

NAPLES FLORIDA

–November 2020–



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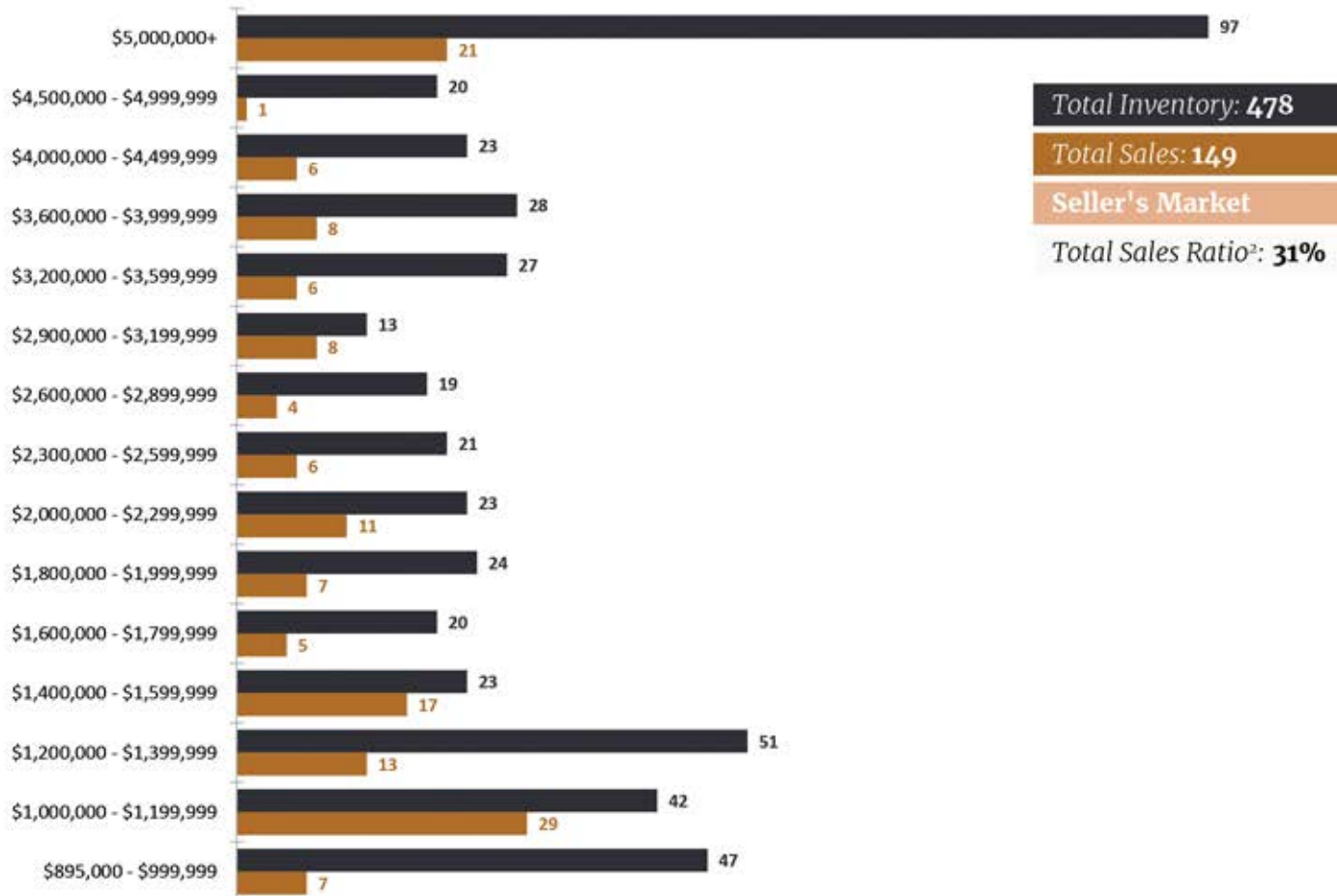
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | OCTOBER 2020

