

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JANUARY
2022



collaborativerealestate.ca

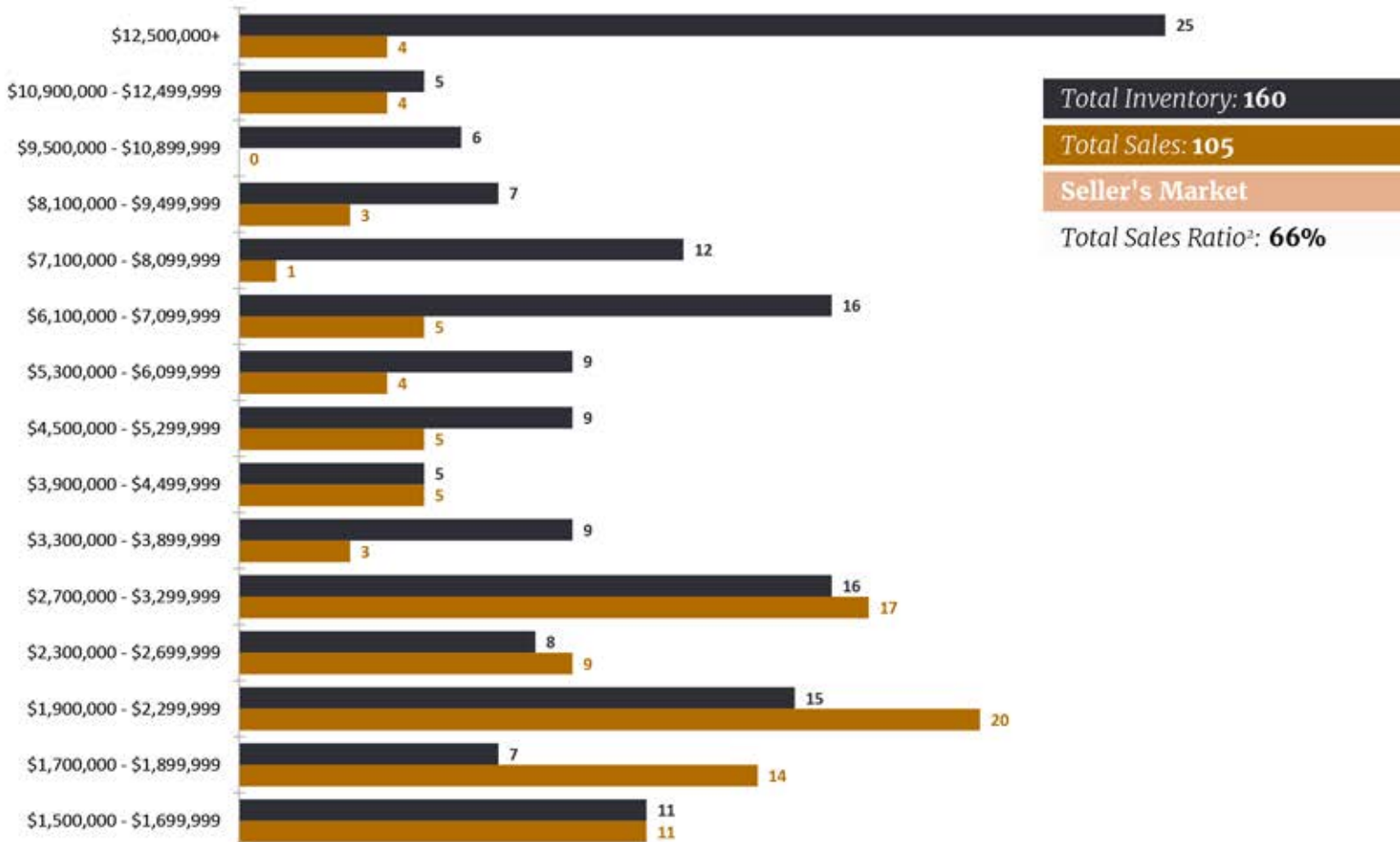
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | DECEMBER 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 | \$1,925,000 | 3 | 2 | 6 | 12 | 50% |
| 2,000 - 2,999 | \$1,997,500 | 3 | 3 | 30 | 23 | 130% |
| 3,000 - 3,999 | \$2,325,000 | 4 | 4 | 29 | 27 | 107% |
| 4,000 - 4,999 | \$2,850,000 | 4 | 6 | 19 | 38 | 50% |
| 5,000 - 5,999 | \$6,675,000 | 5 | 6 | 9 | 30 | 30% |
| 6,000+ | \$6,326,746 | 5 | 8 | 12 | 30 | 40% |

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 | DECEMBER

TOTAL INVENTORY

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 273 | 160 |

VARIANCE: **-41%**

TOTAL SOLDS

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 116 | 105 |

VARIANCE: **-9%**

SALES PRICE

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| \$3.30m | \$2.50m |

VARIANCE: **-24%**

SALE PRICE PER SQFT.

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| \$758 | \$801 |

VARIANCE: **6%**

SALE TO LIST PRICE RATIO

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 96.32% | 98.11% |

VARIANCE: **2%**

DAYS ON MARKET

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 68 | 17 |

VARIANCE: **-75%**

NAPLES MARKET SUMMARY | DECEMBER 2021

- The Naples single-family luxury market is a **Seller's Market** with a **66% Sales Ratio**.
- Homes sold for a median of **98.11% of list price** in December 2021.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **200%**.
- The median luxury sales price for single-family homes is **\$2,500,000**.
- The median days on market for December 2021 was **17** days, down from **68** in December 2020.

