

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

Home of the CLHMS™

SEPTEMBER  
2022

# NAPLES FLORIDA



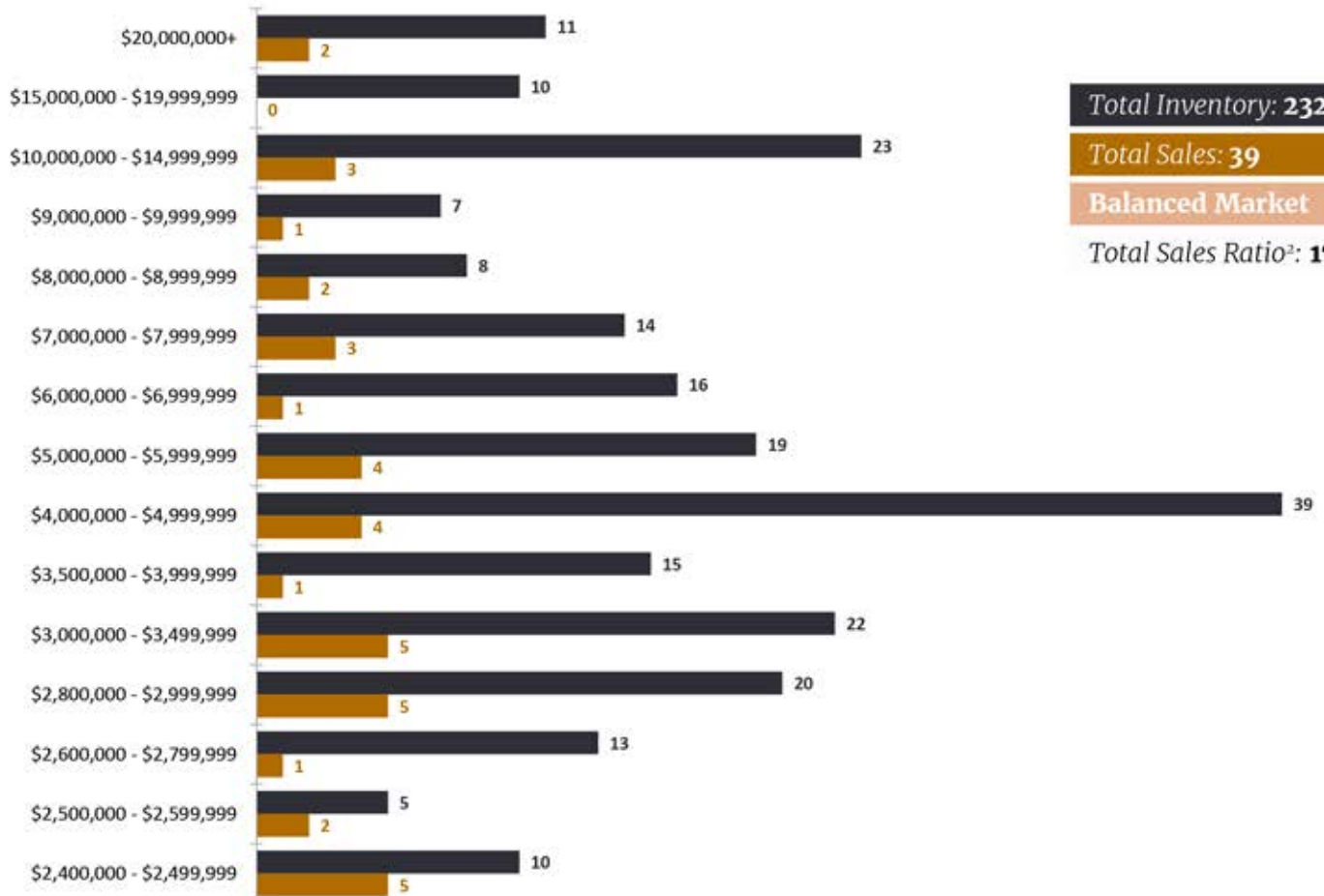
[colaborativerealestate.ca](http://colaborativerealestate.ca)

