

NAPLES FLORIDA

–September 2020–



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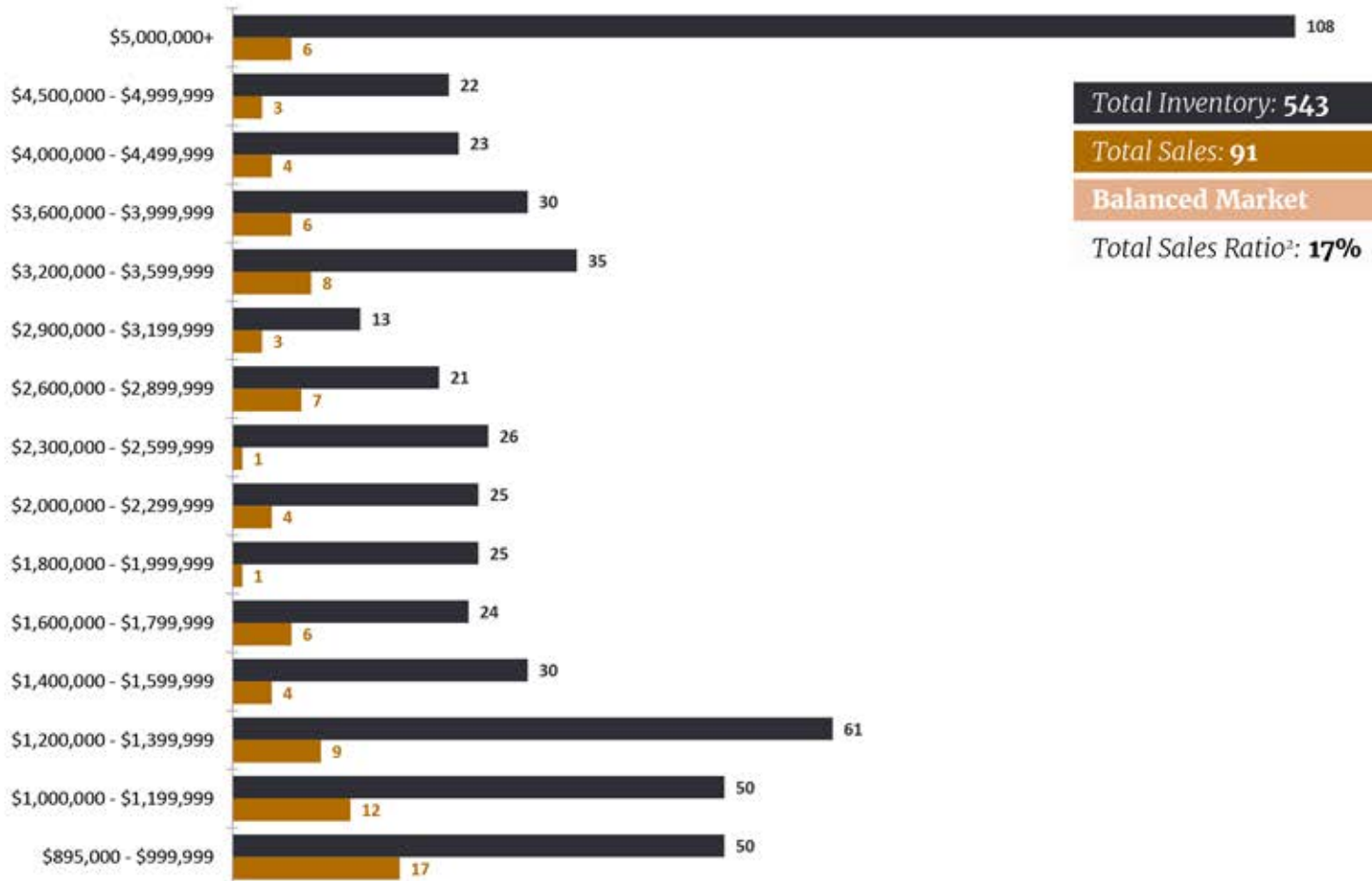
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

