

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JULY
2022

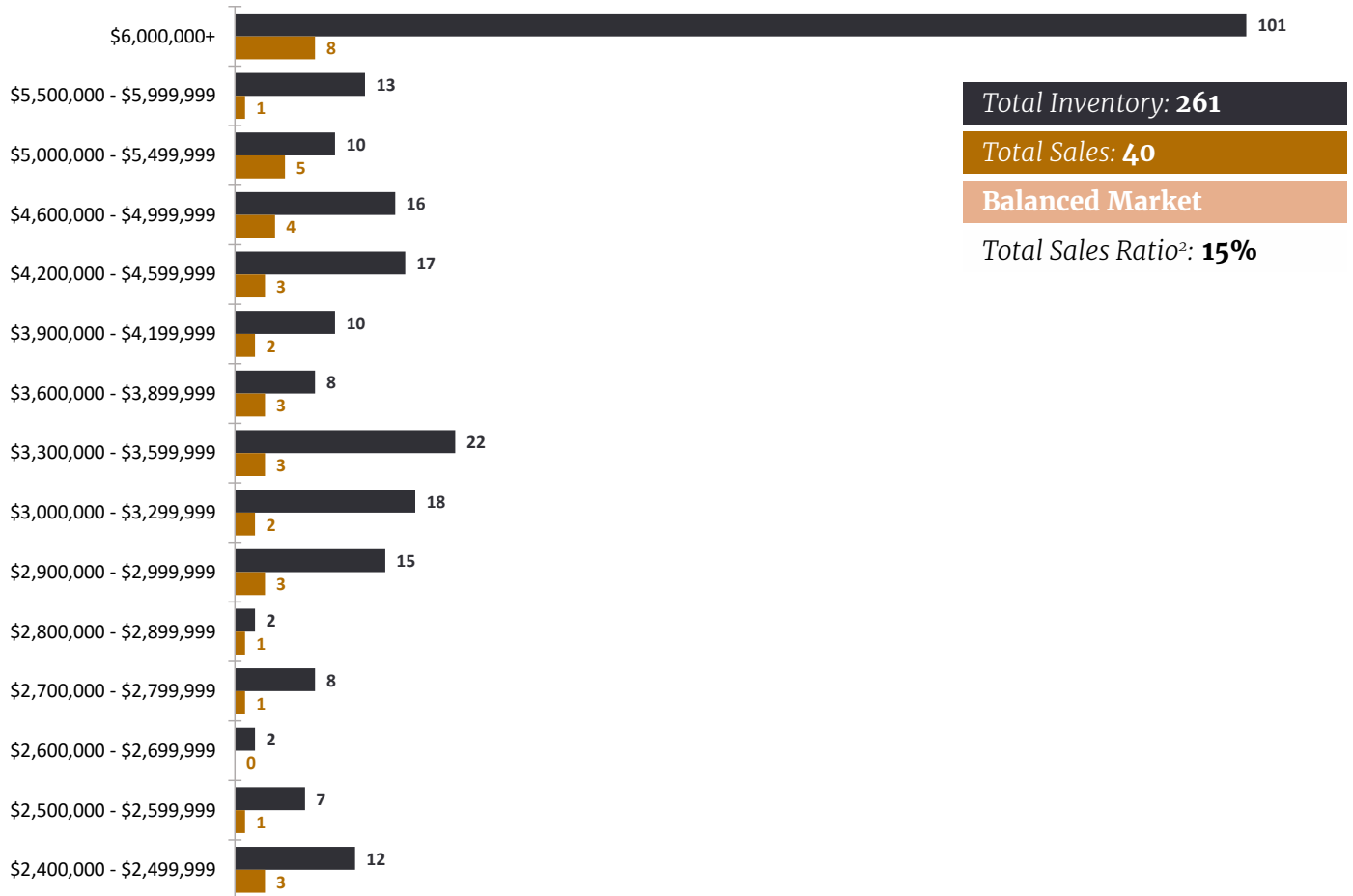
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JUNE 2022

