

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

MARCH  
2022



SARASOTA &  
SURROUNDING BEACHES  

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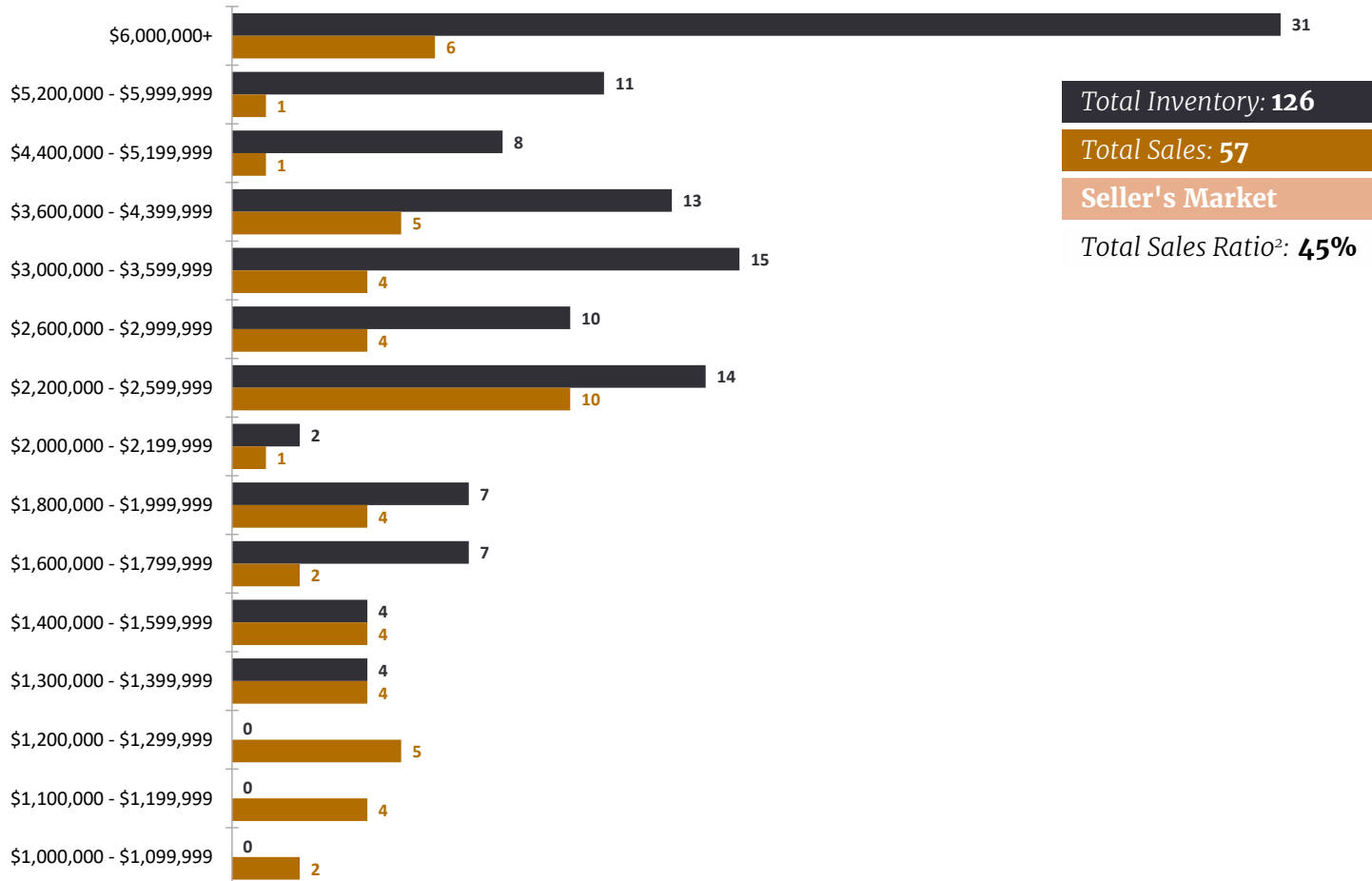
FLORIDA

