

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

SEPTEMBER
2022

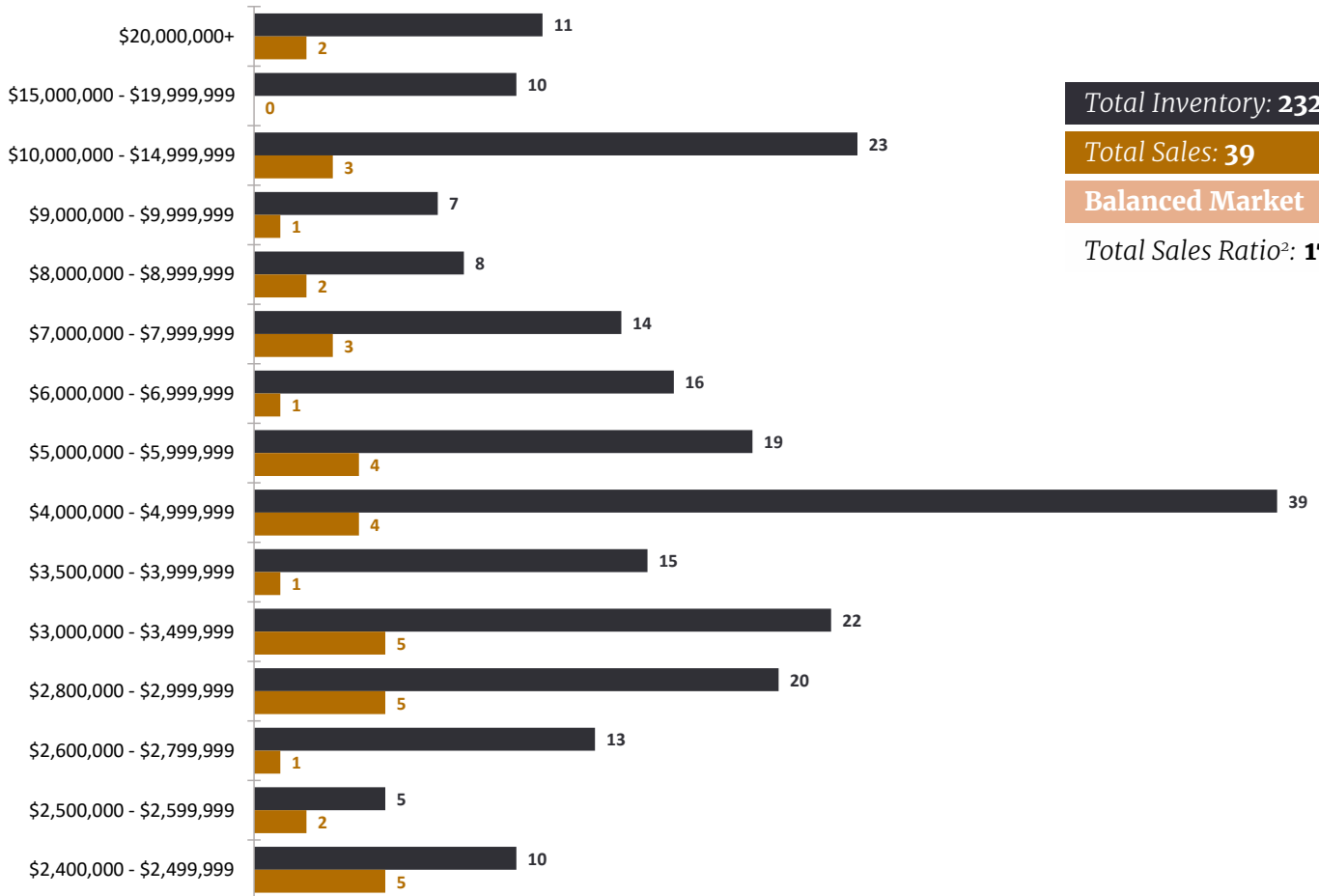
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

