

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

OCTOBER
2022

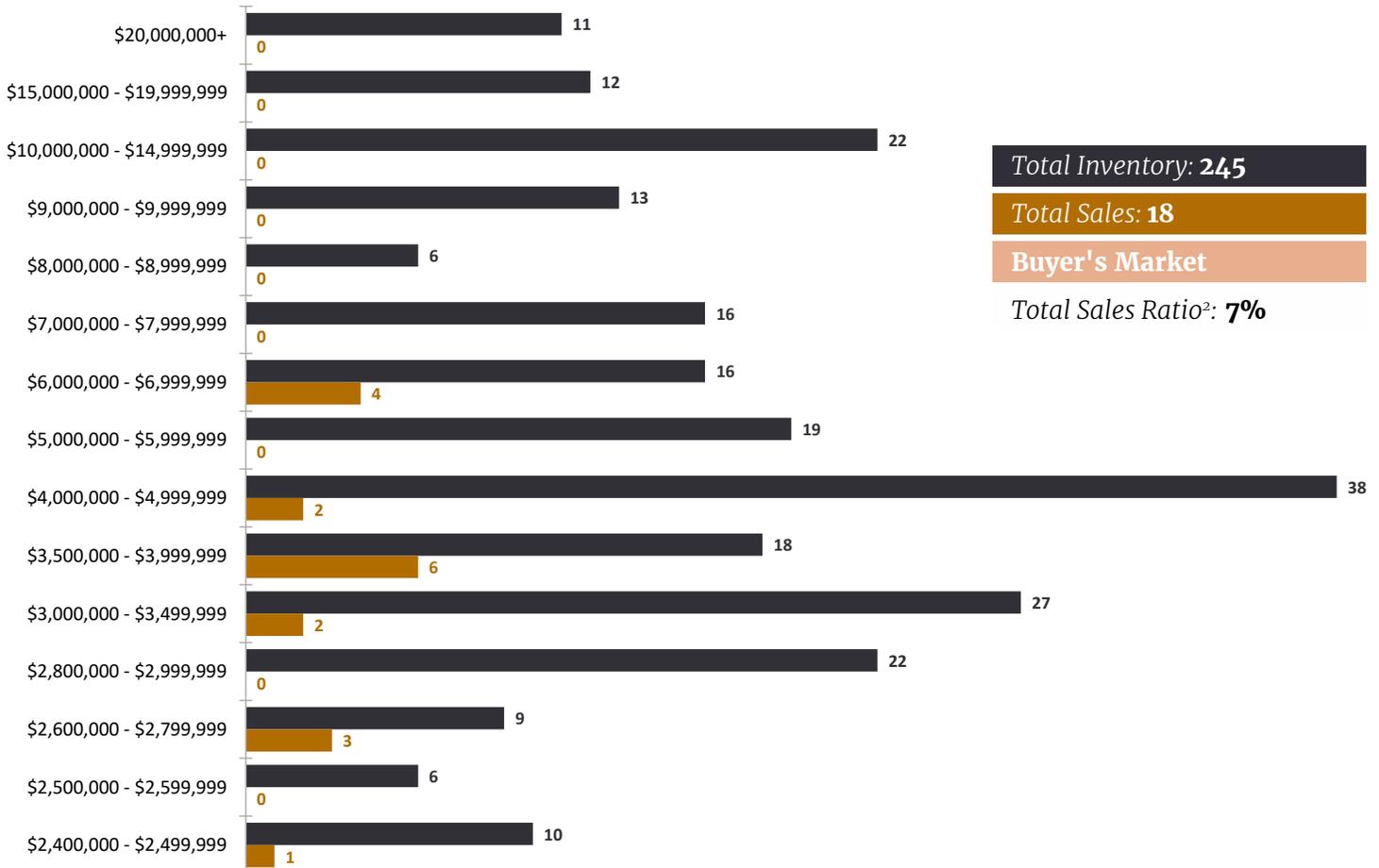
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | SEPTEMBER 2022

