

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

APRIL
2022

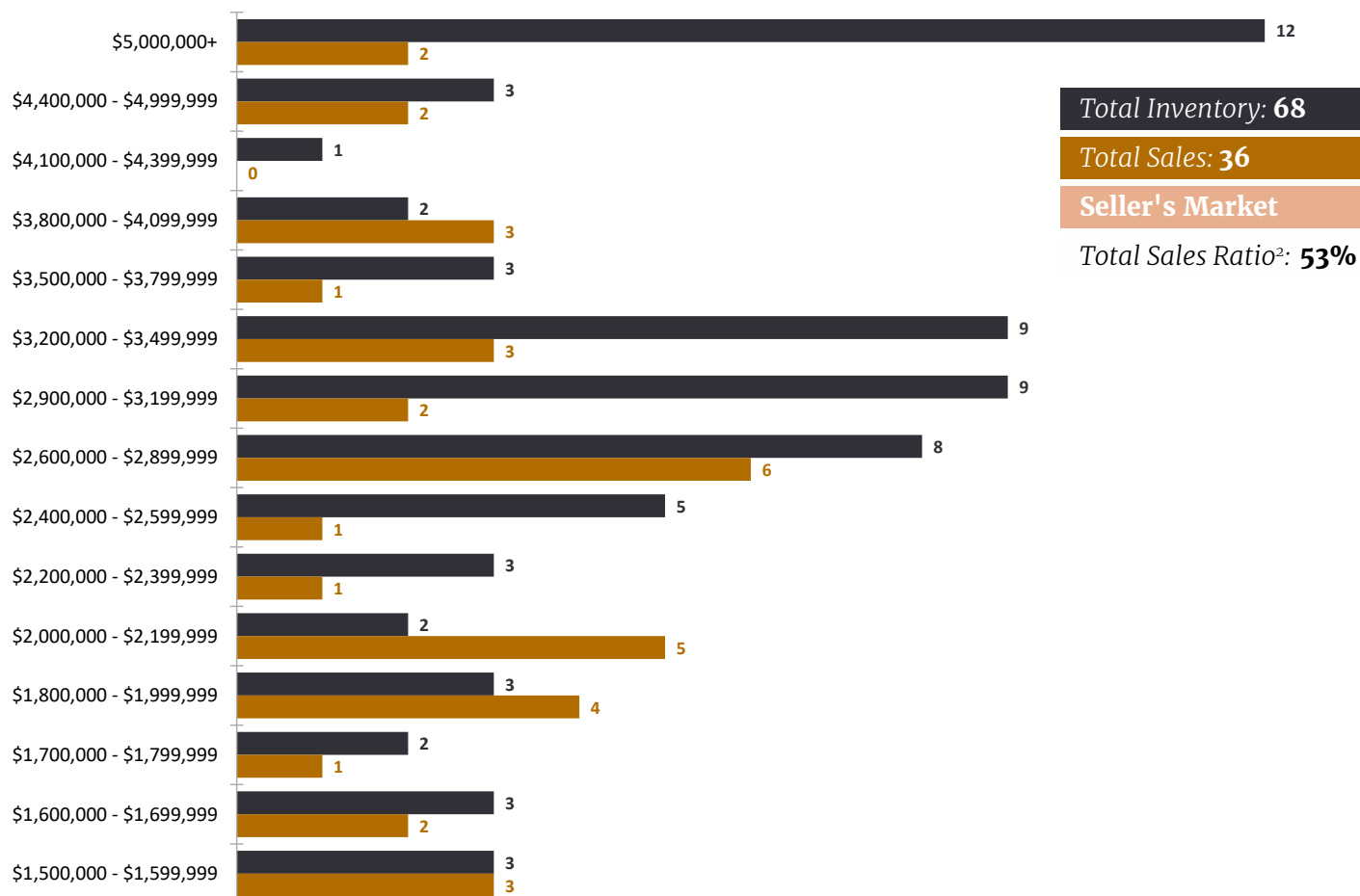
MARCO ISLAND --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | MARCH 2022

