

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

APRIL  
2022

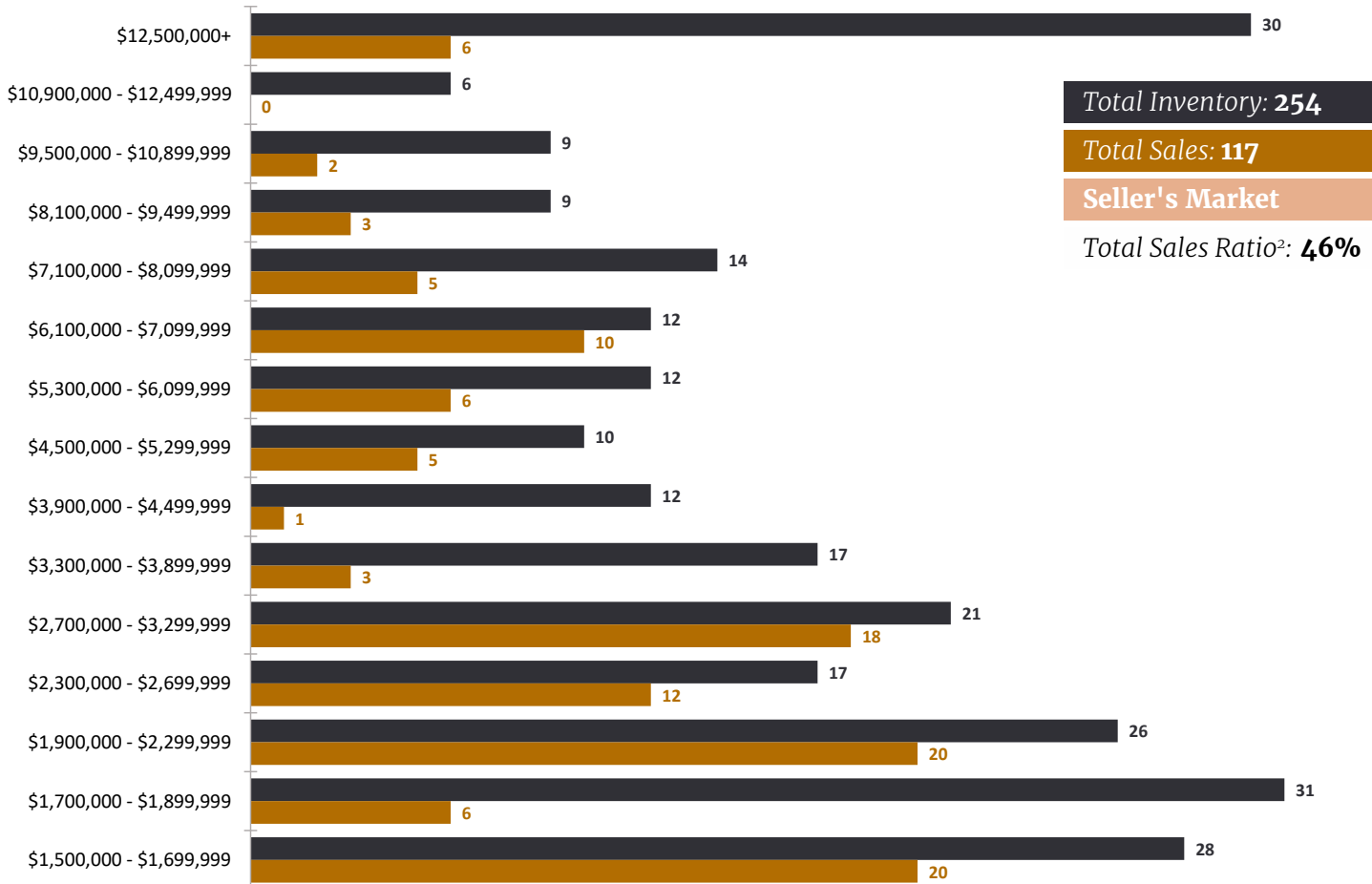
# NAPLES FLORIDA

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

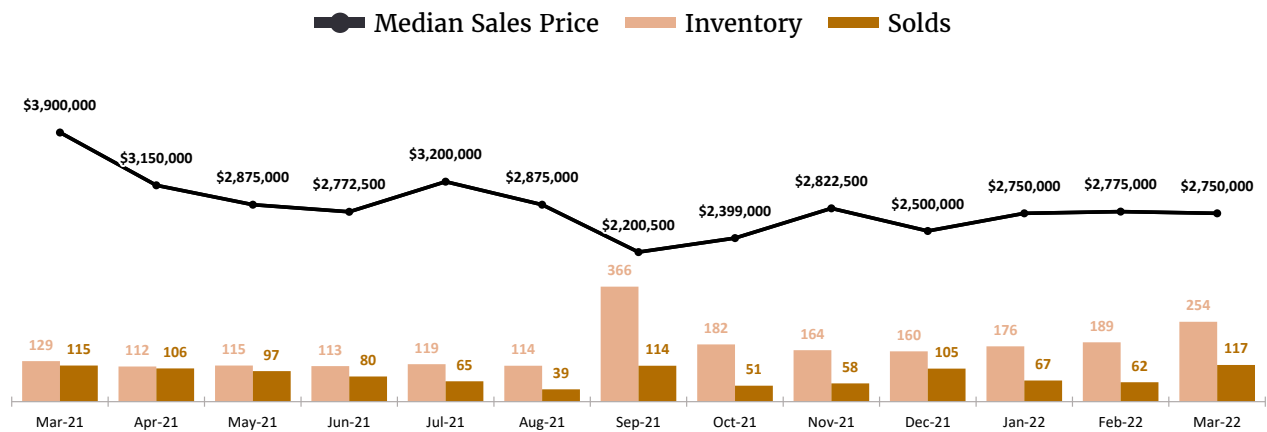
## LUXURY INVENTORY VS. SALES | MARCH 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**

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	\$2,800,000	3	2	5	24	21%
2,000 - 2,999	\$1,967,500	3	3	34	72	47%
3,000 - 3,999	\$2,375,500	3	4	26	59	44%
4,000 - 4,999	\$3,350,000	4	5	28	41	68%
5,000 - 5,999	\$5,600,000	5	6	11	27	41%
6,000+	\$10,250,000	5	8	13	31	42%

