

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

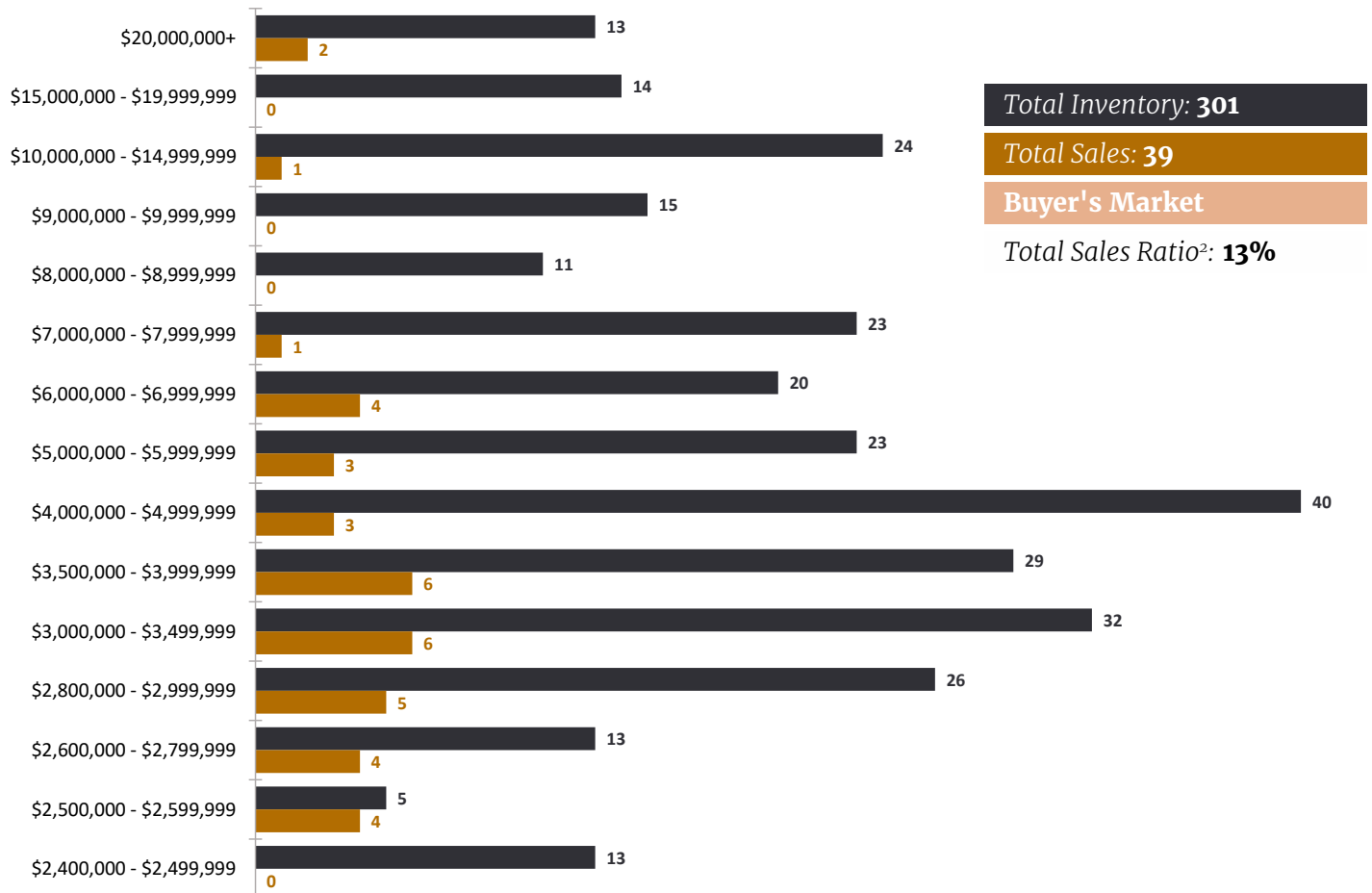
NOVEMBER
2022

NAPLES FLORIDA

www.LuxuryHomeMarketing.com

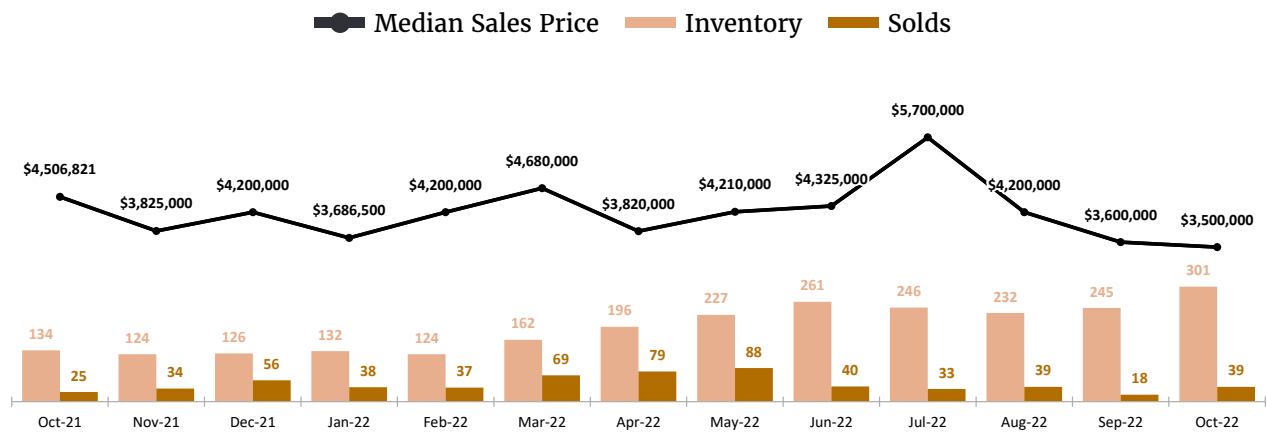
LUXURY INVENTORY VS. SALES | OCTOBER 2022

Inventory Sales

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

Square Feet ³	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	\$3,100,000	4	3	1	22	5%
2,000 - 2,999	\$2,999,999	3	3	9	47	19%
3,000 - 3,999	\$3,072,500	4	4	8	72	11%
4,000 - 4,999	\$3,650,000	4	5	13	66	20%
5,000 - 5,999	\$7,750,000	4	6	3	39	8%
6,000+	\$6,750,000	5	6	5	55	9%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2021 Oct. 2022

134 301

VARIANCE: 125%

TOTAL SOLDs

Oct. 2021 Oct. 2022

25 39

VARIANCE: 56%

SALES PRICE

