

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MARCH
2021



collaborativerealestate.ca

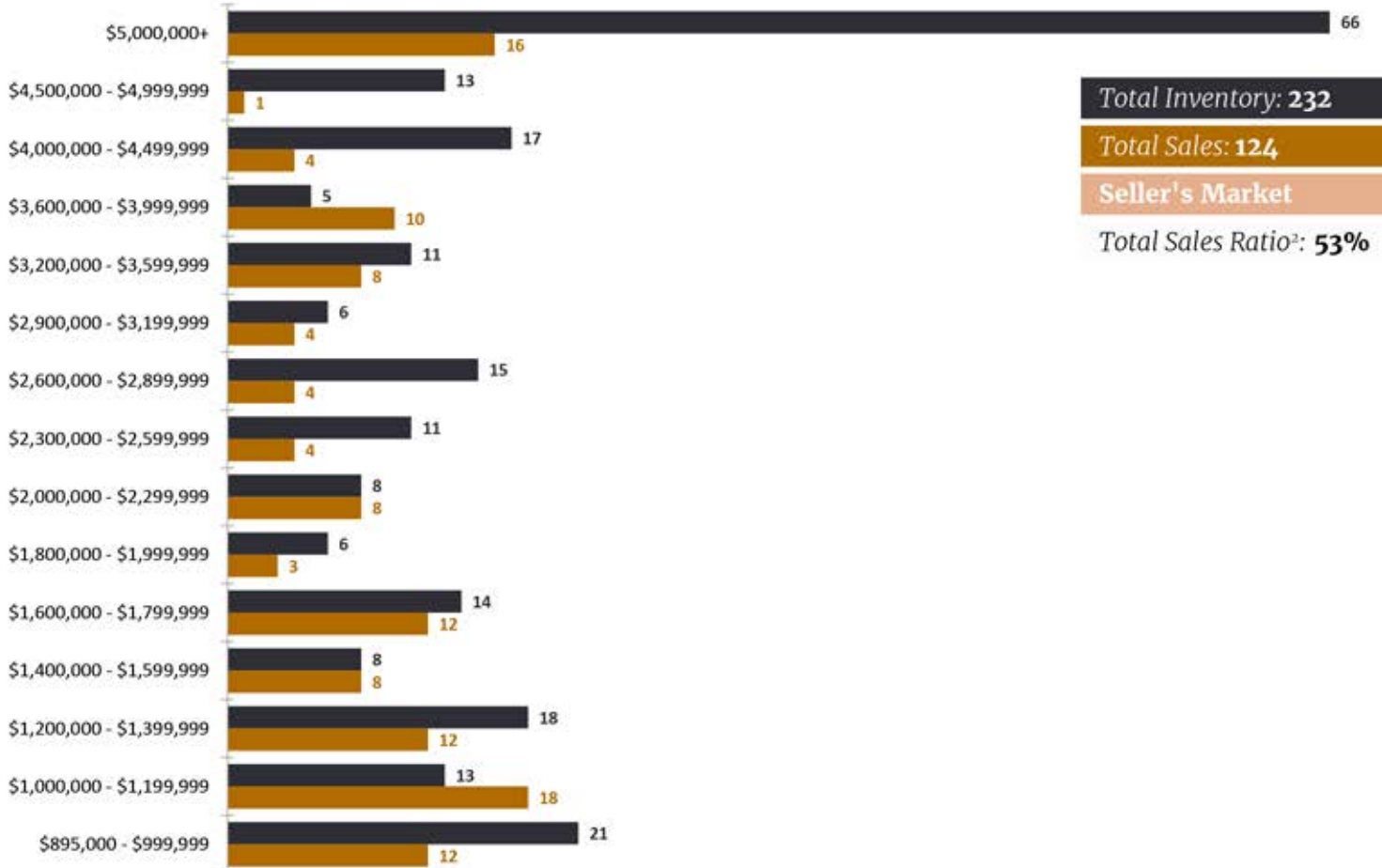
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | FEBRUARY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$895,000**



