

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

JUNE  
2022



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

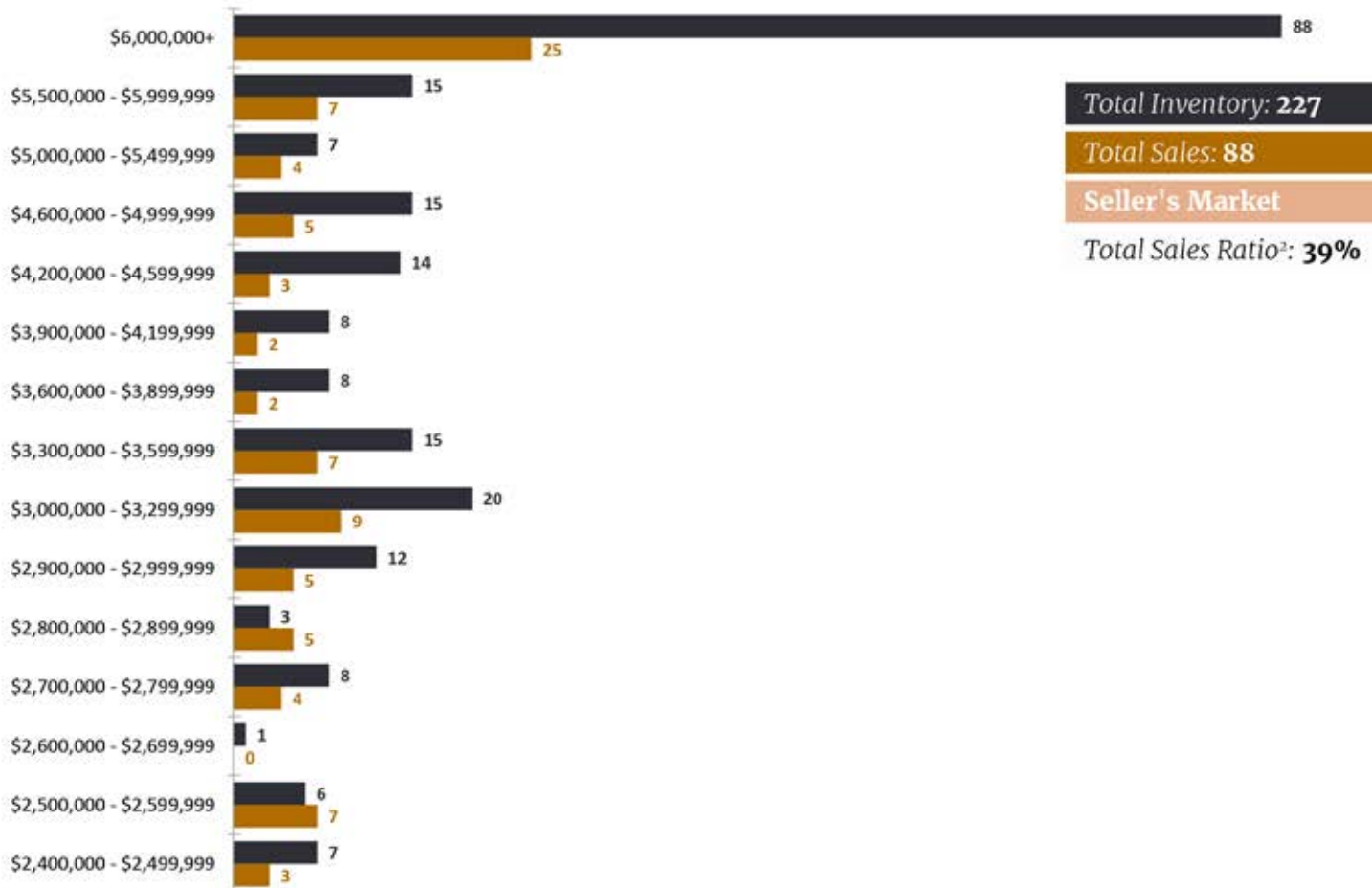
NAPLES  
FLORIDA

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

### LUXURY INVENTORY VS. SALES | MAY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**



Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,925,000	3	3	3	14	21%
2,000 - 2,999	\$2,930,000	3	3	16	37	43%
3,000 - 3,999	\$3,497,500	4	4	30	53	57%
4,000 - 4,999	\$4,700,000	4	6	17	47	36%
5,000 - 5,999	\$6,200,000	4	6	13	31	42%
6,000+	\$7,800,000	4	6	9	45	20%

<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 | MAY

#### TOTAL INVENTORY

May 2021      May 2022

96              227

VARIANCE: **136%**

#### TOTAL SOLDS

May 2021      May 2022

65              88

VARIANCE: **35%**

#### SALES PRICE

May 2021      May 2022

\$3.90m      \$4.21m

VARIANCE: **8%**

#### SALE PRICE PER SQFT.

May 2021      May 2022

\$1,012      \$1,095

VARIANCE: **8%**

#### SALE TO LIST PRICE RATIO

May 2021      May 2022

99.18%      98.88%

VARIANCE: **0%**

#### DAYS ON MARKET

May 2021      May 2022

23              10

VARIANCE: **-57%**

### NAPLES MARKET SUMMARY | MAY 2022

- The Naples single-family luxury market is a **Seller's Market** with a **39% Sales Ratio**.
- Homes sold for a median of **98.88% of list price** in May 2022.
- The most active price band is **\$2,800,000-\$2,899,999**, where the sales ratio is **167%**.
- The median luxury sales price for single-family homes is **\$4,210,000**.
- The median days on market for May 2022 was **10** days, down from **23** in May 2021.

