

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MAY
2021



collaborativerealestate.ca

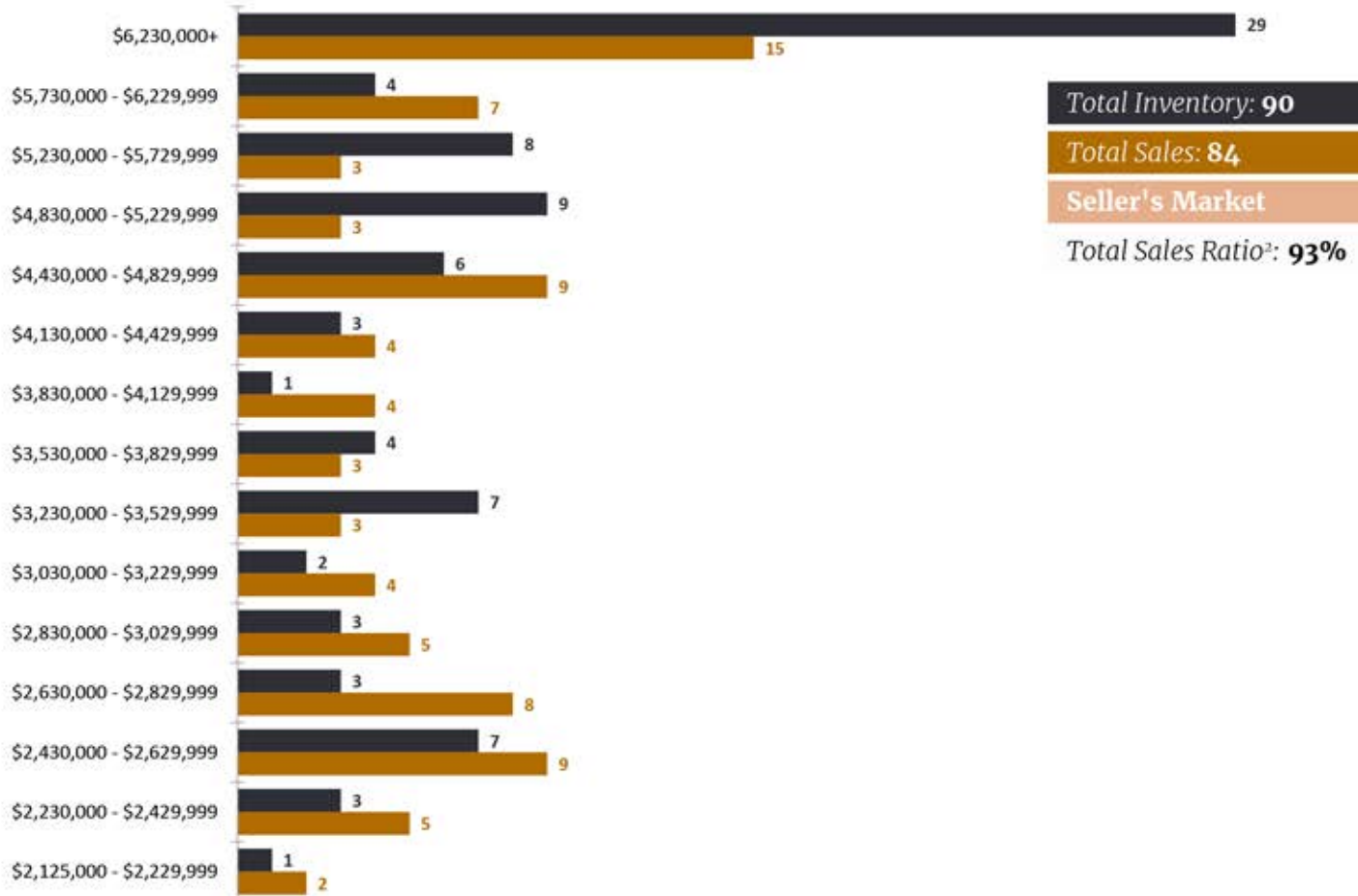
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | APRIL 2021

Inventory Sales

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



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$4,747,500	3	2	2	7	29%
2,000 - 2,999	\$2,719,000	3	4	14	7	200%
3,000 - 3,999	\$3,150,000	4	4	23	16	144%
4,000 - 4,999	\$4,800,000	4	5	25	28	89%
5,000 - 5,999	\$4,825,000	5	6	10	14	71%
6,000+	\$8,550,000	5	8	10	18	56%

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 | APRIL

TOTAL INVENTORY

Apr. 2020 Apr. 2021

402 90

VARIANCE: **-78%**

TOTAL SOLDS

Apr. 2020 Apr. 2021

24 84

VARIANCE: **250%**

SALES PRICE

Apr. 2020 Apr. 2021

\$3.28m \$4.10m

VARIANCE: **25%**

SALE PRICE PER SQFT.

Apr. 2020 Apr. 2021

\$948 \$1,056

VARIANCE: **11%**

SALE TO LIST PRICE RATIO

Apr. 2020 Apr. 2021

94.26% 98.03%

VARIANCE: **4%**

DAYS ON MARKET

Apr. 2020 Apr. 2021

52 42

VARIANCE: **-19%**

NAPLES MARKET SUMMARY | APRIL 2021

- The Naples single-family luxury market is a **Seller's Market** with a **93% Sales Ratio**.
- Homes sold for a median of **98.03% of list price** in April 2021.
- The most active price band is **\$3,830,000-\$4,129,999**, where the sales ratio is **400%**.
- The median luxury sales price for single-family homes is **\$4,100,000**.
- The median days on market for April 2021 was **42** days, down from **52** in April 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 | APRIL 2021

Inventory Sales

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



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	\$1,197,000	2	2	48	29	166%
2,000 - 2,999	\$1,710,000	3	3	41	30	137%
3,000 - 3,999	\$2,450,000	3	4	21	15	140%
4,000 - 4,999	\$3,925,000	4	5	8	11	73%
5,000+	\$6,200,000	5	6	6	9	67%

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 | APRIL

TOTAL INVENTORY

Apr. 2020 Apr. 2021
398 **94**

VARIANCE: **-76%**

TOTAL SOLDS

Apr. 2020 Apr. 2021
29 **124**

VARIANCE: **328%**

SALES PRICE

Apr. 2020 Apr. 2021
\$1.30m **\$1.58m**

VARIANCE: **21%**

SALE PRICE PER SQFT.

Apr. 2020 Apr. 2021
\$655 **\$754**

VARIANCE: **15%**

SALE TO LIST PRICE RATIO

Apr. 2020 Apr. 2021
96.33% **97.99%**

VARIANCE: **2%**

DAYS ON MARKET

Apr. 2020 Apr. 2021
36 **32**

VARIANCE: **-11%**

NAPLES MARKET SUMMARY | APRIL 2021

- The Naples attached luxury market is a **Seller's Market** with a **132% Sales Ratio**.
- Homes sold for a median of **97.99% of list price** in April 2021.
- The most active price band is **\$2,320,000-\$2,619,999**, where the sales ratio is **333%**.
- The median luxury sales price for attached homes is **\$1,575,000**.
- The median days on market for April 2021 was **32** days, down from **36** in April 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.