

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JANUARY
2023

NAPLES

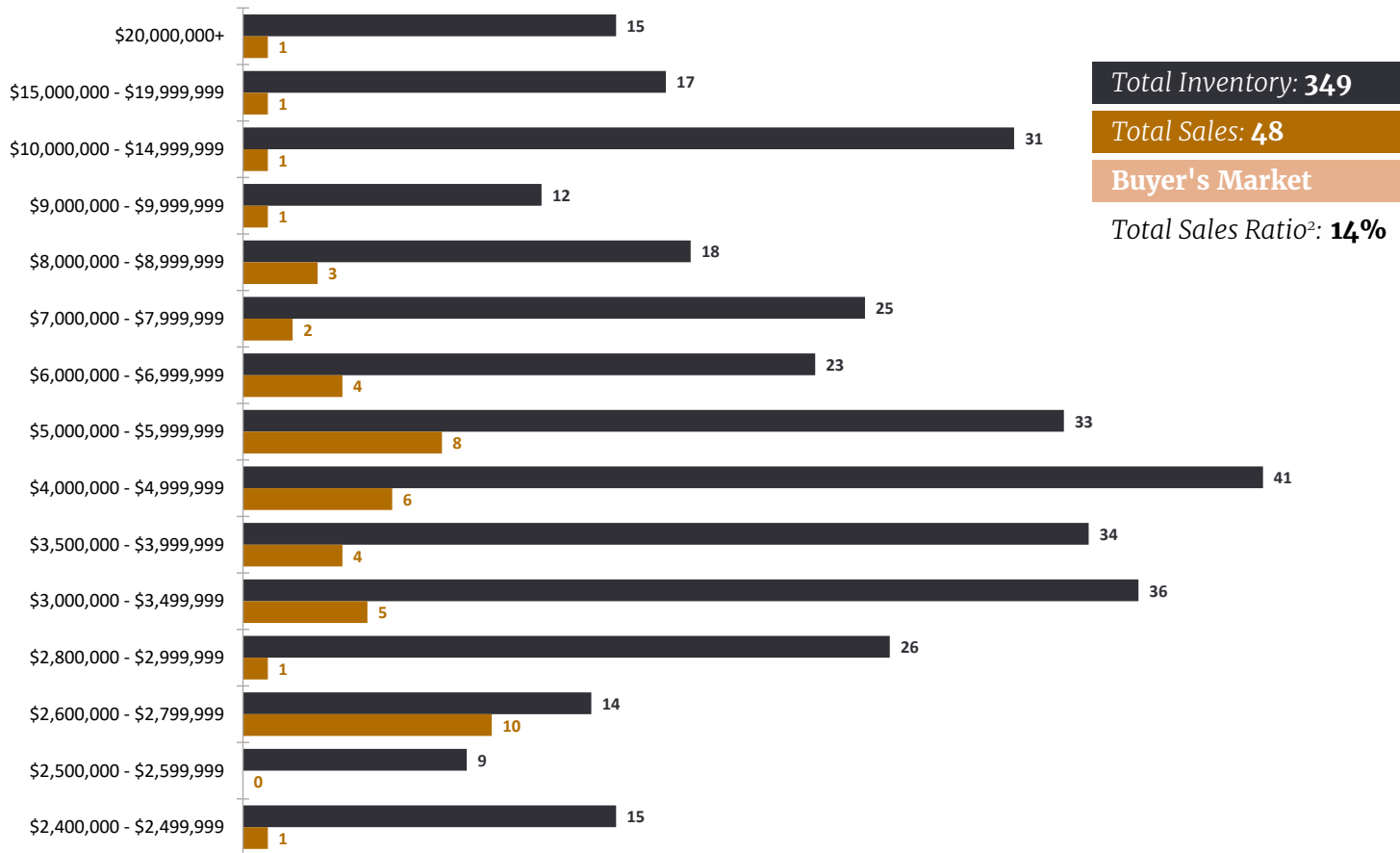
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | DECEMBER 2022

