

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

SEPTEMBER
2021



collaborativerealestate.ca

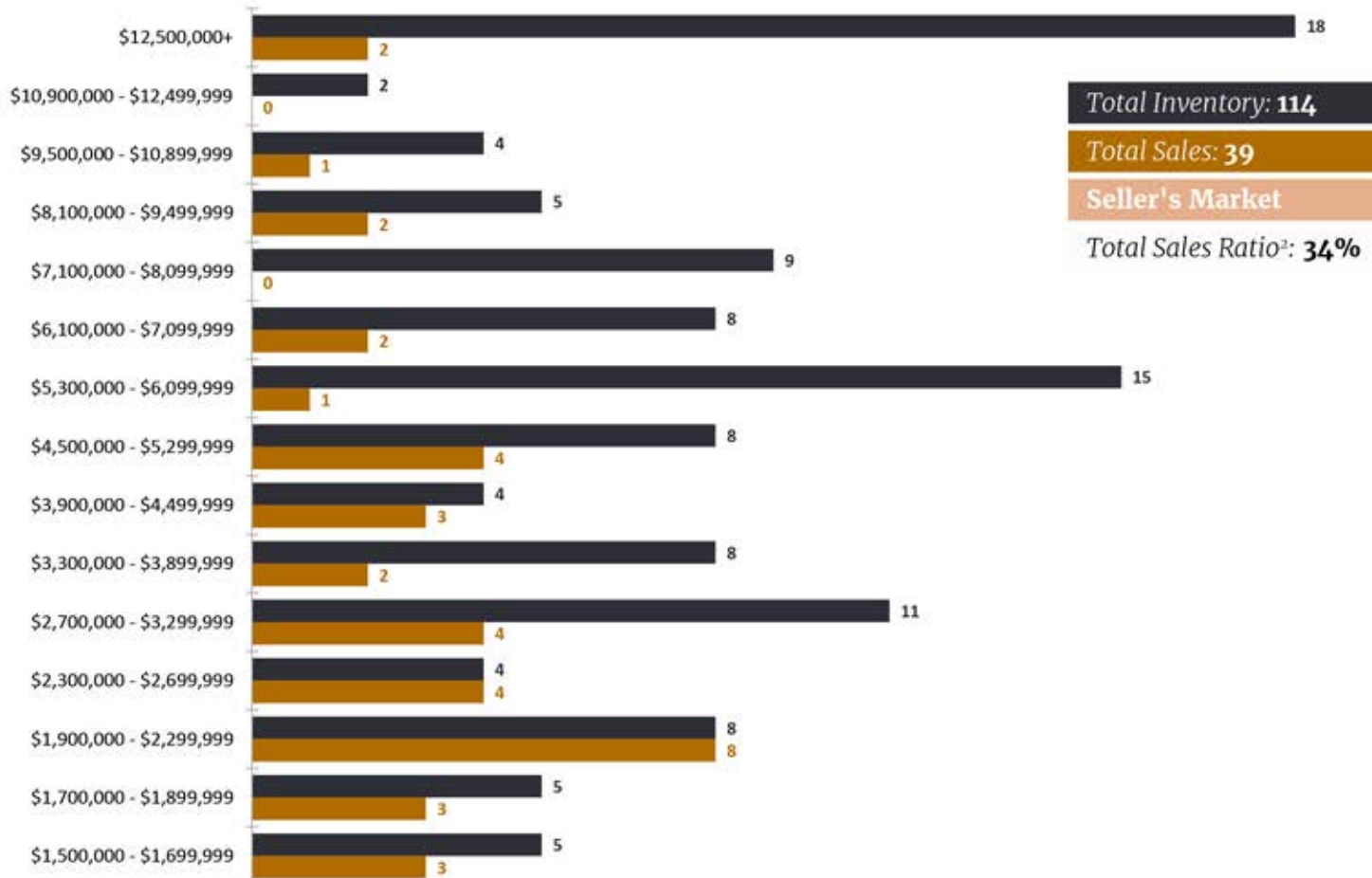
NAPLES
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2021