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



Total Inventory: **232**

Total Sales: **39**

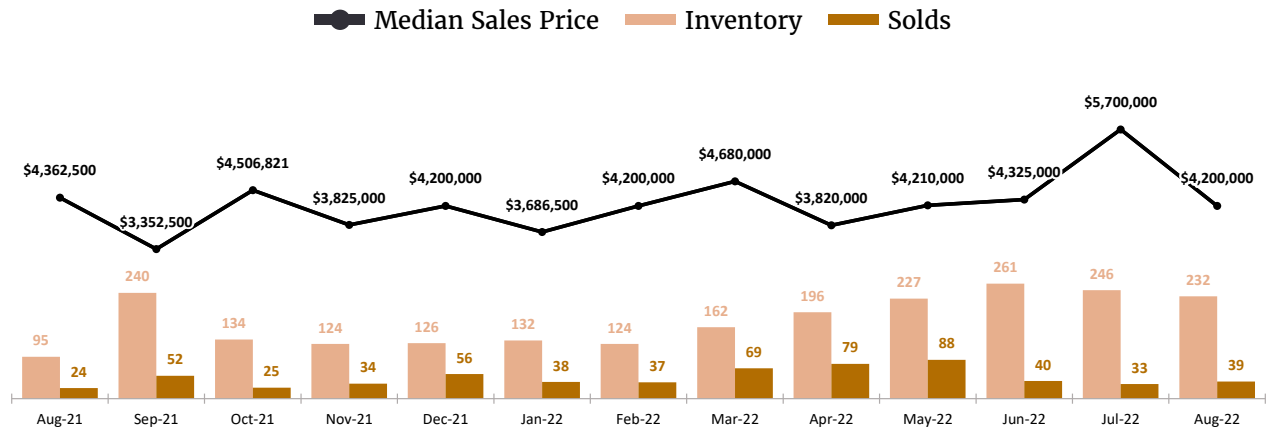
Balanced Market

Total Sales Ratio²: **17%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,475,000	3	2	4	14	29%
2,000 - 2,999	\$2,900,000	3	3	7	42	17%
3,000 - 3,999	\$3,000,000	4	5	5	51	10%
4,000 - 4,999	\$5,394,500	4	6	12	50	24%
5,000 - 5,999	\$7,175,000	4	6	7	35	20%
6,000+	\$17,103,901	5	8	4	40	10%

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 | AUGUST

TOTAL INVENTORY

Aug. 2021 Aug. 2022
95 **232**

VARIANCE: **144%**

TOTAL SOLDS

Aug. 2021 Aug. 2022
24 **39**

VARIANCE: **63%**

SALES PRICE

Aug. 2021 Aug. 2022
\$4.36m **\$4.20m**

VARIANCE: **-4%**

SALE PRICE PER SQFT.

Aug. 2021 Aug. 2022
\$1,034 **\$1,229**

VARIANCE: **19%**

SALE TO LIST PRICE RATIO

Aug. 2021 Aug. 2022
97.56% **98.33%**

VARIANCE: **1%**

DAYS ON MARKET

Aug. 2021 Aug. 2022
42 **29**

VARIANCE: **-31%**

NAPLES MARKET SUMMARY | AUGUST 2022

- The Naples single-family luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **98.33% of list price** in August 2022.
- The most active price band is **\$2,400,000-\$2,499,999**, where the sales ratio is **50%**.
- The median luxury sales price for single-family homes is **\$4,200,000**.
- The median days on market for August 2022 was **29** days, down from **42** in August 2021.

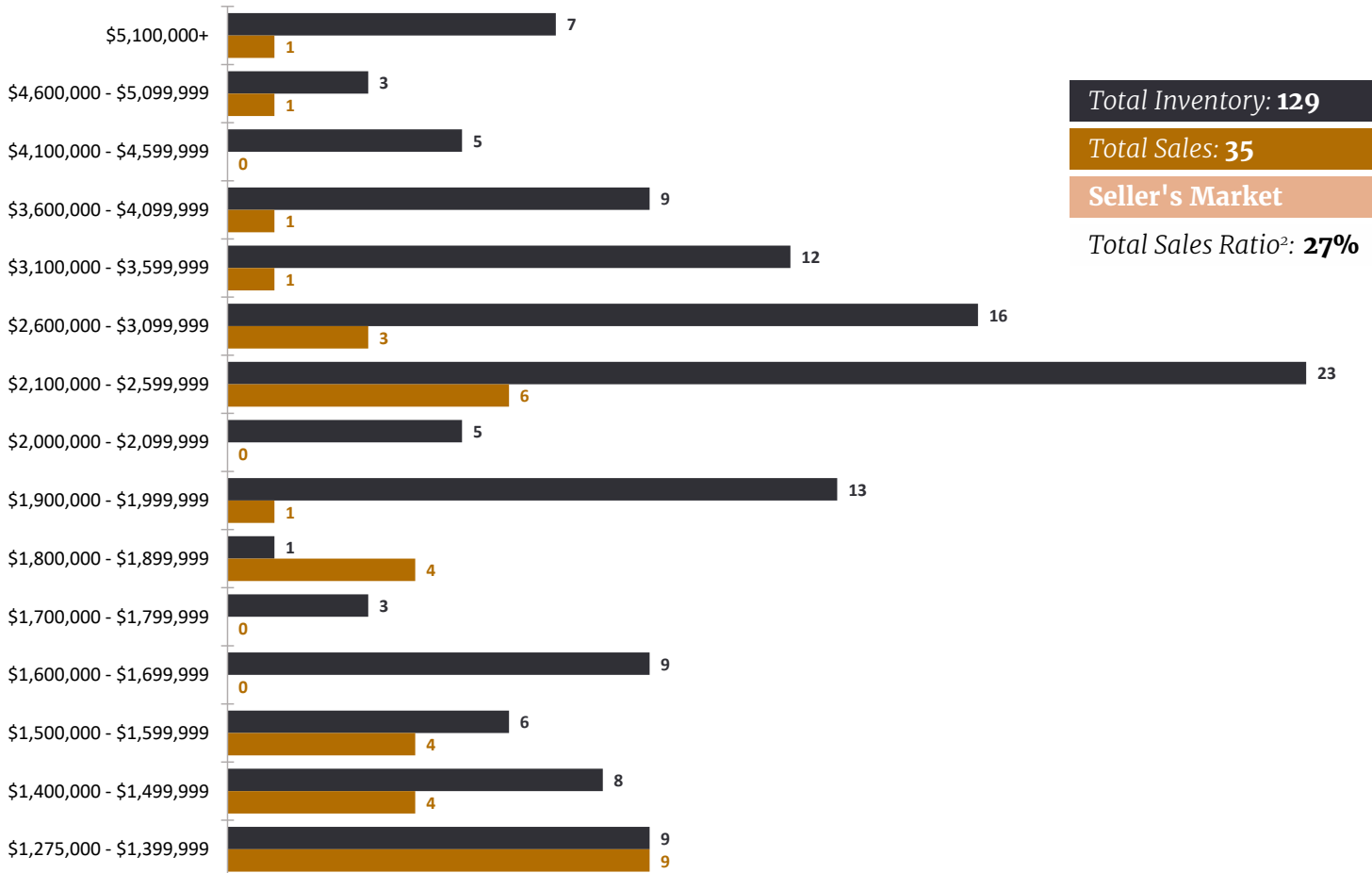
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