Inventory Sales

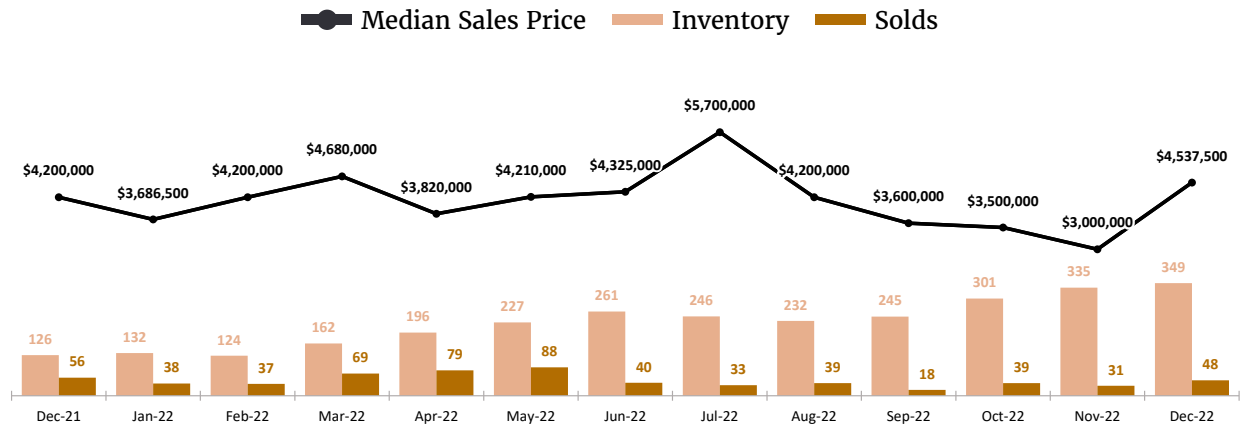
Luxury Benchmark Price¹: **\$2,400,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,750,000	2	2	5	24	21%
2,000 - 2,999	\$2,800,000	3	3	6	61	10%
3,000 - 3,999	\$3,775,000	4	4	16	84	19%
4,000 - 4,999	\$5,000,000	4	6	8	78	10%
5,000 - 5,999	\$4,130,000	5	6	7	44	16%
6,000+	\$9,112,000	6	7	6	58	10%

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 | DECEMBER

TOTAL INVENTORY

Dec. 2021 Dec. 2022
126 **349**

VARIANCE: **177%**

TOTAL SOLDS

Dec. 2021 Dec. 2022
56 **48**

VARIANCE: **-14%**

SALES PRICE

Dec. 2021 Dec. 2022
\$4.20m **\$4.54m**

VARIANCE: **8%**

SALE PRICE PER SQFT.

Dec. 2021 Dec. 2022
\$1,146 **\$1,294**

VARIANCE: **13%**

SALE TO LIST PRICE RATIO

Dec. 2021 Dec. 2022
98.15% **95.12%**

VARIANCE: **-3%**

DAYS ON MARKET

Dec. 2021 Dec. 2022
38 **39**

VARIANCE: **3%**

NAPLES MARKET SUMMARY | DECEMBER 2022

- The Naples single-family luxury market is a **Buyer's Market** with a **14% Sales Ratio**.
- Homes sold for a median of **95.12% of list price** in December 2022.
- The most active price band is **\$2,600,000-\$2,799,999**, where the sales ratio is **71%**.
- The median luxury sales price for single-family homes is **\$4,537,500**.
- The median days on market for December 2022 was **39** days, up from **38** in December 2021.

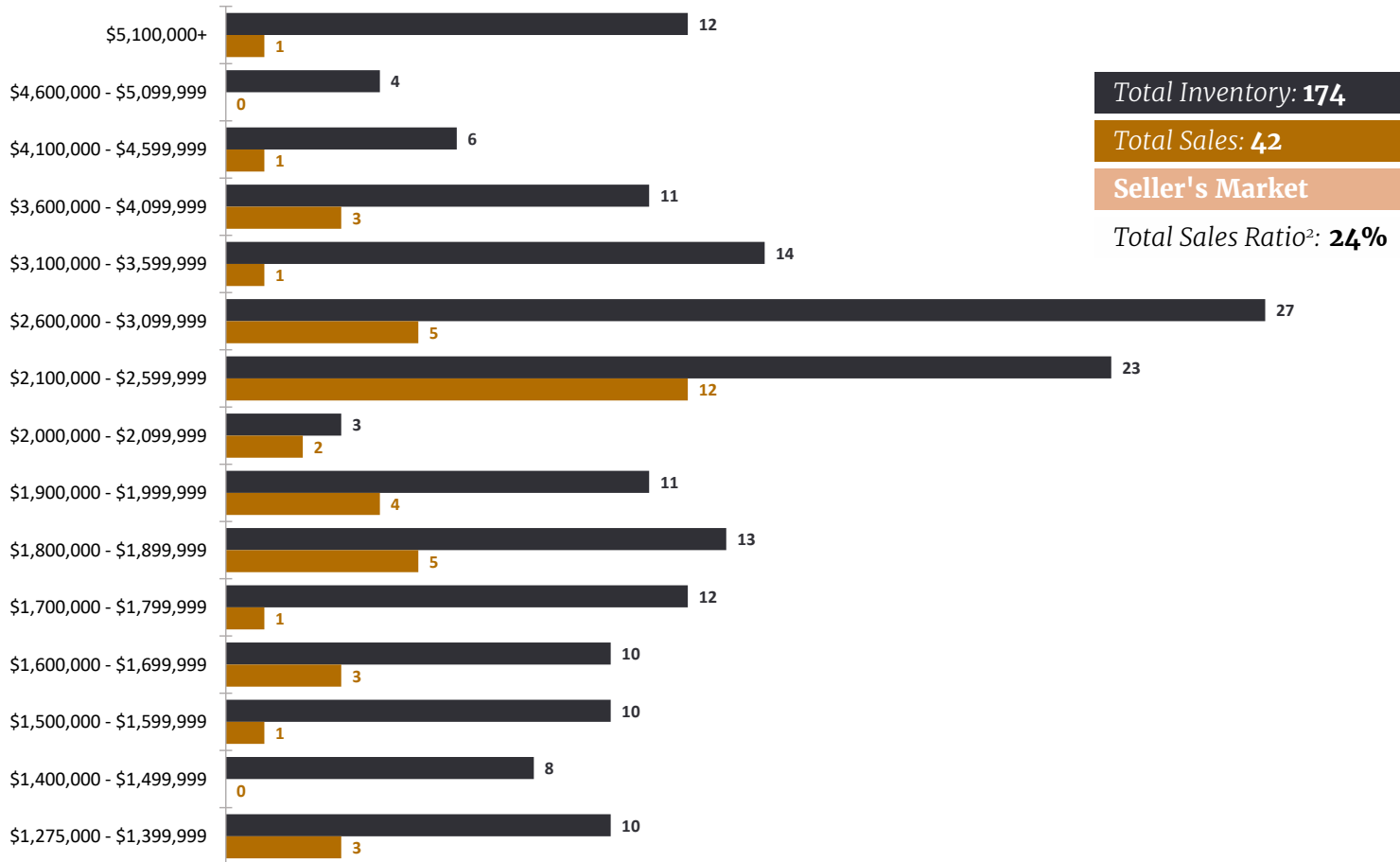
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | DECEMBER 2022

