

INSTITUTE for
LUXURY HOME
MARKETING®

Home of the CLHMS™

JUNE
2021



collaborativerealestate.ca

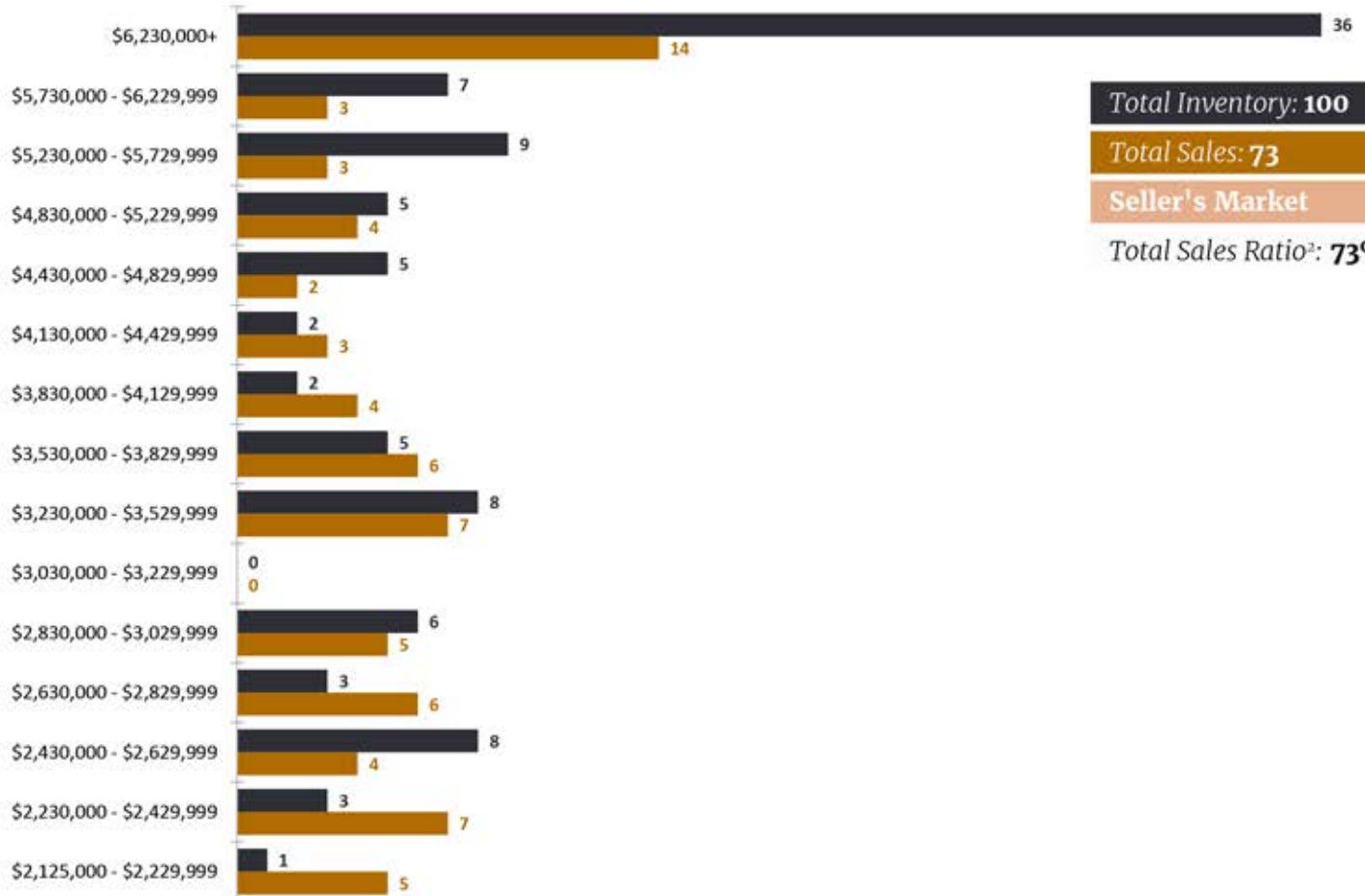
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | MAY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$2,125,000**



Total Inventory: **100**

Total Sales: **73**

Seller's Market

Total Sales Ratio²: **73%**

Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,400,000	3	3	2	5	40%
2,000 - 2,999	\$2,725,000	4	3	12	11	109%
3,000 - 3,999	\$3,700,000	3	4	17	21	81%
4,000 - 4,999	\$3,850,000	4	6	20	24	83%
5,000 - 5,999	\$4,927,500	5	6	10	14	71%
6,000+	\$6,915,000	5	8	12	25	48%

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 | MAY

TOTAL INVENTORY

May 2020 May 2021

373 **100**

VARIANCE: -73%

TOTAL SOLD

May 2020 May 2021

12 **73**

VARIANCE: 508%

SALES PRICE

May 2020 May 2021

\$5.20m **\$3.73m**

VARIANCE: -28%

SALE PRICE PER SQFT.

May 2020 May 2021

\$1,124 **\$982**

VARIANCE: -13%

SALE TO LIST PRICE RATIO

May 2020 May 2021

93.15% **98.22%**

VARIANCE: 5%

DAYS ON MARKET

May 2020 May 2021

105 **22**

VARIANCE: -79%

NAPLES MARKET SUMMARY | MAY 2021

- The Naples single-family luxury market is a **Seller's Market** with a **73% Sales Ratio**.
- Homes sold for a median of **98.22% of list price** in May 2021.
- The most active price band is **\$2,125,000-\$2,229,999**, where the sales ratio is **500%**.
- The median luxury sales price for single-family homes is **\$3,725,000**.
- The median days on market for May 2021 was **22** days, down from **105** in May 2020.

