

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

OCTOBER
2021



collaborativerealestate.ca

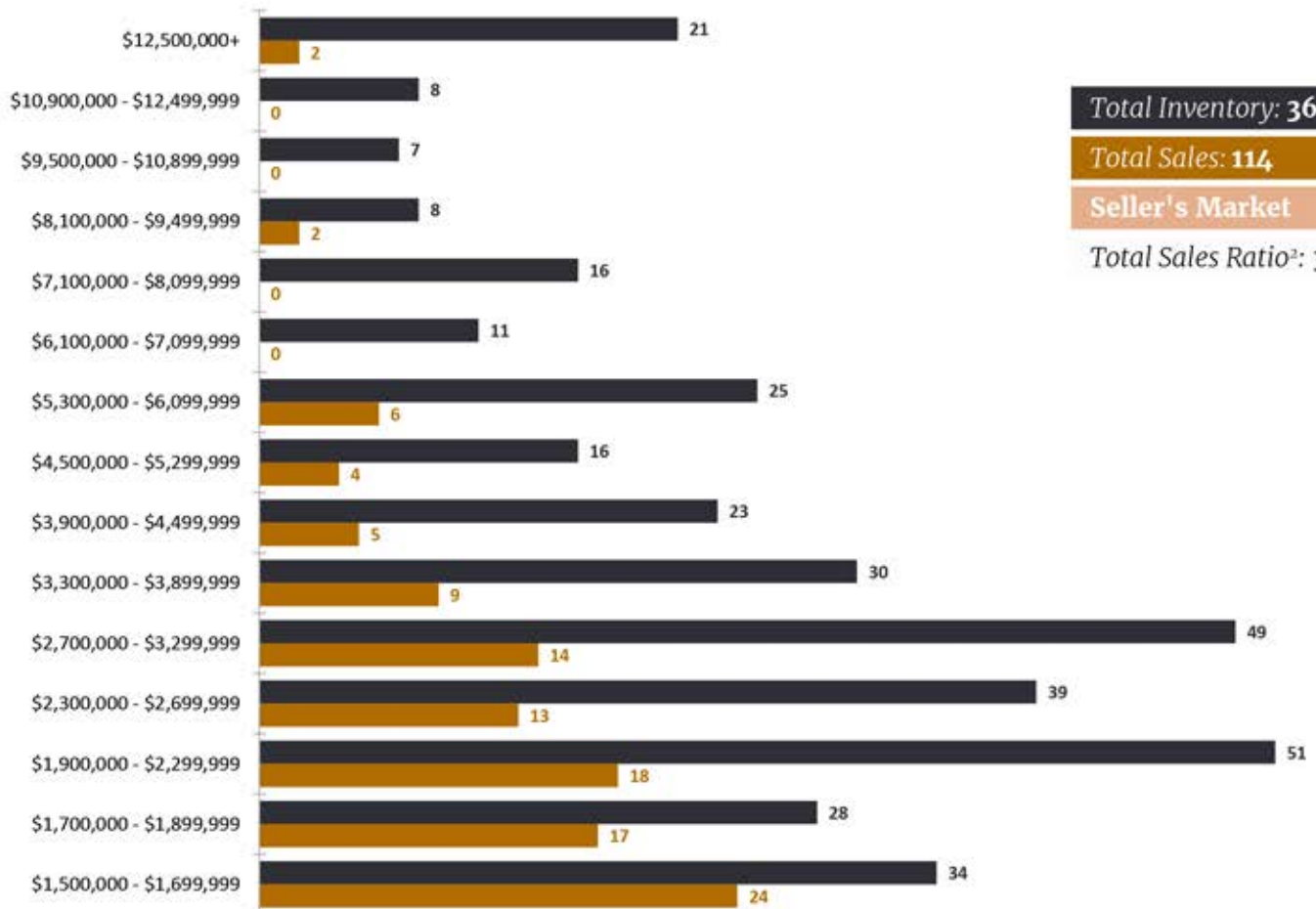
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | SEPTEMBER 2021

