

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

NOVEMBER
2021

NAPLES
FLORIDA



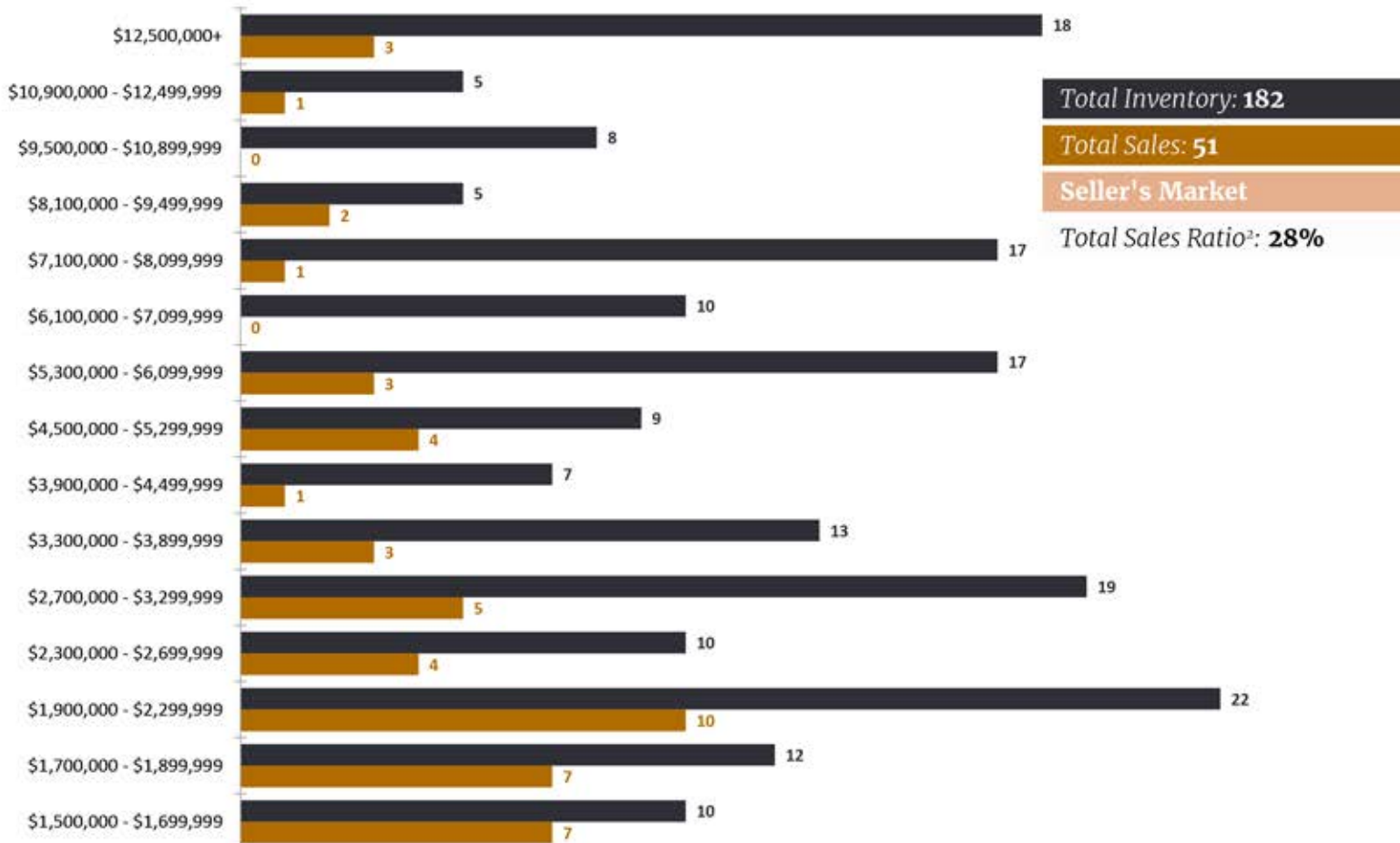
collaborativerealestate.ca

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | OCTOBER 2021

Inventory Sales

Luxury Benchmark Price¹: **\$1,500,000**



Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,937,500	NA	2	2	10	20%
2,000 - 2,999	\$1,830,000	NA	4	10	30	33%
3,000 - 3,999	\$2,497,000	NA	5	18	38	47%
4,000 - 4,999	\$2,750,000	NA	6	13	46	28%
5,000 - 5,999	\$3,550,000	NA	6	3	24	13%
6,000+	\$13,200,000	NA	7	5	34	15%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2020	Oct. 2021
319	182

VARIANCE: **-43%**

TOTAL SOLDS

Oct. 2020	Oct. 2021
95	51

VARIANCE: **-46%**

SALES PRICE

Oct. 2020	Oct. 2021
\$2.95m	\$2.40m

VARIANCE: **-19%**

SALE PRICE PER SQFT.