Oct. 2021 Oct. 2022

\$4.51m \$3.50m

VARIANCE: -22%

SALE PRICE PER SQFT.

Oct. 2021 Oct. 2022

\$1,224 \$1,069

VARIANCE: -13%

SALE TO LIST PRICE RATIO

Oct. 2021 Oct. 2022

99.14% 96.07%

VARIANCE: -3%

DAYS ON MARKET

Oct. 2021 Oct. 2022

26 47

VARIANCE: 81%

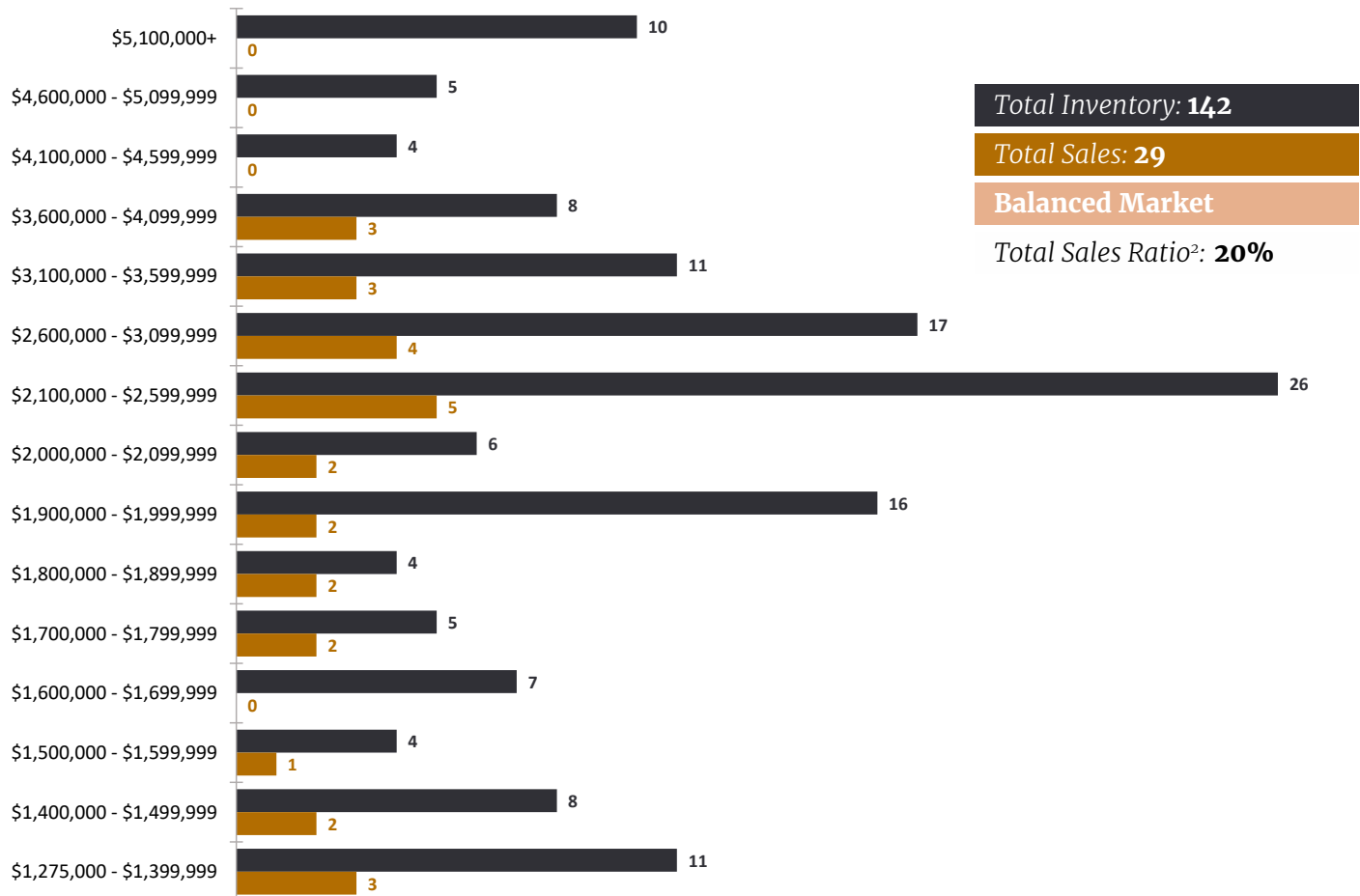
NAPLES MARKET SUMMARY | OCTOBER 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **13% Sales Ratio**.
- Homes sold for a median of **96.07% of list price** in October 2022.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **80%**.
- The median luxury sales price for single-family homes is **\$3,500,000**.
- The median days on market for October 2022 was **47** days, up from **26** in October 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.

