

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

FEBRUARY
2023

NAPLES

FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JANUARY 2023

Inventory Sales

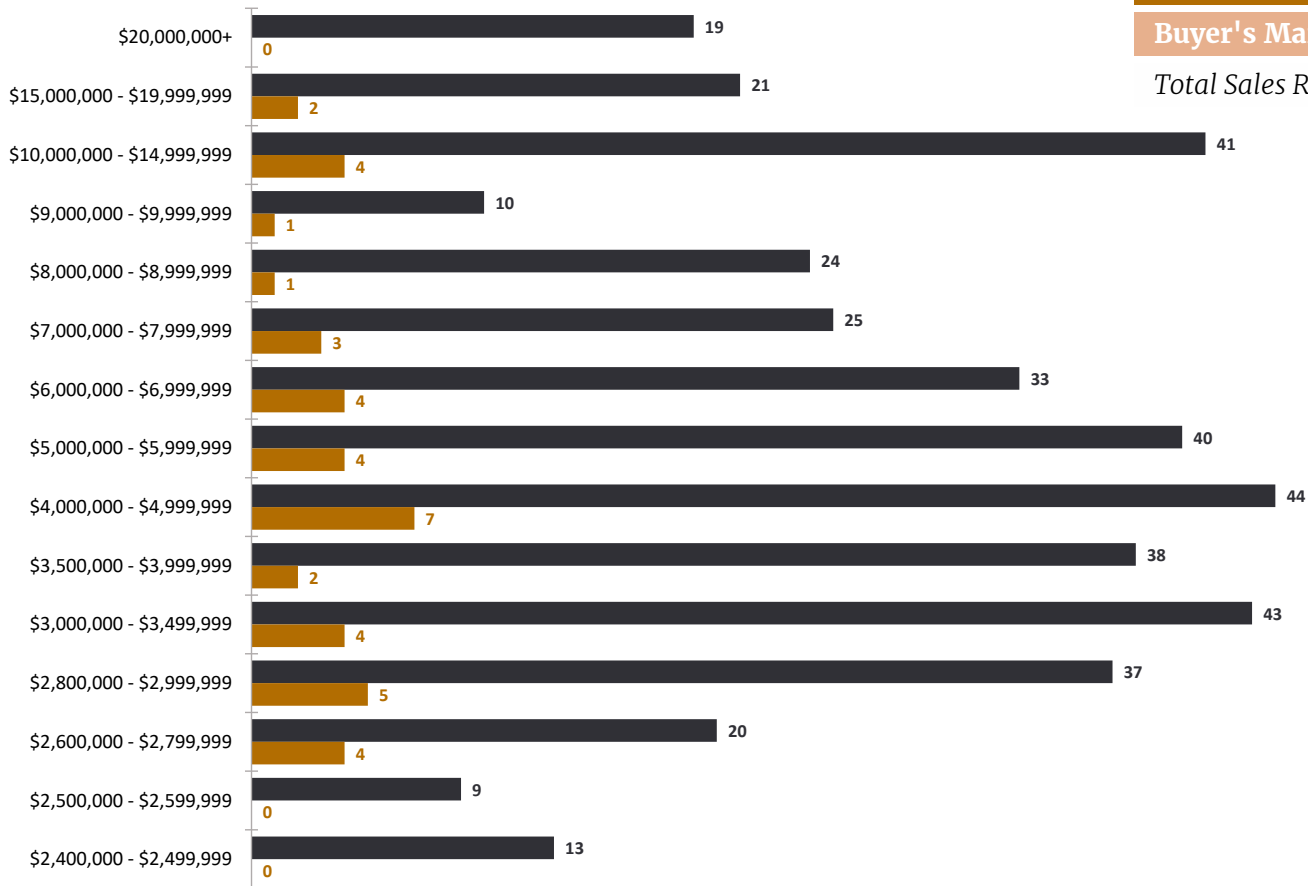
Luxury Benchmark Price¹: **\$2,400,000**