Inventory Sales

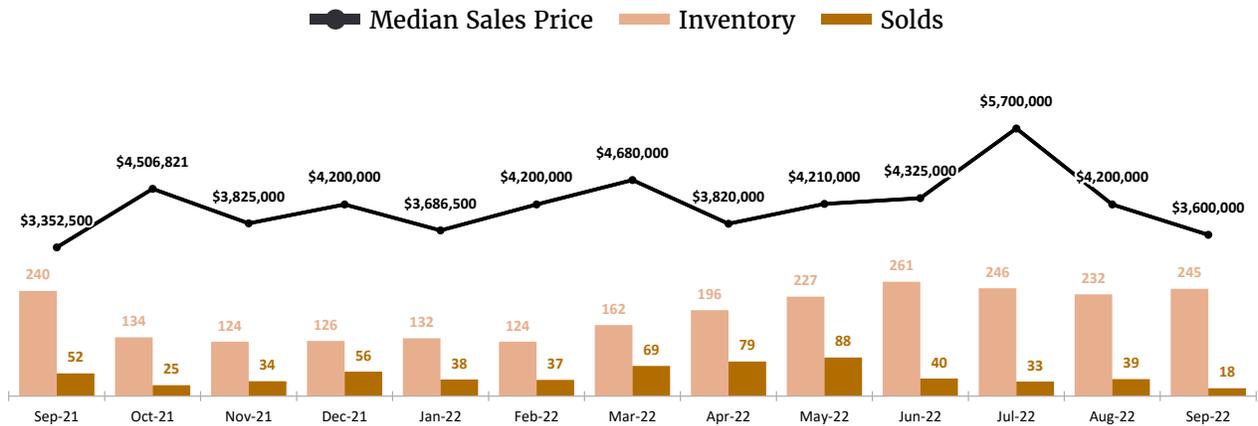
Luxury Benchmark Price¹: **\$2,400,000**



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	16	0%
2,000 - 2,999	\$4,500,000	3	3	3	37	8%
3,000 - 3,999	\$3,475,000	4	4	8	58	14%
4,000 - 4,999	\$3,325,000	4	5	2	55	4%
5,000 - 5,999	\$6,425,000	4	6	2	32	6%
6,000+	\$3,600,000	5	8	3	47	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 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 | SEPTEMBER

TOTAL INVENTORY

Sept. 2021 Sept. 2022
240 **245**

VARIANCE: **2%**

TOTAL SOLDS

Sept. 2021 Sept. 2022
52 **18**

VARIANCE: **-65%**

SALES PRICE

Sept. 2021 Sept. 2022
\$3.35m **\$3.60m**

VARIANCE: **7%**

SALE PRICE PER SQFT.

Sept. 2021 Sept. 2022
\$935 **\$977**

VARIANCE: **4%**

SALE TO LIST PRICE RATIO

Sept. 2021 Sept. 2022
98.00% **92.33%**

VARIANCE: **-6%**

DAYS ON MARKET

Sept. 2021 Sept. 2022
23 **27**

VARIANCE: **17%**

NAPLES MARKET SUMMARY | SEPTEMBER 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **92.33% of list price** in September 2022.
- The most active price band is **\$3,500,000-\$3,999,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes is **\$3,600,000**.
- The median days on market for September 2022 was **27** days, up from **23** in September 2021.

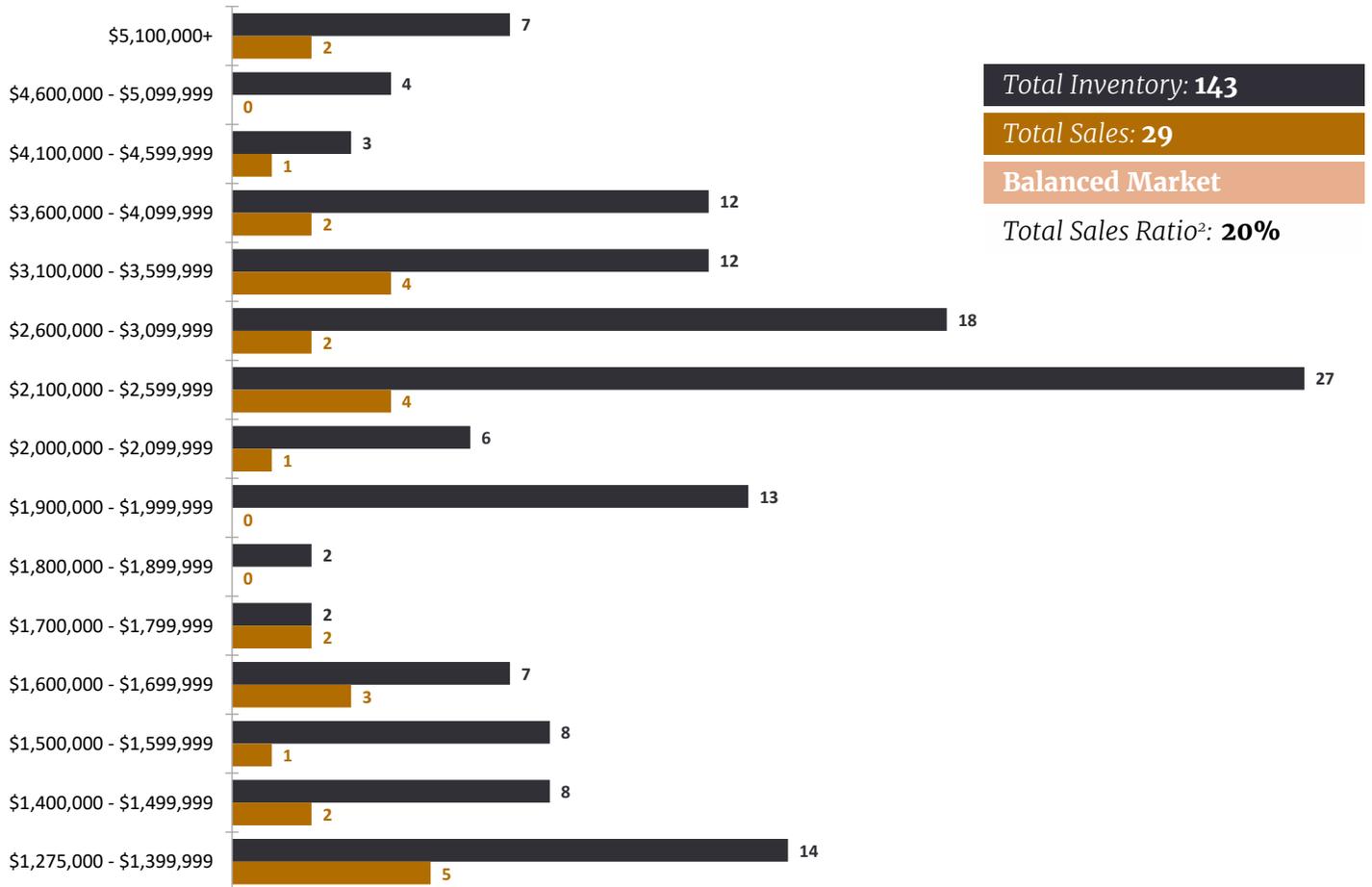
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | SEPTEMBER 2022