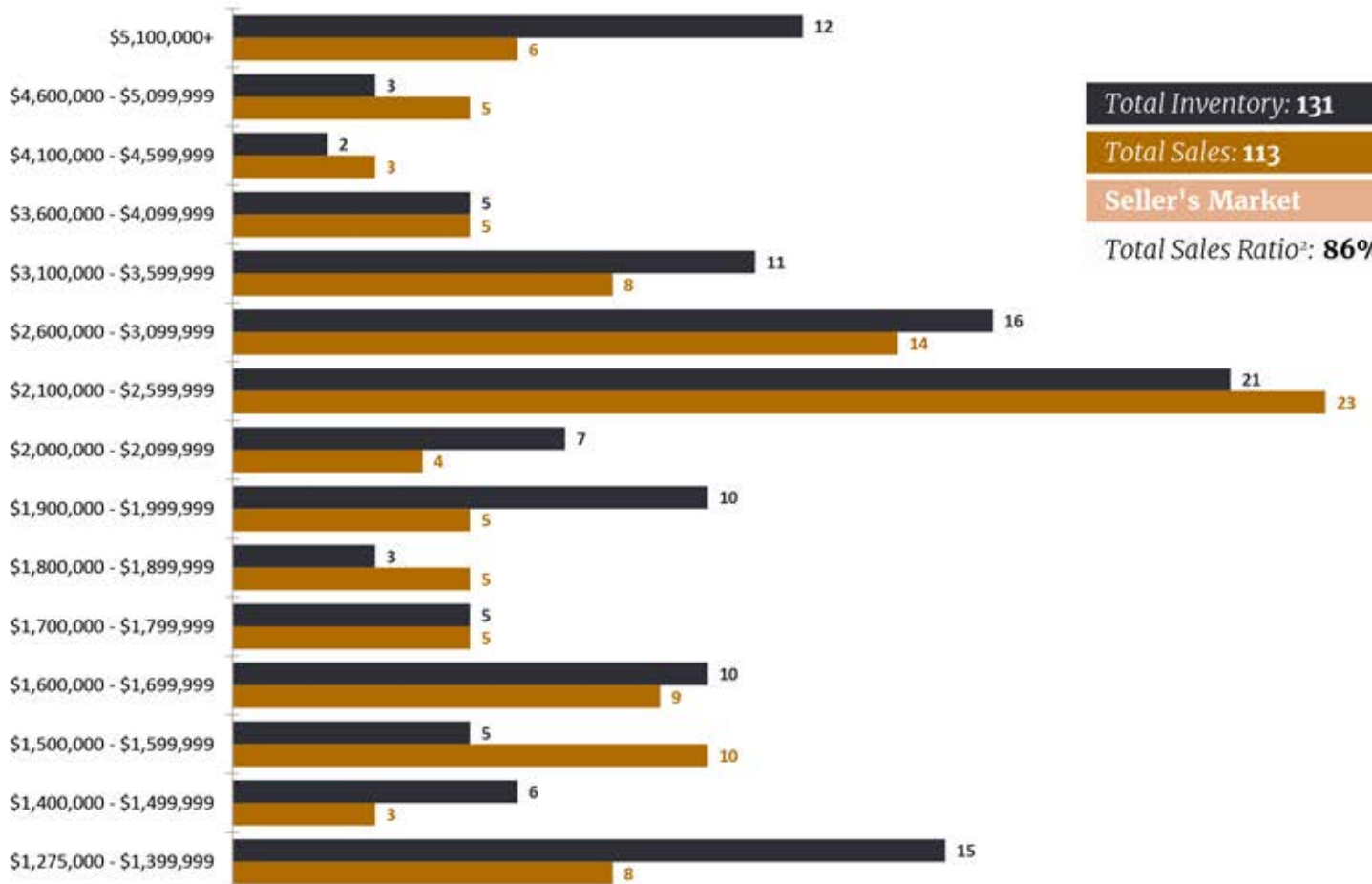
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | MAY 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,275,000**



Total Inventory: **131**

Total Sales: **113**

Seller's Market

Total Sales Ratio<sup>2</sup>: **86%**

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	\$1,705,000	2	2	33	45	73%
2,000 - 2,999	\$2,050,500	3	3	50	58	86%
3,000 - 3,999	\$3,595,000	3	4	27	18	150%
4,000 - 4,999	\$5,800,000	4	4	1	5	20%
5,000+	\$6,850,000	4	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 | MAY

#### TOTAL INVENTORY

May 2021      May 2022

84              131

VARIANCE: **56%**

#### TOTAL SOLDS

May 2021      May 2022

83              113

VARIANCE: **36%**

#### SALES PRICE

May 2021      May 2022

\$2.15m      \$2.20m

VARIANCE: **2%**

#### SALE PRICE PER SQFT.

May 2021      May 2022

\$881              \$967

VARIANCE: **10%**

#### SALE TO LIST PRICE RATIO

May 2021      May 2022

98.39%      100.00%

VARIANCE: **2%**

#### DAYS ON MARKET

May 2021      May 2022

10              7

VARIANCE: **-30%**

## NAPLES MARKET SUMMARY | MAY 2022

- The Naples attached luxury market is a **Seller's Market** with an **86% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in May 2022.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes is **\$2,200,000**.
- The median days on market for May 2022 was **7** days, down from **10** in May 2021.

<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.