Inventory Sales

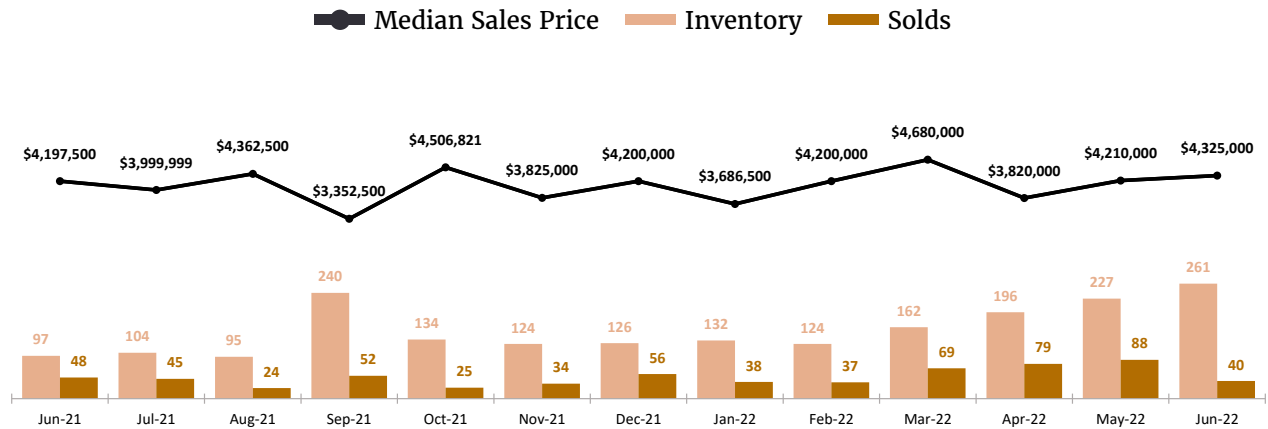
Luxury Benchmark Price¹: **\$2,400,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	17	0%
2,000 - 2,999	\$3,412,500	3	3	10	44	23%
3,000 - 3,999	\$4,383,750	4	5	12	57	21%
4,000 - 4,999	\$4,450,000	4	5	13	54	24%
5,000 - 5,999	\$6,700,000	5	6	2	38	5%
6,000+	\$6,350,000	5	7	3	51	6%

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 < 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 | JUNE

TOTAL INVENTORY

Jun. 2021 Jun. 2022
97 **261**

VARIANCE: **169%**

TOTAL SOLDS

Jun. 2021 Jun. 2022
48 **40**

VARIANCE: **-17%**

SALES PRICE

Jun. 2021 Jun. 2022
\$4.20m **\$4.33m**

VARIANCE: **3%**

SALE PRICE PER SQFT.

Jun. 2021 Jun. 2022
\$1,059 **\$1,208**

VARIANCE: **14%**

SALE TO LIST PRICE RATIO

Jun. 2021 Jun. 2022
98.79% **98.49%**

VARIANCE: **0%**

DAYS ON MARKET

Jun. 2021 Jun. 2022
19 **14**

VARIANCE: **-26%**

NAPLES MARKET SUMMARY | JUNE 2022

- The Naples single-family luxury market is a **Balanced Market** with a **15% Sales Ratio**.
- Homes sold for a median of **98.49% of list price** in June 2022.
- The most active price band is **\$5,000,000-\$5,499,999**, where the sales ratio is **50%**.
- The median luxury sales price for single-family homes is **\$4,325,000**.
- The median days on market for June 2022 was **14** days, down from **19** in June 2021.

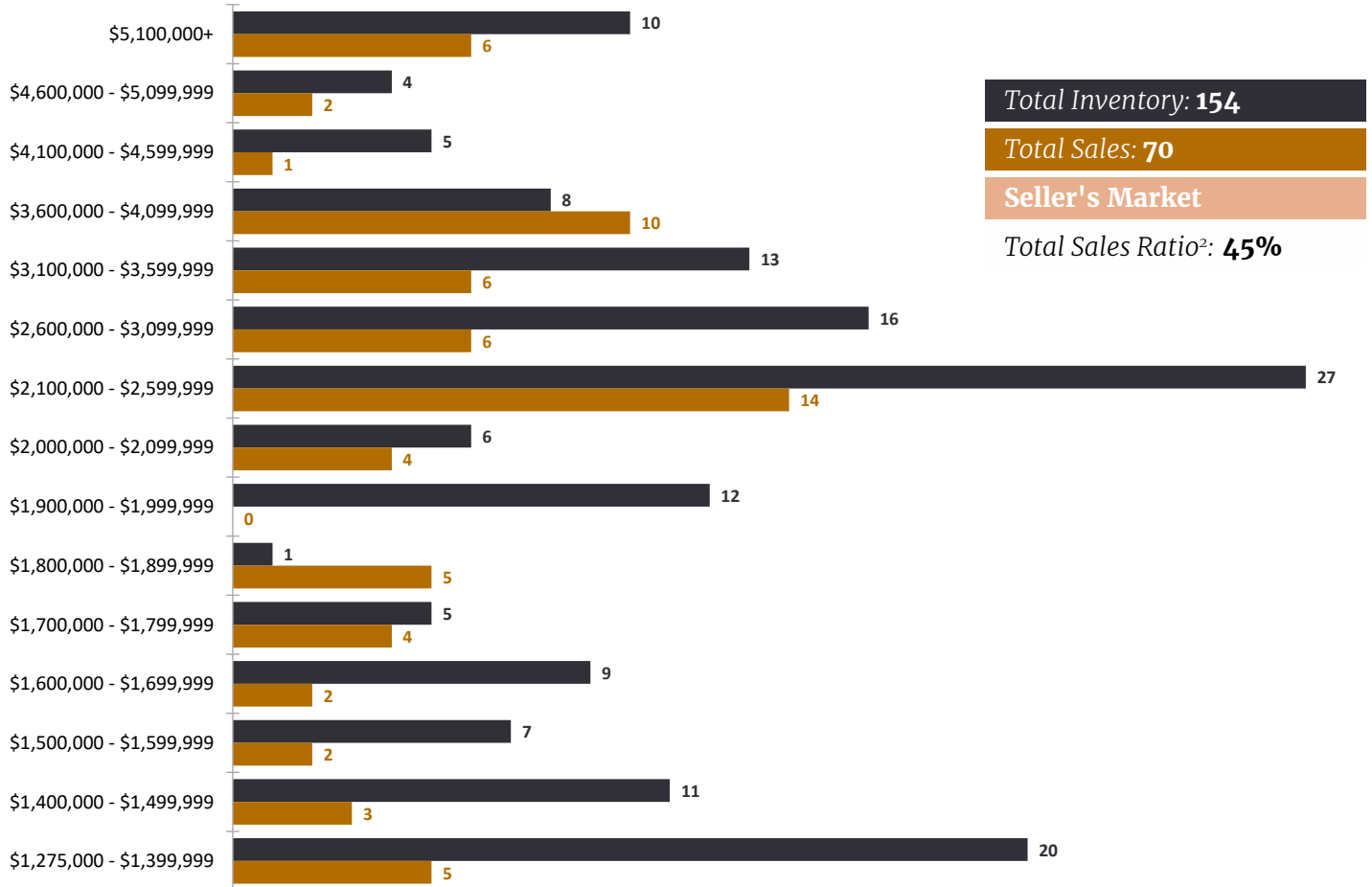
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JUNE 2022