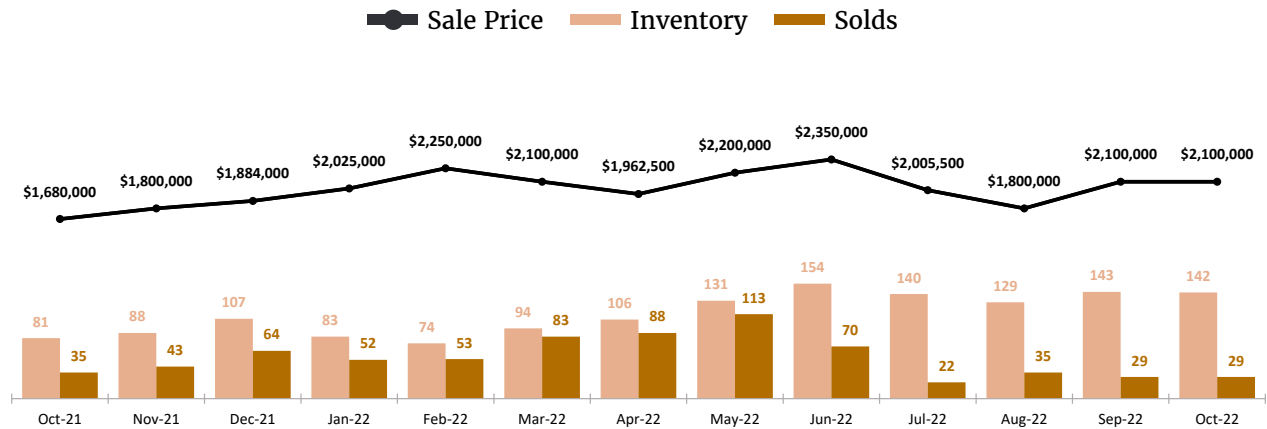
LUXURY INVENTORY VS. SALES | OCTOBER 2022

Inventory Sales

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

Square Feet ³	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,499	\$1,450,000	3	2	1	7	14%
1,500 - 1,999	\$1,795,000	3	3	6	37	16%
2,000 - 2,499	\$2,300,000	3	3	9	31	29%
2,500 - 2,999	\$2,137,500	3	3	6	27	22%
3,000 - 3,499	\$3,325,000	3	4	5	23	22%
3,500+	\$3,027,500	4	5	2	17	12%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2021 Oct. 2022

81 142

VARIANCE: 75%

TOTAL SOLD

Oct. 2021 Oct. 2022

35 29

VARIANCE: -17%

SALES PRICE

Oct. 2021 Oct. 2022

\$1.68m \$2.10m

VARIANCE: 25%

SALE PRICE PER SQFT.

Oct. 2021 Oct. 2022

\$800 \$902

VARIANCE: 13%

SALE TO LIST PRICE RATIO

Oct. 2021 Oct. 2022

98.58% 96.40%

VARIANCE: -2%

DAYS ON MARKET

Oct. 2021 Oct. 2022

7 21

VARIANCE: 200%

NAPLES MARKET SUMMARY | OCTOBER 2022

- The Naples attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **96.40% of list price** in October 2022.
- The most active price band is **\$1,800,000–\$1,899,999**, where the sales ratio is **50%**.
- The median luxury sales price for attached homes is **\$2,100,000**.
- The median days on market for October 2022 was **21** days, up from **7** in October 2021.

³Square foot table does not account for listings and sells where square foot data is not disclosed.⁴Data reported includes Active and Sold properties and does not include Pending properties.