

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

APRIL  
2021

# NAPLES FLORIDA



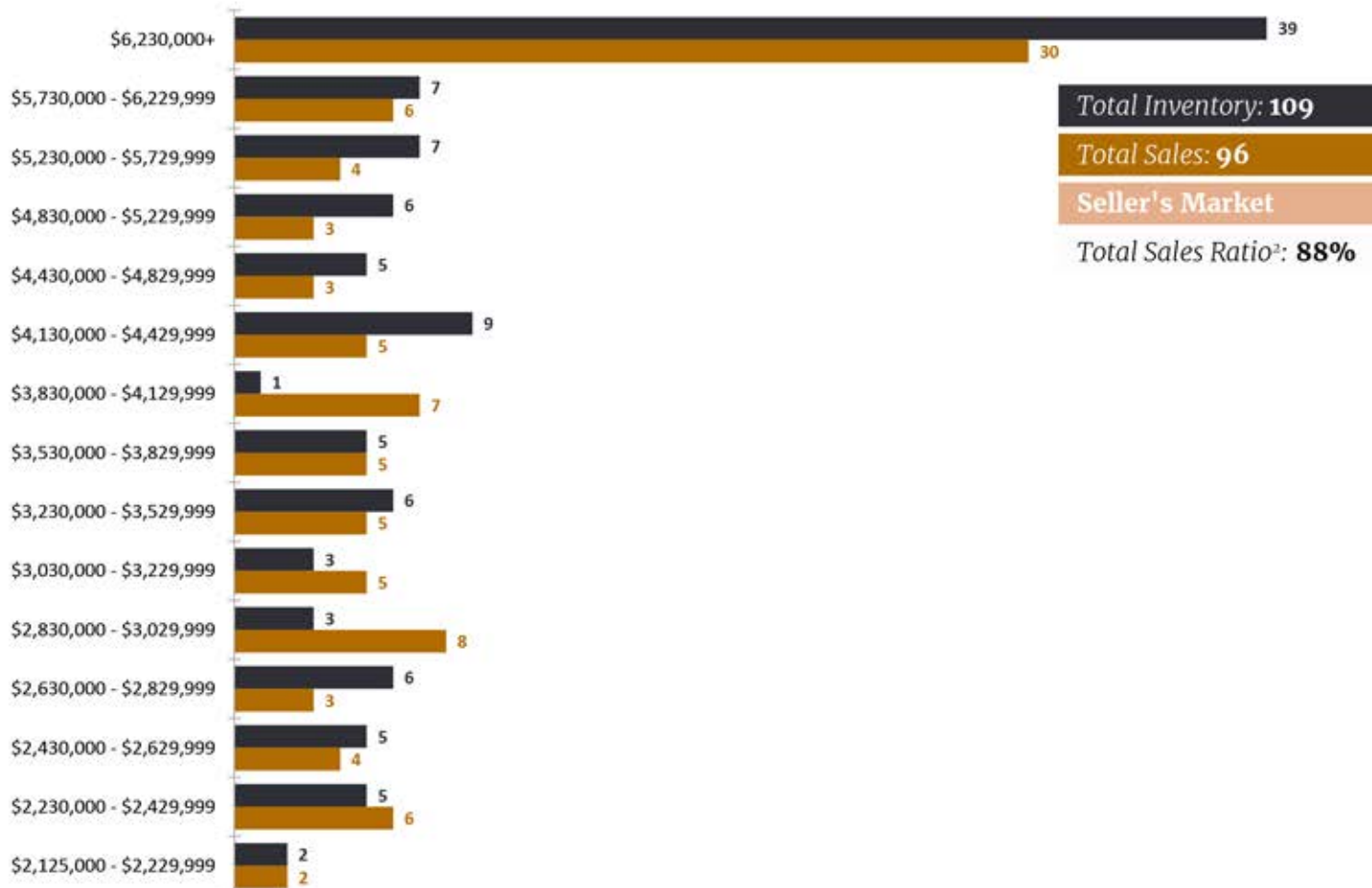
[collaborativerealestate.ca](http://collaborativerealestate.ca)

