

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JANUARY  
2023

# MARCO ISLAND --- FLORIDA

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

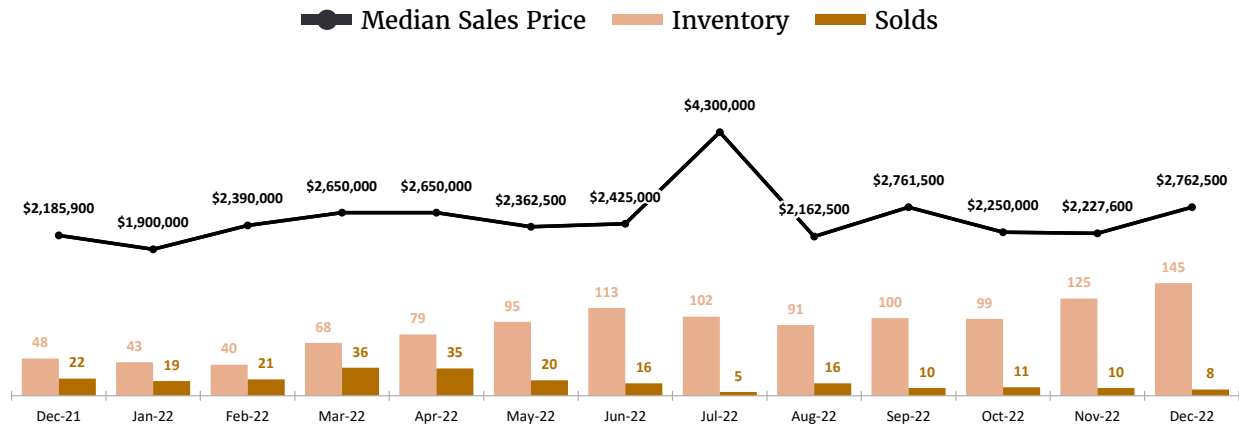
## LUXURY INVENTORY VS. SALES | DECEMBER 2022

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	NA	NA	NA	0	26	0%
2,000 - 2,499	\$2,200,000	3	3	2	37	5%
2,500 - 2,999	\$2,670,000	4	3	3	27	11%
3,000 - 3,499	NA	NA	NA	0	19	0%
3,500 - 3,999	\$3,725,000	4	5	1	11	9%
4,000+	\$4,050,500	4	6	2	25	8%

<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 | DECEMBER

## TOTAL INVENTORY

Dec. 2021   Dec. 2022

48   145

VARIANCE: 202%

## TOTAL SOLDs

Dec. 2021   Dec. 2022

22   8

VARIANCE: -64%

## SALES PRICE

Dec. 2021   Dec. 2022

\$2.19m   \$2.76m

VARIANCE: 26%

## SALE PRICE PER SQFT.

Dec. 2021   Dec. 2022

\$731   \$963

VARIANCE: 32%

## SALE TO LIST PRICE RATIO

Dec. 2021   Dec. 2022

97.88%   93.61%

VARIANCE: -4%

## DAYS ON MARKET

Dec. 2021   Dec. 2022

28   45

VARIANCE: 61%

## MARCO ISLAND MARKET SUMMARY | DECEMBER 2022

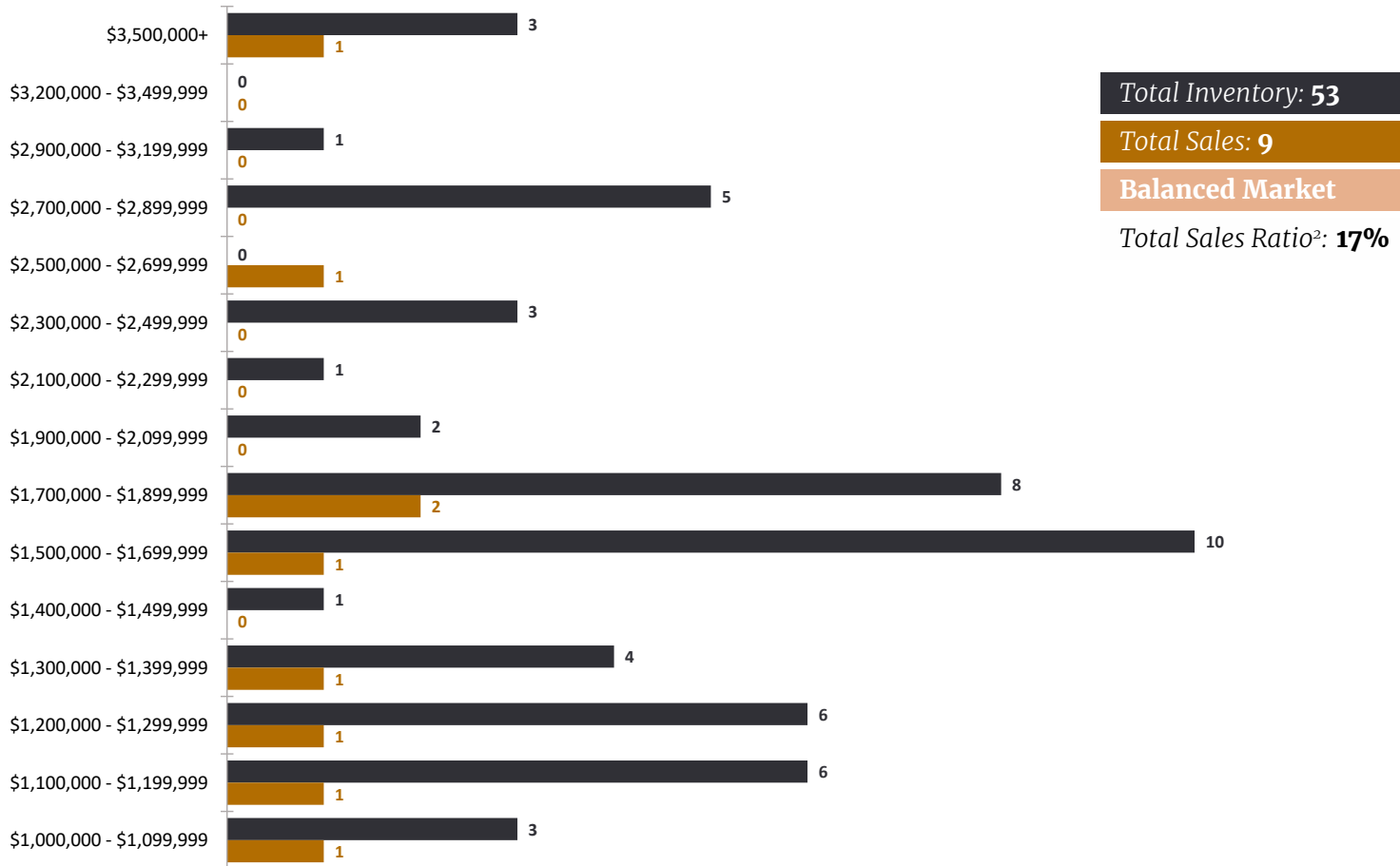
- The Marco Island single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **93.61% of list price** in December 2022.
- The most active price band is **\$4,100,000-\$4,399,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes is **\$2,762,500**.
- The median days on market for December 2022 was **45** days, up from **28** in December 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.