Inventory Sales

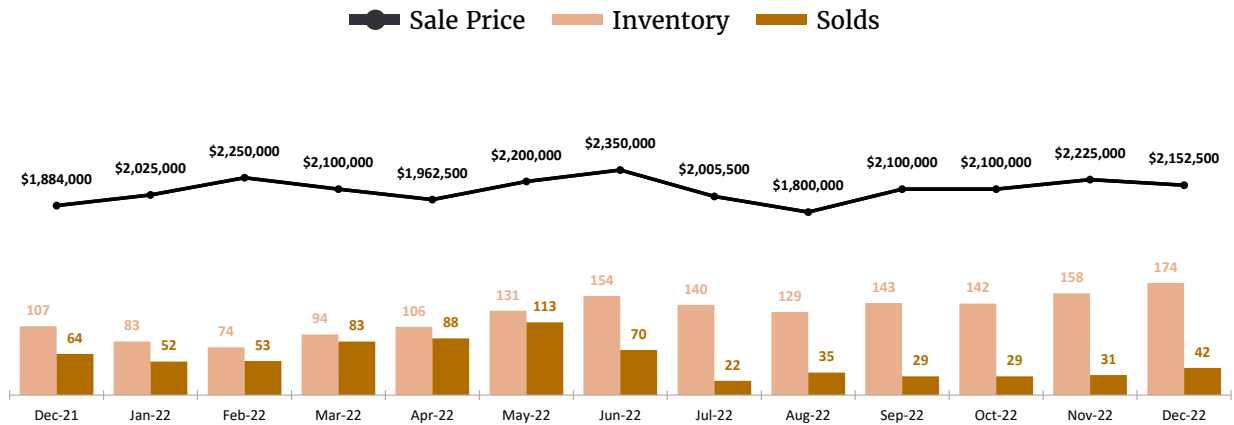
Luxury Benchmark Price¹: **\$1,275,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$2,300,000	2	2	1	14	7%
1,500 - 1,999	\$2,097,500	2	2	8	38	21%
2,000 - 2,499	\$1,962,500	3	3	8	39	21%
2,500 - 2,999	\$2,475,000	3	3	7	37	19%
3,000 - 3,499	\$2,110,000	3	4	17	24	71%
3,500+	\$11,250,000	5	5	1	22	5%

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 | DECEMBER

TOTAL INVENTORY

Dec. 2021 Dec. 2022
107 **174**

VARIANCE: **63%**

TOTAL SOLDS

Dec. 2021 Dec. 2022
64 **42**

VARIANCE: **-34%**

SALES PRICE

Dec. 2021 Dec. 2022
\$1.88m **\$2.15m**

VARIANCE: **14%**

SALE PRICE PER SQFT.

Dec. 2021 Dec. 2022
\$903 **\$865**

VARIANCE: **-4%**

SALE TO LIST PRICE RATIO

Dec. 2021 Dec. 2022
100.00% **100.00%**

VARIANCE: **0%**

DAYS ON MARKET

Dec. 2021 Dec. 2022
9 **20**

VARIANCE: **122%**

NAPLES MARKET SUMMARY | DECEMBER 2022

- The Naples attached luxury market is a **Seller's Market** with a **24% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in December 2022.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **67%**.
- The median luxury sales price for attached homes is **\$2,152,500**.
- The median days on market for December 2022 was **20** days, up from **9** in December 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.