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

### LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

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



Total Inventory: **126**

Total Sales: **57**

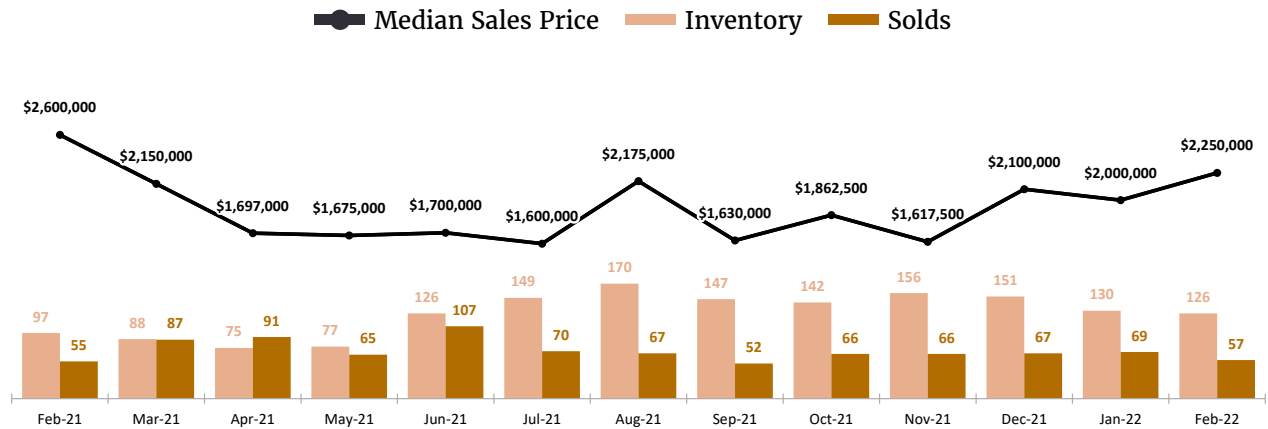
Seller's Market

Total Sales Ratio<sup>2</sup>: **45%**

Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,826,000	3	3	38	47	81%
3,000 - 3,999	\$3,027,500	4	5	10	46	22%
4,000 - 4,999	\$5,450,000	5	5	6	12	50%
5,000 - 5,999	\$6,650,000	3	5	1	7	14%
6,000 - 6,999	NA	NA	NA	0	8	0%
7,000+	\$9,125,000	5	7	2	6	33%

<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 REVIEW | FEBRUARY

#### TOTAL INVENTORY

Feb. 2021      Feb. 2022  
**97**            **126**

VARIANCE: **30%**

#### TOTAL SOLDS

Feb. 2021      Feb. 2022  
**55**            **57**

VARIANCE: **4%**

#### SALES PRICE

Feb. 2021      Feb. 2022  
**\$2.60m**      **\$2.25m**

VARIANCE: **-13%**

#### SALE PRICE PER SQFT.

Feb. 2021      Feb. 2022  
**\$856**        **\$953**

VARIANCE: **11%**

#### SALE TO LIST PRICE RATIO

Feb. 2021      Feb. 2022  
**100.00%**    **99.61%**

VARIANCE: **0%**

#### DAYS ON MARKET

Feb. 2021      Feb. 2022  
**11**            **4**

VARIANCE: **-64%**

## SARASOTA MARKET SUMMARY | FEBRUARY 2022

- The Sarasota single-family luxury market is a **Seller's Market** with a **45% Sales Ratio**.
- Homes sold for a median of **99.61% of list price** in February 2022.
- The most active price bands are **\$1,300,000-\$1,399,999** and **\$1,400,000-\$1,599,999**, where the sales ratio is **100%**.
- The median luxury sales price for single-family homes is **\$2,250,000**.
- The median days on market for February 2022 was **4** days, down from **11** in February 2021.

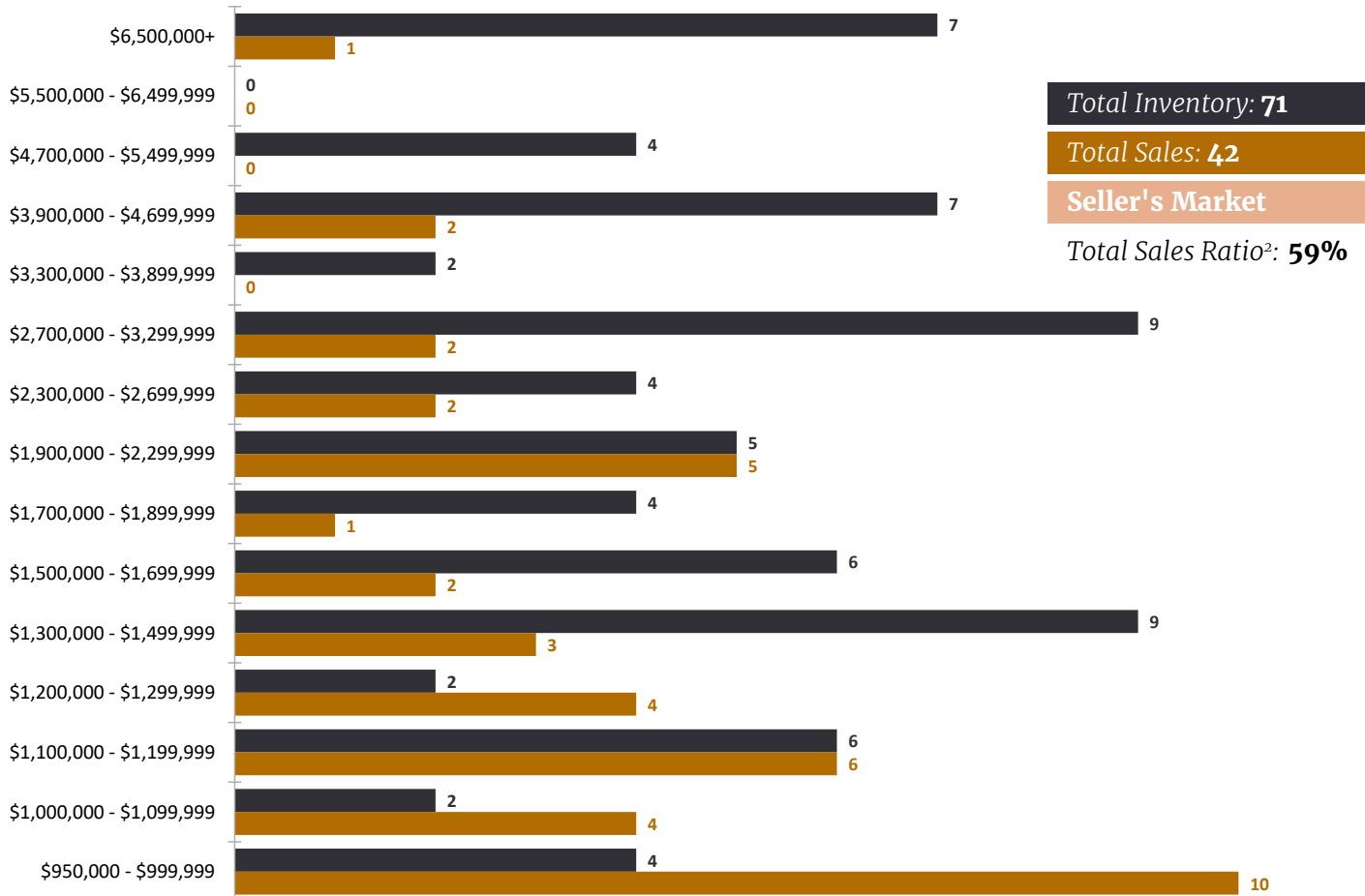
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

