

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

DECEMBER  
2022

NAPLES  

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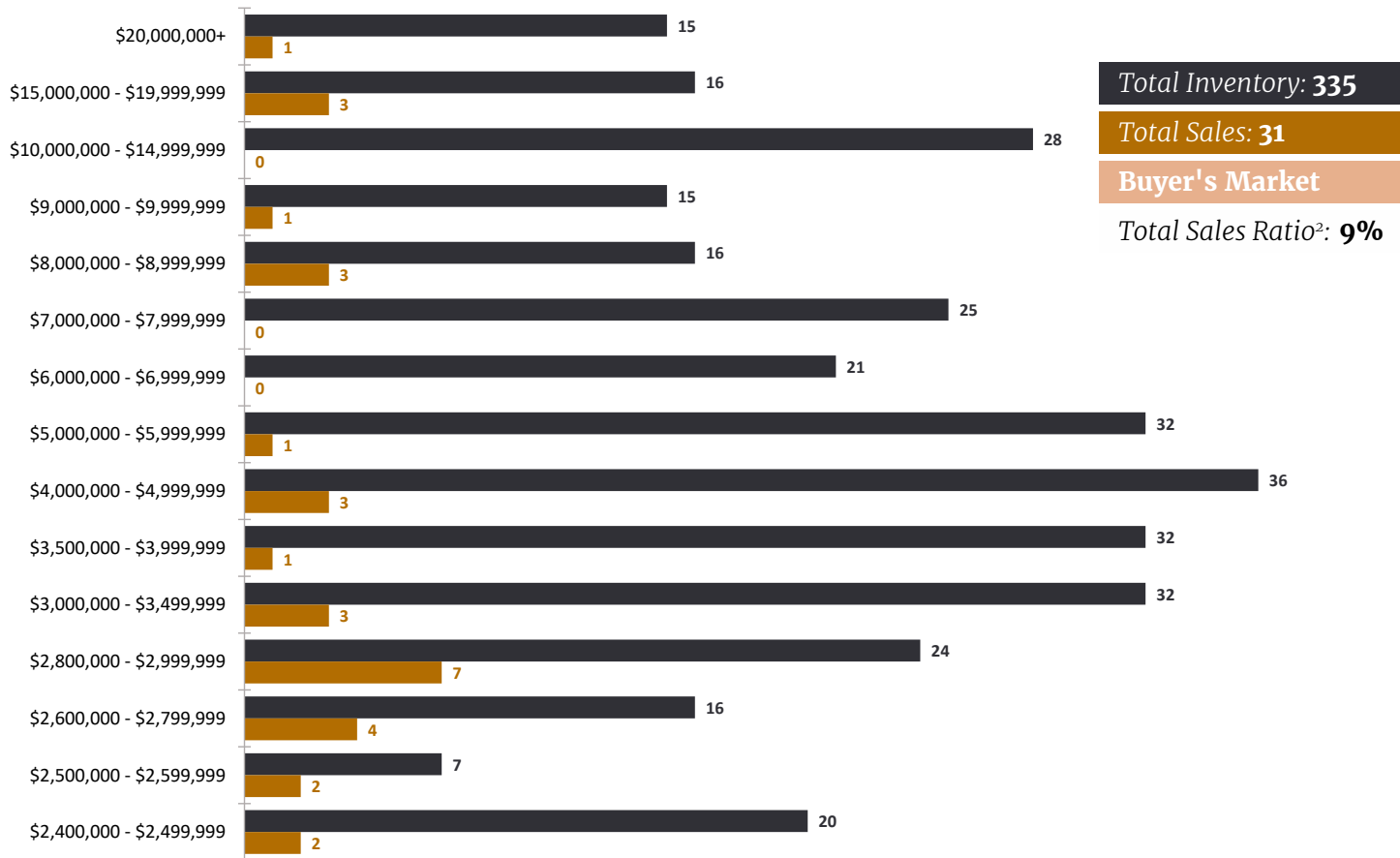
FLORIDA

