

INSTITUTE for  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

APRIL  
2023

NAPLES  
FLORIDA



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

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

### LUXURY INVENTORY VS. SALES | MARCH 2023

Inventory Sales

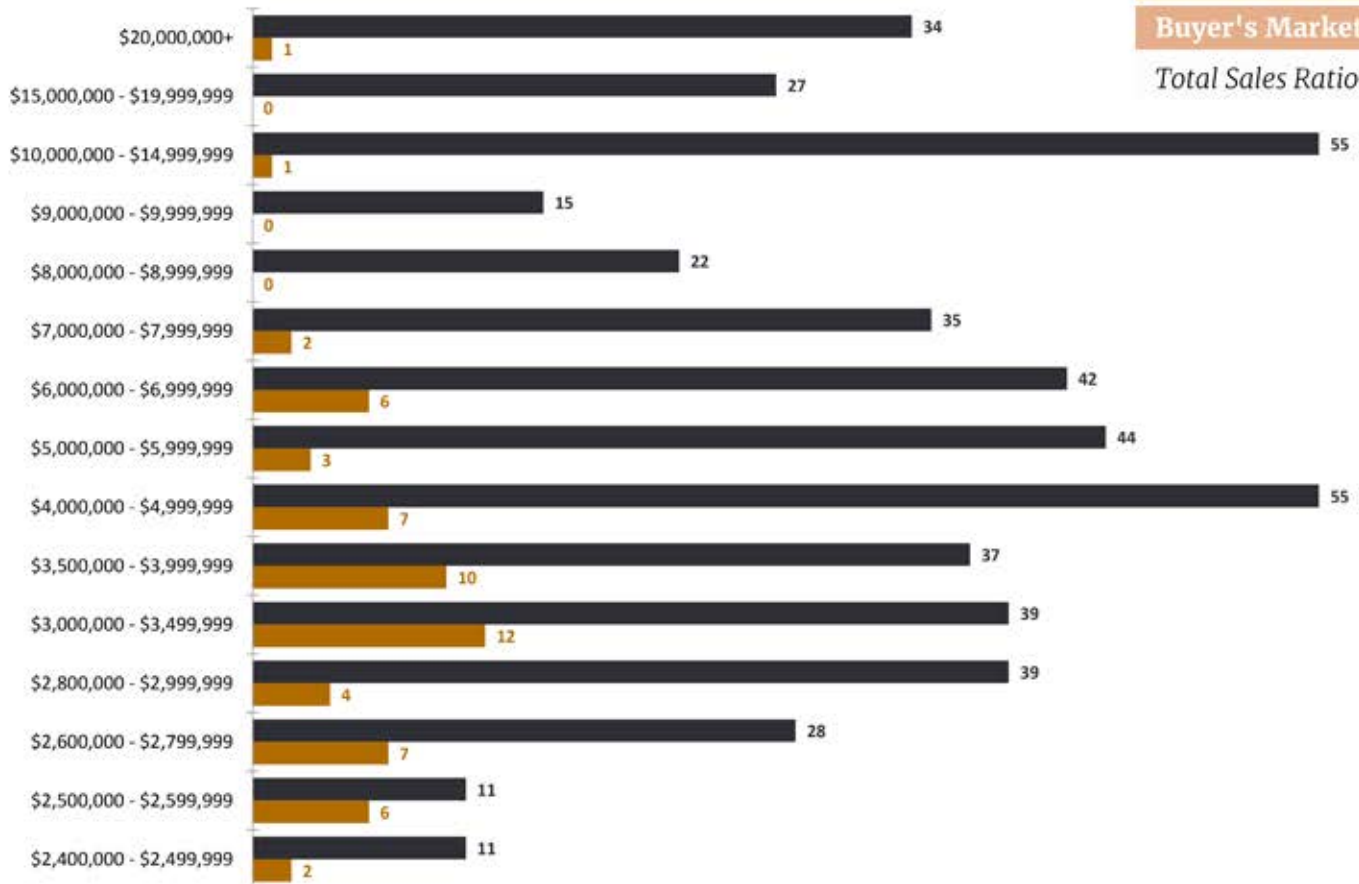
Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**

Total Inventory: **494**

Total Sales: **61**

Buyer's Market

Total Sales Ratio<sup>2</sup>: **12%**



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	\$3,172,500	3	2	6	28	21%
2,000 - 2,999	\$2,675,000	3	4	10	79	13%
3,000 - 3,999	\$3,162,500	4	4	24	104	23%
4,000 - 4,999	\$4,000,000	4	6	11	118	9%
5,000 - 5,999	\$3,850,000	4	6	4	70	6%
6,000+	\$6,250,000	6	7	6	95	6%

<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. 2022    Mar. 2023  
162            494

VARIANCE: **205%**

#### TOTAL SOLDS

Mar. 2022    Mar. 2023  
69             61

VARIANCE: **-12%**

#### SALES PRICE

Mar. 2022    Mar. 2023  
\$4.68m      \$3.41m

VARIANCE: **-27%**

#### SALE PRICE PER SQFT.

Mar. 2022    Mar. 2023  
\$1,077       \$969

VARIANCE: **-10%**

#### SALE TO LIST PRICE RATIO

Mar. 2022    Mar. 2023  
99.21%      95.00%

VARIANCE: **-4%**

#### DAYS ON MARKET

Mar. 2022    Mar. 2023  
24             47

VARIANCE: **96%**

### NAPLES MARKET SUMMARY | MARCH 2023

- The Naples single-family luxury market is a **Buyer's Market** with a **12% Sales Ratio**.
- Homes sold for a median of **95.00% of list price** in March 2023.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **55%**.
- The median luxury sales price for single-family homes is **\$3,405,770**.
- The median days on market for March 2023 was **47** days, up from **24** in March 2022.

