

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

JULY  
2021



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

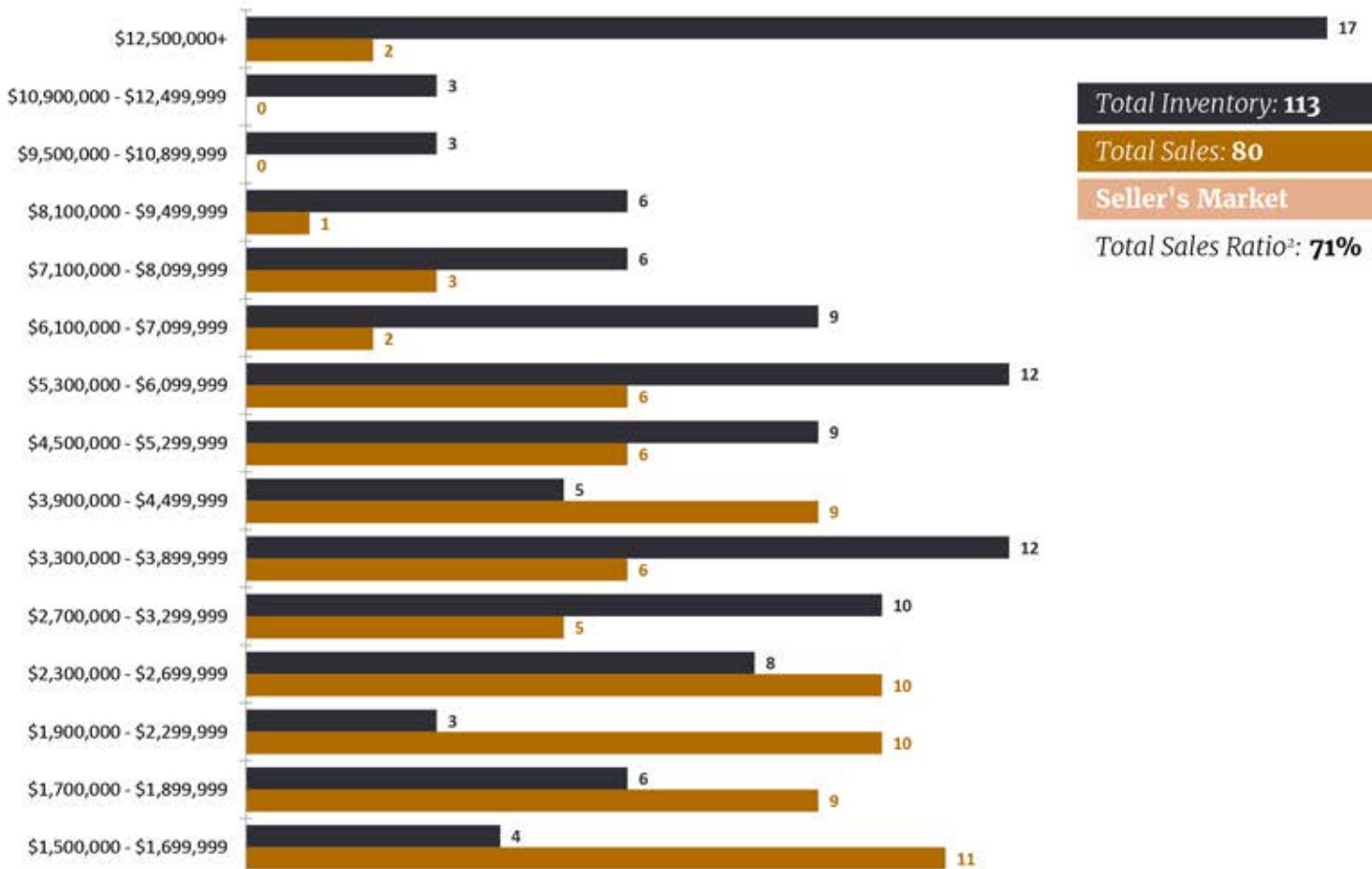
NAPLES  
FLORIDA

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

### LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

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



Total Inventory: **113**

Total Sales: **80**

Seller's Market

Total Sales Ratio<sup>2</sup>: **71%**

| Square Feet <sup>1</sup><br>-Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999                           | \$2,195,000            | 3                     | 2                      | 7               | 6                    | 117%                            |
| 2,000 - 2,999                       | \$2,000,000            | 3                     | 3                      | 13              | 15                   | 87%                             |
| 3,000 - 3,999                       | \$2,480,000            | 4                     | 4                      | 25              | 27                   | 93%                             |
| 4,000 - 4,999                       | \$4,072,500            | 4                     | 6                      | 22              | 26                   | 85%                             |
| 5,000 - 5,999                       | \$5,200,000            | 4                     | 6                      | 8               | 12                   | 67%                             |
| 6,000+                              | \$7,700,000            | 6                     | 8                      | 5               | 27                   | 19%                             |