Inventory Sales

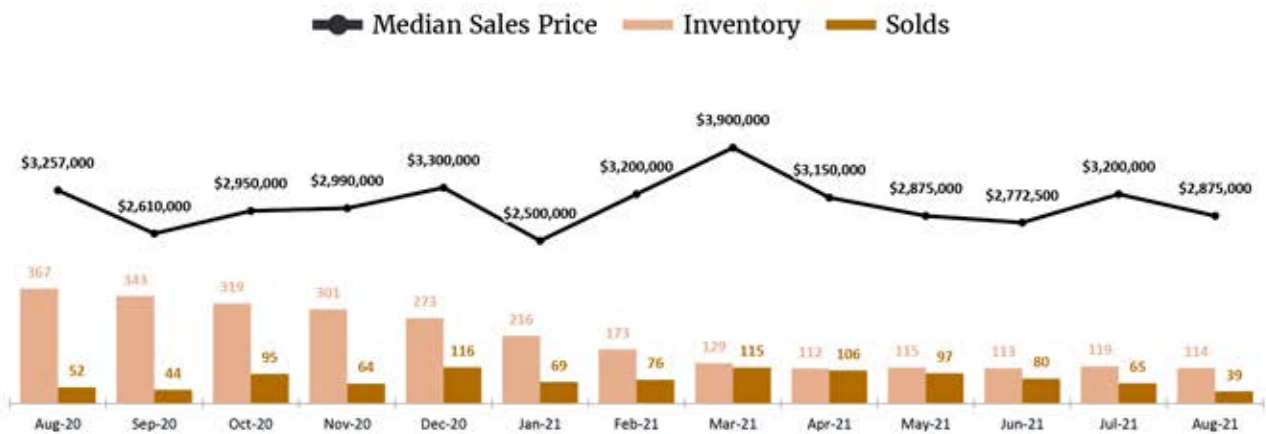
Luxury Benchmark Price¹: **\$1,500,000**



Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,075,000	2	2	3	8	38%
2,000 - 2,999	\$2,100,000	3	3	9	19	47%
3,000 - 3,999	\$2,500,000	4	5	11	21	52%
4,000 - 4,999	\$2,875,000	5	5	5	29	17%
5,000 - 5,999	\$4,547,500	5	6	4	13	31%
6,000+	\$7,000,000	5	7	7	24	29%

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 | AUGUST

TOTAL INVENTORY

Aug. 2020 Aug. 2021

367 114

VARIANCE: -69%

TOTAL SOLDS

Aug. 2020 Aug. 2021

52 39

VARIANCE: -25%

SALES PRICE

Aug. 2020 Aug. 2021

\$3.26m \$2.88m

VARIANCE: -12%

SALE PRICE PER SQFT.

Aug. 2020 Aug. 2021

\$769 \$840

VARIANCE: 9%

SALE TO LIST PRICE RATIO

Aug. 2020 Aug. 2021

93.68% 98.27%

VARIANCE: 5%

DAYS ON MARKET

Aug. 2020 Aug. 2021

114 33

VARIANCE: -71%

NAPLES MARKET SUMMARY | AUGUST 2021

- The Naples single-family luxury market is a **Seller's Market** with a **34% Sales Ratio**.
- Homes sold for a median of **98.27% of list price** in August 2021.
- The most active price band is **\$1,900,000-\$2,299,999**, where the sales ratio is **100%**.
- The median luxury sales price for single-family homes is **\$2,875,000**.
- The median days on market for August 2021 was **33** days, down from **114** in August 2020.

