

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MAY
2022



collaborativerealestate.ca

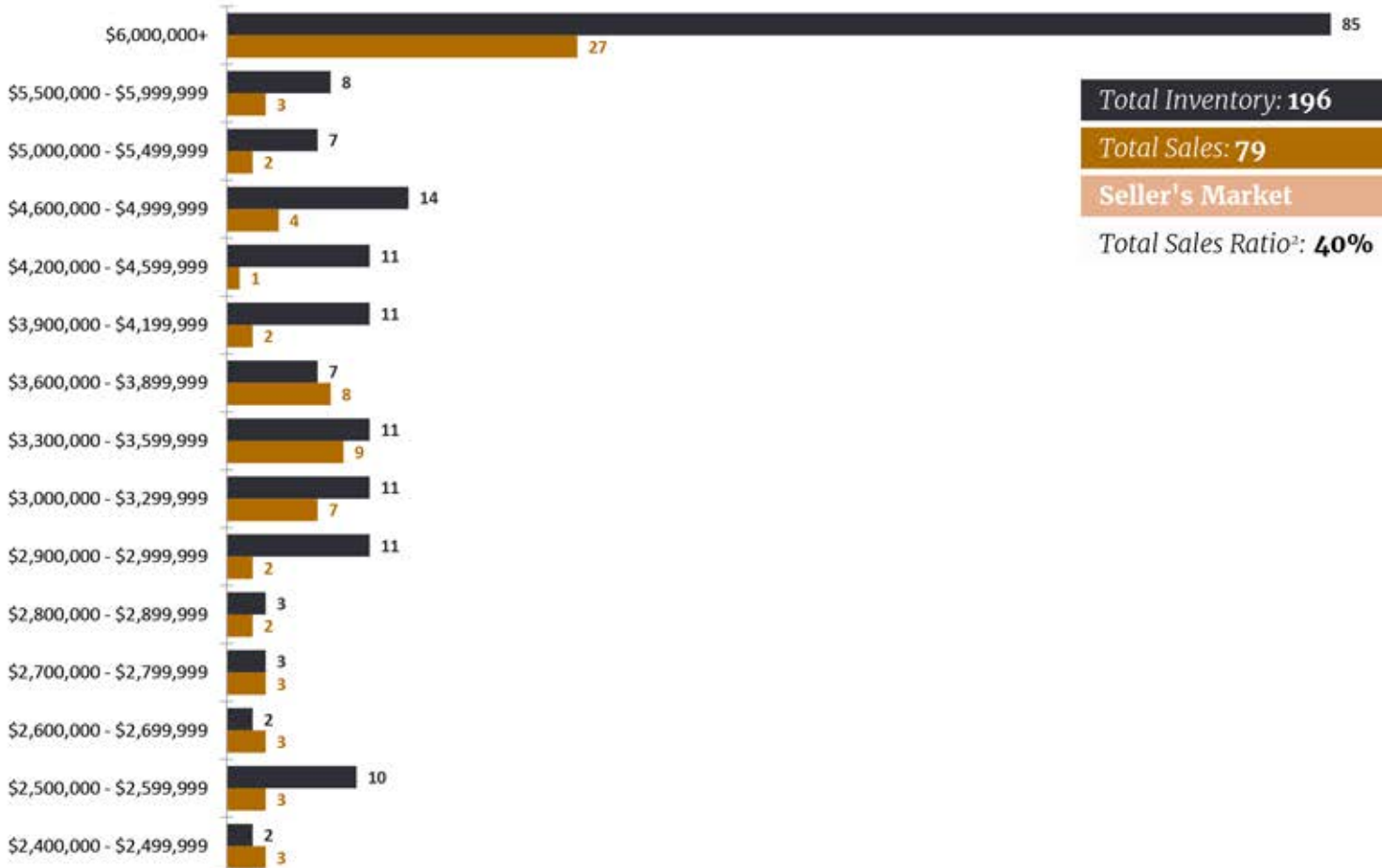
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | APRIL 2022