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

### LUXURY INVENTORY VS. SALES | MARCH 2021

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$2,125,000**



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	\$2,550,000	3	2	4	3	133%
2,000 - 2,999	\$3,000,000	3	3	9	15	60%
3,000 - 3,999	\$3,100,000	4	4	21	20	105%
4,000 - 4,999	\$4,300,000	4	5	31	28	111%
5,000 - 5,999	\$6,350,000	5	6	10	19	53%
6,000+	\$7,500,000	5	7	21	24	88%

<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 REVIEW | MARCH

#### TOTAL INVENTORY

Mar. 2020    Mar. 2021

427    109

VARIANCE: -74%

#### TOTAL SOLD

Mar. 2020    Mar. 2021

53    96

VARIANCE: 81%

#### SALES PRICE

Mar. 2020    Mar. 2021

\$3.40m    \$4.30m

VARIANCE: 26%

#### SALE PRICE PER SQFT.

Mar. 2020    Mar. 2021

\$837    \$1,066

VARIANCE: 27%

#### SALE TO LIST PRICE RATIO

Mar. 2020    Mar. 2021

93.46%    97.41%

VARIANCE: 4%

#### DAYS ON MARKET

Mar. 2020    Mar. 2021

90    50

VARIANCE: -44%

## NAPLES MARKET SUMMARY | MARCH 2021

- The Naples single-family luxury market is a **Seller's Market** with a **88% Sales Ratio**.
- Homes sold for a median of **97.41% of list price** in March 2021.
- The most active price band is **\$3,830,000-\$4,129,999**, where the sales ratio is **700%**.
- The median luxury sales price for single-family homes is **\$4,297,500**.
- The median days on market for March 2021 was **50** days, down from **90** in March 2020.