<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 | JUNE

#### TOTAL INVENTORY

|            |            |
|------------|------------|
| Jun. 2020  | Jun. 2021  |
| <b>423</b> | <b>113</b> |

VARIANCE: **-73%**

#### TOTAL SOLDS

|           |           |
|-----------|-----------|
| Jun. 2020 | Jun. 2021 |
| <b>57</b> | <b>80</b> |

VARIANCE: **40%**

#### SALES PRICE

|                |                |
|----------------|----------------|
| Jun. 2020      | Jun. 2021      |
| <b>\$3.25m</b> | <b>\$2.77m</b> |

VARIANCE: **-15%**

#### SALE PRICE PER SQFT.

|              |              |
|--------------|--------------|
| Jun. 2020    | Jun. 2021    |
| <b>\$769</b> | <b>\$865</b> |

VARIANCE: **12%**

#### SALE TO LIST PRICE RATIO

|               |               |
|---------------|---------------|
| Jun. 2020     | Jun. 2021     |
| <b>92.33%</b> | <b>99.39%</b> |

VARIANCE: **8%**

#### DAYS ON MARKET

|           |           |
|-----------|-----------|
| Jun. 2020 | Jun. 2021 |
| <b>95</b> | <b>14</b> |

VARIANCE: **-85%**

## NAPLES MARKET SUMMARY | JUNE 2021

- The Naples single-family luxury market is a **Seller's Market** with a **71% Sales Ratio**.
- Homes sold for a median of **99.39% of list price** in June 2021.
- The most active price band is **\$1,900,000-\$2,299,999**, where the sales ratio is **333%**.
- The median luxury sales price for single-family homes is **\$2,772,500**.
- The median days on market for June 2021 was **14** days, down from **95** in June 2020.