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



Total Inventory: **543**

Total Sales: **91**

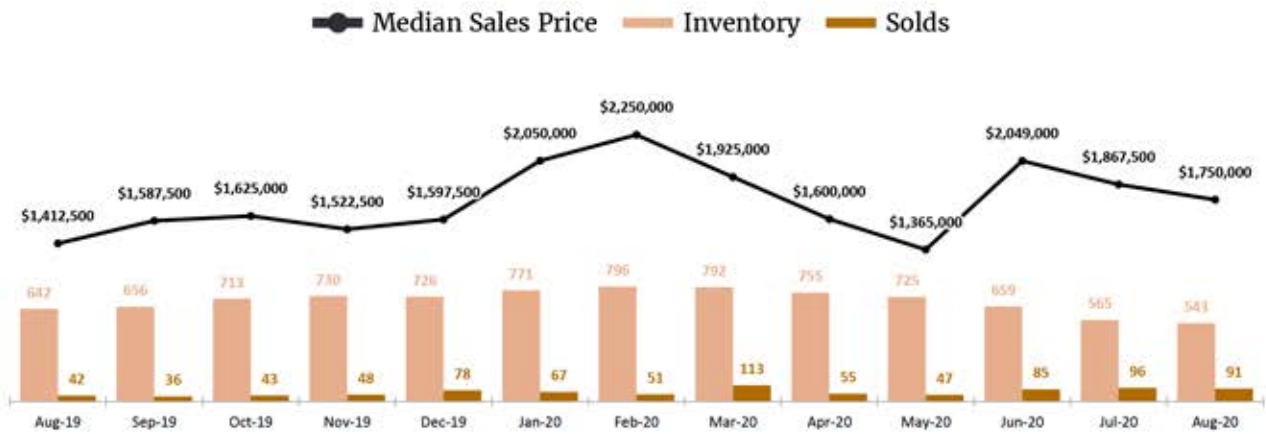
Balanced Market

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 - 1,999	\$1,118,750	3	2	6	34	18%
2,000 - 2,999	\$975,000	3	3	19	111	17%
3,000 - 3,999	\$1,537,470	4	4	33	132	25%
4,000 - 4,999	\$2,600,000	4	5	13	130	10%
5,000 - 5,999	\$3,653,500	4	6	14	51	27%
6,000+	\$4,962,500	5	7	6	85	7%

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

July: 565
August: 543

VARIANCE: -4%

SOLDS

July: 96
August: 91

VARIANCE: -5%

SALES PRICE

July: \$1.87m
August: \$1.75m

VARIANCE: -6%

SALE PRICE PER SQFT.

July: \$603
August: \$531

VARIANCE: -12%

SALE TO LIST PRICE RATIO

July: 94.27%
August: 93.49%

VARIANCE: -1%

DAYS ON MARKET

July: 94
August: 89

VARIANCE: -5%

NAPLES MARKET SUMMARY | AUGUST 2020

- The Naples single-family luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **93.49% of list price** in August 2020.
- The most active price band is **\$895,000-\$999,999**, where the sales ratio is **34%**.
- The median luxury sales price for single-family homes has decreased to **\$1,750,000**.
- The median days on market for August 2020 was **89** days, down from **94** in July 2020.

