

NAPLES FLORIDA

–February 2021–



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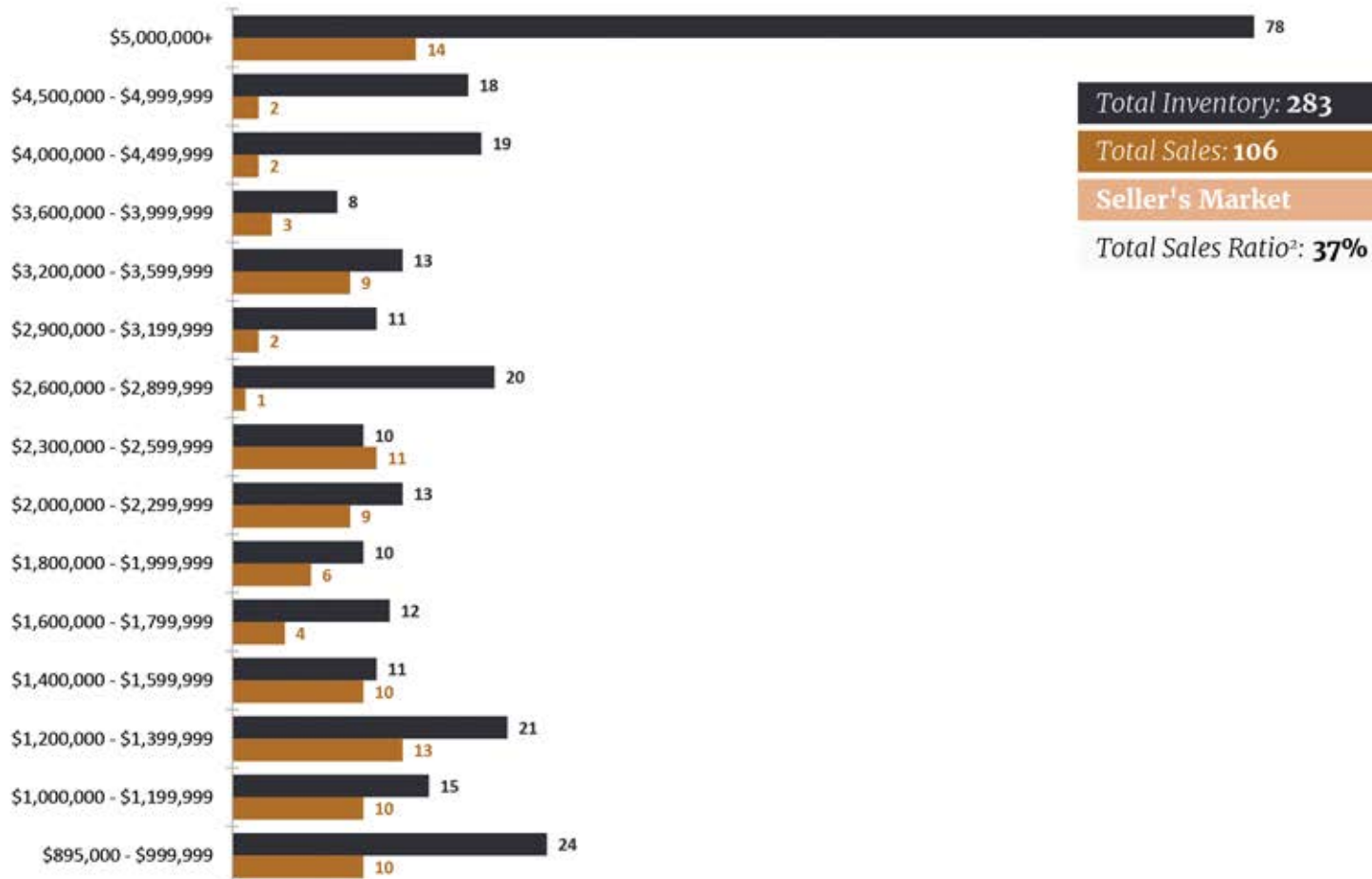
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JANUARY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$895,000**



Total Inventory: **283**

Total Sales: **106**

Seller's Market

Total Sales Ratio²: **37%**

Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,760,000	2	2	5	10	50%
2,000 - 2,999	\$1,375,000	3	3	20	52	38%
3,000 - 3,999	\$1,500,000	4	4	41	63	65%
4,000 - 4,999	\$2,325,000	4	5	22	73	30%
5,000 - 5,999	\$3,285,000	5	5	9	36	25%
6,000+	\$8,600,000	5	7	9	49	18%

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

INVENTORY

December: 367
January: 283

VARIANCE: -23%

SOLDS

December: 171
January: 106

VARIANCE: -38%

SALES PRICE

December: \$2.13m
January: \$2.00m

VARIANCE: -6%

SALE PRICE PER SQFT.

December: \$573
January: \$566

VARIANCE: -1%

SALE TO LIST PRICE RATIO

December: 96.10%
January: 95.15%

VARIANCE: -1%

DAYS ON MARKET

December: 65
January: 51

VARIANCE: -22%

NAPLES MARKET SUMMARY | JANUARY 2021

- The Naples single-family luxury market is a **Seller's Market** with a **37% Sales Ratio**.
- Homes sold for a median of **95.15% of list price** in January 2021.
- The most active price band is **\$2,300,000-\$2,599,999**, where the sales ratio is **110%**.
- The median luxury sales price for single-family homes has decreased to **\$1,997,500**.
- The median days on market for January 2021 was **51** days, down from **65** in December 2020.