Inventory Sales

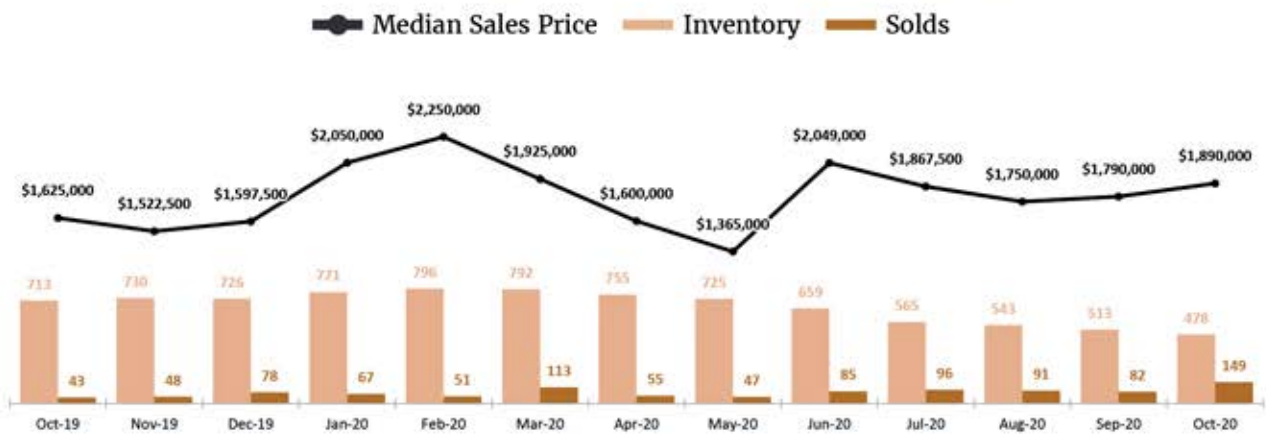
Luxury Benchmark Price¹: **\$895,000**



Square Feet ¹ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,220,000	3	2	10	25	40%
2,000 - 2,999	\$1,134,360	3	3	19	103	18%
3,000 - 3,999	\$1,529,000	4	4	59	124	48%
4,000 - 4,999	\$3,100,000	4	5	33	109	30%
5,000 - 5,999	\$2,349,000	4	6	9	44	20%
6,000+	\$5,700,000	5	7	19	73	26%

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

September October
513 **478**

VARIANCE: **-7%**

SOLDS

September October
82 **149**

VARIANCE: **82%**

SALES PRICE

September October
\$1.79m **\$1.89m**

VARIANCE: **6%**

SALE PRICE PER SQFT.

September October
\$539 **\$559**

VARIANCE: **4%**

SALE TO LIST PRICE RATIO

September October
93.65% **94.64%**

VARIANCE: **1%**

DAYS ON MARKET

September October
127 **102**

VARIANCE: **-20%**

NAPLES MARKET SUMMARY | OCTOBER 2020

- The Naples single-family luxury market is a **Seller's Market** with a **31% Sales Ratio**.
- Homes sold for a median of **94.64% of list price** in October 2020.
- The most active price band is **\$1,400,000-\$1,599,999**, where the sales ratio is **74%**.
- The median luxury sales price for single-family homes has increased to **\$1,890,000**.
- The median days on market for October 2020 was **102** days, down from **127** in September 2020.