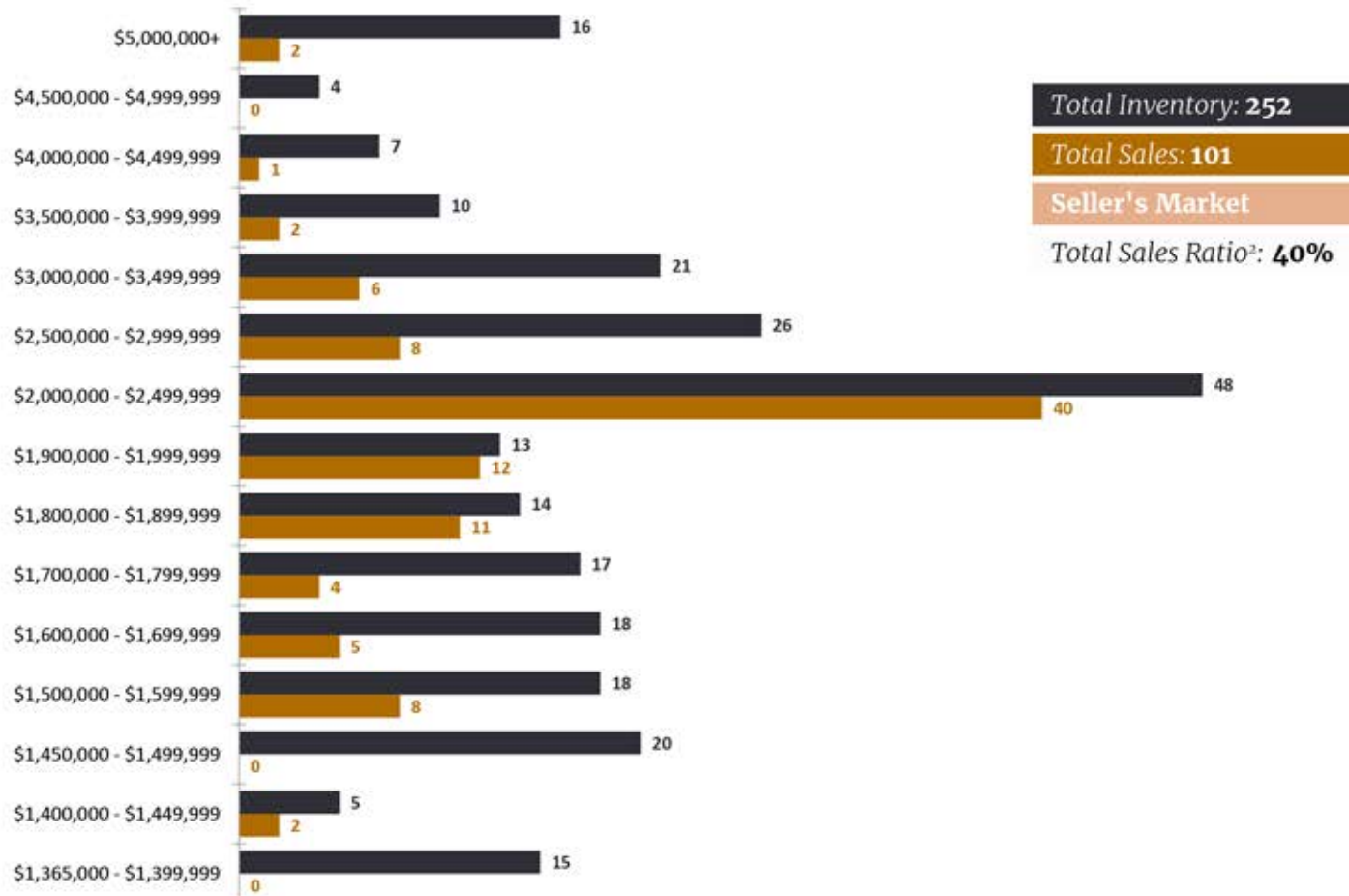
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | AUGUST 2020

Inventory Sales

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



Total Inventory: **252**

Total Sales: **101**

Seller's Market

Total Sales Ratio²: **40%**

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	\$1,549,000	3	2	1	31	3%
2,000 - 2,999	\$1,830,000	3	3	17	97	18%
3,000 - 3,999	\$2,100,000	4	5	80	84	95%
4,000 - 4,999	\$3,900,000	3	4	1	29	3%
5,000+	\$7,150,000	4	6	2	11	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

July	August
243	252

VARIANCE: **4%**

SOLDS

July	August
27	101

VARIANCE: **274%**

SALES PRICE

July	August
\$1.88m	\$2.09m

VARIANCE: **11%**

SALE PRICE PER SQFT.

July	August
\$822	\$668

VARIANCE: **-19%**

SALE TO LIST PRICE RATIO

July	August
95.45%	100.00%

VARIANCE: **5%**

DAYS ON MARKET

July	August
106	0

VARIANCE: **-100%**

NAPLES MARKET SUMMARY | AUGUST 2020

- The Naples attached luxury market is a **Seller's Market** with a **40% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in August 2020.
- The most active price band is **\$1,900,000-\$1,999,999**, where the sales ratio is **92%**.
- The median luxury sales price for attached homes has increased to **\$2,090,000**.
- The median days on market for August 2020 was **0** days, down from **106** in July 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.