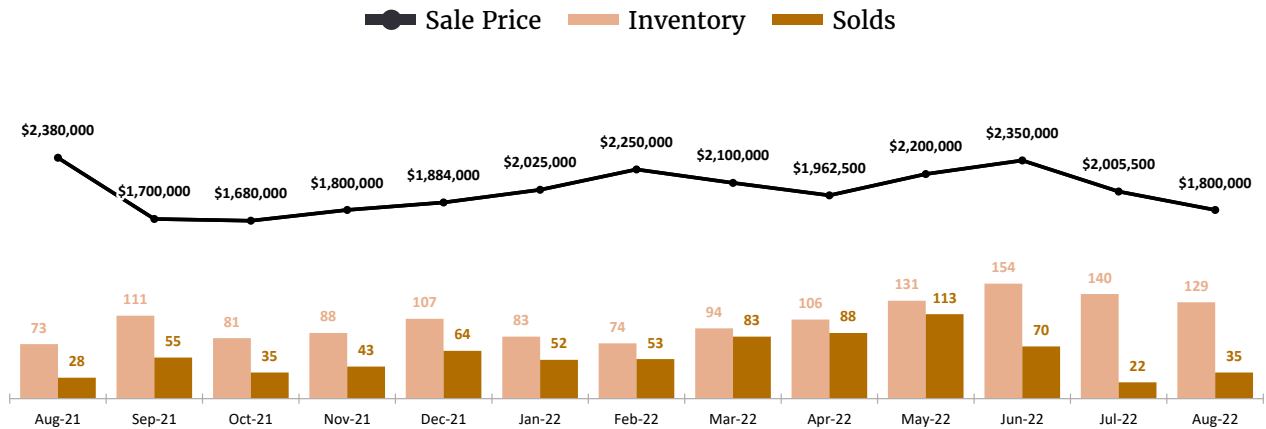
Luxury Benchmark Price¹: **\$1,275,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,285,000	2	2	1	7	14%
1,500 - 1,999	\$1,572,500	3	2	16	36	44%
2,000 - 2,499	\$1,597,500	3	4	4	32	13%
2,500 - 2,999	\$2,447,500	3	3	10	22	45%
3,000 - 3,499	\$2,850,000	3	4	3	19	16%
3,500+	\$1,300,000	4	5	1	13	8%

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 | AUGUST

TOTAL INVENTORY

Aug. 2021	Aug. 2022
73	129

VARIANCE: **77%**

TOTAL SOLD

Aug. 2021	Aug. 2022
28	35

VARIANCE: **25%**

SALES PRICE

Aug. 2021	Aug. 2022
\$2.38m	\$1.80m

VARIANCE: **-24%**

SALE PRICE PER SQFT.

Aug. 2021	Aug. 2022
\$983	\$934

VARIANCE: **-5%**

SALE TO LIST PRICE RATIO

Aug. 2021	Aug. 2022
99.03%	95.24%

VARIANCE: **-4%**

DAYS ON MARKET

Aug. 2021	Aug. 2022
9	26

VARIANCE: **189%**

NAPLES MARKET SUMMARY | AUGUST 2022

- The Naples attached luxury market is a **Seller's Market** with a **27% Sales Ratio**.
- Homes sold for a median of **95.24% of list price** in August 2022.
- The most active price band is **\$1,800,000-\$1,899,999**, where the sales ratio is **400%**.
- The median luxury sales price for attached homes is **\$1,800,000**.
- The median days on market for August 2022 was **26** days, up from **9** in August 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.