

# NAPLES FLORIDA

—January 2021—



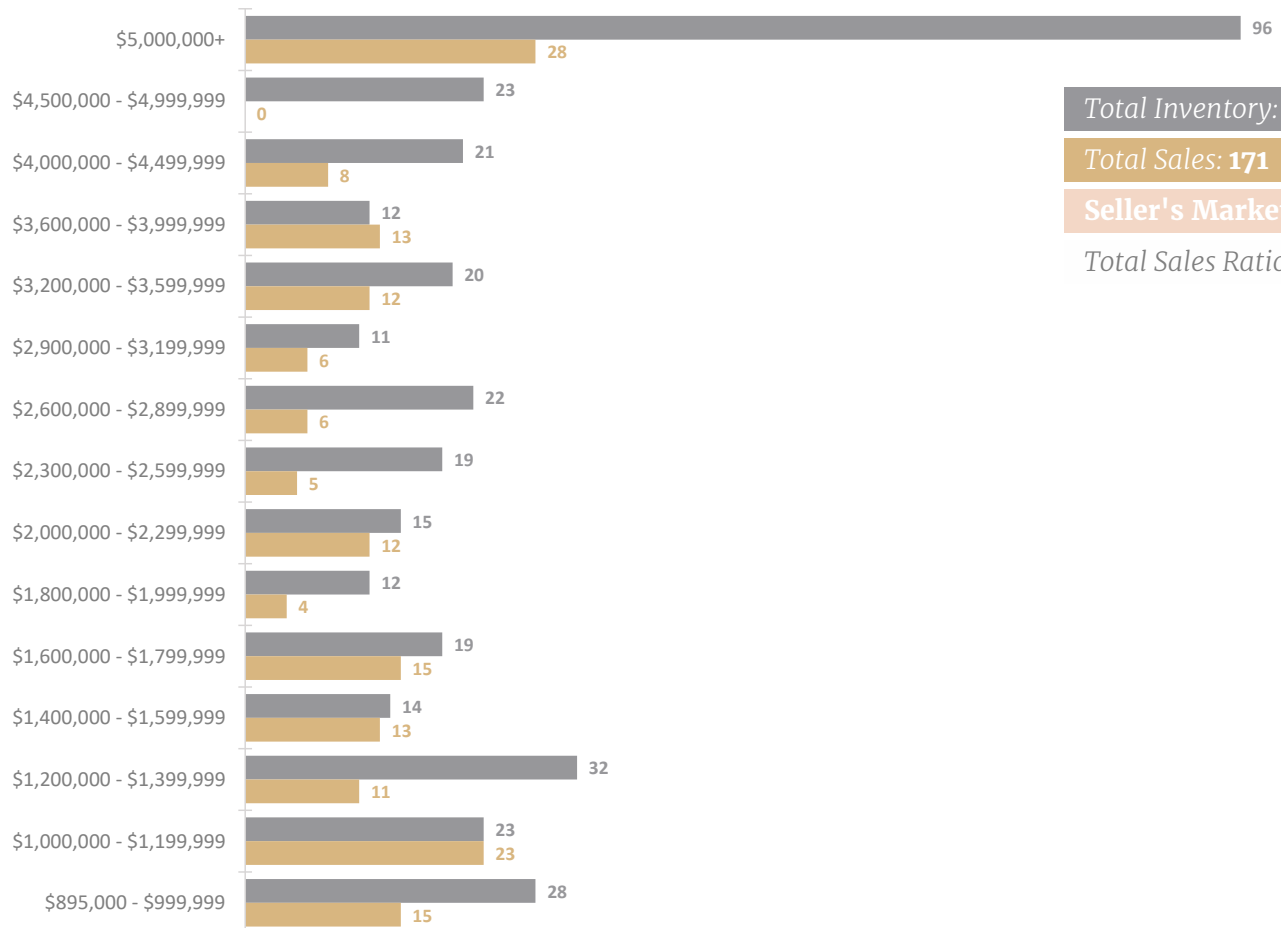
[collaborativerealestate.ca](http://collaborativerealestate.ca)