Inventory Sales

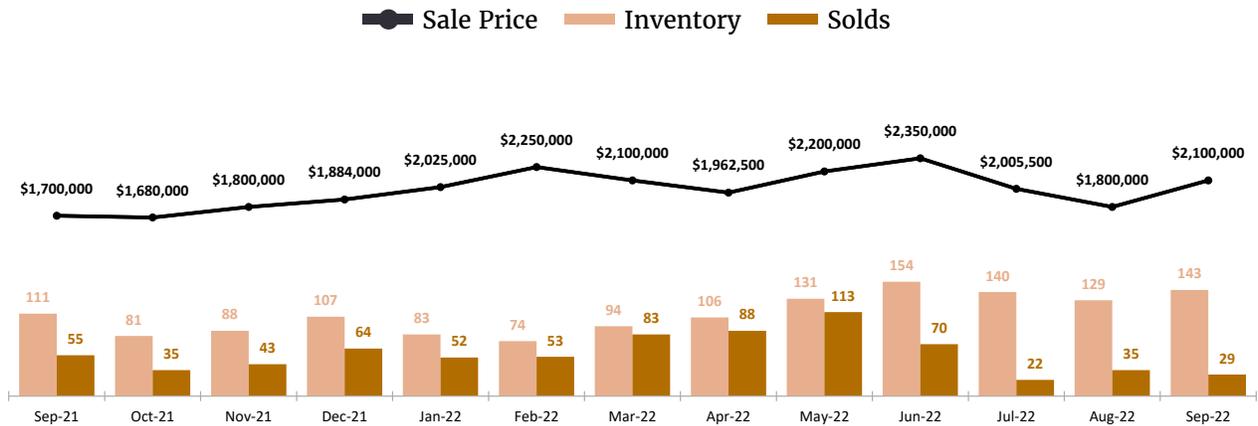
Luxury Benchmark Price¹: **\$1,275,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,695,000	2	2	3	10	30%
1,500 - 1,999	\$2,000,000	3	2	7	35	20%
2,000 - 2,499	\$2,022,500	3	3	8	34	24%
2,500 - 2,999	\$1,650,000	3	3	5	32	16%
3,000 - 3,499	\$2,994,542	3	4	2	20	10%
3,500+	\$4,712,506	3	4	4	12	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 | SEPTEMBER

TOTAL INVENTORY

Sept. 2021 Sept. 2022

111 143

VARIANCE: **29%**

TOTAL SOLDS

Sept. 2021 Sept. 2022

55 29

VARIANCE: **-47%**

SALES PRICE

Sept. 2021 Sept. 2022

\$1.70m \$2.10m

VARIANCE: **24%**

SALE PRICE PER SQFT.

Sept. 2021 Sept. 2022

\$837 \$940

VARIANCE: **12%**

SALE TO LIST PRICE RATIO

Sept. 2021 Sept. 2022

100.00% 100.00%

VARIANCE: **0%**

DAYS ON MARKET

Sept. 2021 Sept. 2022

7 11

VARIANCE: **57%**

NAPLES MARKET SUMMARY | SEPTEMBER 2022

- The Naples attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in September 2022.
- The most active price band is **\$1,700,000-\$1,799,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$2,100,000**.
- The median days on market for September 2022 was **11** days, up from **7** in September 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.