

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

AUGUST  
2021



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

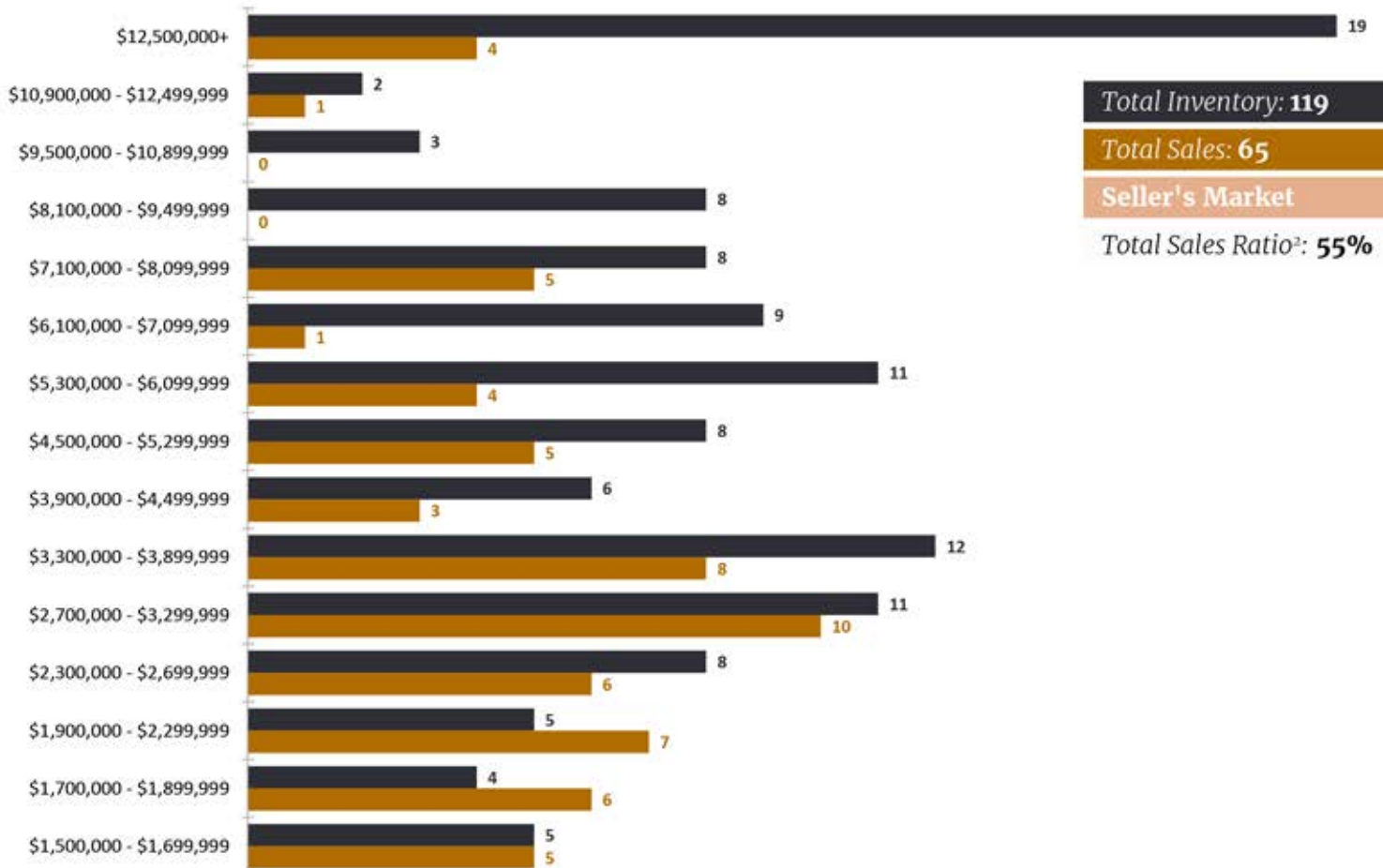
NAPLES  
FLORIDA

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

### LUXURY INVENTORY VS. SALES | JULY 2021

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**



Total Inventory: **119**

Total Sales: **65**

Seller's Market

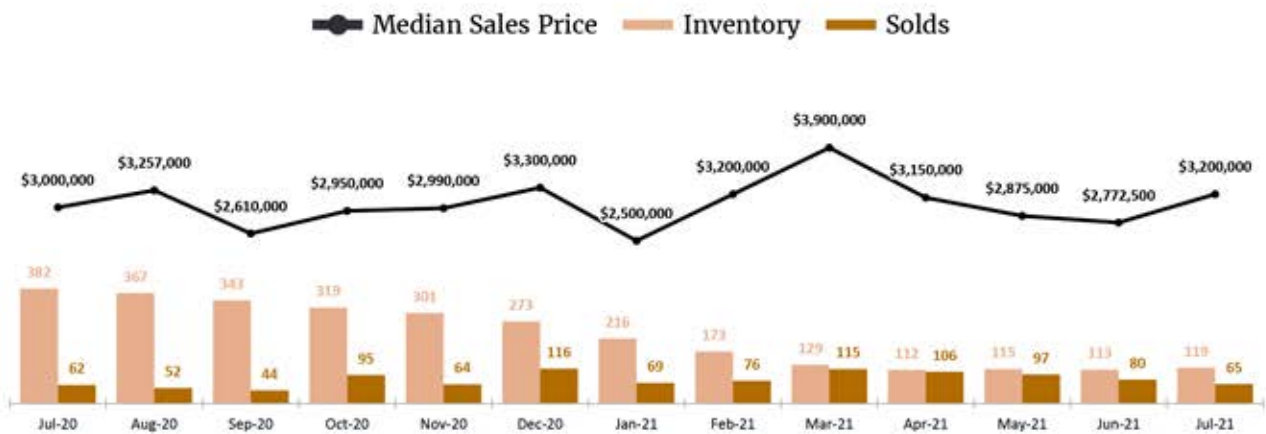
Total Sales Ratio<sup>2</sup>: **55%**

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	\$1,950,000	3	3	3	11	27%
2,000 - 2,999	\$2,425,000	3	3	11	13	85%
3,000 - 3,999	\$2,795,000	4	4	19	27	70%
4,000 - 4,999	\$3,100,000	4	5	14	30	47%
5,000 - 5,999	\$6,550,000	4	6	10	11	91%
6,000+	\$10,000,000	5	7	8	27	30%

<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 | JULY

#### TOTAL INVENTORY

Jul. 2020 Jul. 2021

382 119

VARIANCE: -69%

#### TOTAL SOLDS

Jul. 2020 Jul. 2021

62 65

VARIANCE: 5%

#### SALES PRICE

Jul. 2020 Jul. 2021

\$3.00m \$3.20m

VARIANCE: 7%

#### SALE PRICE PER SQFT.

Jul. 2020 Jul. 2021

\$747 \$859

VARIANCE: 15%

#### SALE TO LIST PRICE RATIO

Jul. 2020 Jul. 2021

93.68% 98.28%

VARIANCE: 5%

#### DAYS ON MARKET

Jul. 2020 Jul. 2021

109 99

VARIANCE: -9%

### NAPLES MARKET SUMMARY | JULY 2021

- The Naples single-family luxury market is a **Seller's Market** with a **55% Sales Ratio**.
- Homes sold for a median of **98.28% of list price** in July 2021.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **150%**.
- The median luxury sales price for single-family homes is **\$3,200,000**.
- The median days on market for July 2021 was **99** days, down from **109** in July 2020.

