

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

DECEMBER
2021



collaborativerealestate.ca

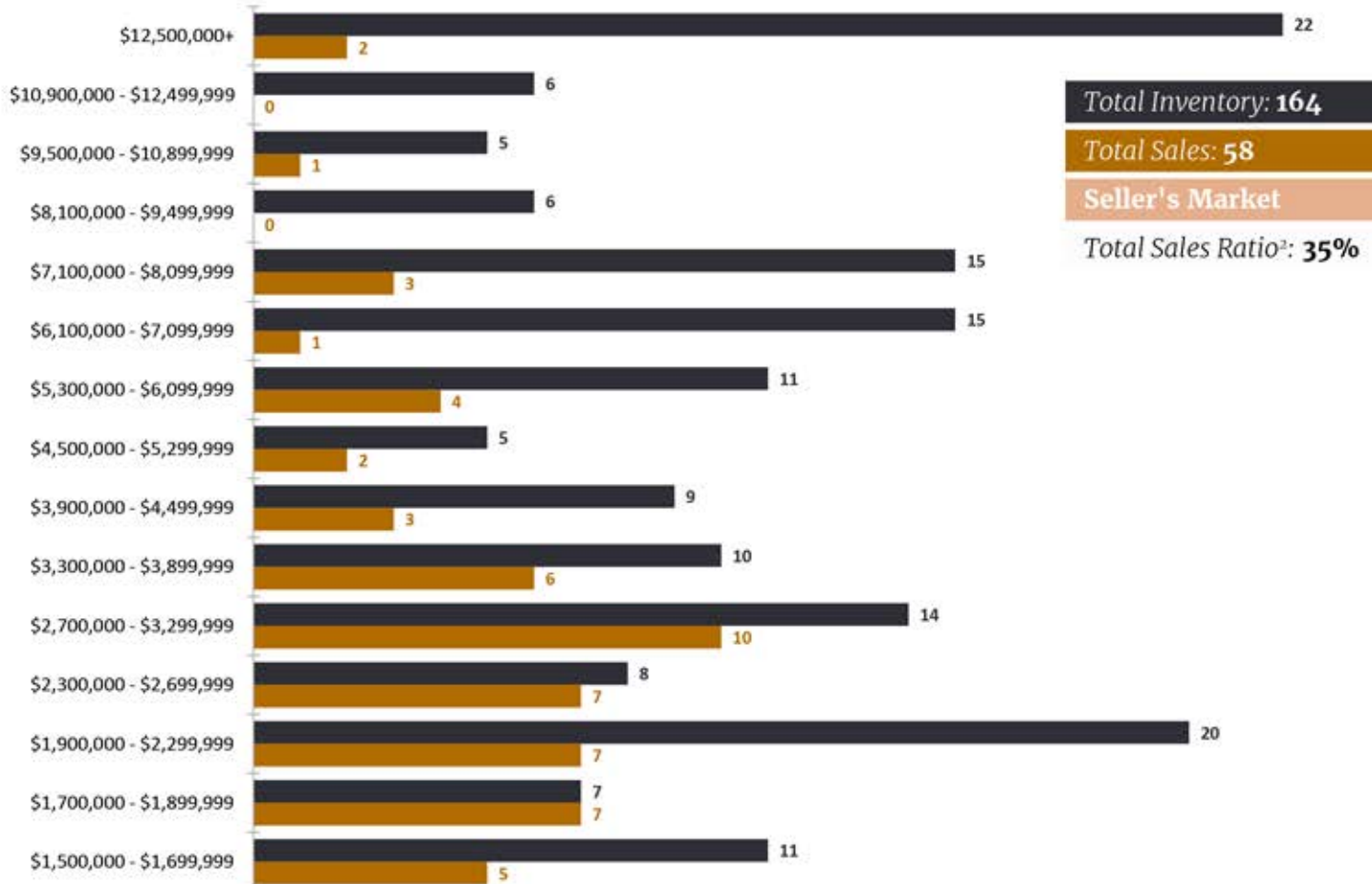
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | NOVEMBER 2021