| Square Feet ¹ -Range- | Price -Median Sold- | Beds -Median Sold- | Baths -Median Sold- | Sold -Total- | Inventory -Total- | Sales Ratio -Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999 | \$1,298,000 | 3 | 2 | 7 | 14 | 50% |
| 2,000 - 2,999 | \$1,165,000 | 3 | 4 | 25 | 49 | 51% |
| 3,000 - 3,999 | \$1,500,000 | 4 | 4 | 47 | 47 | 100% |
| 4,000 - 4,999 | \$3,000,000 | 4 | 5 | 22 | 55 | 40% |
| 5,000 - 5,999 | \$3,800,000 | 4 | 5 | 9 | 36 | 25% |
| 6,000+ | \$9,256,250 | 5 | 7 | 14 | 31 | 45% |

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 | FEBRUARY

TOTAL INVENTORY

| | |
|------------|------------|
| Feb. 2020 | Feb. 2021 |
| 796 | 232 |

VARIANCE: **-71%**

TOTAL SOLD

| | |
|-----------|------------|
| Feb. 2020 | Feb. 2021 |
| 51 | 124 |

VARIANCE: **143%**

SALES PRICE

| | |
|----------------|----------------|
| Feb. 2020 | Feb. 2021 |
| \$2.25m | \$1.84m |

VARIANCE: **-18%**

SALE PRICE PER SQFT.

| | |
|--------------|--------------|
| Feb. 2020 | Feb. 2021 |
| \$624 | \$578 |

VARIANCE: **-7%**

SALE TO LIST PRICE RATIO

| | |
|---------------|---------------|
| Feb. 2020 | Feb. 2021 |
| 94.38% | 96.38% |

VARIANCE: **2%**

DAYS ON MARKET

| | |
|------------|-----------|
| Feb. 2020 | Feb. 2021 |
| 115 | 64 |

VARIANCE: **-44%**

NAPLES MARKET SUMMARY | FEBRUARY 2021

- The Naples single-family luxury market is a **Seller's Market** with a **53% Sales Ratio**.
- Homes sold for a median of **96.38% of list price** in February 2021.
- The most active price band is **\$3,600,000-\$3,999,999**, where the sales ratio is **200%**.
- The median luxury sales price for single-family homes is **\$1,837,500**.
- The median days on market for February 2021 was **64** days, down from **115** in February 2020.