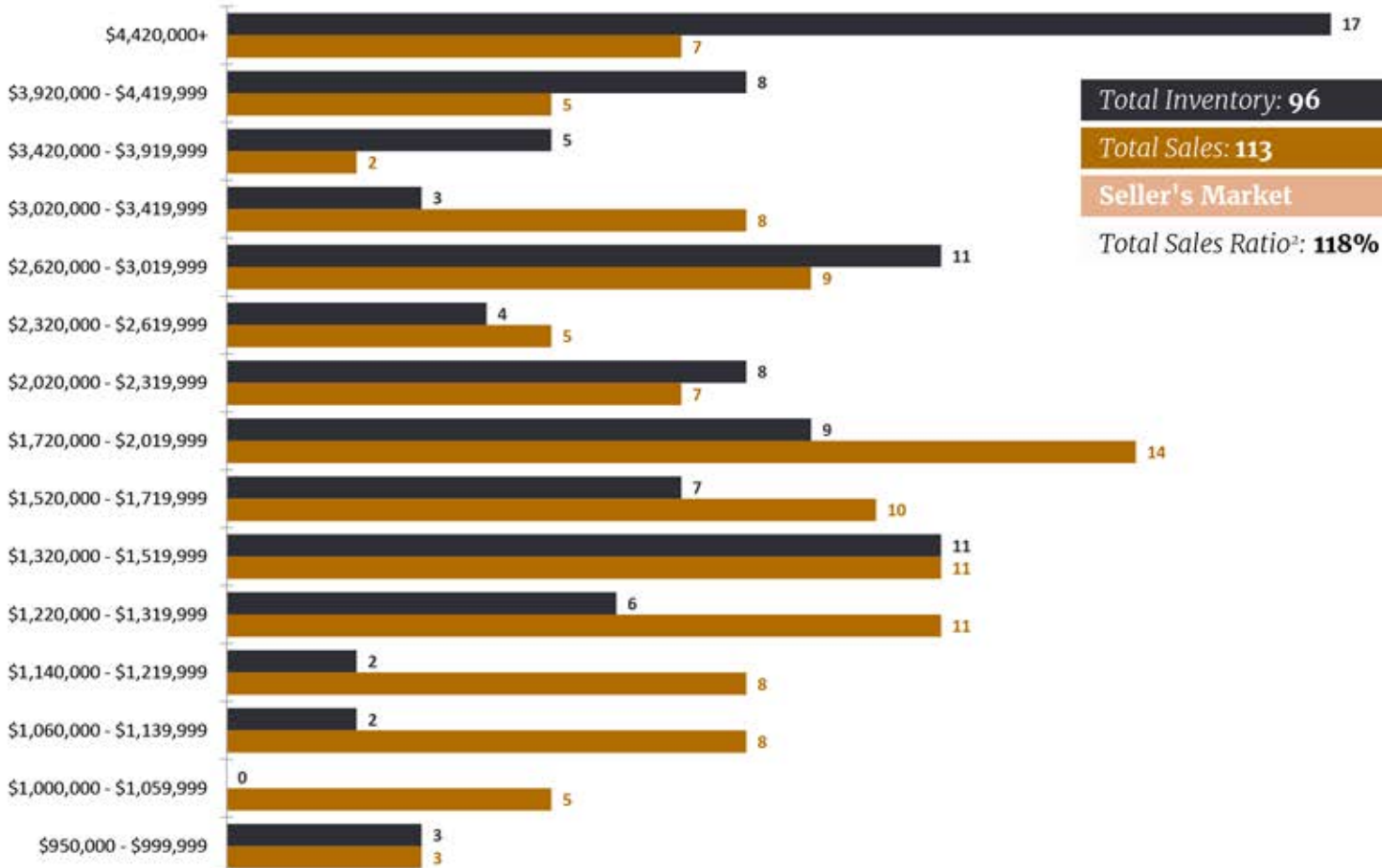
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | MAY 2021

Inventory Sales

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



Total Inventory: **96**

Total Sales: **113**

Seller's Market

Total Sales Ratio²: **118%**

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	\$1,220,000	2	2	40	27	148%
2,000 - 2,999	\$1,930,000	3	3	40	37	108%
3,000 - 3,999	\$2,525,000	3	4	18	14	129%
4,000 - 4,999	\$4,100,000	4	5	13	10	130%
5,000+	\$7,500,000	4	6	2	8	25%

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 | MAY

TOTAL INVENTORY

May 2020 May 2021

402 96

VARIANCE: **-76%**

TOTAL SOLDS

May 2020 May 2021

23 113

VARIANCE: **391%**

SALES PRICE

May 2020 May 2021

\$1.52m \$1.78m

VARIANCE: **17%**

SALE PRICE PER SQFT.

May 2020 May 2021

\$661 \$789

VARIANCE: **19%**

SALE TO LIST PRICE RATIO

May 2020 May 2021

94.98% 98.08%

VARIANCE: **3%**

DAYS ON MARKET

May 2020 May 2021

28 15

VARIANCE: **-46%**

NAPLES MARKET SUMMARY | MAY 2021

- The Naples attached luxury market is a **Seller's Market** with a **118% Sales Ratio**.
- Homes sold for a median of **98.08% of list price** in May 2021.
- The most active price bands are **\$1,060,000-\$1,139,999** and **\$1,140,000-\$1,219,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$1,775,000**.
- The median days on market for May 2021 was **15** days, down from **28** in May 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.