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

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

## LUXURY INVENTORY VS. SALES | DECEMBER 2020

Inventory Sales

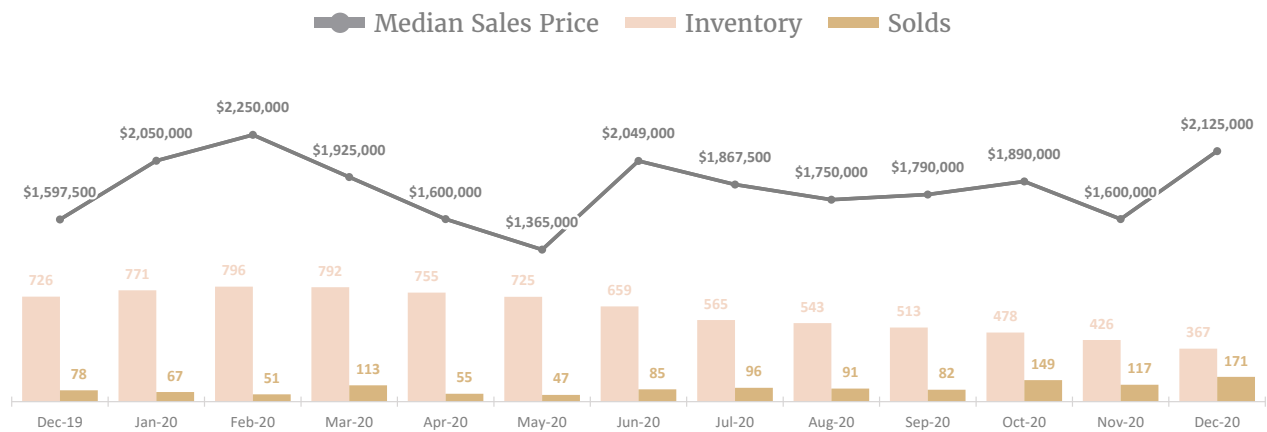
Luxury Benchmark Price<sup>1</sup>: **\$895,000**Total Inventory: **367**Total Sales: **171**

Seller's Market

Total Sales Ratio<sup>2</sup>: **47%**

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	\$1,110,000	3	2	4	12	33%
2,000 - 2,999	\$1,175,000	3	3	35	65	54%
3,000 - 3,999	\$1,600,000	4	4	51	88	58%
4,000 - 4,999	\$3,200,000	4	5	49	92	53%
5,000 - 5,999	\$5,350,000	5	6	16	43	37%
6,000+	\$8,110,000	5	7	16	67	24%

<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

November December  
426 367

VARIANCE: -14%

## SOLDS

November December  
117 171

VARIANCE: 46%

## SALES PRICE

November December  
\$1.60m \$2.13m

VARIANCE: 33%

## SALE PRICE PER SQFT.

November December  
\$506 \$573

VARIANCE: 13%

## SALE TO LIST PRICE RATIO

November December  
96.00% 96.10%

VARIANCE: 0%

## DAYS ON MARKET

November December  
74 65

VARIANCE: -12%

## NAPLES MARKET SUMMARY | DECEMBER 2020

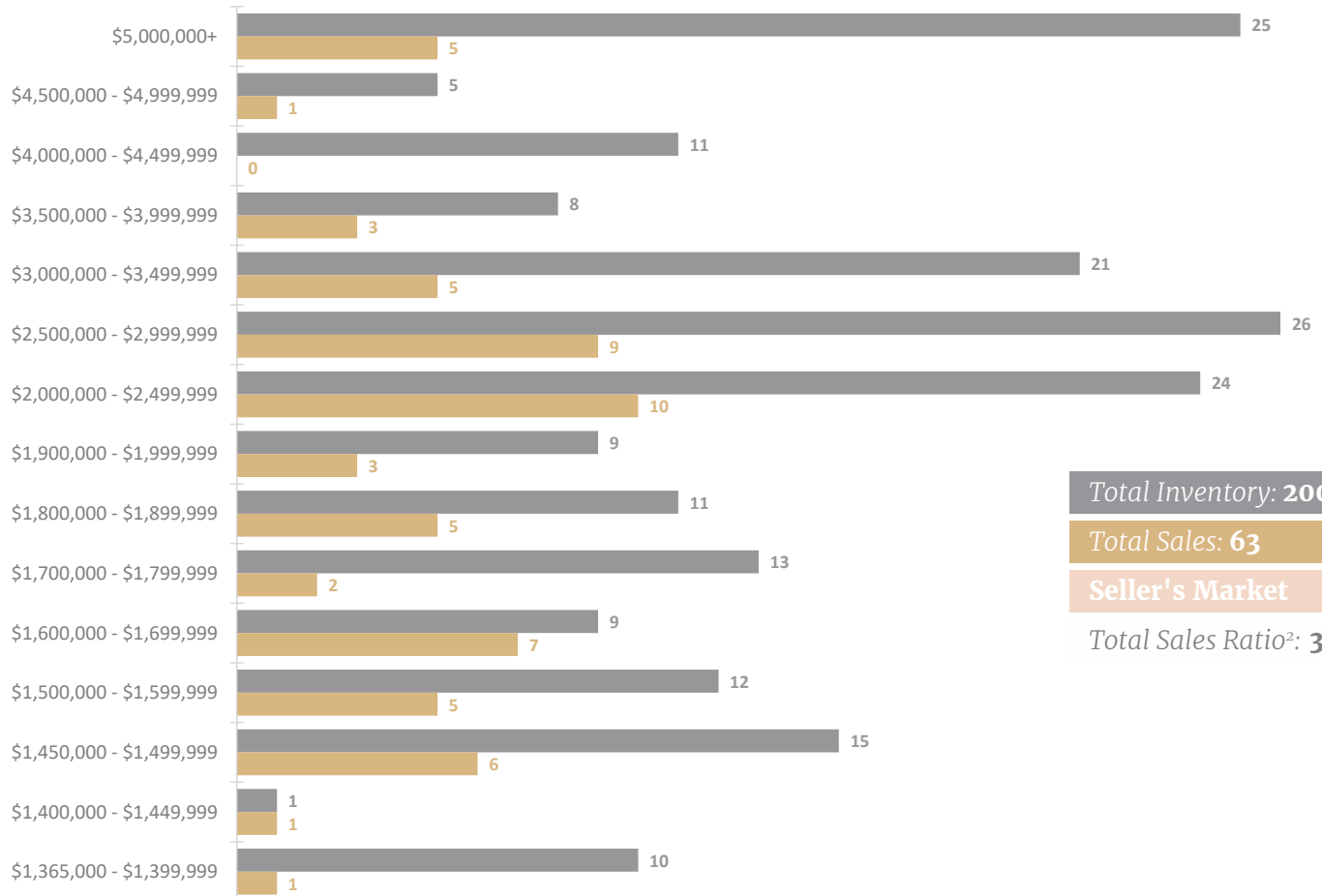
- The Naples single-family luxury market is a **Seller's Market** with a **47% Sales Ratio**.
- Homes sold for a median of **96.10% of list price** in December 2020.
- The most active price band is **\$3,600,000-\$3,999,999**, where the sales ratio is **108%**.
- The median luxury sales price for single-family homes has increased to **\$2,125,000**.
- The median days on market for December 2020 was **65** days, down from **74** in November 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 | DECEMBER 2020