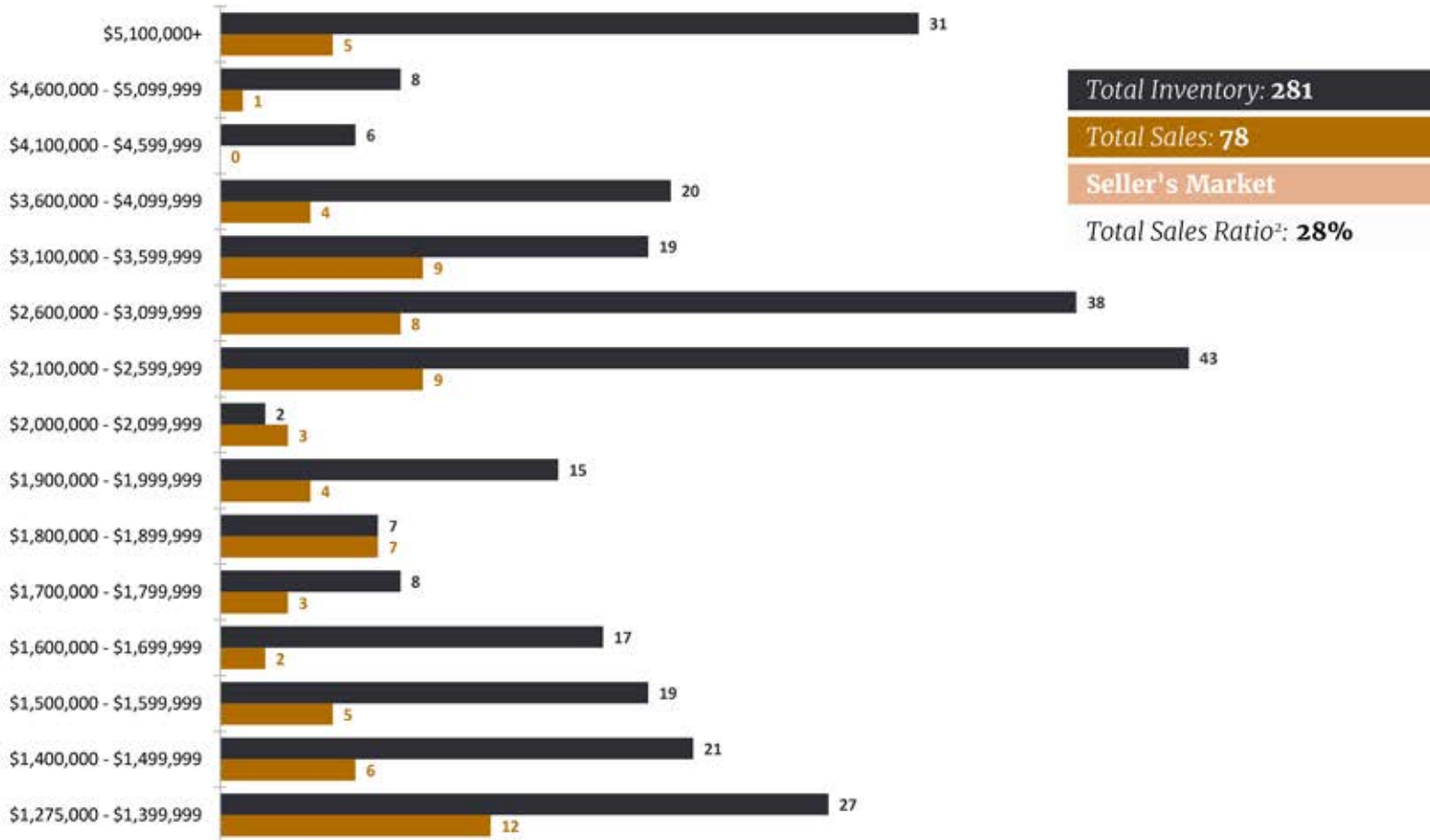
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | MARCH 2023

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,275,000**



Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,468,000	2	2	8	29	28%
1,500 - 1,999	\$1,500,000	3	2	18	74	24%
2,000 - 2,499	\$1,800,000	3	3	17	69	25%
2,500 - 2,999	\$2,510,000	3	4	19	51	37%
3,000 - 3,499	\$3,607,500	3	4	12	28	43%
3,500+	\$6,225,000	4	5	4	30	13%

<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. 2022    Mar. 2023

94            281

VARIANCE: **199%**

#### TOTAL SOLD

Mar. 2022    Mar. 2023

83            78

VARIANCE: **-6%**

#### SALES PRICE

Mar. 2022    Mar. 2023

\$2.10m    \$2.00m

VARIANCE: **-5%**

#### SALE PRICE PER SQFT.

Mar. 2022    Mar. 2023

\$996        \$953

VARIANCE: **-4%**

#### SALE TO LIST PRICE RATIO

Mar. 2022    Mar. 2023

100.00%    97.30%

VARIANCE: **-3%**

#### DAYS ON MARKET

Mar. 2022    Mar. 2023

6            30

VARIANCE: **400%**

## NAPLES MARKET SUMMARY | MARCH 2023

- The Naples attached luxury market is a **Seller's Market** with a **28% Sales Ratio**.
- Homes sold for a median of **97.30% of list price** in March 2023.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **150%**.
- The median luxury sales price for attached homes is **\$2,000,000**.
- The median days on market for March 2023 was **30** days, up from **6** in March 2022.

<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.