Inventory Sales

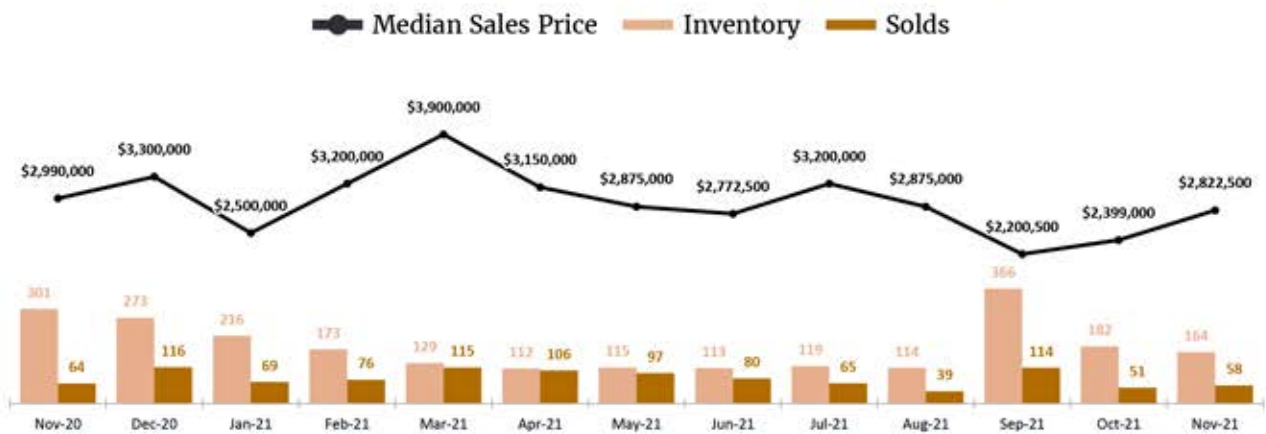
Luxury Benchmark Price¹: **\$1,500,000**



Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,818,750	3	2	2	10	20%
2,000 - 2,999	\$1,775,000	3	3	11	24	46%
3,000 - 3,999	\$2,300,000	3	4	21	30	70%
4,000 - 4,999	\$3,530,000	4	5	13	42	31%
5,000 - 5,999	\$3,050,000	5	5	3	27	11%
6,000+	\$6,807,500	4	7	8	31	26%

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. 2020	Nov. 2021
301	164

VARIANCE: **-46%**

TOTAL SOLDS

Nov. 2020	Nov. 2021
64	58

VARIANCE: **-9%**

SALES PRICE

Nov. 2020	Nov. 2021
\$2.99m	\$2.82m

VARIANCE: **-6%**

SALE PRICE PER SQFT.

Nov. 2020	Nov. 2021
\$692	\$729

VARIANCE: **5%**

SALE TO LIST PRICE RATIO

Nov. 2020	Nov. 2021
96.28%	100.00%

VARIANCE: **4%**

DAYS ON MARKET

Nov. 2020	Nov. 2021
74	29

VARIANCE: **-61%**

NAPLES MARKET SUMMARY | NOVEMBER 2021

- The Naples single-family luxury market is a **Seller's Market** with a **35% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in November 2021.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **100%**.
- The median luxury sales price for single-family homes is **\$2,822,500**.
- The median days on market for November 2021 was **29** days, down from **74** in November 2020.

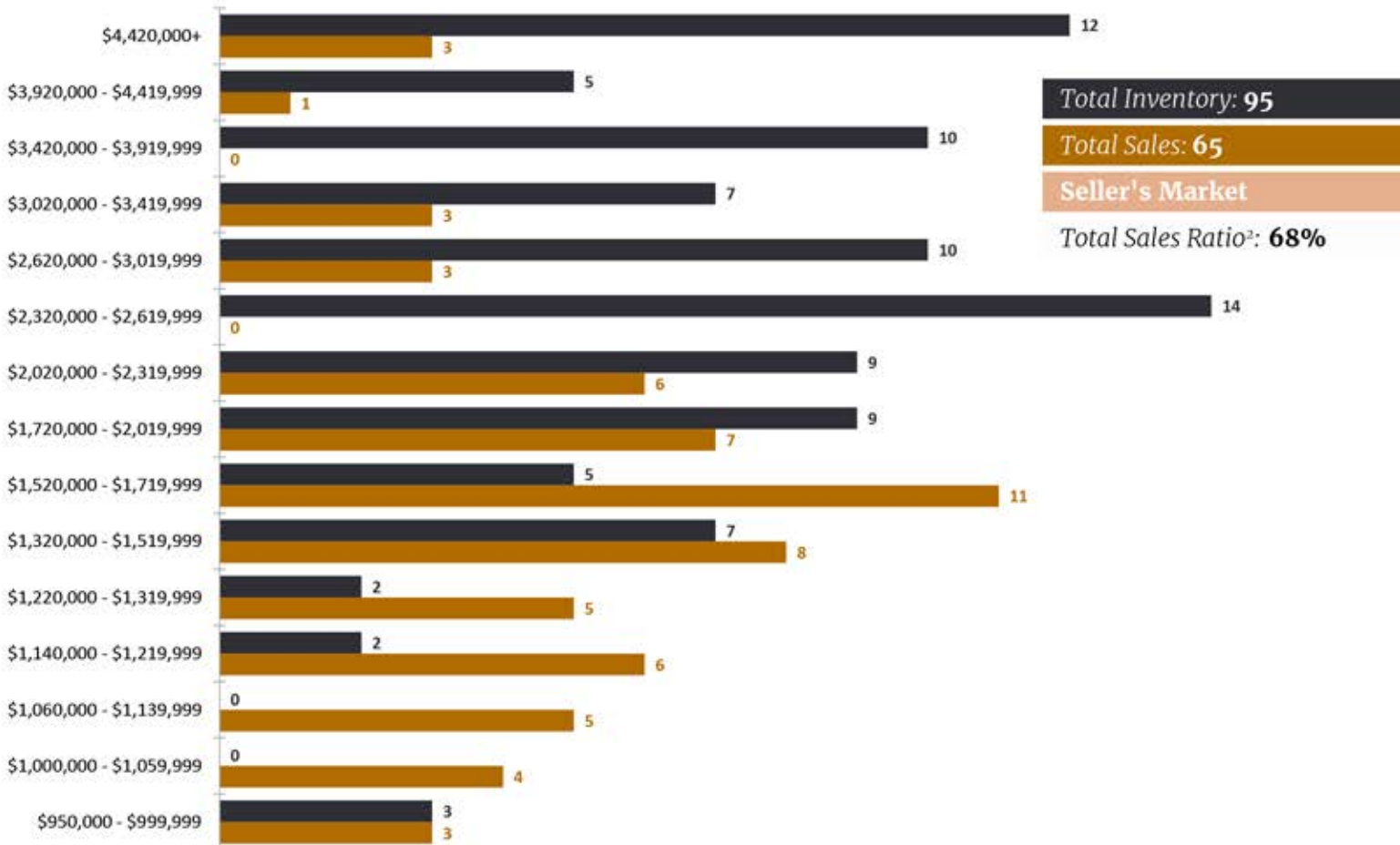
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | NOVEMBER 2021