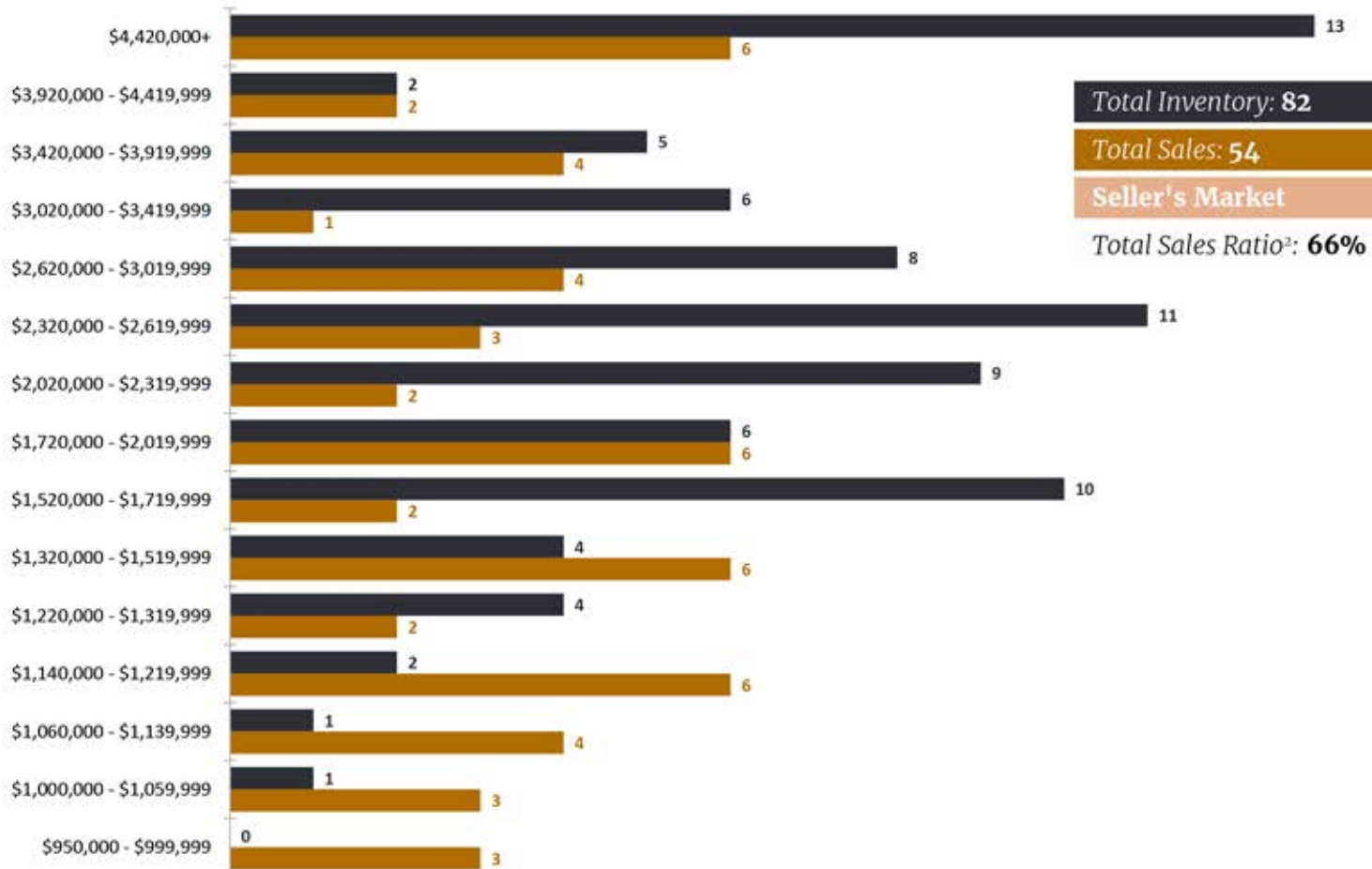
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | JULY 2021

Inventory Sales

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



Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	0	NA
1,000 - 1,999	\$1,200,000	2	3	18	18	100%
2,000 - 2,999	\$1,400,000	3	3	19	44	43%
3,000 - 3,999	\$3,800,000	3	4	10	13	77%
4,000 - 4,999	\$5,425,000	4	4	4	3	133%
5,000+	\$8,800,000	4	5	3	4	75%

<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 | JULY

#### TOTAL INVENTORY

Jul. 2020	Jul. 2021
364	82

VARIANCE: **-77%**

#### TOTAL SOLDS

Jul. 2020	Jul. 2021
53	54

VARIANCE: **2%**

#### SALES PRICE

Jul. 2020	Jul. 2021
\$1.38m	\$1.74m

VARIANCE: **27%**

#### SALE PRICE PER SQFT.

Jul. 2020	Jul. 2021
\$609	\$814

VARIANCE: **34%**

#### SALE TO LIST PRICE RATIO

Jul. 2020	Jul. 2021
95.45%	99.50%

VARIANCE: **4%**

#### DAYS ON MARKET

Jul. 2020	Jul. 2021
70	67

VARIANCE: **-4%**

### NAPLES MARKET SUMMARY | JULY 2021

- The Naples attached luxury market is a **Seller's Market** with a **66% Sales Ratio**.
- Homes sold for a median of **99.50% of list price** in July 2021.
- The most active price band is **\$1,060,000-\$1,139,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$1,740,500**.
- The median days on market for July 2021 was **67** days, down from **70** in July 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.