Inventory Sales

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



Total Inventory: **366**

Total Sales: **114**

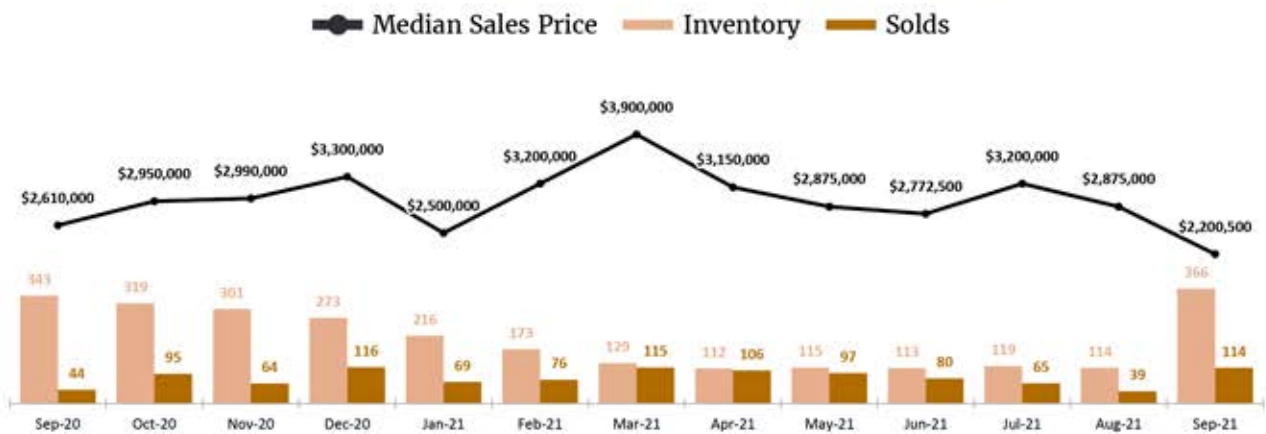
Seller's Market

Total Sales Ratio²: **31%**

Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,612,500	3	2	4	22	18%
2,000 - 2,999	\$1,802,500	3	3	38	69	55%
3,000 - 3,999	\$2,200,000	4	4	37	88	42%
4,000 - 4,999	\$2,200,000	5	6	19	88	22%
5,000 - 5,999	\$3,750,000	5	6	10	41	24%
6,000+	\$7,075,000	6	8	6	58	10%

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 | SEPTEMBER

TOTAL INVENTORY

Sept. 2020 Sept. 2021

343 366

VARIANCE: **7%**

TOTAL SOLDS

Sept. 2020 Sept. 2021

44 114

VARIANCE: **159%**

SALES PRICE

Sept. 2020 Sept. 2021

\$2.61m \$2.20m

VARIANCE: **-16%**

SALE PRICE PER SQFT.

Sept. 2020 Sept. 2021

\$723 \$679

VARIANCE: **-6%**

SALE TO LIST PRICE RATIO

Sept. 2020 Sept. 2021

93.64% 98.00%

VARIANCE: **5%**

DAYS ON MARKET

Sept. 2020 Sept. 2021

124 17

VARIANCE: **-86%**

NAPLES MARKET SUMMARY | SEPTEMBER 2021

- The Naples single-family luxury market is a **Seller's Market** with a **31% Sales Ratio**.
- Homes sold for a median of **98.00% of list price** in September 2021.
- The most active price band is **\$1,500,000-\$1,699,999**, where the sales ratio is **71%**.
- The median luxury sales price for single-family homes is **\$2,200,500**.
- The median days on market for September 2021 was **17** days, down from **124** in September 2020.

