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MARKETING®

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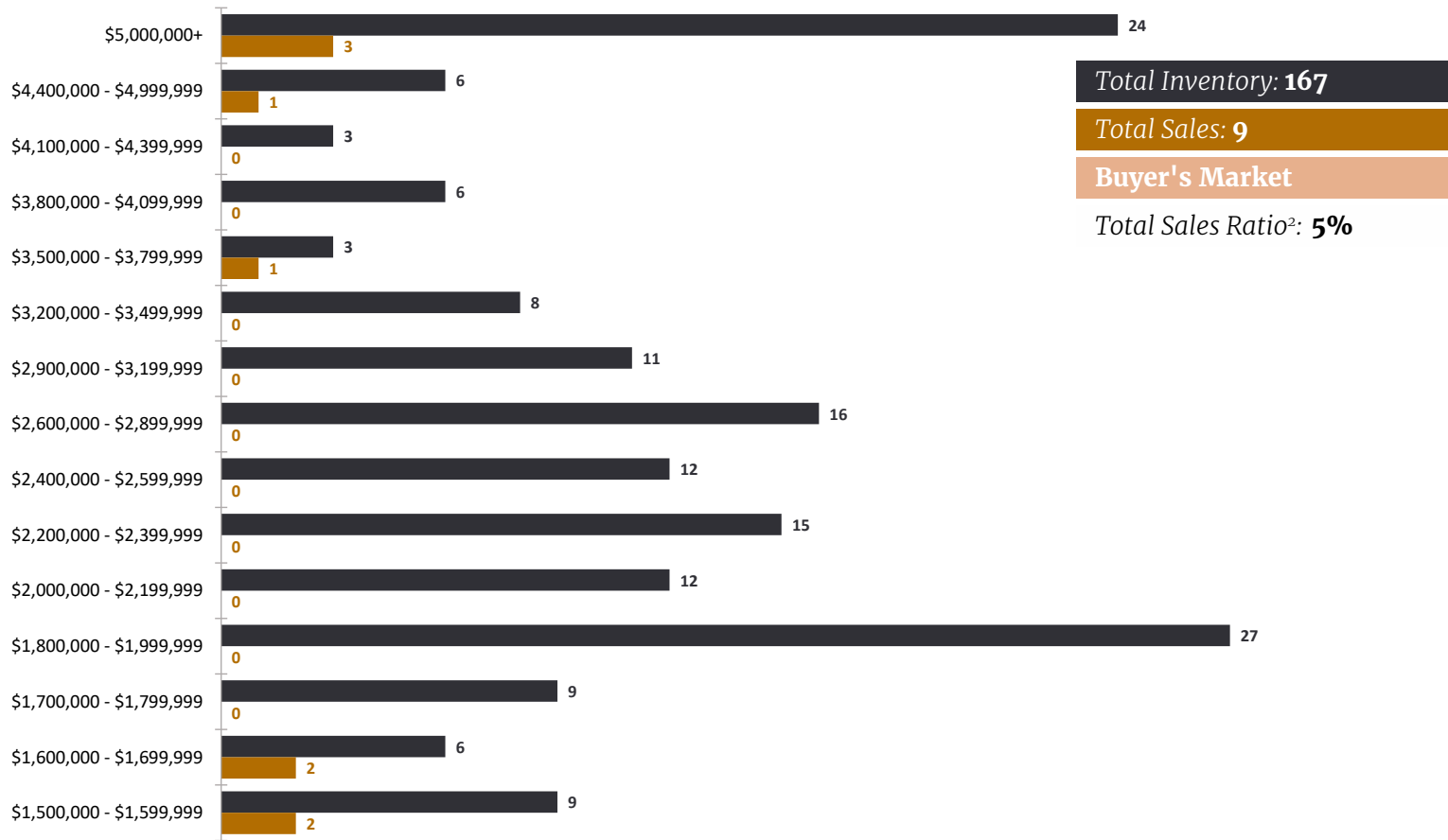
FEBRUARY  
2023

# MARCO ISLAND --- FLORIDA

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

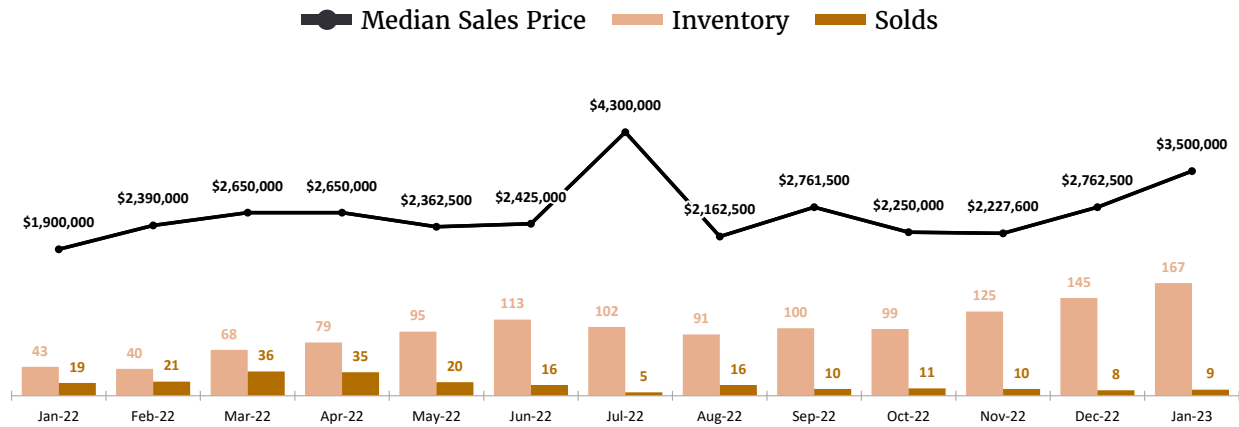
## LUXURY INVENTORY VS. SALES | JANUARY 2023

