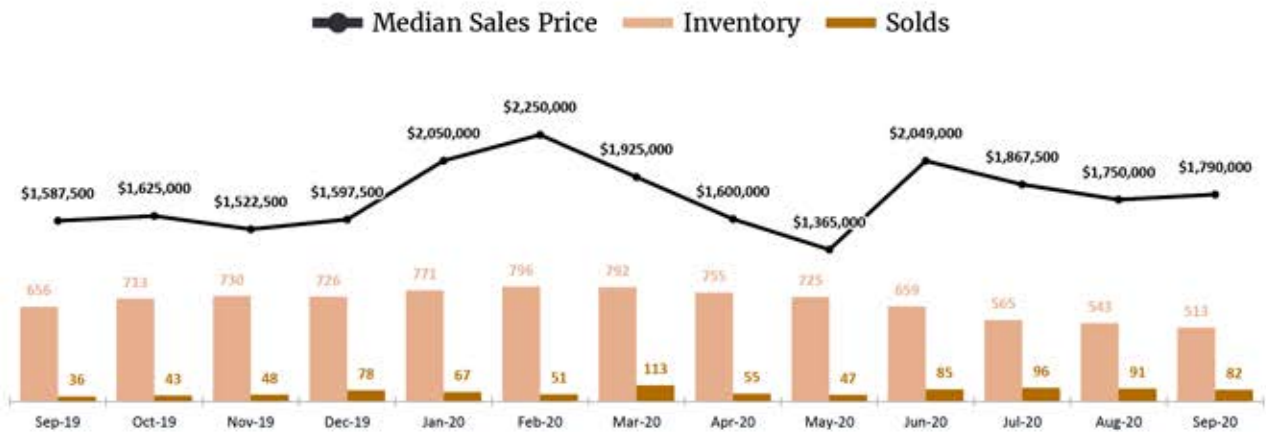
Balanced Market

Total Sales Ratio<sup>2</sup>: **16%**

Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,075,000	2	2	3	29	10%
2,000 - 2,999	\$1,200,000	3	3	27	111	24%
3,000 - 3,999	\$1,447,500	4	4	25	131	19%
4,000 - 4,999	\$2,200,000	4	5	13	121	11%
5,000 - 5,999	\$3,925,000	5	6	11	50	22%
6,000+	\$7,500,000	5	7	3	71	4%

<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>Sales 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 TREND<sup>4</sup>



### MEDIAN DATA

#### INVENTORY

August      September  
**543**      **513**

**VARIANCE: -6%**

#### SOLDS

August      September  
**91**      **82**

**VARIANCE: -10%**

#### SALES PRICE

August      September  
**\$1.75m**      **\$1.79m**

**VARIANCE: 2%**

#### SALE PRICE PER SQFT.

August      September  
**\$531**      **\$539**

**VARIANCE: 2%**

#### SALE TO LIST PRICE RATIO

August      September  
**93.49%**      **93.65%**

**VARIANCE: 0%**

#### DAYS ON MARKET

August      September  
**89**      **127**

**VARIANCE: 43%**

## NAPLES MARKET SUMMARY | SEPTEMBER 2020

- The Naples single-family luxury market is a **Balanced Market** with a **16% Sales Ratio**.
- Homes sold for a median of **93.65% of list price** in September 2020.
- The most active price band is **\$2,300,000-\$2,599,999**, where the sales ratio is **35%**.
- The median luxury sales price for single-family homes has increased to **\$1,790,000**.
- The median days on market for September 2020 was **127** days, up from **89** in August 2020.

