

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

NOVEMBER  
2022



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

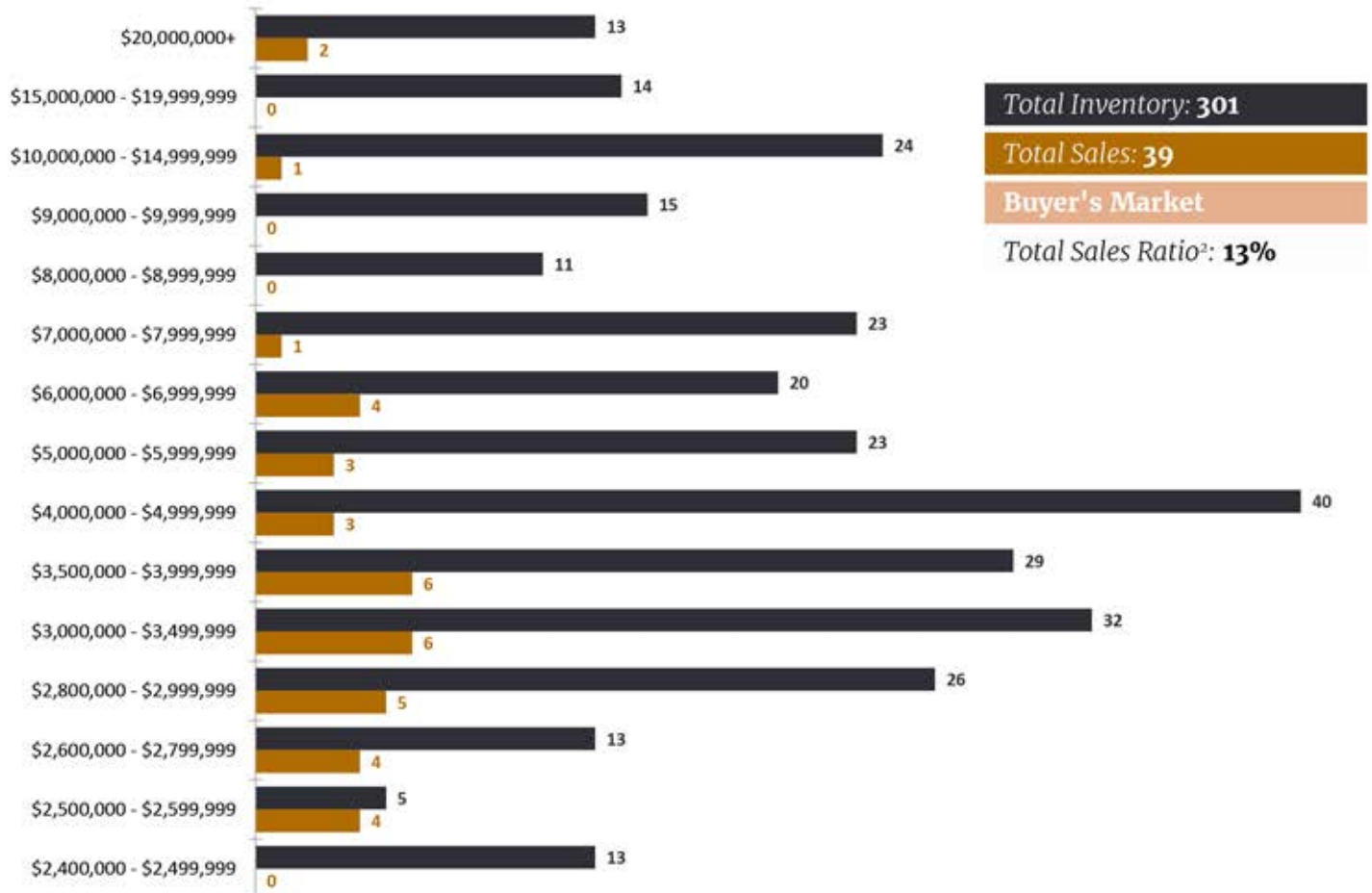
NAPLES  
FLORIDA

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

### LUXURY INVENTORY VS. SALES | OCTOBER 2022

Inventory Sales

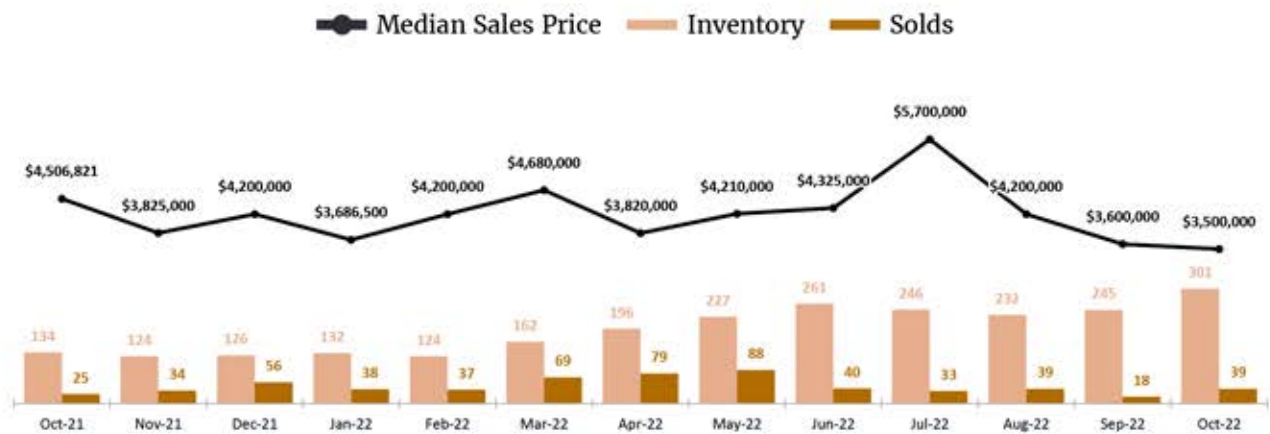
Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**



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	\$3,100,000	4	3	1	22	5%
2,000 - 2,999	\$2,999,999	3	3	9	47	19%
3,000 - 3,999	\$3,072,500	4	4	8	72	11%
4,000 - 4,999	\$3,650,000	4	5	13	66	20%
5,000 - 5,999	\$7,750,000	4	6	3	39	8%
6,000+	\$6,750,000	5	6	5	55	9%

<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 | OCTOBER

#### TOTAL INVENTORY

Oct. 2021      Oct. 2022  
**134**          **301**

VARIANCE: **125%**

#### TOTAL SOLDS

Oct. 2021      Oct. 2022  
**25**            **39**

VARIANCE: **56%**

#### SALES PRICE

Oct. 2021      Oct. 2022  
**\$4.51m**      **\$3.50m**

VARIANCE: **-22%**

#### SALE PRICE PER SQFT.

Oct. 2021      Oct. 2022  
**\$1,224**      **\$1,069**

VARIANCE: **-13%**

#### SALE TO LIST PRICE RATIO

Oct. 2021      Oct. 2022  
**99.14%**      **96.07%**

VARIANCE: **-3%**

#### DAYS ON MARKET

Oct. 2021      Oct. 2022  
**26**            **47**

VARIANCE: **81%**

### NAPLES MARKET SUMMARY | OCTOBER 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **13% Sales Ratio**.
- Homes sold for a median of **96.07% of list price** in October 2022.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **80%**.
- The median luxury sales price for single-family homes is **\$3,500,000**.
- The median days on market for October 2022 was **47** days, up from **26** in October 2021.