<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 | MARCH

## TOTAL INVENTORY

Mar. 2021 Mar. 2022

129 254

VARIANCE: 97%

## TOTAL SOLD

Mar. 2021 Mar. 2022

115 117

VARIANCE: 2%

## SALES PRICE

Mar. 2021 Mar. 2022

\$3.90m \$2.75m

VARIANCE: -29%

## SALE PRICE PER SQFT.

Mar. 2021 Mar. 2022

\$989 \$746

VARIANCE: -25%

## SALE TO LIST PRICE RATIO

Mar. 2021 Mar. 2022

97.25% 100.00%

VARIANCE: 3%

## DAYS ON MARKET

Mar. 2021 Mar. 2022

40 10

VARIANCE: -75%

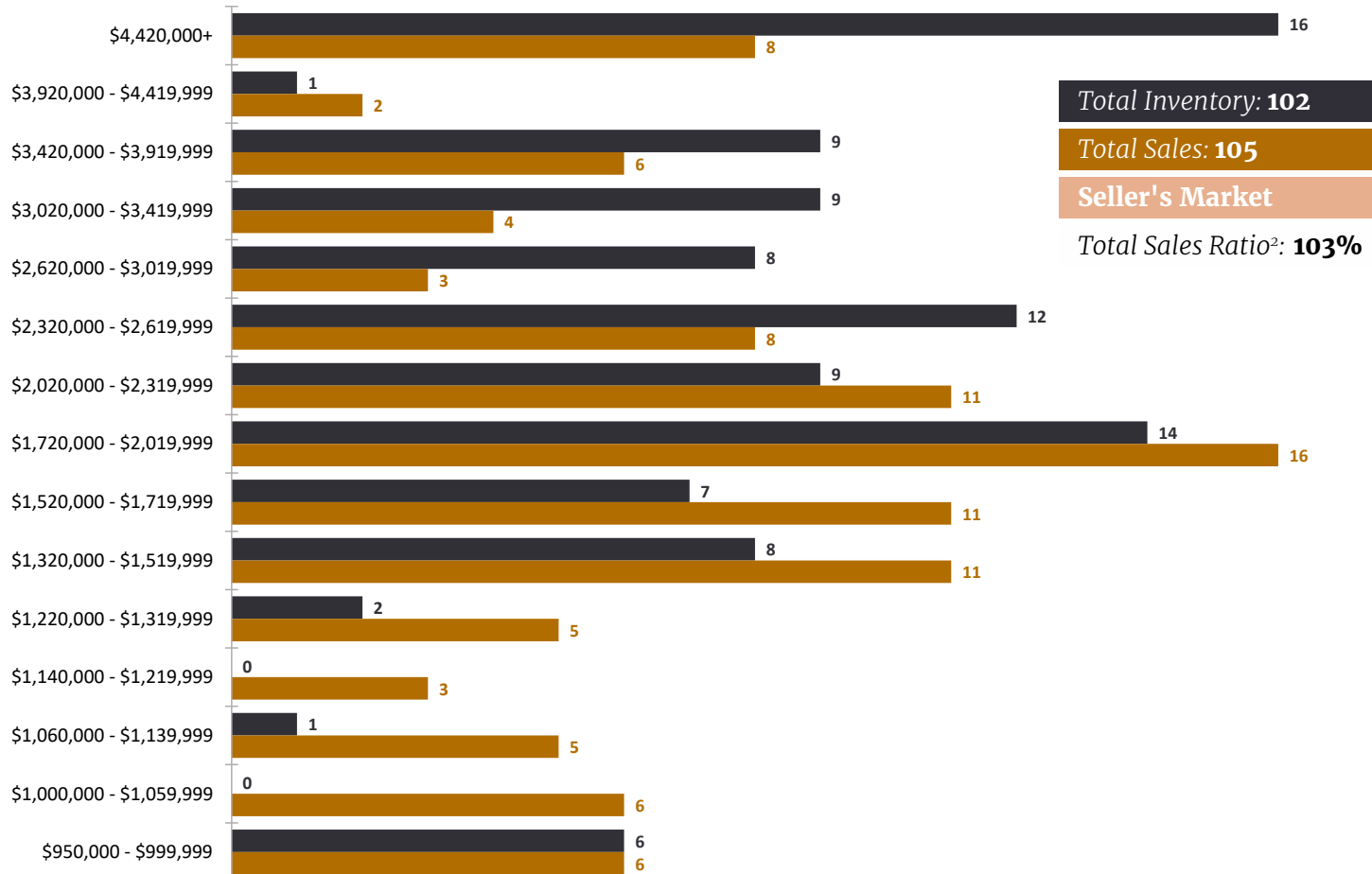
## NAPLES MARKET SUMMARY | MARCH 2022

- The Naples single-family luxury market is a **Seller's Market** with a **46% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in March 2022.
- The most active price band is **\$2,700,000-\$3,299,999**, where the sales ratio is **86%**.
- The median luxury sales price for single-family homes is **\$2,750,000**.
- The median days on market for March 2022 was **10** days, down from **40** in March 2021.

<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.

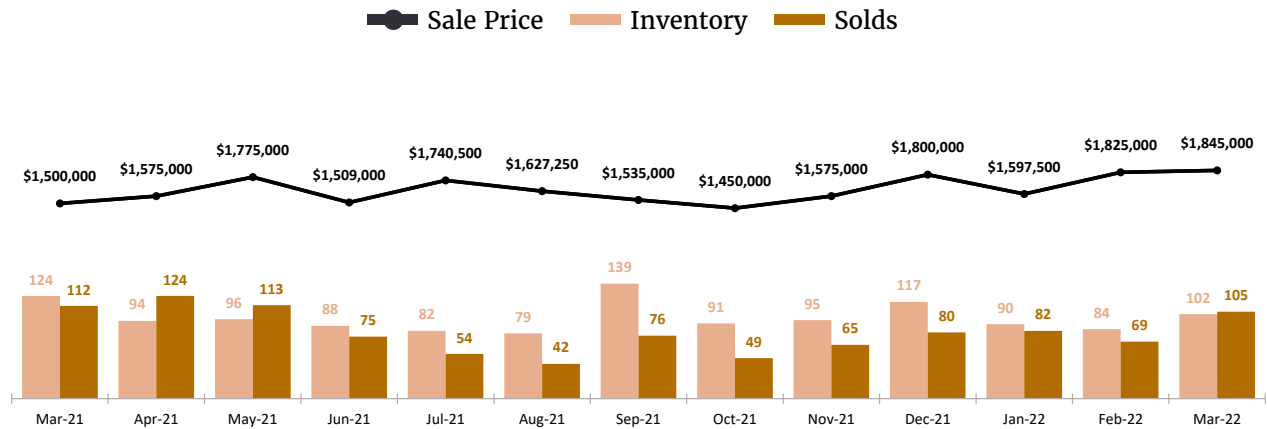
## LUXURY INVENTORY VS. SALES | MARCH 2022

Inventory Sales

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