Inventory Sales

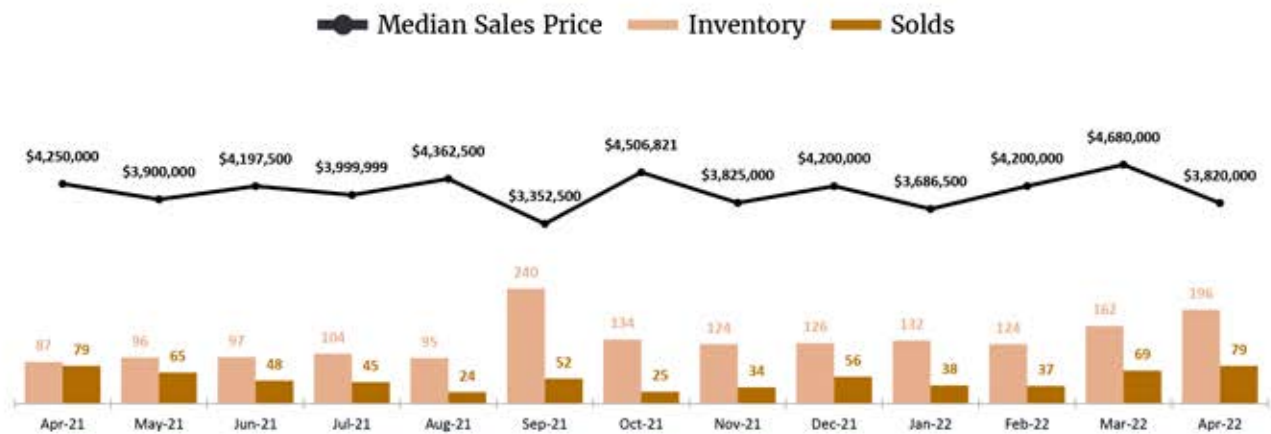
Luxury Benchmark Price¹: **\$2,400,000**



Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,767,500	3	3	4	13	31%
2,000 - 2,999	\$3,055,000	3	3	15	28	54%
3,000 - 3,999	\$3,360,000	4	5	18	45	40%
4,000 - 4,999	\$5,999,080	4	6	16	48	33%
5,000 - 5,999	\$6,495,000	4	6	15	28	54%
6,000+	\$6,550,000	5	6	11	34	32%

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. 2021 Apr. 2022

87 196

VARIANCE: **125%**

TOTAL SOLDS

Apr. 2021 Apr. 2022

79 79

VARIANCE: **0%**

SALES PRICE

Apr. 2021 Apr. 2022

\$4.25m \$3.82m

VARIANCE: **-10%**

SALE PRICE PER SQFT.

Apr. 2021 Apr. 2022

\$1,109 \$1,130

VARIANCE: **2%**

SALE TO LIST PRICE RATIO

Apr. 2021 Apr. 2022

97.75% 98.71%

VARIANCE: **1%**

DAYS ON MARKET

Apr. 2021 Apr. 2022

42 8

VARIANCE: **-81%**

NAPLES MARKET SUMMARY | APRIL 2022

- The Naples single-family luxury market is a **Seller's Market** with a **40% Sales Ratio**.
- Homes sold for a median of **98.71% of list price** in April 2022.
- The most active price bands are **\$2,400,000-\$2,499,999** and **\$2,600,000-\$2,699,999**, where the sales ratio is **150%**.
- The median luxury sales price for single-family homes is **\$3,820,000**.
- The median days on market for April 2022 was **8** days, down from **42** in April 2021.