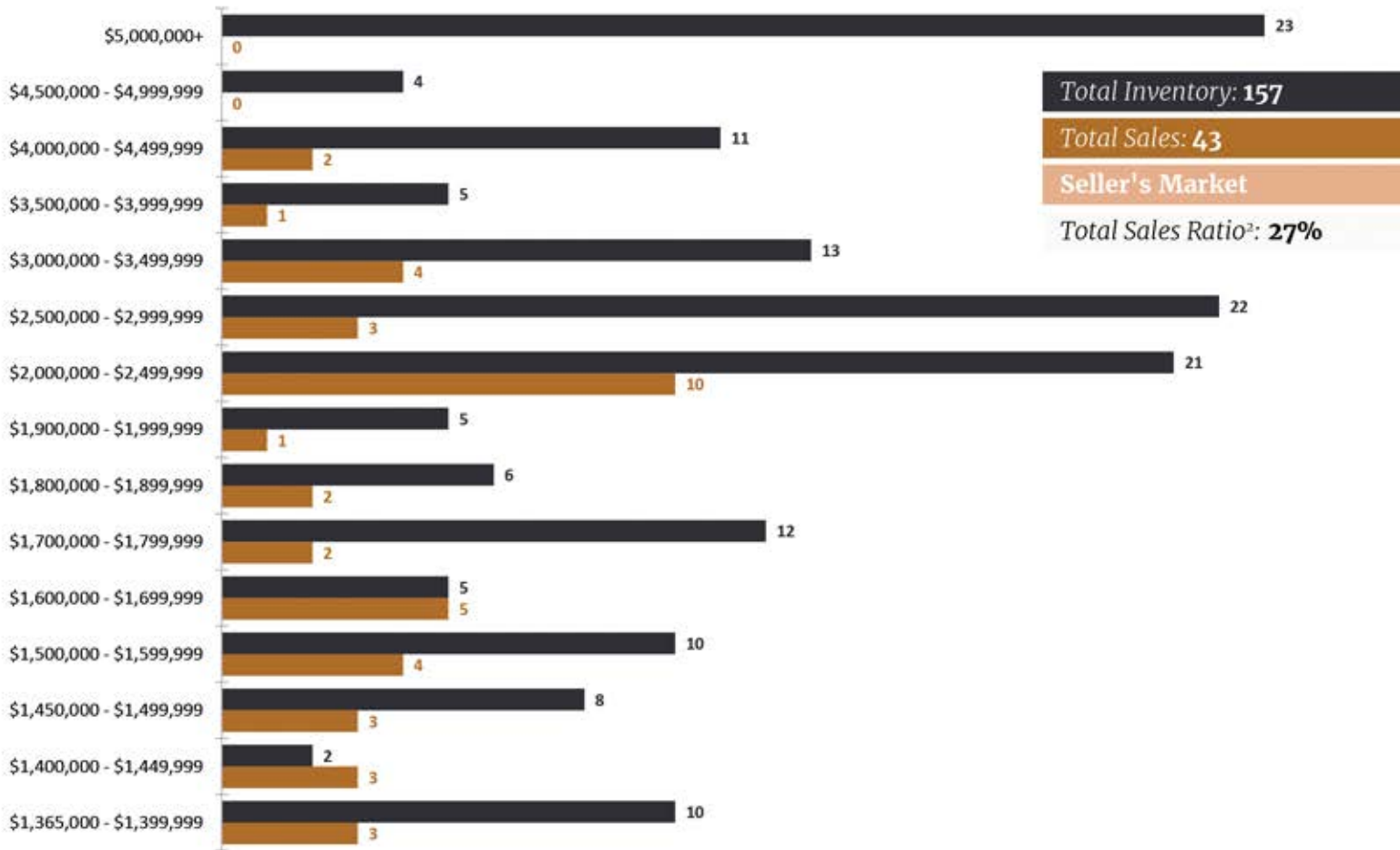
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JANUARY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$1,365,000**



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	\$1,562,500	3	3	8	15	53%
2,000 - 2,999	\$1,681,000	3	3	18	46	39%
3,000 - 3,999	\$2,340,000	3	4	14	57	25%
4,000 - 4,999	\$4,300,000	3	5	3	25	12%
5,000+	NA	NA	NA	0	14	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

INVENTORY

December	January
200	157

VARIANCE: -22%

SOLDS

December	January
63	43

VARIANCE: -32%

SALES PRICE

December	January
\$2.00m	\$1.88m

VARIANCE: -6%

SALE PRICE PER SQFT.

December	January
\$773	\$757

VARIANCE: -2%

SALE TO LIST PRICE RATIO

December	January
96.61%	95.59%

VARIANCE: -1%

DAYS ON MARKET

December	January
46	62

VARIANCE: 35%

NAPLES MARKET SUMMARY | JANUARY 2021

- The Naples attached luxury market is a **Seller's Market** with a **27% Sales Ratio**.
- Homes sold for a median of **95.59% of list price** in January 2021.
- The most active price band is **\$1,400,000-\$1,449,999**, where the sales ratio is **150%**.
- The median luxury sales price for attached homes has decreased to **\$1,875,000**.
- The median days on market for January 2021 was **62** days, up from **46** in December 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.