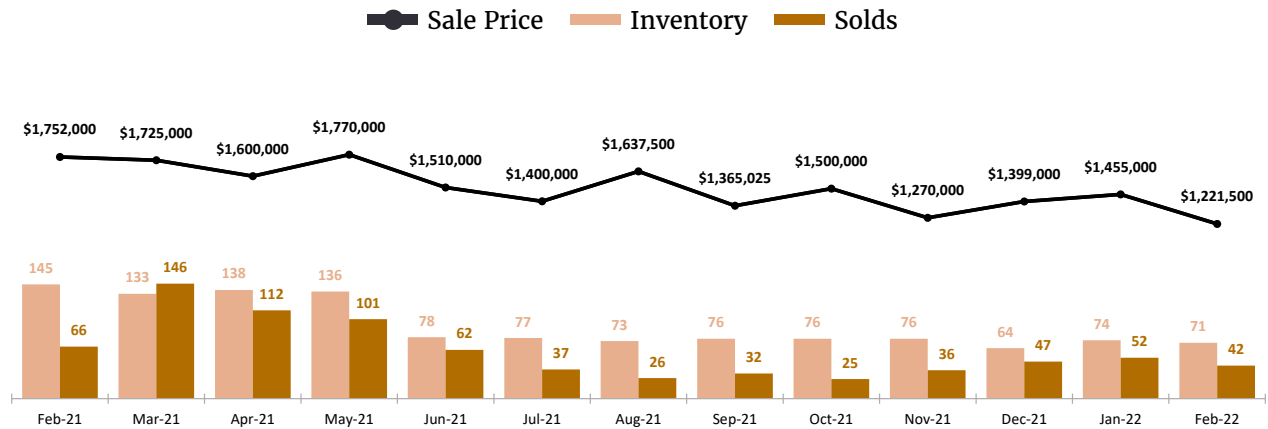
Luxury Benchmark Price<sup>1</sup>: **\$950,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,130,000	2	2	22	28	79%
2,000 - 2,499	\$1,180,000	3	3	7	11	64%
2,500 - 2,999	\$1,860,000	3	3	7	10	70%
3,000 - 3,499	\$2,687,500	3	3	3	7	43%
3,500 - 3,999	\$4,325,000	4	4	2	6	33%
4,000+	\$10,575,000	4	5	1	9	11%

<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 REVIEW | FEBRUARY

#### TOTAL INVENTORY

Feb. 2021	Feb. 2022
145	71

VARIANCE: **-51%**

#### TOTAL SOLD

Feb. 2021	Feb. 2022
66	42

VARIANCE: **-36%**

#### SALES PRICE

Feb. 2021	Feb. 2022
\$1.75m	\$1.22m

VARIANCE: **-30%**

#### SALE PRICE PER SQFT.

Feb. 2021	Feb. 2022
\$638	\$859

VARIANCE: **35%**

#### SALE TO LIST PRICE RATIO

Feb. 2021	Feb. 2022
96.74%	98.79%

VARIANCE: **2%**

#### DAYS ON MARKET

Feb. 2021	Feb. 2022
27	11

VARIANCE: **-59%**

## SARASOTA MARKET SUMMARY | FEBRUARY 2022

- The Sarasota attached luxury market is a **Seller's Market** with a **59% Sales Ratio**.
- Homes sold for a median of **98.79% of list price** in February 2022.
- The most active price band is **\$950,000-\$999,999**, where the sales ratio is **250%**.
- The median luxury sales price for attached homes is **\$1,221,500**.
- The median days on market for February 2022 was **11** days, down from **27** in February 2021.

<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.