Total Inventory: **417**

Total Sales: **41**

Buyer's Market

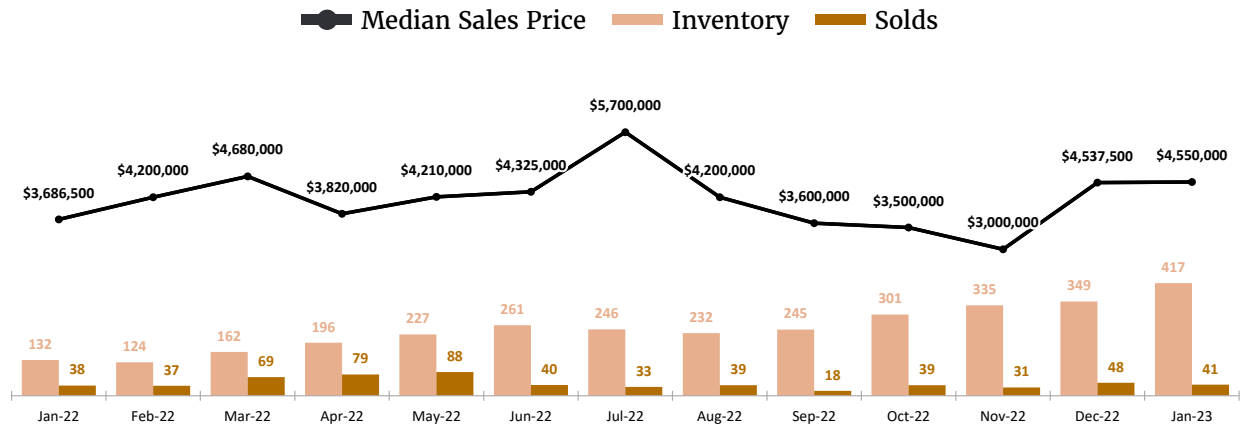
Total Sales Ratio²: **10%**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$5,300,000	3	3	2	28	7%
2,000 - 2,999	\$3,750,000	4	3	4	79	5%
3,000 - 3,999	\$4,875,000	4	5	14	87	16%
4,000 - 4,999	\$3,050,000	4	6	10	97	10%
5,000 - 5,999	\$8,375,000	5	6	8	55	15%
6,000+	\$5,750,000	5	9	3	71	4%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales 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 | JANUARY

TOTAL INVENTORY

Jan. 2022 Jan. 2023
132 **417**

VARIANCE: **216%**

TOTAL SOLDS

Jan. 2022 Jan. 2023
38 **41**

VARIANCE: **8%**

SALES PRICE

Jan. 2022 Jan. 2023
\$3.69m **\$4.55m**

VARIANCE: **23%**

SALE PRICE PER SQFT.

Jan. 2022 Jan. 2023
\$1,056 **\$1,260**

VARIANCE: **19%**

SALE TO LIST PRICE RATIO

Jan. 2022 Jan. 2023
100.00% **94.49%**

VARIANCE: **-6%**

DAYS ON MARKET

Jan. 2022 Jan. 2023
25 **56**

VARIANCE: **124%**

NAPLES MARKET SUMMARY | JANUARY 2023

- The Naples single-family luxury market is a **Buyer's Market** with a **10% Sales Ratio**.
- Homes sold for a median of **94.49% of list price** in January 2023.
- The most active price band is **\$2,600,000-\$2,799,999**, where the sales ratio is **20%**.
- The median luxury sales price for single-family homes is **\$4,550,000**.
- The median days on market for January 2023 was **56** days, up from **25** in January 2022.

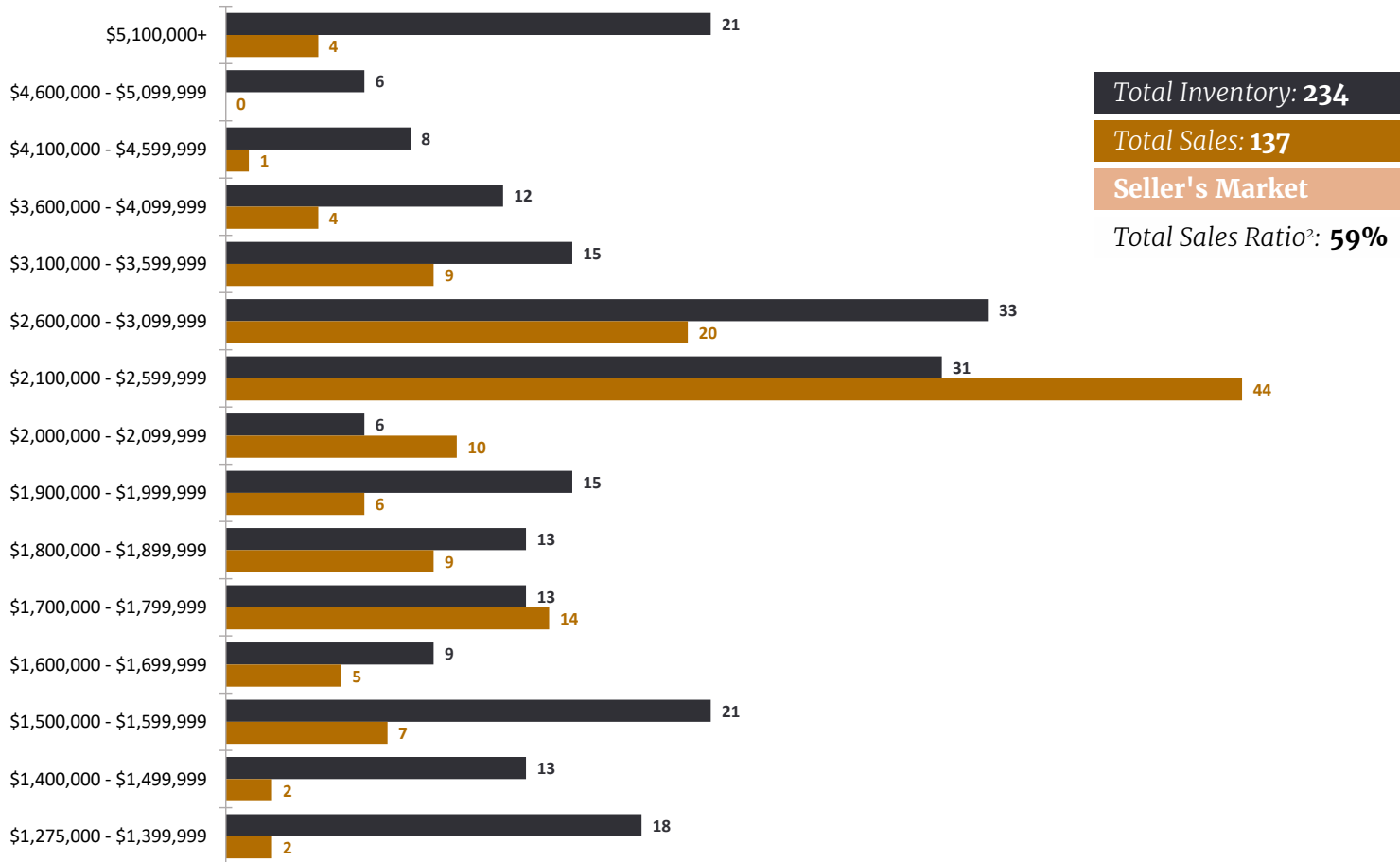
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JANUARY 2023