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	\$1,438,500	2	2	48	27	178%
2,000 - 2,999	\$2,200,000	3	3	39	46	85%
3,000 - 3,999	\$3,087,500	3	4	14	17	82%
4,000 - 4,999	\$6,635,000	4	4	2	6	33%
5,000+	\$7,675,000	5	6	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 | MARCH

## TOTAL INVENTORY

Mar. 2021    Mar. 2022

124    102

VARIANCE: -18%

## TOTAL SOLD

Mar. 2021    Mar. 2022

112    105

VARIANCE: -6%

## SALES PRICE

Mar. 2021    Mar. 2022

\$1.50m    \$1.85m

VARIANCE: 23%

## SALE PRICE PER SQFT.

Mar. 2021    Mar. 2022

\$763    \$895

VARIANCE: 17%

## SALE TO LIST PRICE RATIO

Mar. 2021    Mar. 2022

97.01%    100.00%

VARIANCE: 3%

## DAYS ON MARKET

Mar. 2021    Mar. 2022

46    5

VARIANCE: -89%

## NAPLES MARKET SUMMARY | MARCH 2022

- The Naples attached luxury market is a **Seller's Market** with a **103% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in March 2022.
- The most active price band is **\$1,060,000-\$1,139,999**, where the sales ratio is **500%**.
- The median luxury sales price for attached homes is **\$1,845,000**.
- The median days on market for March 2022 was **5** days, down from **46** in March 2021.

<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.