Inventory Sales

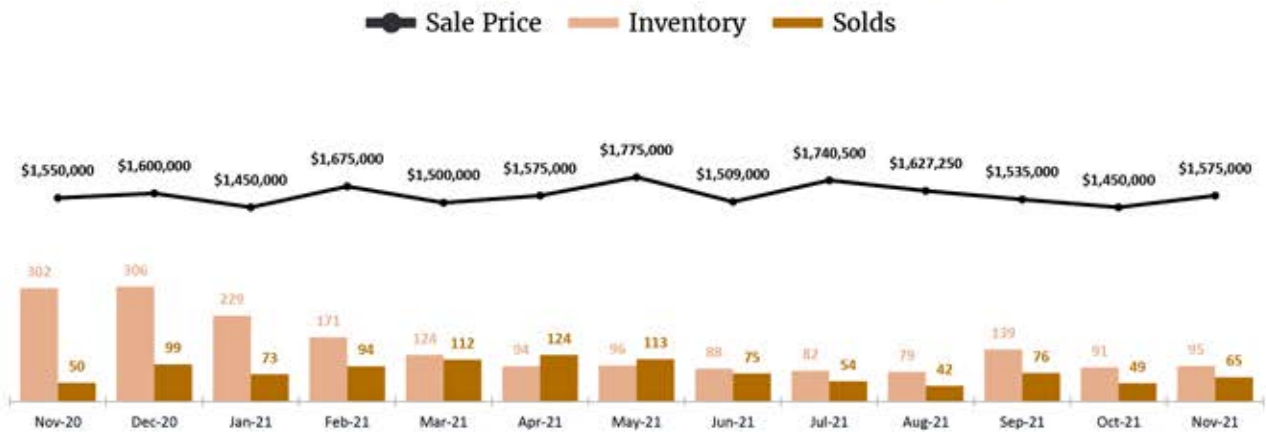
Luxury Benchmark Price¹: **\$950,000**



Square Feet ¹ -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	\$1,270,000	2	2	31	21	148%
2,000 - 2,999	\$1,675,000	3	3	23	43	53%
3,000 - 3,999	\$2,300,000	3	4	9	25	36%
4,000 - 4,999	\$6,300,000	3	4	1	0	NA
5,000+	\$10,000,050	5	6	1	6	17%

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. 2020	Nov. 2021
302	95

VARIANCE: -69%

TOTAL SOLDS

Nov. 2020	Nov. 2021
50	65

VARIANCE: 30%

SALES PRICE

Nov. 2020	Nov. 2021
\$1.55m	\$1.58m

VARIANCE: 2%

SALE PRICE PER SQFT.

Nov. 2020	Nov. 2021
\$697	\$837

VARIANCE: 20%

SALE TO LIST PRICE RATIO

Nov. 2020	Nov. 2021
95.96%	100.00%

VARIANCE: 4%

DAYS ON MARKET

Nov. 2020	Nov. 2021
52	9

VARIANCE: -83%

NAPLES MARKET SUMMARY | NOVEMBER 2021

- The Naples attached luxury market is a **Seller's Market** with a **68% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in November 2021.
- The most active price band is **\$1,140,000-\$1,219,999**, where the sales ratio is **300%**.
- The median luxury sales price for attached homes is **\$1,575,000**.
- The median days on market for November 2021 was **9** days, down from **52** in November 2020.

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.