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | NOVEMBER 2022

Inventory Sales

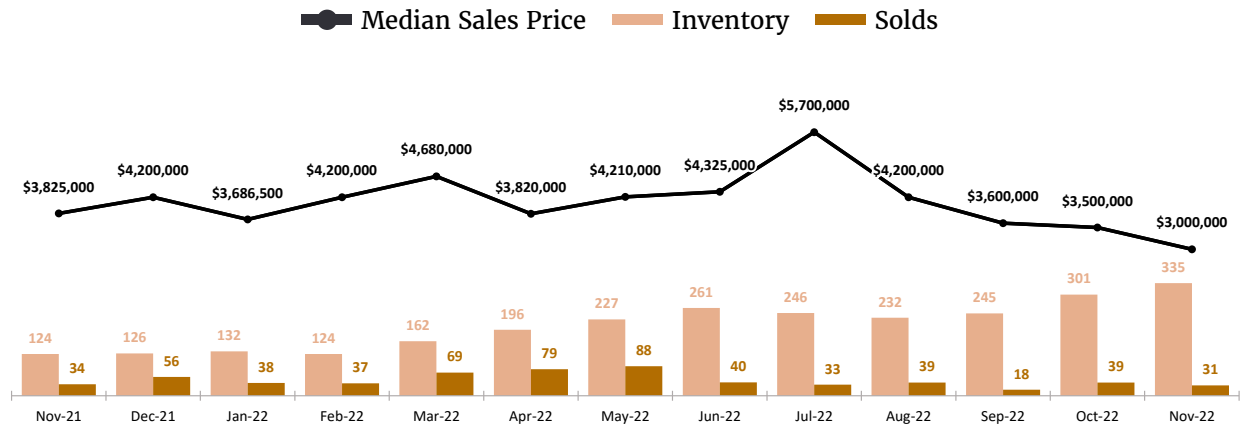
Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,750,000	3	2	3	24	13%
2,000 - 2,999	\$2,950,000	3	3	9	61	15%
3,000 - 3,999	\$2,825,000	3	5	9	76	12%
4,000 - 4,999	\$3,500,000	4	6	4	76	5%
5,000 - 5,999	\$8,856,000	5	7	4	40	10%
6,000+	\$18,450,000	6	8	2	58	3%

<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | NOVEMBER

#### TOTAL INVENTORY

Nov. 2021    Nov. 2022  
**124**        **335**

VARIANCE: **170%**

#### TOTAL SOLDS

Nov. 2021    Nov. 2022  
**34**        **31**

VARIANCE: **-9%**

#### SALES PRICE

Nov. 2021    Nov. 2022  
**\$3.83m**    **\$3.00m**

VARIANCE: **-22%**

#### SALE PRICE PER SQFT.

Nov. 2021    Nov. 2022  
**\$1,037**    **\$1,244**

VARIANCE: **20%**

#### SALE TO LIST PRICE RATIO

Nov. 2021    Nov. 2022  
**100.00%**    **95.16%**

VARIANCE: **-5%**

#### DAYS ON MARKET

Nov. 2021    Nov. 2022  
**39**        **37**

VARIANCE: **-5%**

## NAPLES MARKET SUMMARY | NOVEMBER 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **9% Sales Ratio**.
- Homes sold for a median of **95.16% of list price** in November 2022.
- The most active price band is **\$2,800,000-\$2,999,999**, where the sales ratio is **29%**.
- The median luxury sales price for single-family homes is **\$3,000,000**.
- The median days on market for November 2022 was **37** days, down from **39** in November 2021.

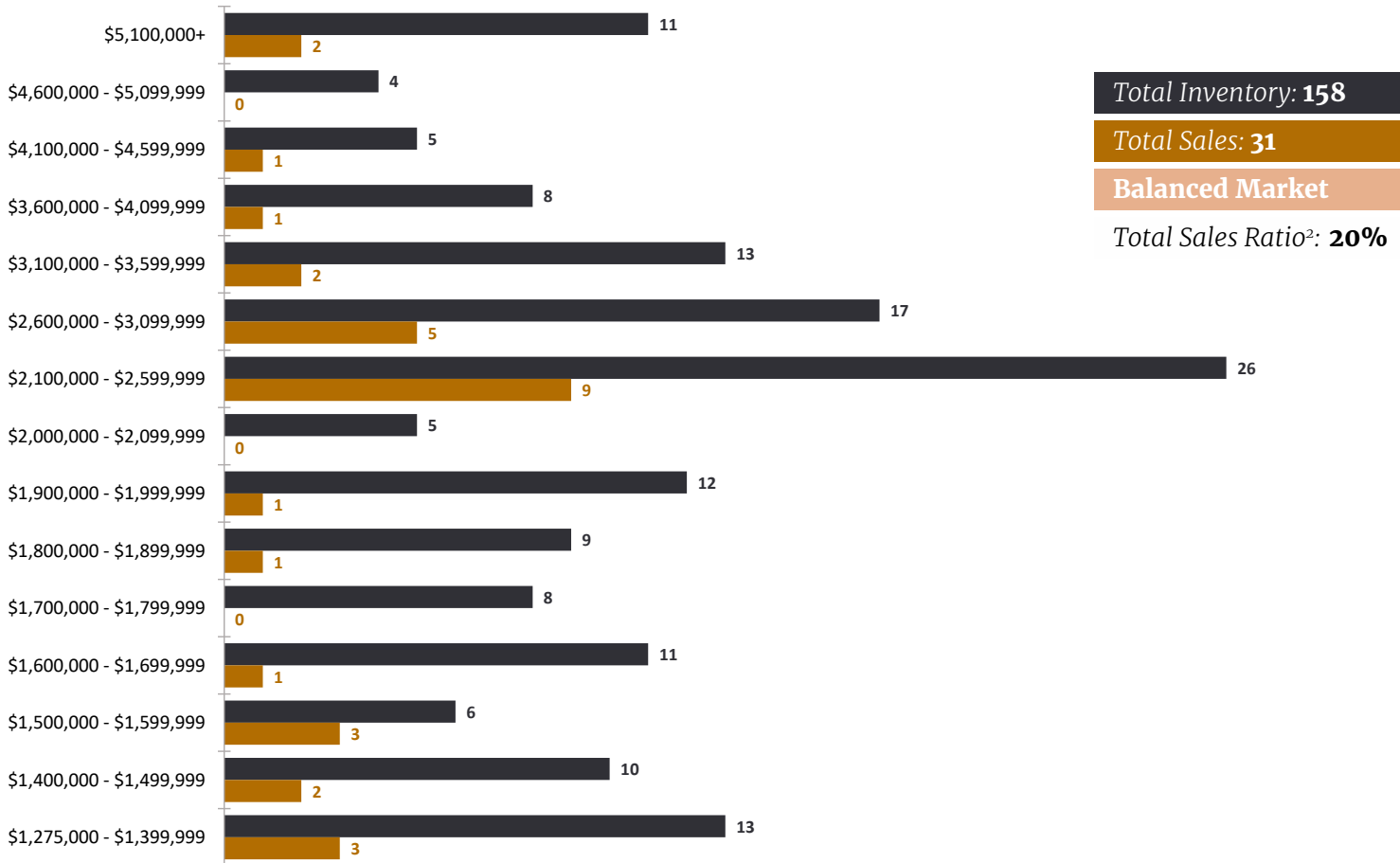
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | NOVEMBER 2022