Oct. 2020	Oct. 2021
\$692	\$709

VARIANCE: **2%**

SALE TO LIST PRICE RATIO

Oct. 2020	Oct. 2021
94.99%	99.41%

VARIANCE: **5%**

DAYS ON MARKET

Oct. 2020	Oct. 2021
117	20

VARIANCE: **-83%**

NAPLES MARKET SUMMARY | OCTOBER 2021

- The Naples single-family luxury market is a **Seller's Market** with a **28% Sales Ratio**.
- Homes sold for a median of **99.41% of list price** in October 2021.
- The most active price band is **\$1,500,000-\$1,699,999**, where the sales ratio is **70%**.
- The median luxury sales price for single-family homes is **\$2,399,000**.
- The median days on market for October 2021 was **20** days, down from **117** in October 2020.

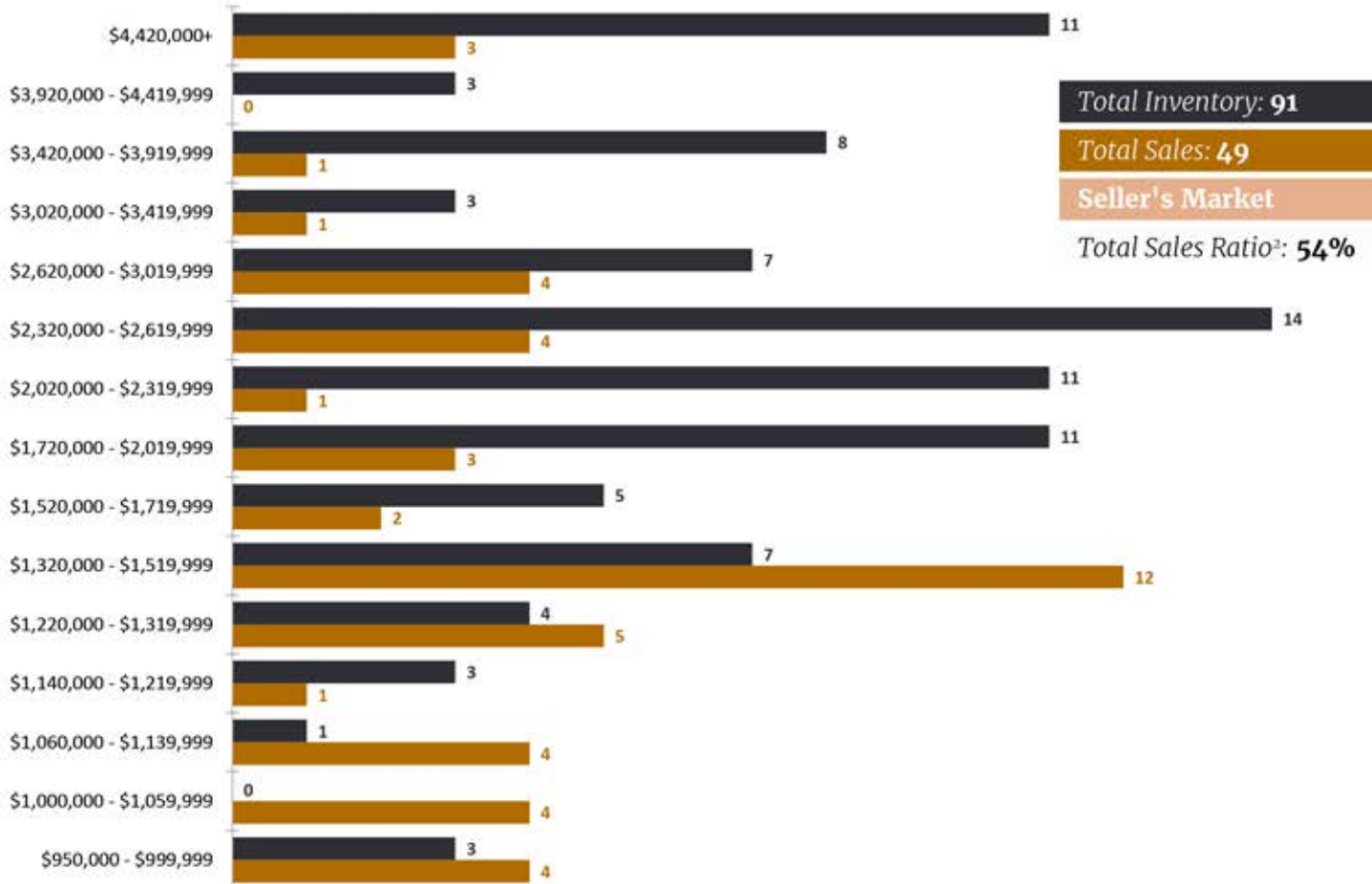
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | OCTOBER 2021

