

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

AUGUST
2022

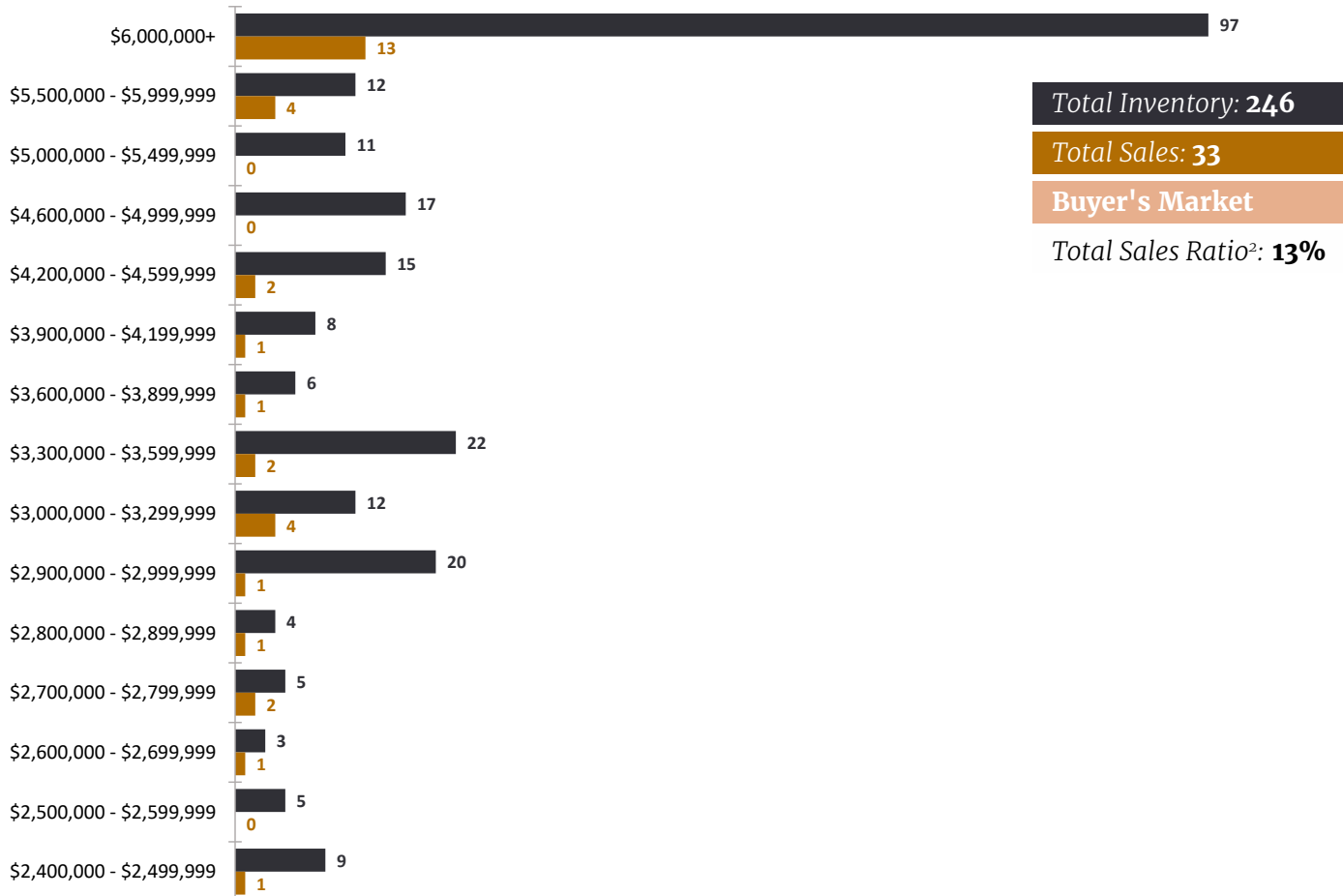
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JULY 2022