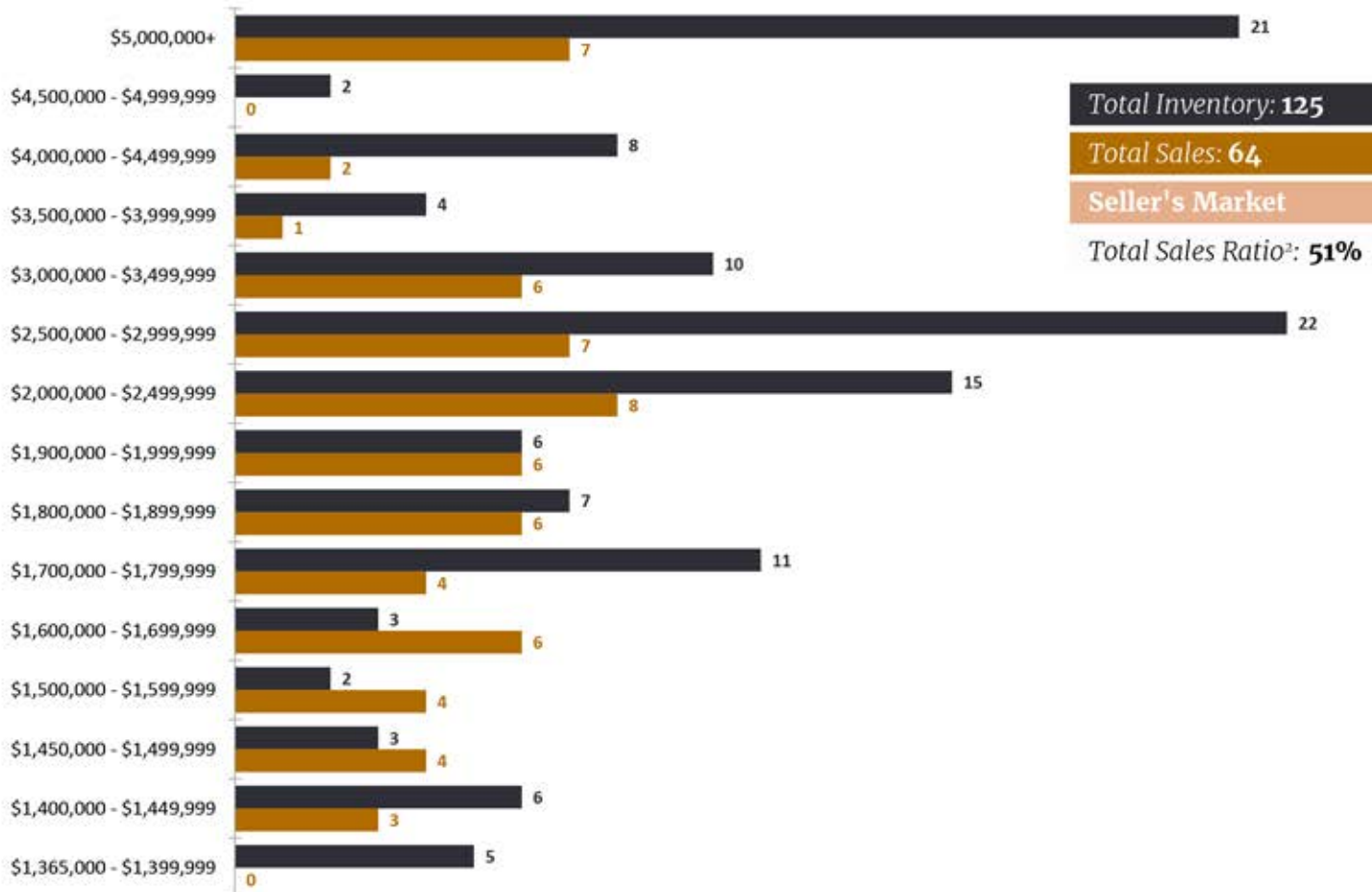
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | FEBRUARY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$1,365,000**



| 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 | \$1,650,000 | 3 | 2 | 7 | 10 | 70% |
| 2,000 - 2,999 | \$1,850,000 | 3 | 3 | 29 | 41 | 71% |
| 3,000 - 3,999 | \$2,575,000 | 3 | 4 | 21 | 43 | 49% |
| 4,000 - 4,999 | \$5,500,000 | 4 | 5 | 2 | 19 | 11% |
| 5,000+ | \$7,500,000 | 4 | 5 | 5 | 12 | 42% |

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 | FEBRUARY

TOTAL INVENTORY

| | |
|------------|------------|
| Feb. 2020 | Feb. 2021 |
| 320 | 125 |

VARIANCE: -61%

TOTAL SOLDS

| | |
|-----------|-----------|
| Feb. 2020 | Feb. 2021 |
| 21 | 64 |

VARIANCE: 205%

SALES PRICE

| | |
|----------------|----------------|
| Feb. 2020 | Feb. 2021 |
| \$1.99m | \$1.99m |

VARIANCE: 0%

SALE PRICE PER SQFT.

| | |
|--------------|--------------|
| Feb. 2020 | Feb. 2021 |
| \$909 | \$830 |

VARIANCE: -9%

SALE TO LIST PRICE RATIO

| | |
|---------------|---------------|
| Feb. 2020 | Feb. 2021 |
| 96.48% | 96.43% |

VARIANCE: 0%

DAYS ON MARKET

| | |
|-----------|-----------|
| Feb. 2020 | Feb. 2021 |
| 81 | 65 |

VARIANCE: -20%

NAPLES MARKET SUMMARY | FEBRUARY 2021

- The Naples attached luxury market is a **Seller's Market** with a **51% Sales Ratio**.
- Homes sold for a median of **96.43% of list price** in February 2021.
- The most active price band is **\$1,600,000-\$1,699,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes is **\$1,987,500**.
- The median days on market for February 2021 was **65** days, down from **81** in February 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.