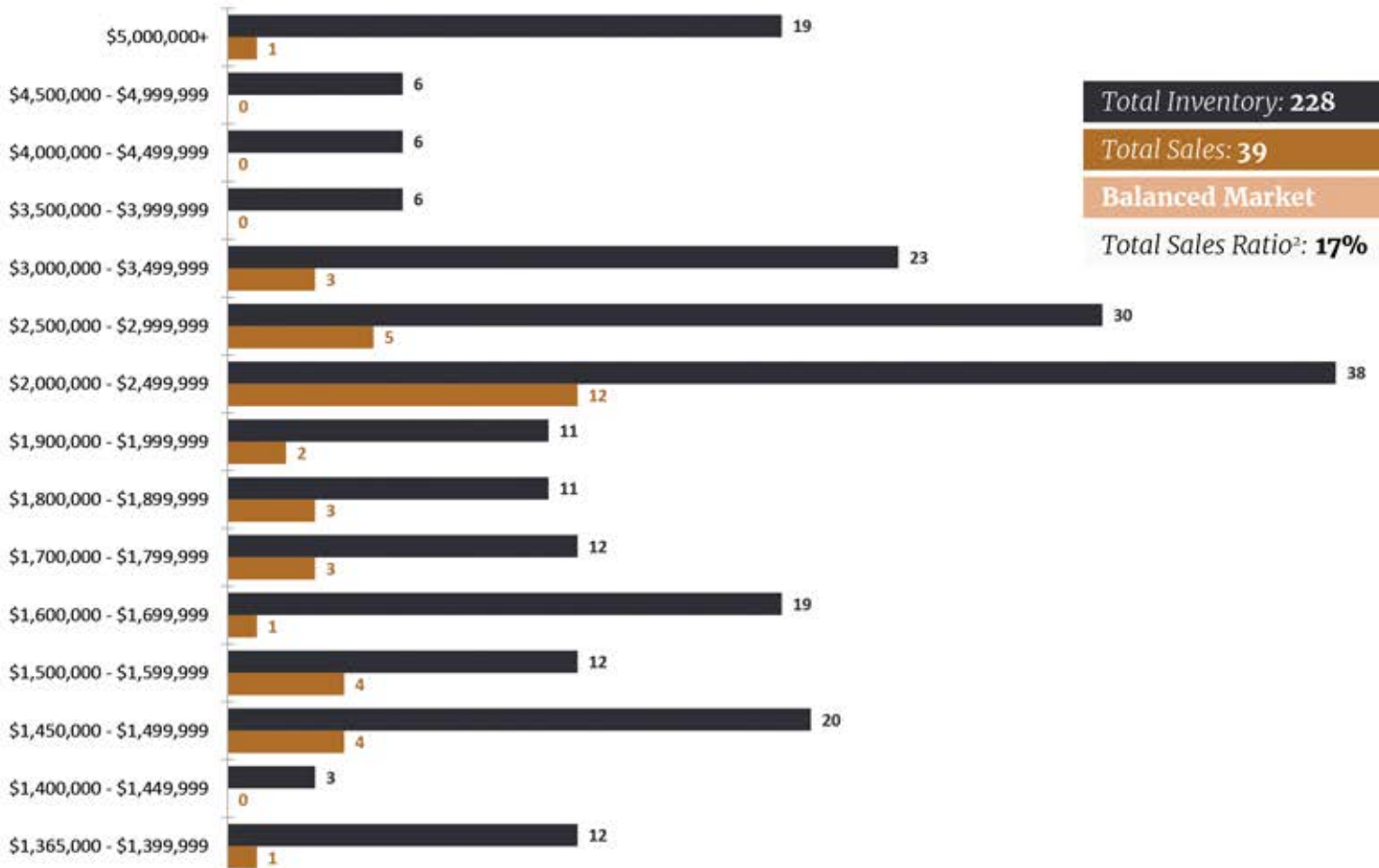
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | OCTOBER 2020

Inventory Sales

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



Total Inventory: **228**

Total Sales: **39**

Balanced Market

Total Sales Ratio²: **17%**

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	\$1,997,500	3	2	2	22	9%
2,000 - 2,999	\$1,567,500	3	3	14	84	17%
3,000 - 3,999	\$2,087,500	3	4	20	79	25%
4,000 - 4,999	\$3,300,000	4	5	3	28	11%
5,000+	NA	NA	NA	0	15	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

September	October
237	228

VARIANCE: **-4%**

SOLDS

September	October
49	39

VARIANCE: **-20%**

SALES PRICE

September	October
\$2.20m	\$2.03m

VARIANCE: **-8%**

SALE PRICE PER SQFT.

September	October
\$714	\$706

VARIANCE: **-1%**

SALE TO LIST PRICE RATIO

September	October
100.00%	95.66%

VARIANCE: **-4%**

DAYS ON MARKET

September	October
18	81

VARIANCE: **350%**

NAPLES MARKET SUMMARY | OCTOBER 2020

- The Naples attached luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **95.66% of list price** in October 2020.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **33%**.
- The median luxury sales price for attached homes has decreased to **\$2,025,000**.
- The median days on market for October 2020 was **81** days, up from **18** 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.