Inventory Sales

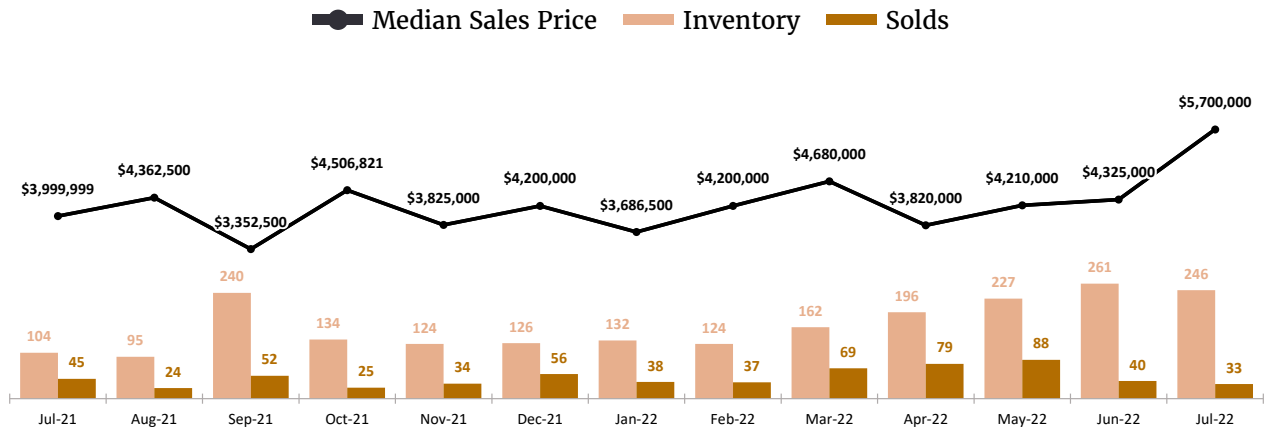
Luxury Benchmark Price¹: **\$2,400,000**



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	13	0%
2,000 - 2,999	\$3,000,000	3	4	5	45	11%
3,000 - 3,999	\$2,925,000	4	4	6	55	11%
4,000 - 4,999	\$5,950,000	4	5	15	49	31%
5,000 - 5,999	\$4,900,000	5	6	4	37	11%
6,000+	\$8,500,000	6	7	3	47	6%

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 | JULY

TOTAL INVENTORY

Jul. 2021	Jul. 2022
104	246

VARIANCE: **137%**

TOTAL SOLDS

Jul. 2021	Jul. 2022
45	33

VARIANCE: **-27%**

SALES PRICE

Jul. 2021	Jul. 2022
\$4.00m	\$5.70m

VARIANCE: **43%**

SALE PRICE PER SQFT.

Jul. 2021	Jul. 2022
\$1,053	\$1,192

VARIANCE: **13%**

SALE TO LIST PRICE RATIO

Jul. 2021	Jul. 2022
98.32%	100.00%

VARIANCE: **2%**

DAYS ON MARKET

Jul. 2021	Jul. 2022
122	39

VARIANCE: **-68%**

NAPLES MARKET SUMMARY | JULY 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **13% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in July 2022.
- The most active price band is **\$2,700,000-\$2,799,999**, where the sales ratio is **40%**.
- The median luxury sales price for single-family homes is **\$5,700,000**.
- The median days on market for July 2022 was **39** days, down from **122** in July 2021.

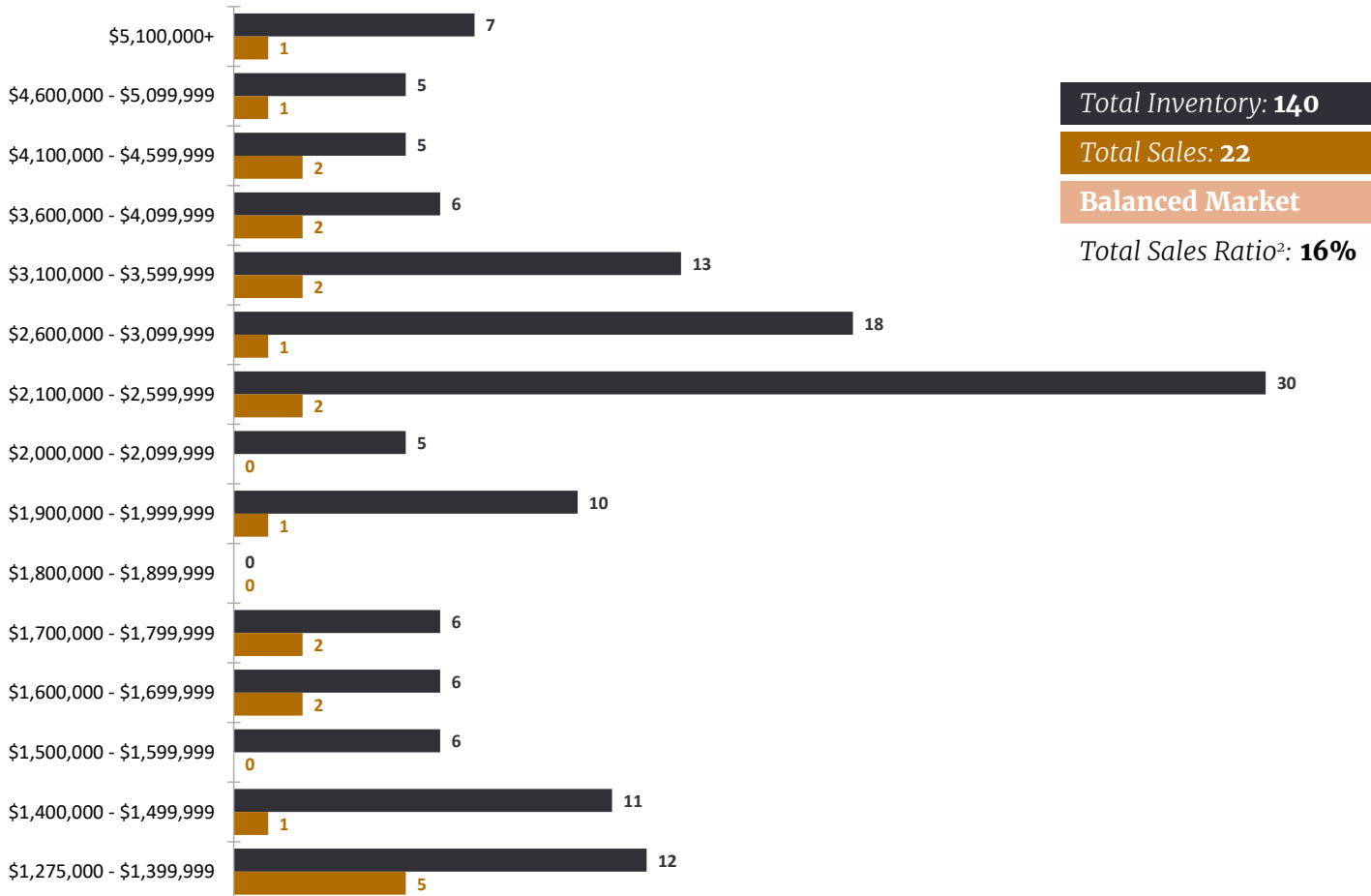
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JULY 2022