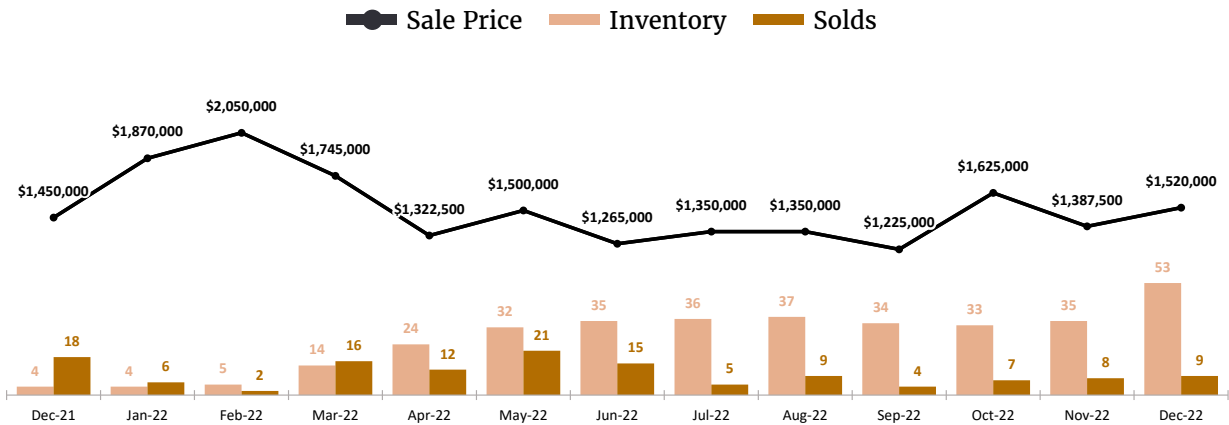
## LUXURY INVENTORY VS. SALES | DECEMBER 2022

Inventory Sales

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

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 999	\$1,125,000	2	2	1	1	100%
1,000 - 1,499	\$1,200,000	2	2	3	17	18%
1,500 - 1,999	NA	NA	NA	0	13	0%
2,000 - 2,499	\$1,800,000	3	3	3	11	27%
2,500 - 2,999	NA	NA	NA	0	3	0%
3,000+	\$3,050,000	4	4	2	8	25%

<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 | DECEMBER

## TOTAL INVENTORY

Dec. 2021      Dec. 2022

4                  53

VARIANCE: **1225%**

## TOTAL SOLDs

Dec. 2021      Dec. 2022

18                9

VARIANCE: **-50%**

## SALES PRICE

Dec. 2021      Dec. 2022

\$1.45m          \$1.52m

VARIANCE: **5%**

## SALE PRICE PER SQFT.

Dec. 2021      Dec. 2022

\$680            \$852

VARIANCE: **25%**

## SALE TO LIST PRICE RATIO

Dec. 2021      Dec. 2022

95.18%        98.11%

VARIANCE: **3%**

## DAYS ON MARKET

Dec. 2021      Dec. 2022

32                77

VARIANCE: **141%**

## MARCO ISLAND MARKET SUMMARY | DECEMBER 2022

- The Marco Island attached luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **98.11% of list price** in December 2022.
- The most active price bands are **\$1,000,000–\$1,099,999** and **\$3,500,000+**, where the sales ratio is **33%**.
- The median luxury sales price for attached homes is **\$1,520,000**.
- The median days on market for December 2022 was **77** days, up from **32** in December 2021.

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