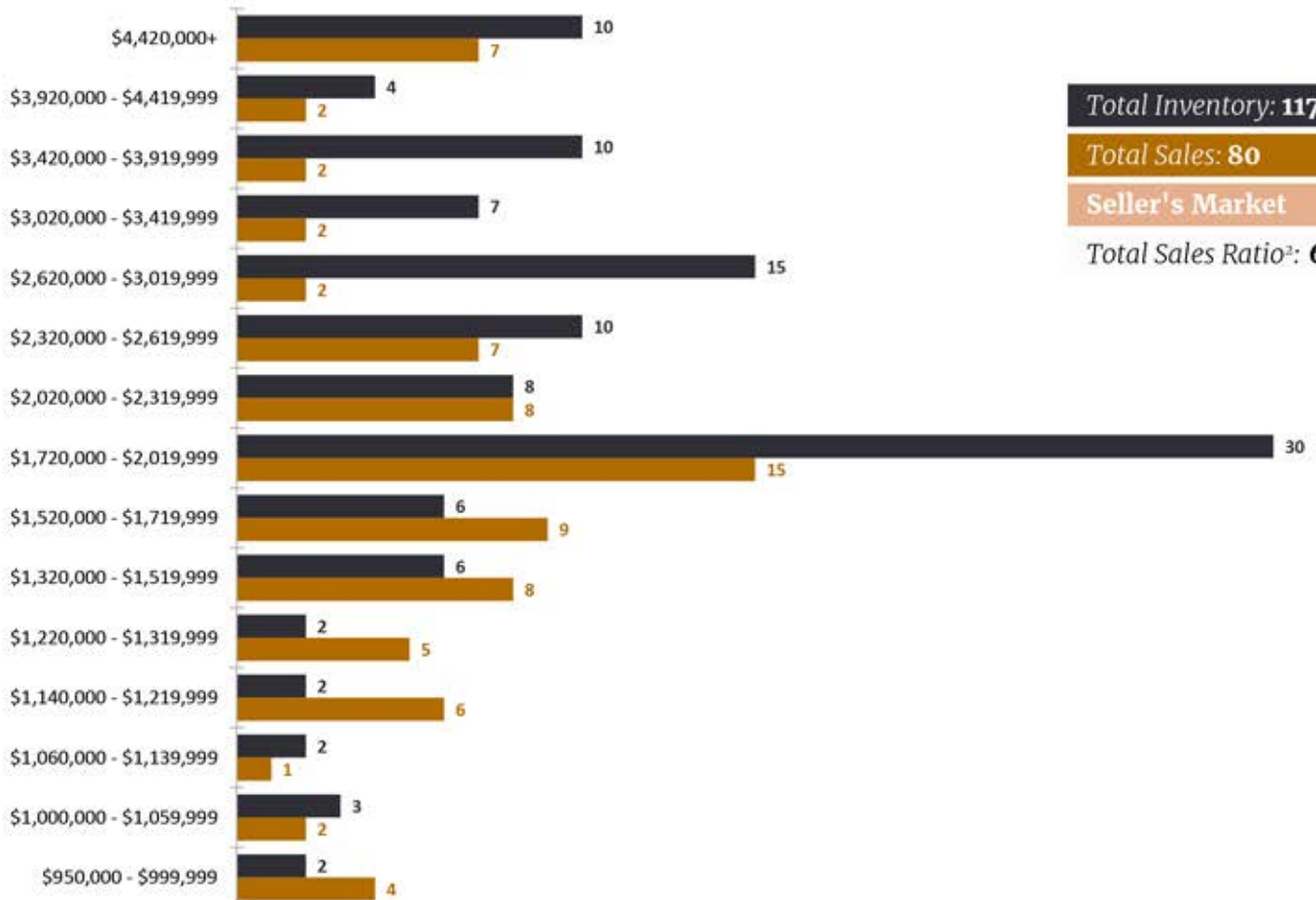
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | DECEMBER 2021

Inventory Sales

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



Total Inventory: **117**

Total Sales: **80**

Seller's Market

Total Sales Ratio²: **68%**

| 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 | \$1,457,500 | 2 | 2 | 26 | 26 | 100% |
| 2,000 - 2,999 | \$1,800,000 | 3 | 3 | 37 | 62 | 60% |
| 3,000 - 3,999 | \$2,350,000 | 3 | 4 | 13 | 23 | 57% |
| 4,000 - 4,999 | \$4,100,000 | 4 | 5 | 3 | 0 | NA |
| 5,000+ | \$8,900,000 | 5 | 5 | 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 | DECEMBER

TOTAL INVENTORY

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 306 | 117 |

VARIANCE: **-62%**

TOTAL SOLDS

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 99 | 80 |

VARIANCE: **-19%**

SALES PRICE

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| \$1.60m | \$1.80m |

VARIANCE: **13%**

SALE PRICE PER SQFT.

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| \$680 | \$828 |

VARIANCE: **22%**

SALE TO LIST PRICE RATIO

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 95.88% | 100.00% |

VARIANCE: **4%**

DAYS ON MARKET

| Dec. 2020 | Dec. 2021 |
|-----------|-----------|
| 48 | 11 |

VARIANCE: **-77%**

NAPLES MARKET SUMMARY | DECEMBER 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 December 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 **\$1,800,000**.
- The median days on market for December 2021 was **11** days, down from **48** in December 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.