

# NAPLES FLORIDA

–August 2020–



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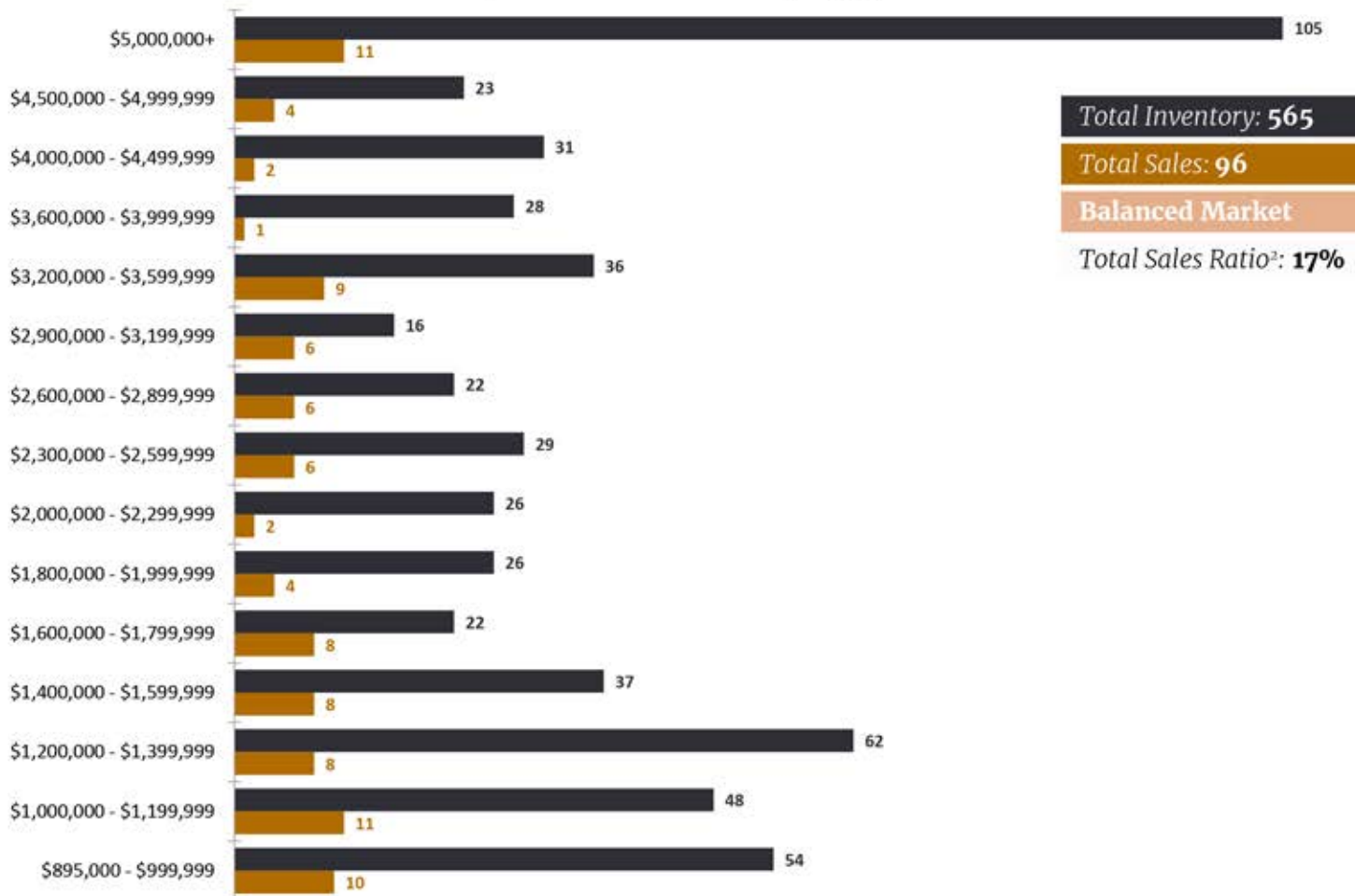
INSTITUTE *for*  
LUXURY HOME  
MARKETING®