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	\$1,500,000	3	2	1	28	4%
2,000 - 2,499	\$1,575,000	4	3	2	41	5%
2,500 - 2,999	NA	NA	NA	0	37	0%
3,000 - 3,499	\$4,900,000	3	4	1	20	5%
3,500 - 3,999	\$5,850,000	4	5	1	11	9%
4,000+	\$4,637,500	5	6	4	30	13%

<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 | JANUARY

## TOTAL INVENTORY

Jan. 2022 Jan. 2023

43 167

VARIANCE: 288%

## TOTAL SOLDs

Jan. 2022 Jan. 2023

19 9

VARIANCE: -53%

## SALES PRICE

Jan. 2022 Jan. 2023

\$1.90m \$3.50m

VARIANCE: 84%

## SALE PRICE PER SQFT.

Jan. 2022 Jan. 2023

\$780 \$887

VARIANCE: 14%

## SALE TO LIST PRICE RATIO

Jan. 2022 Jan. 2023

96.88% 95.37%

VARIANCE: -2%

## DAYS ON MARKET

Jan. 2022 Jan. 2023

57 16

VARIANCE: -72%

## MARCO ISLAND MARKET SUMMARY | JANUARY 2023

- The Marco Island single-family luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **95.37% of list price** in January 2023.
- The most active price band is **\$1,600,000-\$1,699,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes is **\$3,500,000**.
- The median days on market for January 2023 was **16** days, down from **57** in January 2022.

<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.

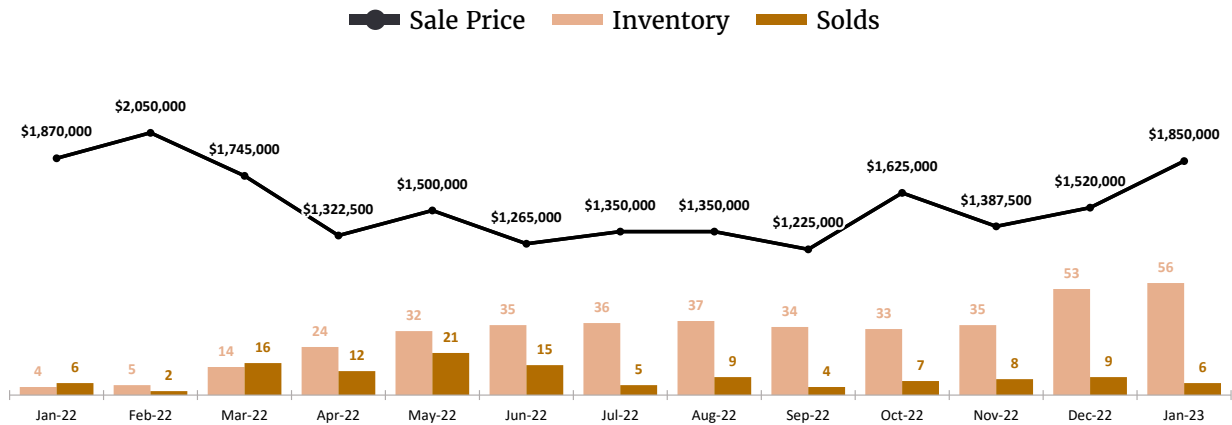
## LUXURY INVENTORY VS. SALES | JANUARY 2023

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	NA	NA	NA	0	3	0%
1,000 - 1,499	\$1,699,999	3	2	1	18	6%
1,500 - 1,999	\$1,625,000	3	2	3	16	19%
2,000 - 2,499	\$2,045,000	2	3	1	9	11%
2,500 - 2,999	\$2,160,000	3	4	1	1	100%
3,000+	NA	NA	NA	0	9	0%

<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 | JANUARY

## TOTAL INVENTORY

Jan. 2022    Jan. 2023

4    56

VARIANCE: **1300%**

## TOTAL SOLD

Jan. 2022    Jan. 2023

6    6

VARIANCE: **0%**

## SALES PRICE

Jan. 2022    Jan. 2023

\$1.87m    \$1.85m

VARIANCE: **-1%**

## SALE PRICE PER SQFT.

Jan. 2022    Jan. 2023

\$966    \$891

VARIANCE: **-8%**

## SALE TO LIST PRICE RATIO

Jan. 2022    Jan. 2023

100.48%    95.10%

VARIANCE: **-5%**

## DAYS ON MARKET

Jan. 2022    Jan. 2023

2    16

VARIANCE: **700%**

## MARCO ISLAND MARKET SUMMARY | JANUARY 2023

- The Marco Island attached luxury market is a **Buyer's Market** with a **11% Sales Ratio**.
- Homes sold for a median of **95.10% of list price** in January 2023.
- The most active price band is **\$1,900,000–\$2,099,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$1,850,000**.
- The median days on market for January 2023 was **16** days, up from **2** in January 2022.

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