Inventory Sales

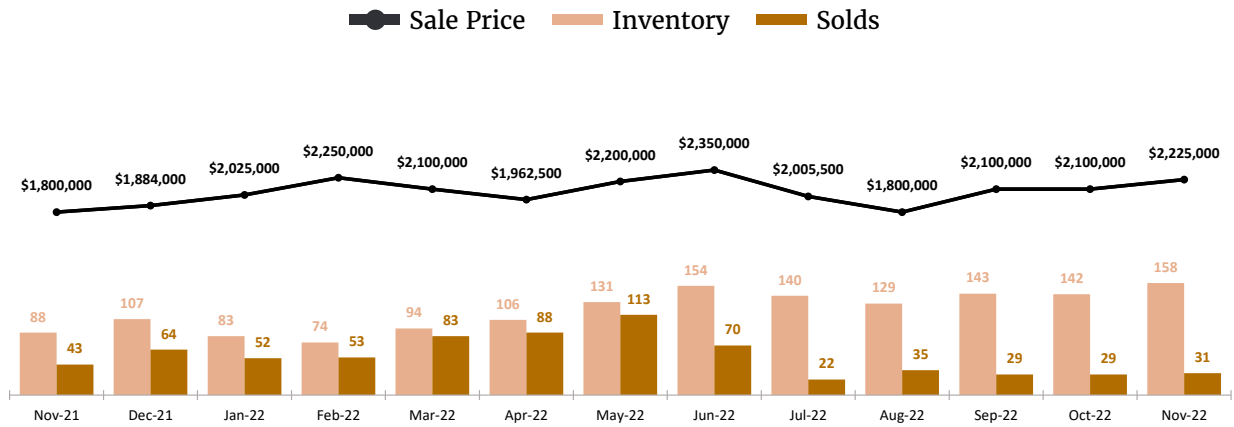
Luxury Benchmark Price<sup>1</sup>: **\$1,275,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,462,500	2	2	2	10	20%
1,500 - 1,999	\$1,870,000	3	3	5	42	12%
2,000 - 2,499	\$1,775,000	3	3	6	35	17%
2,500 - 2,999	\$2,524,500	3	4	12	29	41%
3,000 - 3,499	\$2,875,000	3	4	4	22	18%
3,500+	\$9,400,000	4	5	2	20	10%

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> 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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | NOVEMBER

#### TOTAL INVENTORY

Nov. 2021      Nov. 2022

88              158

VARIANCE: **80%**

#### TOTAL SOLD

Nov. 2021      Nov. 2022

43              31

VARIANCE: **-28%**

#### SALES PRICE

Nov. 2021      Nov. 2022

\$1.80m      \$2.23m

VARIANCE: **24%**

#### SALE PRICE PER SQFT.

Nov. 2021      Nov. 2022

\$915              \$977

VARIANCE: **7%**

#### SALE TO LIST PRICE RATIO

Nov. 2021      Nov. 2022

100.00%      96.07%

VARIANCE: **-4%**

#### DAYS ON MARKET

Nov. 2021      Nov. 2022

7                  61

VARIANCE: **771%**

### NAPLES MARKET SUMMARY | NOVEMBER 2022

- The Naples attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **96.07% of list price** in November 2022.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **50%**.
- The median luxury sales price for attached homes is **\$2,225,000**.
- The median days on market for November 2022 was **61** days, up from **7** in November 2021.

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

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.