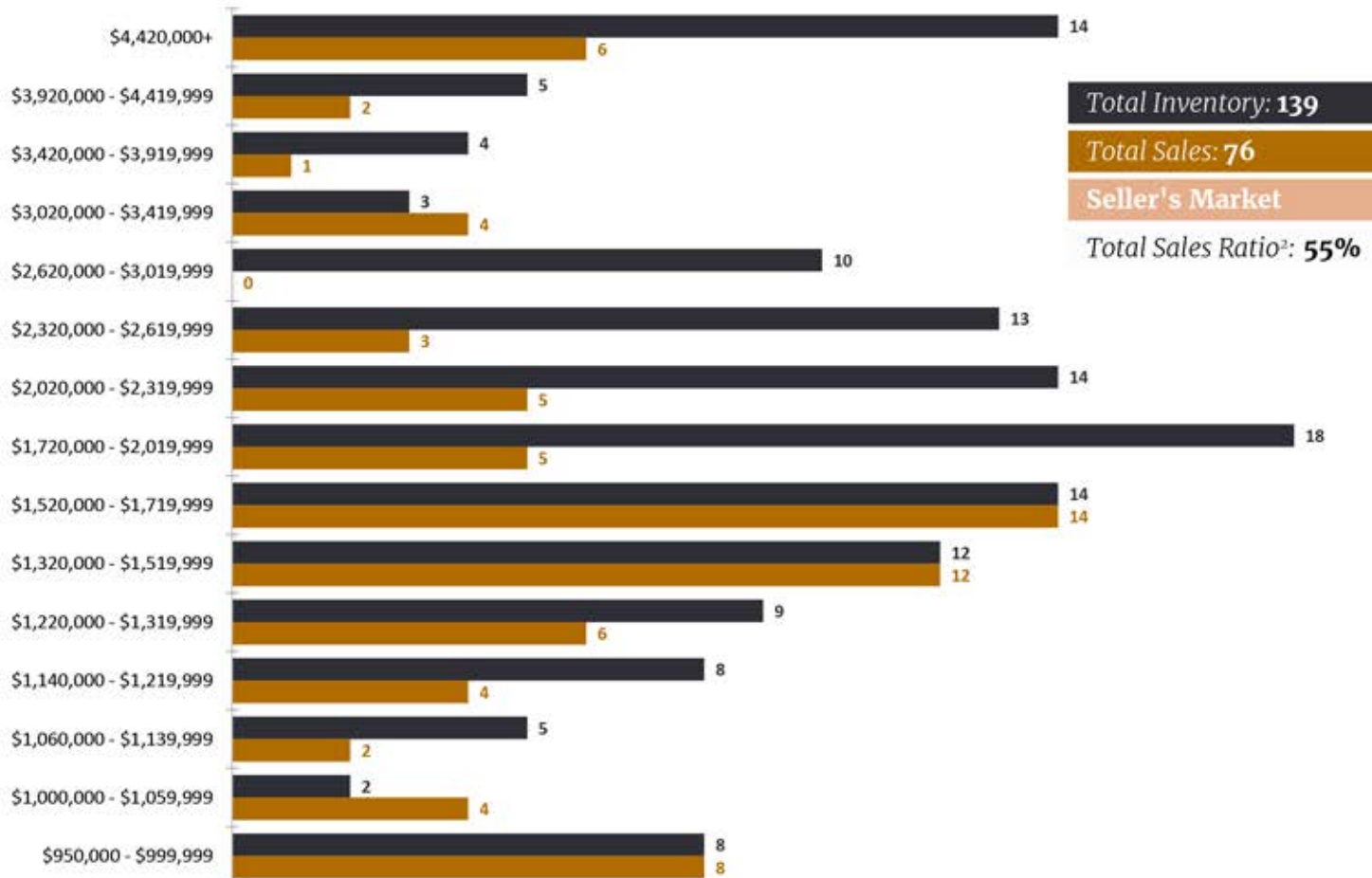
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | SEPTEMBER 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	\$1,150,000	2	2	1	1	100%
1,000 - 1,999	\$1,449,000	2	2	31	40	78%
2,000 - 2,999	\$1,499,500	3	3	28	65	43%
3,000 - 3,999	\$3,600,000	3	4	10	19	53%
4,000 - 4,999	\$4,600,000	3	4	6	5	120%
5,000+	NA	NA	NA	0	9	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 | SEPTEMBER

TOTAL INVENTORY

Sept. 2020 Sept. 2021
352 **139**

VARIANCE: -61%

TOTAL SOLDS

Sept. 2020 Sept. 2021
65 **76**

VARIANCE: 17%

SALES PRICE

Sept. 2020 Sept. 2021
\$1.85m **\$1.54m**

VARIANCE: -17%

SALE PRICE PER SQFT.

Sept. 2020 Sept. 2021
\$668 **\$801**

VARIANCE: 20%

SALE TO LIST PRICE RATIO

Sept. 2020 Sept. 2021
100.00% **99.36%**

VARIANCE: -1%

DAYS ON MARKET

Sept. 2020 Sept. 2021
17 **9**

VARIANCE: -47%

NAPLES MARKET SUMMARY | SEPTEMBER 2021

- The Naples attached luxury market is a **Seller's Market** with a **55% Sales Ratio**.
- Homes sold for a median of **99.36% of list price** in September 2021.
- The most active price band is **\$1,000,000-\$1,059,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes is **\$1,535,000**.
- The median days on market for September 2021 was **9** days, down from **17** in September 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.