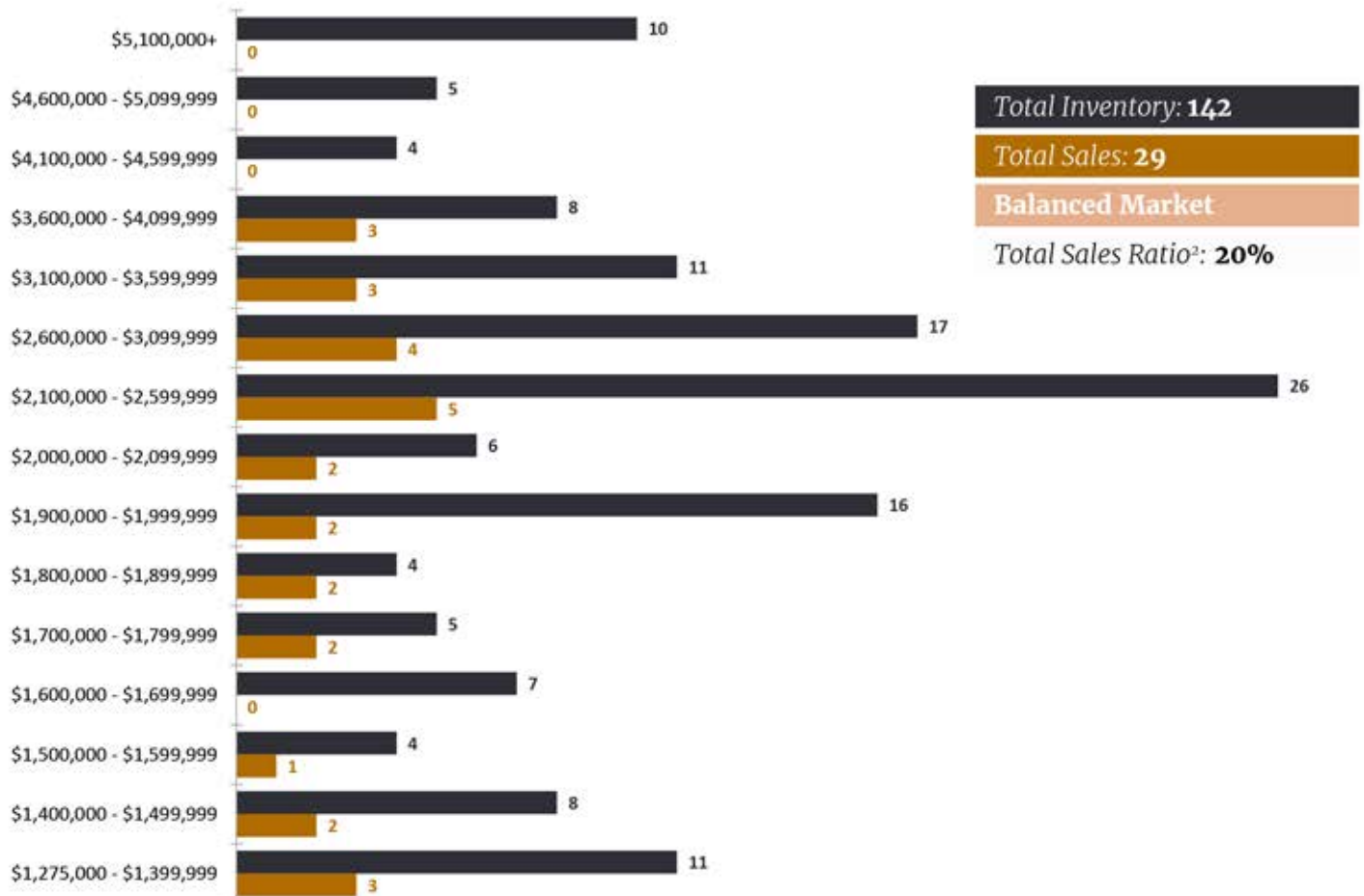
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | OCTOBER 2022

Inventory Sales

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



Square Feet <sup>1</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,450,000	3	2	1	7	14%
1,500 - 1,999	\$1,795,000	3	3	6	37	16%
2,000 - 2,499	\$2,300,000	3	3	9	31	29%
2,500 - 2,999	\$2,137,500	3	3	6	27	22%
3,000 - 3,499	\$3,325,000	3	4	5	23	22%
3,500+	\$3,027,500	4	5	2	17	12%

<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 | OCTOBER

#### TOTAL INVENTORY

Oct. 2021	Oct. 2022
81	142

VARIANCE: **75%**

#### TOTAL SOLD

Oct. 2021	Oct. 2022
35	29

VARIANCE: **-17%**

#### SALES PRICE

Oct. 2021	Oct. 2022
\$1.68m	\$2.10m

VARIANCE: **25%**

#### SALE PRICE PER SQFT.

Oct. 2021	Oct. 2022
\$800	\$902

VARIANCE: **13%**

#### SALE TO LIST PRICE RATIO

Oct. 2021	Oct. 2022
98.58%	96.40%

VARIANCE: **-2%**

#### DAYS ON MARKET

Oct. 2021	Oct. 2022
7	21

VARIANCE: **200%**

### NAPLES MARKET SUMMARY | OCTOBER 2022

- The Naples attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **96.40% of list price** in October 2022.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **50%**.
- The median luxury sales price for attached homes is **\$2,100,000**.
- The median days on market for October 2022 was **21** days, up from **7** in October 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.