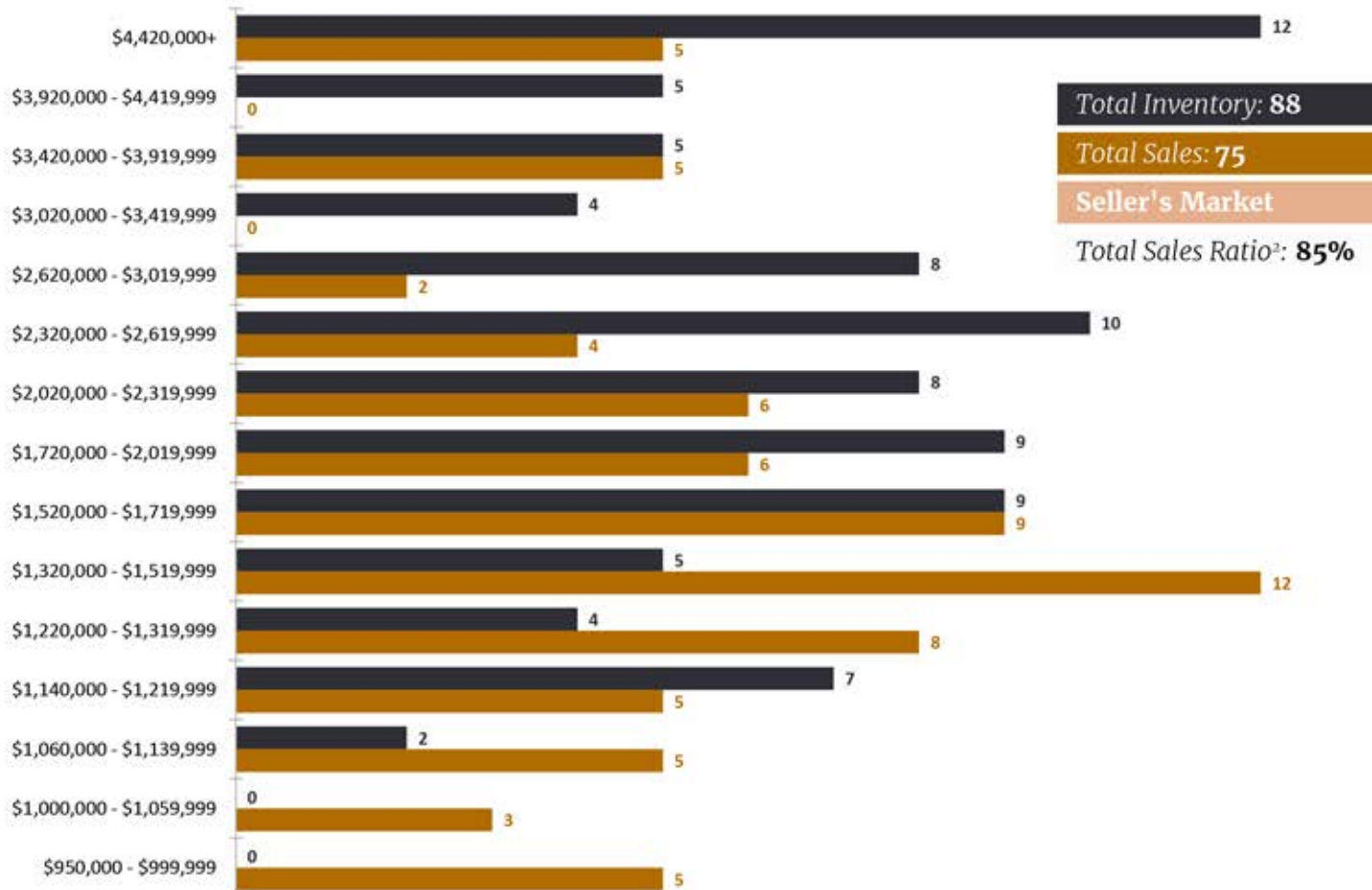
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

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



| Square Feet <sup>1</sup><br>-Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 999                             | NA                     | NA                    | NA                     | 0               | 0                    | NA                              |
| 1,000 - 1,999                       | \$1,272,500            | 2                     | 2                      | 32              | 25                   | 128%                            |
| 2,000 - 2,999                       | \$1,850,000            | 3                     | 3                      | 25              | 42                   | 60%                             |
| 3,000 - 3,999                       | \$2,500,000            | 3                     | 4                      | 13              | 12                   | 108%                            |
| 4,000 - 4,999                       | \$5,450,000            | 3                     | 4                      | 3               | 4                    | 75%                             |
| 5,000+                              | \$8,450,000            | 5                     | 5                      | 2               | 5                    | 40%                             |

<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 | JUNE

#### TOTAL INVENTORY

Jun. 2020      Jun. 2021  
**386**          **88**

VARIANCE: **-77%**

#### TOTAL SOLDS

Jun. 2020      Jun. 2021  
**37**            **75**

VARIANCE: **103%**

#### SALES PRICE

Jun. 2020      Jun. 2021  
**\$1.60m**      **\$1.51m**

VARIANCE: **-6%**

#### SALE PRICE PER SQFT.

Jun. 2020      Jun. 2021  
**\$693**          **\$793**

VARIANCE: **14%**

#### SALE TO LIST PRICE RATIO

Jun. 2020      Jun. 2021  
**92.95%**      **98.72%**

VARIANCE: **6%**

#### DAYS ON MARKET

Jun. 2020      Jun. 2021  
**83**            **16**

VARIANCE: **-81%**

## NAPLES MARKET SUMMARY | JUNE 2021

- The Naples attached luxury market is a **Seller's Market** with a **85% Sales Ratio**.
- Homes sold for a median of **98.72% of list price** in June 2021.
- The most active price band is **\$1,060,000-\$1,139,999**, where the sales ratio is **250%**.
- The median luxury sales price for attached homes is **\$1,509,000**.
- The median days on market for June 2021 was **16** days, down from **83** in June 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.