Inventory Sales

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

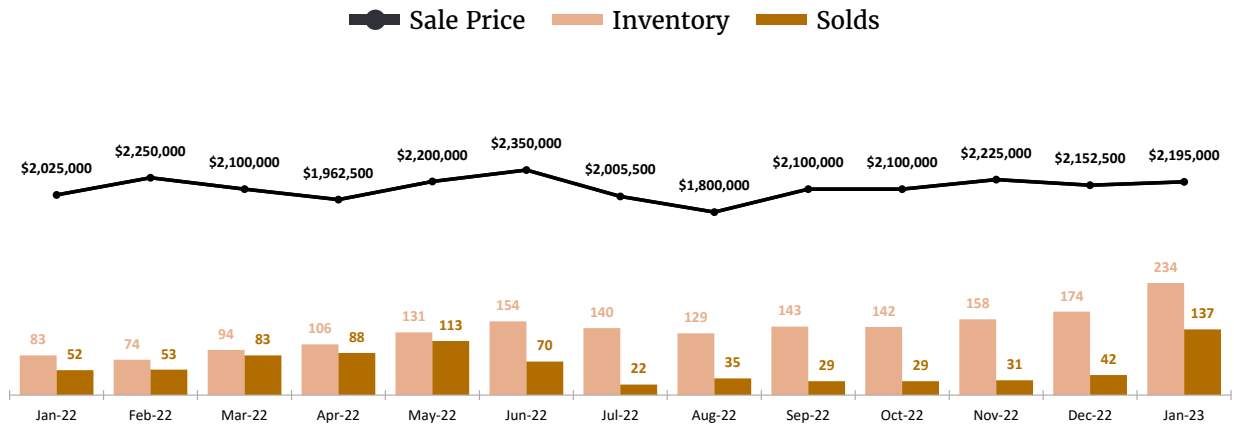


Total Inventory: 234
Total Sales: 137
Seller's Market
Total Sales Ratio²: 59%

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,692,500	2	2	2	17	12%
1,500 - 1,999	\$2,074,500	2	2	8	57	14%
2,000 - 2,499	\$1,762,500	3	3	4	56	7%
2,500 - 2,999	\$1,950,000	3	3	9	47	19%
3,000 - 3,499	\$2,260,000	4	4	112	31	361%
3,500+	\$2,515,000	5	7	2	26	8%

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 | JANUARY

TOTAL INVENTORY

Jan. 2022 Jan. 2023
83 **234**

VARIANCE: **182%**

TOTAL SOLDS

Jan. 2022 Jan. 2023
52 **137**

VARIANCE: **163%**

SALES PRICE

Jan. 2022 Jan. 2023
\$2.03m **\$2.20m**

VARIANCE: **8%**

SALE PRICE PER SQFT.

Jan. 2022 Jan. 2023
\$998 **\$722**

VARIANCE: **-28%**

SALE TO LIST PRICE RATIO

Jan. 2022 Jan. 2023
100.00% **100.00%**

VARIANCE: **0%**

DAYS ON MARKET

Jan. 2022 Jan. 2023
10 **15**

VARIANCE: **50%**

NAPLES MARKET SUMMARY | JANUARY 2023

- The Naples attached luxury market is a **Seller's Market** with a **59% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in January 2023.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **167%**.
- The median luxury sales price for attached homes is **\$2,195,000**.
- The median days on market for January 2023 was **15** days, up from **10** in January 2022.

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.