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

### LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

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



Total Inventory: **232**

Total Sales: **39**

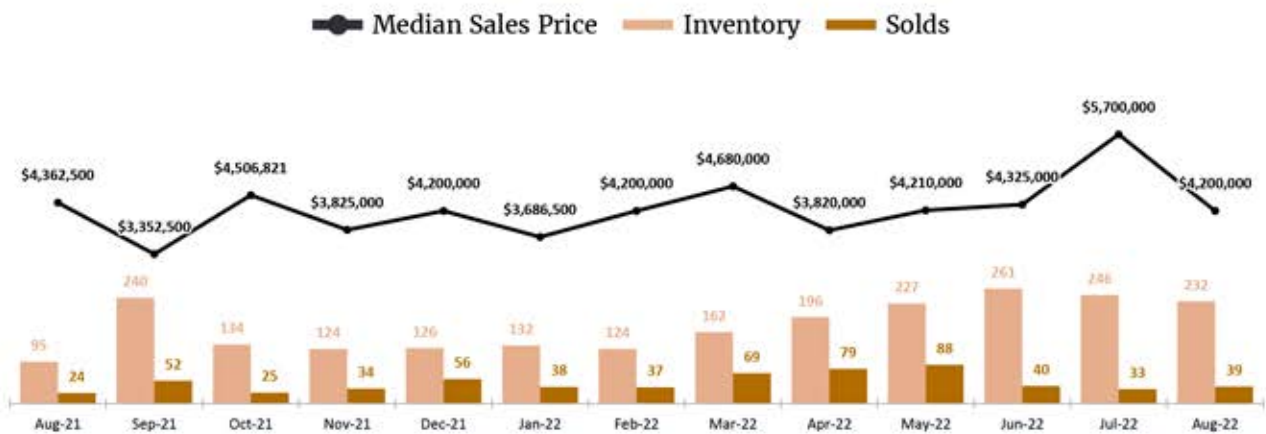
Balanced Market

Total Sales Ratio<sup>2</sup>: **17%**

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	\$2,475,000	3	2	4	14	29%
2,000 - 2,999	\$2,900,000	3	3	7	42	17%
3,000 - 3,999	\$3,000,000	4	5	5	51	10%
4,000 - 4,999	\$5,394,500	4	6	12	50	24%
5,000 - 5,999	\$7,175,000	4	6	7	35	20%
6,000+	\$17,103,901	5	8	4	40	10%

<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 | AUGUST

#### TOTAL INVENTORY

Aug. 2021      Aug. 2022

95              232

VARIANCE: **144%**

#### TOTAL SOLDS

Aug. 2021      Aug. 2022

24              39

VARIANCE: **63%**

#### SALES PRICE

Aug. 2021      Aug. 2022

\$4.36m      \$4.20m

VARIANCE: **-4%**

#### SALE PRICE PER SQFT.

Aug. 2021      Aug. 2022

\$1,034      \$1,229

VARIANCE: **19%**

#### SALE TO LIST PRICE RATIO

Aug. 2021      Aug. 2022

97.56%      98.33%

VARIANCE: **1%**

#### DAYS ON MARKET

Aug. 2021      Aug. 2022

42              29

VARIANCE: **-31%**

## NAPLES MARKET SUMMARY | AUGUST 2022

- The Naples single-family luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **98.33% of list price** in August 2022.
- The most active price band is **\$2,400,000-\$2,499,999**, where the sales ratio is **50%**.
- The median luxury sales price for single-family homes is **\$4,200,000**.
- The median days on market for August 2022 was **29** days, down from **42** in August 2021.