Inventory Sales

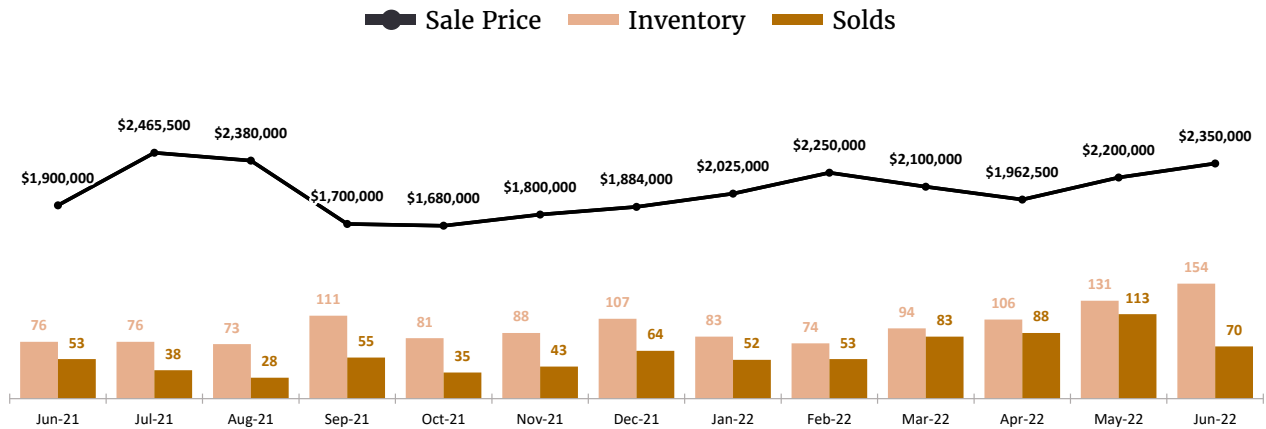
Luxury Benchmark Price¹: **\$1,275,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	1	0%
1,000 - 1,999	\$1,814,000	2	2	20	56	36%
2,000 - 2,999	\$2,397,500	3	3	32	68	47%
3,000 - 3,999	\$4,000,000	3	4	13	23	57%
4,000 - 4,999	\$5,188,813	4	5	4	3	133%
5,000+	\$9,200,000	5	7	1	3	33%

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 | JUNE

TOTAL INVENTORY

Jun. 2021 Jun. 2022
76 **154**

VARIANCE: **103%**

TOTAL SOLD

Jun. 2021 Jun. 2022
53 **70**

VARIANCE: **32%**

SALES PRICE

Jun. 2021 Jun. 2022
\$1.90m **\$2.35m**

VARIANCE: **24%**

SALE PRICE PER SQFT.

Jun. 2021 Jun. 2022
\$842 **\$1,129**

VARIANCE: **34%**

SALE TO LIST PRICE RATIO

Jun. 2021 Jun. 2022
98.27% **100.00%**

VARIANCE: **2%**

DAYS ON MARKET

Jun. 2021 Jun. 2022
16 **11**

VARIANCE: **-31%**

NAPLES MARKET SUMMARY | JUNE 2022

- The Naples attached luxury market is a **Seller's Market** with a **45% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2022.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **500%**.
- The median luxury sales price for attached homes is **\$2,350,000**.
- The median days on market for June 2022 was **11** days, down from **16** in June 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.