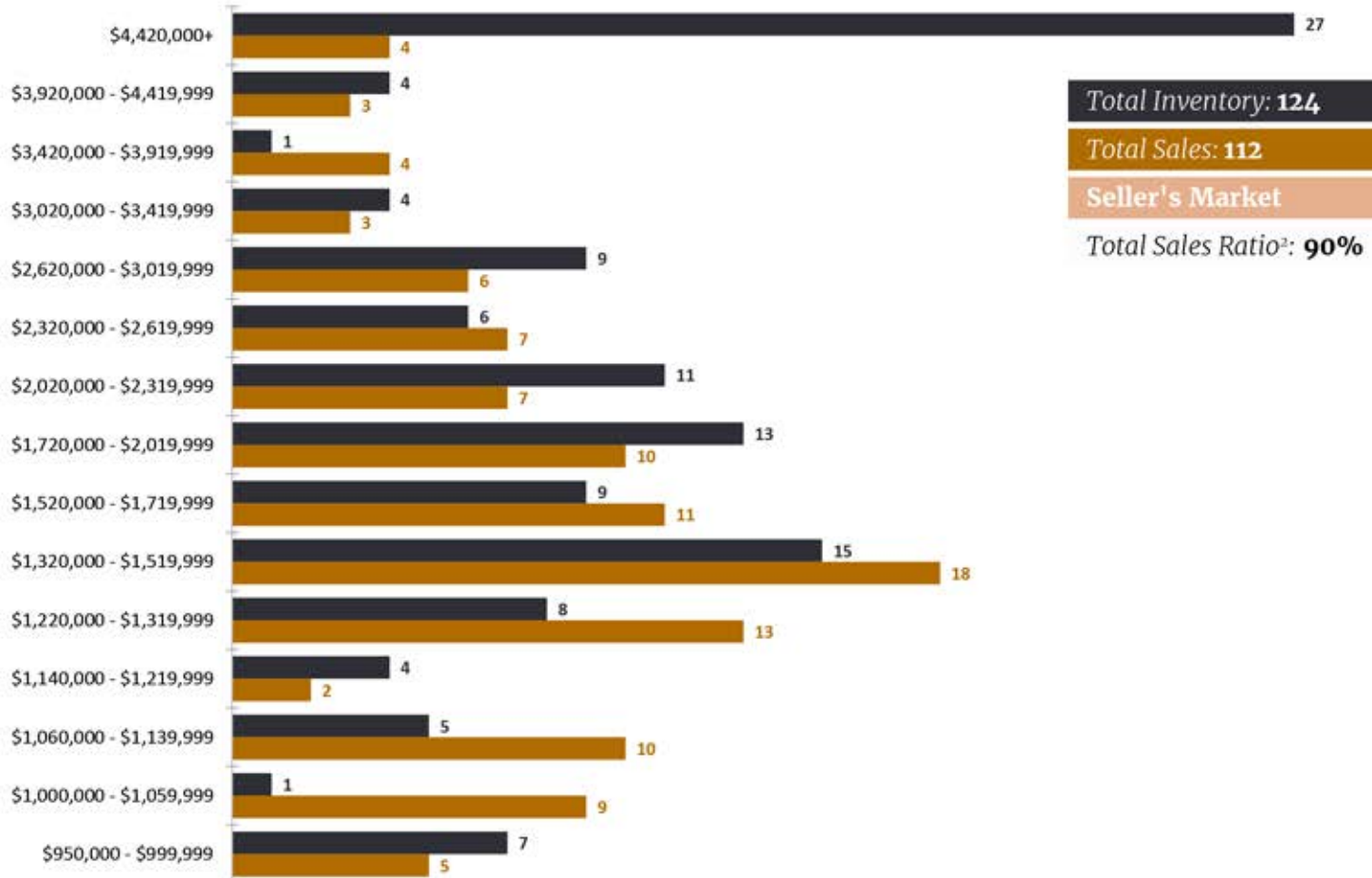
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | MARCH 2021

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$950,000**



Total Inventory: **124**

Total Sales: **112**

Seller's Market

Total Sales Ratio<sup>2</sup>: **90%**

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	\$1,225,000	2	2	35	38	92%
2,000 - 2,999	\$1,612,500	3	3	52	37	141%
3,000 - 3,999	\$2,850,000	3	4	17	24	71%
4,000 - 4,999	\$3,250,000	4	5	4	17	24%
5,000+	\$7,950,000	5	5	4	8	50%

<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 REVIEW | MARCH

#### TOTAL INVENTORY

Mar. 2020    Mar. 2021  
**422**      **124**

VARIANCE: **-71%**

#### TOTAL SOLD

Mar. 2020    Mar. 2021  
**81**      **112**

VARIANCE: **38%**

#### SALES PRICE

Mar. 2020    Mar. 2021  
**\$1.52m**    **\$1.50m**

VARIANCE: **-1%**

#### SALE PRICE PER SQFT.

Mar. 2020    Mar. 2021  
**\$652**      **\$763**

VARIANCE: **17%**

#### SALE TO LIST PRICE RATIO

Mar. 2020    Mar. 2021  
**94.65%**    **97.01%**

VARIANCE: **2%**

#### DAYS ON MARKET

Mar. 2020    Mar. 2021  
**98**      **46**

VARIANCE: **-53%**

## NAPLES MARKET SUMMARY | MARCH 2021

- The Naples attached luxury market is a **Seller's Market** with a **90% Sales Ratio**.
- Homes sold for a median of **97.01% of list price** in March 2021.
- The most active price band is **\$1,000,000-\$1,059,999**, where the sales ratio is **900%**.
- The median luxury sales price for attached homes is **\$1,500,000**.
- The median days on market for March 2021 was **46** days, down from **98** in March 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.