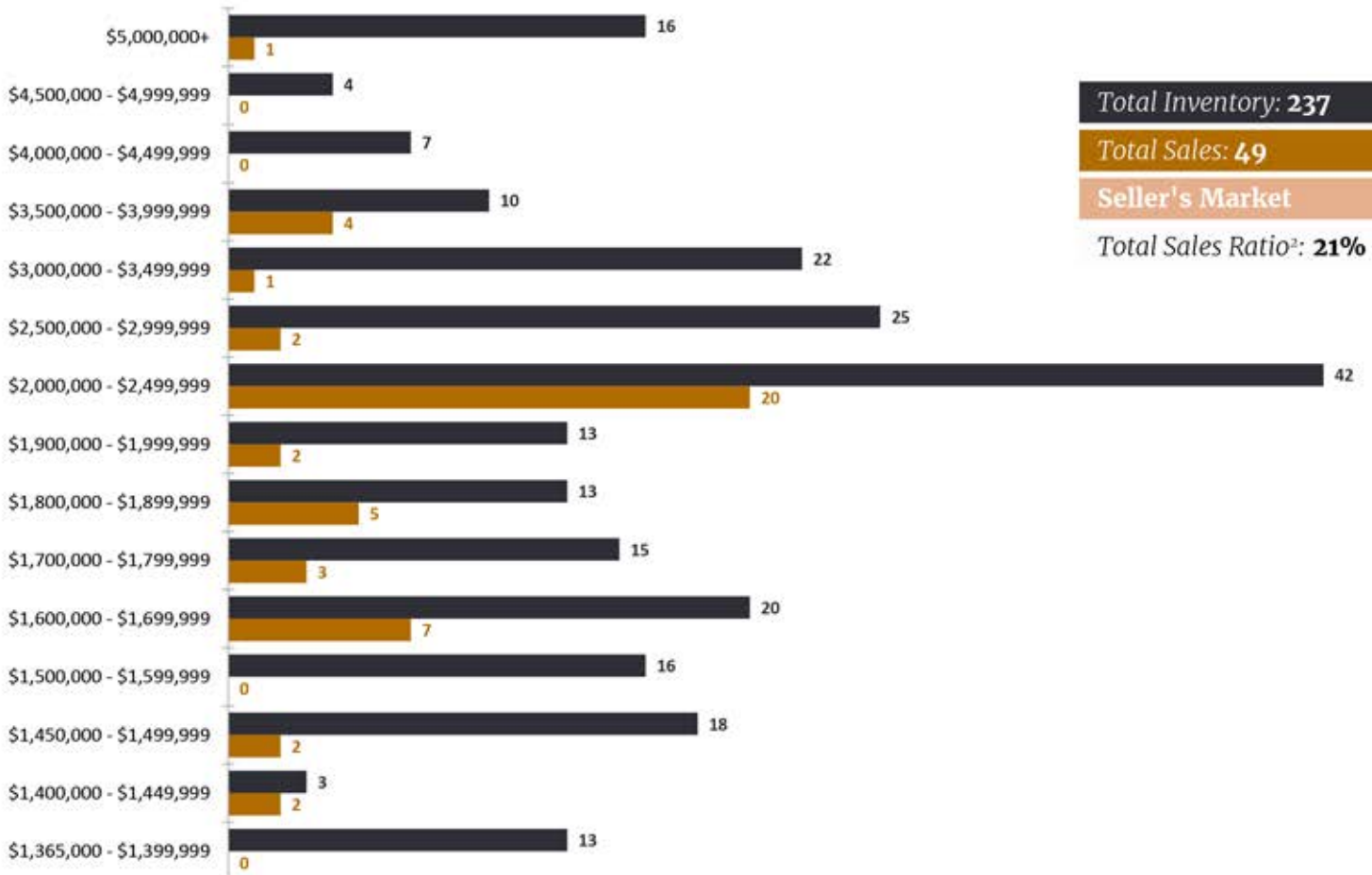
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,365,000**



Total Inventory: **237**

Total Sales: **49**

Seller's Market

Total Sales Ratio<sup>2</sup>: **21%**

Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	0	NA
1,000 - 1,999	\$1,650,000	3	3	3	27	11%
2,000 - 2,999	\$1,690,700	3	3	9	93	10%
3,000 - 3,999	\$2,217,500	4	5	34	78	44%
4,000 - 4,999	\$3,650,000	4	4	1	27	4%
5,000+	\$4,975,000	5	6	2	12	17%

<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>Sales 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 TREND<sup>4</sup>



### MEDIAN DATA

#### INVENTORY

August	September
252	237

VARIANCE: **-6%**

#### SOLDS

August	September
101	49

VARIANCE: **-51%**

#### SALES PRICE

August	September
\$2.09m	\$2.20m

VARIANCE: **5%**

#### SALE PRICE PER SQFT.

August	September
\$668	\$714

VARIANCE: **7%**

#### SALE TO LIST PRICE RATIO

August	September
100.00%	100.00%

VARIANCE: **0%**

#### DAYS ON MARKET

August	September
0	18

VARIANCE: **N/A**

## NAPLES MARKET SUMMARY | SEPTEMBER 2020

- The Naples attached luxury market is a **Seller's Market** with a **21% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in September 2020.
- The most active price band is **\$1,400,000-\$1,449,999**, where the sales ratio is **67%**.
- The median luxury sales price for attached homes has increased to **\$2,195,000**.
- The median days on market for September 2020 was **18** days, up from **0** in August 2020.

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

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.