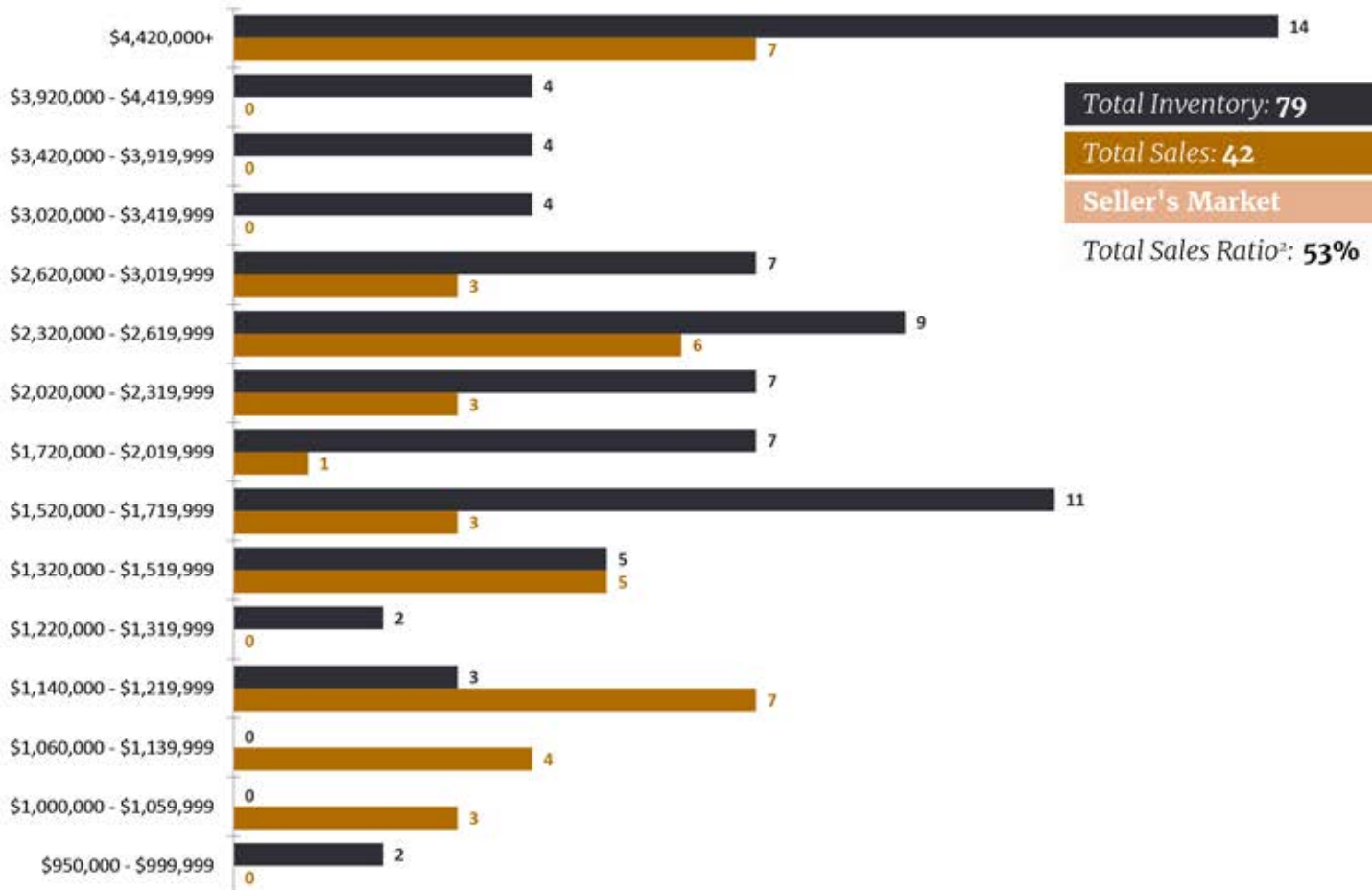
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | AUGUST 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	\$1,175,000	2	2	17	22	77%
2,000 - 2,999	\$2,172,500	3	3	18	38	47%
3,000 - 3,999	\$4,787,500	3	4	2	13	15%
4,000 - 4,999	\$6,160,000	3	4	2	2	100%
5,000+	\$6,250,000	4	5	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 | AUGUST

TOTAL INVENTORY

Aug. 2020 Aug. 2021

373 79

VARIANCE: -79%

TOTAL SOLDS

Aug. 2020 Aug. 2021

116 42

VARIANCE: -64%

SALES PRICE

Aug. 2020 Aug. 2021

\$2.03m \$1.63m

VARIANCE: -20%

SALE PRICE PER SQFT.

Aug. 2020 Aug. 2021

\$656 \$931

VARIANCE: 42%

SALE TO LIST PRICE RATIO

Aug. 2020 Aug. 2021

100.00% 99.03%

VARIANCE: -1%

DAYS ON MARKET

Aug. 2020 Aug. 2021

3 11

VARIANCE: 267%

NAPLES MARKET SUMMARY | AUGUST 2021

- The Naples attached luxury market is a **Seller's Market** with a **53% Sales Ratio**.
- Homes sold for a median of **99.03% of list price** in August 2021.
- The most active price band is **\$1,140,000-\$1,219,999**, where the sales ratio is **233%**.
- The median luxury sales price for attached homes is **\$1,627,250**.
- The median days on market for August 2021 was **11** days, up from **3** in August 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.