Inventory Sales

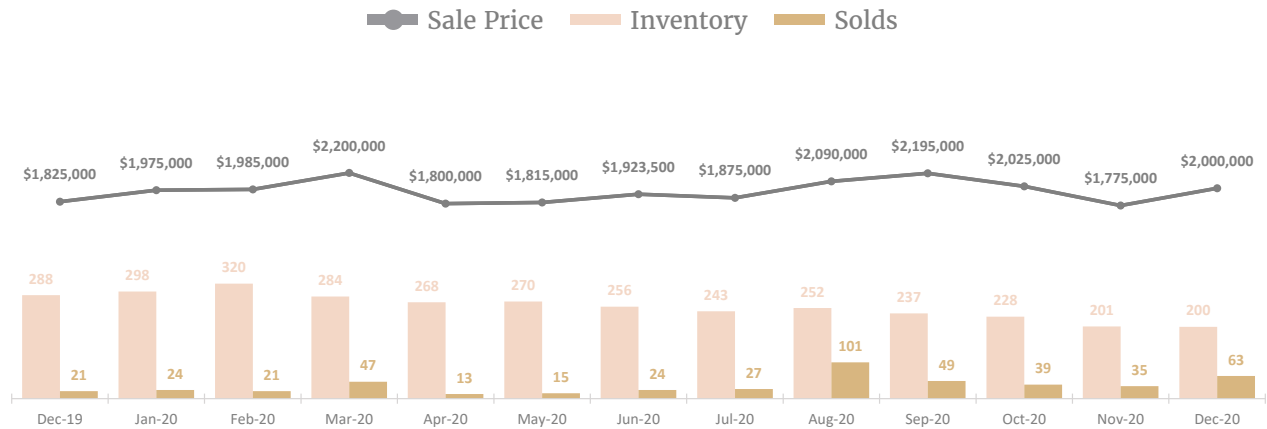
Luxury Benchmark Price<sup>1</sup>: **\$1,365,000**Total Inventory: **200**Total Sales: **63**

Seller's Market

Total Sales Ratio<sup>2</sup>: **32%**

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 999	NA	NA	NA	0	0	NA
1,000 - 1,999	\$1,574,500	3	2	6	18	33%
2,000 - 2,999	\$1,782,500	3	3	26	66	39%
3,000 - 3,999	\$2,499,000	3	4	19	74	26%
4,000 - 4,999	\$3,512,500	3	4	10	27	37%
5,000+	\$6,200,000	4	8	2	15	13%

<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

November    December  
201    200

VARIANCE: 0%

## SOLDS

November    December  
35    63

VARIANCE: 80%

## SALES PRICE

November    December  
\$1.78m    \$2.00m

VARIANCE: 13%

## SALE PRICE PER SQFT.

November    December  
\$760    \$773

VARIANCE: 2%

## SALE TO LIST PRICE RATIO

November    December  
96.31%    96.61%

VARIANCE: 0%

## DAYS ON MARKET

November    December  
44    46

VARIANCE: 5%

## NAPLES MARKET SUMMARY | DECEMBER 2020

- The Naples attached luxury market is a **Seller's Market** with a **32% Sales Ratio**.
- Homes sold for a median of **96.61% of list price** in December 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 increased to **\$2,000,000**.
- The median days on market for December 2020 was **46** days, up from **44** in November 2020.

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

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