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

### LUXURY INVENTORY VS. SALES | JULY 2020

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$895,000**



Total Inventory: **565**

Total Sales: **96**

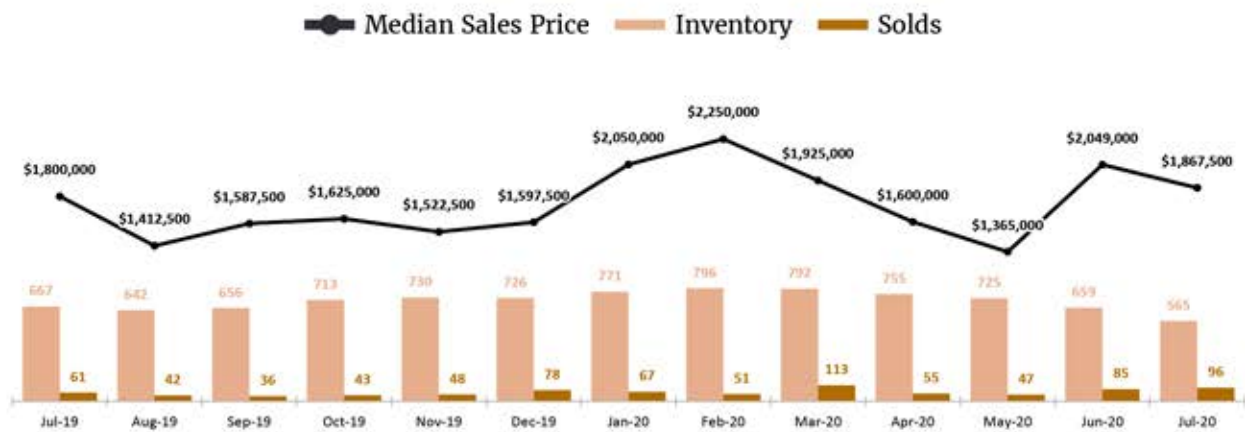
Balanced Market

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	\$1,100,000	3	2	6	30	20%
2,000 - 2,999	\$1,415,000	3	4	22	115	19%
3,000 - 3,999	\$1,685,000	4	4	35	147	24%
4,000 - 4,999	\$3,000,000	4	5	19	134	14%
5,000 - 5,999	\$3,999,000	5	6	9	57	16%
6,000+	\$5,350,000	5	7	5	82	6%

<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

#### INVENTORY

June  
**659**

July  
**565**

VARIANCE: **-14%**

#### SOLDS

June  
**85**

July  
**96**

VARIANCE: **13%**

#### SALES PRICE

June  
**\$2.05m**

July  
**\$1.87m**

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

June  
**\$644**

July  
**\$603**

VARIANCE: **-6%**

#### SALE TO LIST PRICE RATIO

June  
**92.47%**

July  
**94.27%**

VARIANCE: **2%**

#### DAYS ON MARKET

June  
**96**

July  
**94**

VARIANCE: **-2%**

## NAPLES MARKET SUMMARY | JULY 2020

- The Naples single-family luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **94.27% of list price** in July 2020.
- The most active price band is **\$2,900,000-\$3,199,999**, where the sales ratio is **38%**.
- The median luxury sales price for single-family homes has decreased to **\$1,867,500**.
- The median days on market for July 2020 was **94** days, down from **96** in June 2020.