Inventory Sales

Luxury Benchmark Price¹: **\$1,500,000**



Total Inventory: **68**

Total Sales: **36**

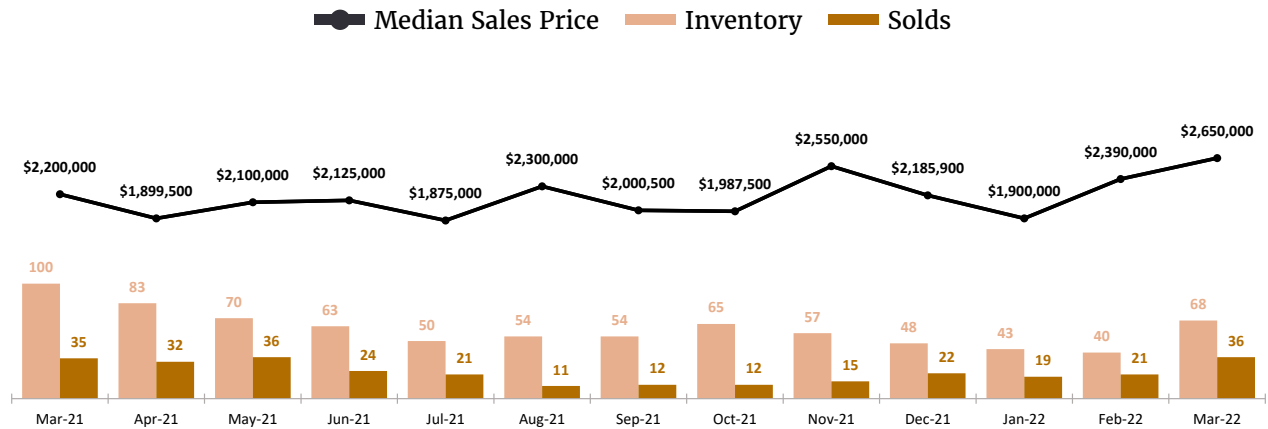
Seller's Market

Total Sales Ratio²: **53%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,880,000	3	3	4	6	67%
2,000 - 2,499	\$2,095,000	3	2	10	14	71%
2,500 - 2,999	\$2,800,000	3	4	7	12	58%
3,000 - 3,499	\$3,062,500	4	4	8	16	50%
3,500 - 3,999	\$3,550,000	4	5	2	3	67%
4,000+	\$4,750,000	4	5	5	17	29%

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 REVIEW | MARCH

TOTAL INVENTORY

Mar. 2021 Mar. 2022

100 68

VARIANCE: **-32%**

TOTAL SOLDS

Mar. 2021 Mar. 2022

35 36

VARIANCE: **3%**

SALES PRICE

Mar. 2021 Mar. 2022

\$2.20m \$2.65m

VARIANCE: **20%**

SALE PRICE PER SQFT.

Mar. 2021 Mar. 2022

\$434 \$990

VARIANCE: **128%**

SALE TO LIST PRICE RATIO

Mar. 2021 Mar. 2022

97.09% 99.53%

VARIANCE: **3%**

DAYS ON MARKET

Mar. 2021 Mar. 2022

48 17

VARIANCE: **-65%**

MARCO ISLAND MARKET SUMMARY | MARCH 2022

- The Marco Island single-family luxury market is a **Seller's Market** with a **53% Sales Ratio**.
- Homes sold for a median of **99.53% of list price** in March 2022.
- The most active price band is **\$2,000,000-\$2,199,999**, where the sales ratio is **250%**.
- The median luxury sales price for single-family homes is **\$2,650,000**.
- The median days on market for March 2022 was **17** days, down from **48** in March 2021.

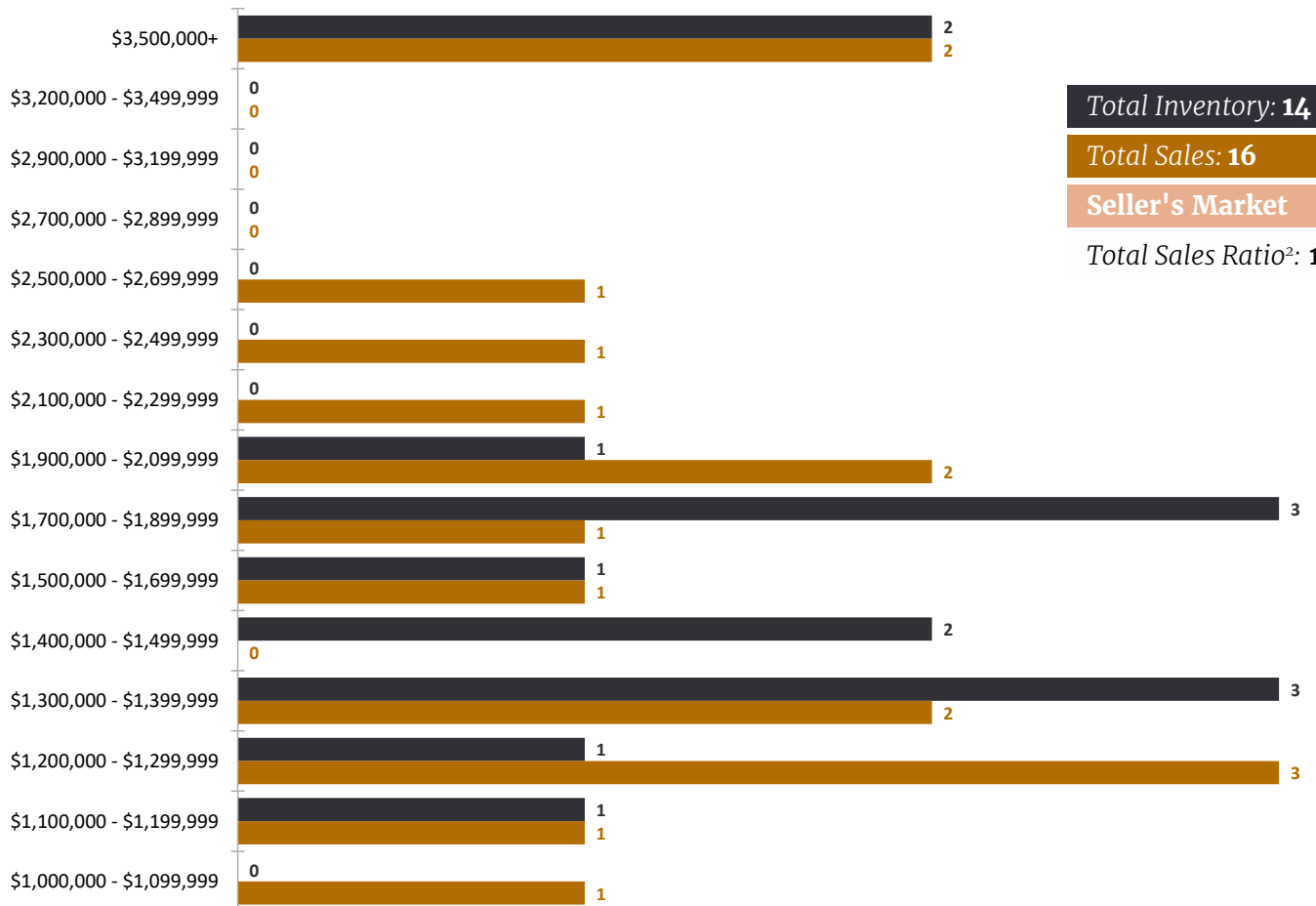
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | MARCH 2022