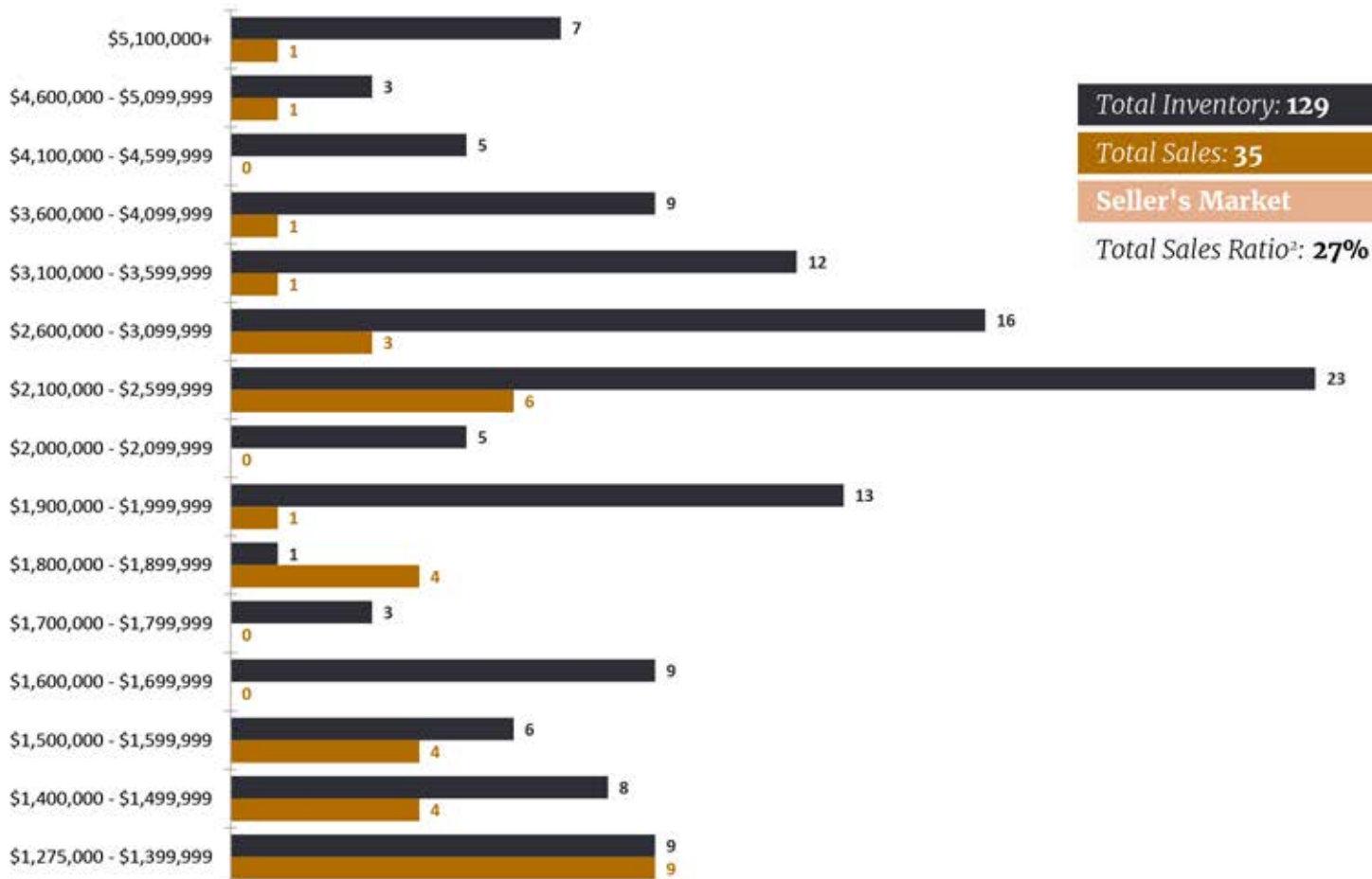
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

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



Total Inventory: **129**

Total Sales: **35**

Seller's Market

Total Sales Ratio<sup>2</sup>: **27%**

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	\$1,285,000	2	2	1	7	14%
1,500 - 1,999	\$1,572,500	3	2	16	36	44%
2,000 - 2,499	\$1,597,500	3	4	4	32	13%
2,500 - 2,999	\$2,447,500	3	3	10	22	45%
3,000 - 3,499	\$2,850,000	3	4	3	19	16%
3,500+	\$1,300,000	4	5	1	13	8%

<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 | AUGUST

#### TOTAL INVENTORY

Aug. 2021	Aug. 2022
<b>73</b>	<b>129</b>

VARIANCE: **77%**

#### TOTAL SOLD

Aug. 2021	Aug. 2022
<b>28</b>	<b>35</b>

VARIANCE: **25%**

#### SALES PRICE

Aug. 2021	Aug. 2022
<b>\$2.38m</b>	<b>\$1.80m</b>

VARIANCE: **-24%**

#### SALE PRICE PER SQFT.

Aug. 2021	Aug. 2022
<b>\$983</b>	<b>\$934</b>

VARIANCE: **-5%**

#### SALE TO LIST PRICE RATIO

Aug. 2021	Aug. 2022
<b>99.03%</b>	<b>95.24%</b>

VARIANCE: **-4%**

#### DAYS ON MARKET

Aug. 2021	Aug. 2022
<b>9</b>	<b>26</b>

VARIANCE: **189%**

### NAPLES MARKET SUMMARY | AUGUST 2022

- The Naples attached luxury market is a **Seller's Market** with a **27% Sales Ratio**.
- Homes sold for a median of **95.24% of list price** in August 2022.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$1,800,000**.
- The median days on market for August 2022 was **26** days, up from **9** in August 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.