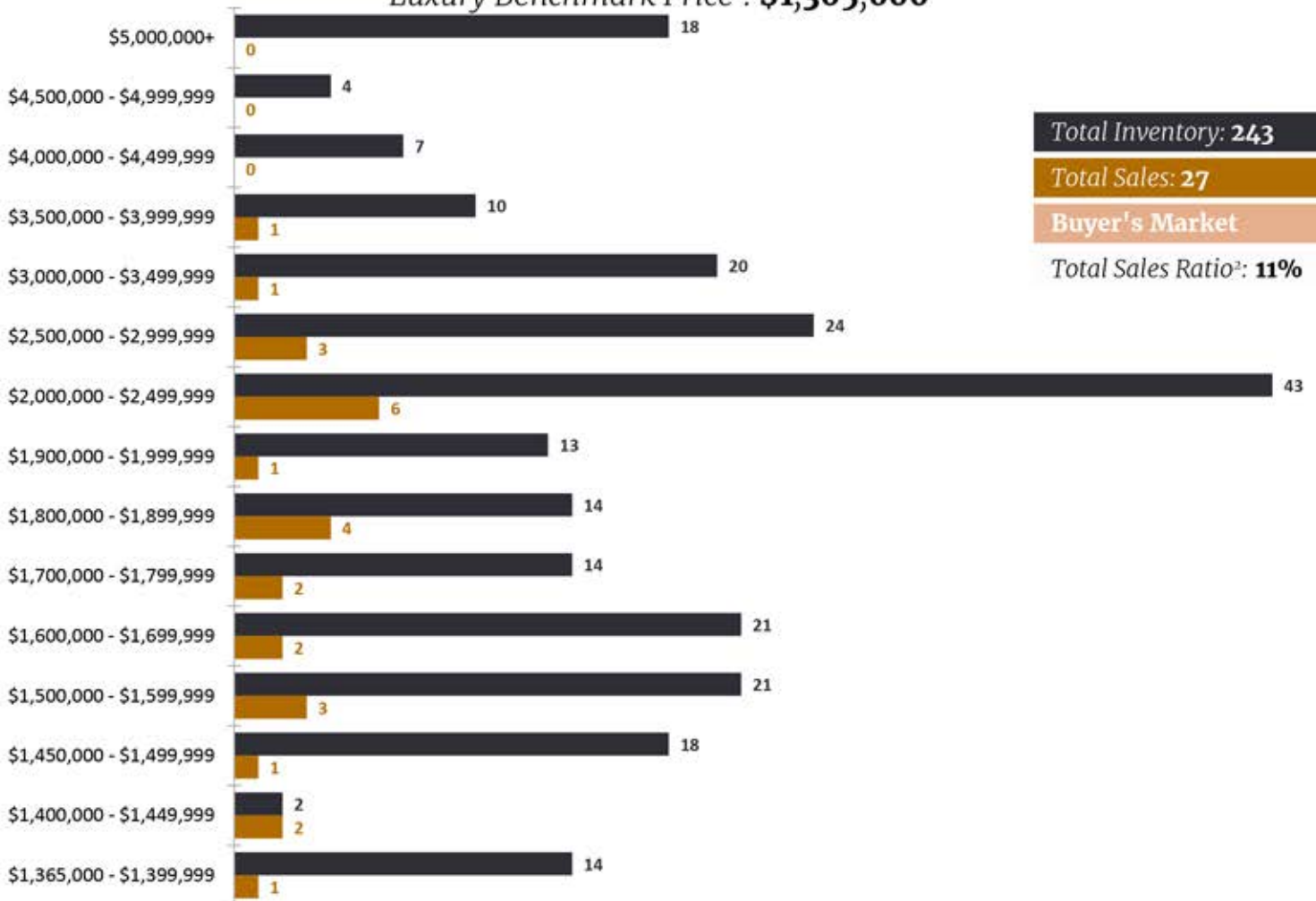
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | JULY 2020

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,365,000**



Total Inventory: **243**

Total Sales: **27**

Buyer's Market

Total Sales Ratio<sup>2</sup>: **11%**

Square Feet <sup>1</sup> -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	\$1,520,000	2	3	3	28	11%
2,000 - 2,999	\$1,875,000	3	3	16	96	17%
3,000 - 3,999	\$1,950,000	3	4	7	82	9%
4,000 - 4,999	\$3,300,000	5	6	1	25	4%
5,000+	NA	NA	NA	0	12	0%

<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

#### INVENTORY

June	July
256	243

VARIANCE: **-5%**

#### SOLDS

June	July
24	27

VARIANCE: **13%**

#### SALES PRICE

June	July
\$1.92m	\$1.88m

VARIANCE: **-3%**

#### SALE PRICE PER SQFT.

June	July
\$751	\$822

VARIANCE: **9%**

#### SALE TO LIST PRICE RATIO

June	July
93.30%	95.45%

VARIANCE: **2%**

#### DAYS ON MARKET

June	July
51	106

VARIANCE: **108%**

## NAPLES MARKET SUMMARY | JULY 2020

- The Naples attached luxury market is a **Buyer's Market** with an **11% Sales Ratio**.
- Homes sold for a median of **95.45% of list price** in July 2020.
- The most active price band is **\$1,400,000-\$1,449,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes has decreased to **\$1,875,000**.
- The median days on market for July 2020 was **106** days, up from **51** in June 2020.

<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.