Inventory Sales

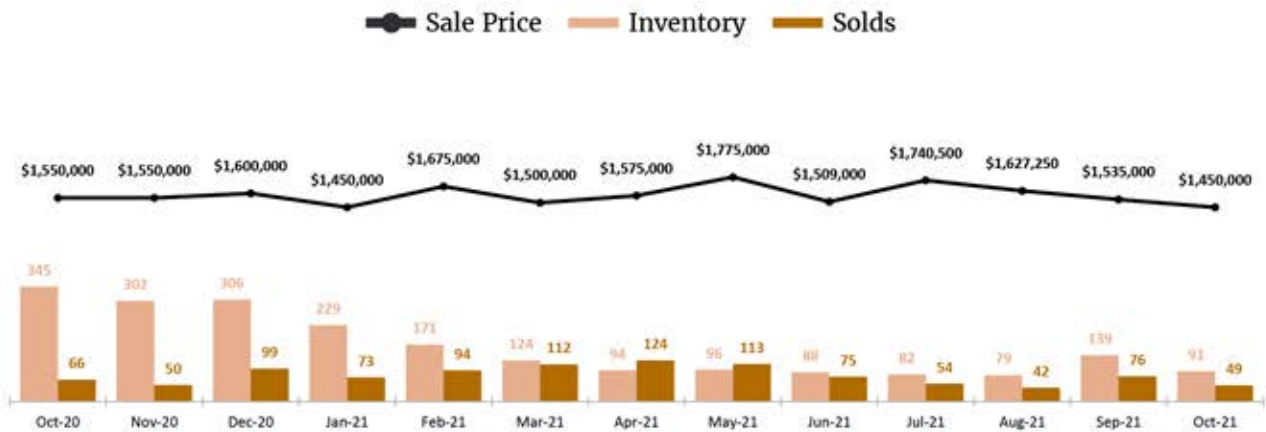
Luxury Benchmark Price¹: **\$950,000**



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	\$1,290,000	NA	2	12	21	57%
2,000 - 2,999	\$1,470,000	NA	3	27	42	64%
3,000 - 3,999	\$2,545,000	NA	4	8	21	38%
4,000 - 4,999	\$5,600,000	NA	5	2	1	200%
5,000+	NA	NA	NA	0	6	0%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2020	Oct. 2021
345	91

VARIANCE: **-74%**

TOTAL SOLDS

Oct. 2020	Oct. 2021
66	49

VARIANCE: **-26%**

SALES PRICE

Oct. 2020	Oct. 2021
\$1.55m	\$1.45m

VARIANCE: **-6%**

SALE PRICE PER SQFT.

Oct. 2020	Oct. 2021
\$623	\$681

VARIANCE: **9%**

SALE TO LIST PRICE RATIO

Oct. 2020	Oct. 2021
95.66%	98.67%

VARIANCE: **3%**

DAYS ON MARKET

Oct. 2020	Oct. 2021
81	7

VARIANCE: **-91%**

NAPLES MARKET SUMMARY | OCTOBER 2021

- The Naples attached luxury market is a **Seller's Market** with a **54% Sales Ratio**.
- Homes sold for a median of **98.67% of list price** in October 2021.
- The most active price band is **\$1,060,000-\$1,139,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$1,450,000**.
- The median days on market for October 2021 was **7** days, down from **81** in October 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.