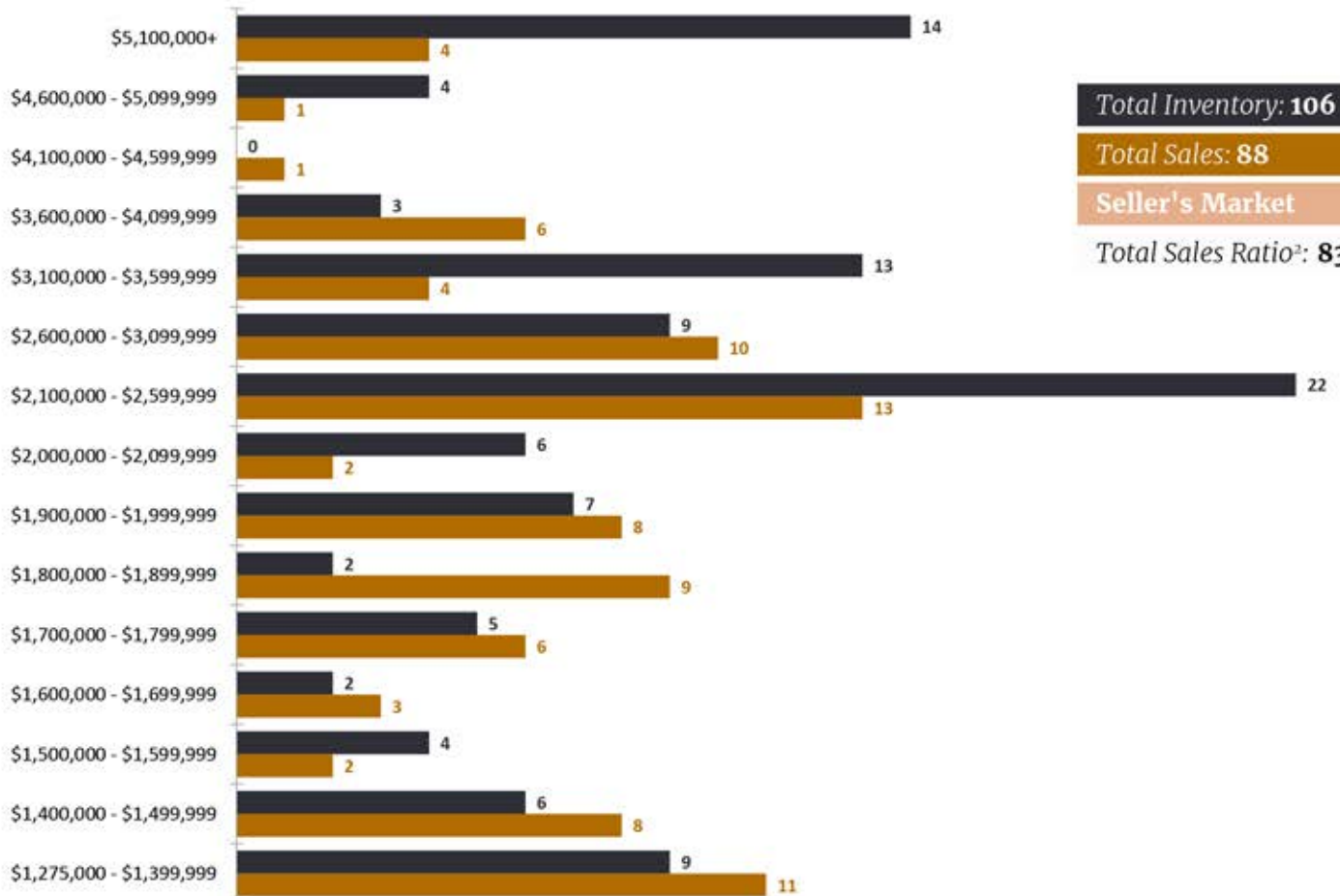
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | APRIL 2022

Inventory Sales

Luxury Benchmark Price¹: **\$1,275,000**



Total Inventory: **106**

Total Sales: **88**

Seller's Market

Total Sales Ratio²: **83%**

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	\$1,740,000	2	2	31	29	107%
2,000 - 2,999	\$1,950,000	3	3	41	53	77%
3,000 - 3,999	\$3,591,250	3	4	10	16	63%
4,000 - 4,999	\$4,295,000	4	5	3	4	75%
5,000+	\$14,600,000	5	6	3	4	75%

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. 2021 Apr. 2022

79 106

VARIANCE: **34%**

TOTAL SOLD

Apr. 2021 Apr. 2022

83 88

VARIANCE: **6%**

SALES PRICE

Apr. 2021 Apr. 2022

\$1.95m \$1.96m

VARIANCE: **1%**

SALE PRICE PER SQFT.

Apr. 2021 Apr. 2022

\$825 \$950

VARIANCE: **15%**

SALE TO LIST PRICE RATIO

Apr. 2021 Apr. 2022

97.74% 100.00%

VARIANCE: **2%**

DAYS ON MARKET

Apr. 2021 Apr. 2022

27 5

VARIANCE: **-81%**

NAPLES MARKET SUMMARY | APRIL 2022

- The Naples attached luxury market is a **Seller's Market** with an **83% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in April 2022.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **450%**.
- The median luxury sales price for attached homes is **\$1,962,500**.
- The median days on market for April 2022 was **5** days, down from **27** in April 2021.

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.