Inventory Sales

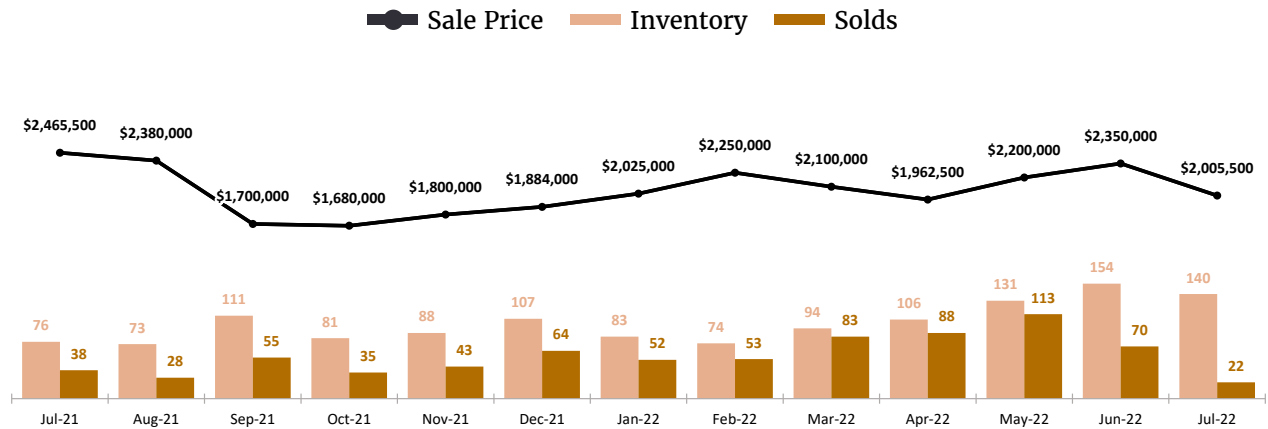
Luxury Benchmark Price¹: **\$1,275,000**



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	\$1,480,000	2	2	5	46	11%
2,000 - 2,999	\$1,700,000	3	3	9	66	14%
3,000 - 3,999	\$3,950,000	3	4	7	24	29%
4,000 - 4,999	\$7,850,000	3	4	1	0	NA
5,000+	NA	NA	NA	0	3	0%

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 | JULY

TOTAL INVENTORY

Jul. 2021	Jul. 2022
76	140

VARIANCE: **84%**

TOTAL SOLDS

Jul. 2021	Jul. 2022
38	22

VARIANCE: **-42%**

SALES PRICE

Jul. 2021	Jul. 2022
\$2.47m	\$2.01m

VARIANCE: **-19%**

SALE PRICE PER SQFT.

Jul. 2021	Jul. 2022
\$956	\$1,013

VARIANCE: **6%**

SALE TO LIST PRICE RATIO

Jul. 2021	Jul. 2022
98.50%	100.00%

VARIANCE: **2%**

DAYS ON MARKET

Jul. 2021	Jul. 2022
62	16

VARIANCE: **-74%**

NAPLES MARKET SUMMARY | JULY 2022

- The Naples attached luxury market is a **Balanced Market** with a **16% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in July 2022.
- The most active price band is **\$1,275,000-\$1,399,999**, where the sales ratio is **42%**.
- The median luxury sales price for attached homes is **\$2,005,500**.
- The median days on market for July 2022 was **16** days, down from **62** in July 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.