Inventory Sales

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



Total Inventory: **14**

Total Sales: **16**

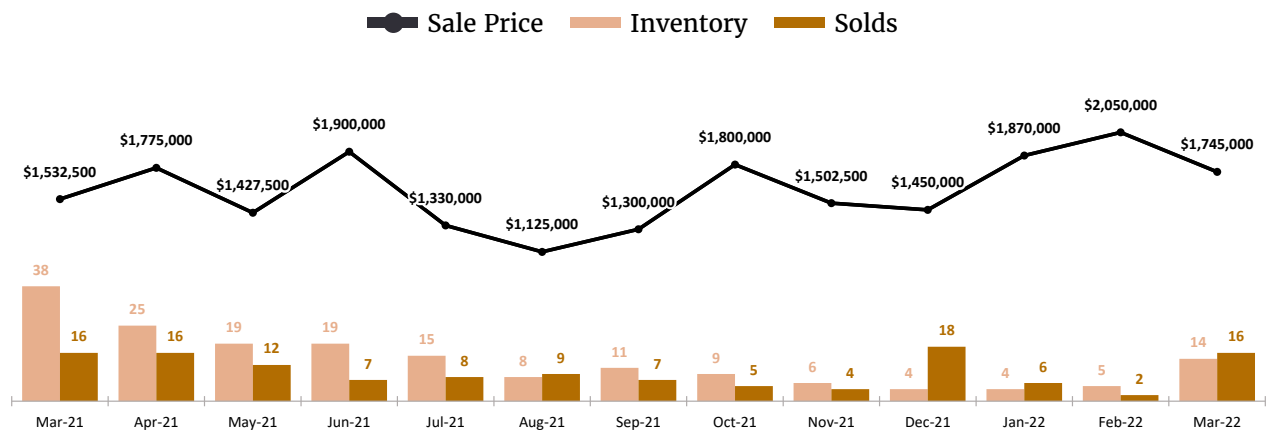
Seller's Market

Total Sales Ratio²: **114%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	\$2,525,000	2	3	1	3	33%
1,000 - 1,499	\$1,237,500	2	2	2	4	50%
1,500 - 1,999	\$1,200,000	3	3	3	3	100%
2,000 - 2,499	\$1,900,000	3	3	5	1	500%
2,500 - 2,999	\$1,815,000	2	3	3	1	300%
3,000+	\$4,675,000	4	5	2	2	100%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² 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 TREND⁴



MEDIAN DATA REVIEW | MARCH

TOTAL INVENTORY

Mar. 2021 Mar. 2022
38 **14**

VARIANCE: **-63%**

TOTAL SOLDS

Mar. 2021 Mar. 2022
16 **16**

VARIANCE: **0%**

SALES PRICE

Mar. 2021 Mar. 2022
\$1.53m **\$1.75m**

VARIANCE: **14%**

SALE PRICE PER SQFT.

Mar. 2021 Mar. 2022
\$512 **\$827**

VARIANCE: **62%**

SALE TO LIST PRICE RATIO

Mar. 2021 Mar. 2022
97.24% **100.00%**

VARIANCE: **3%**

DAYS ON MARKET

Mar. 2021 Mar. 2022
19 **5**

VARIANCE: **-74%**

MARCO ISLAND MARKET SUMMARY | MARCH 2022

- The Marco Island attached luxury market is a **Seller's Market** with a **114% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in March 2022.
- The most active price band is **\$1,200,000-\$1,299,999**, where the sales ratio is **300%**.
- The median luxury sales price for attached homes is **\$1,745,000**.
- The median days on market for March 2022 was **5** days, down from **19** in March 2021.

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.