

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JULY  
2023

NAPLES  

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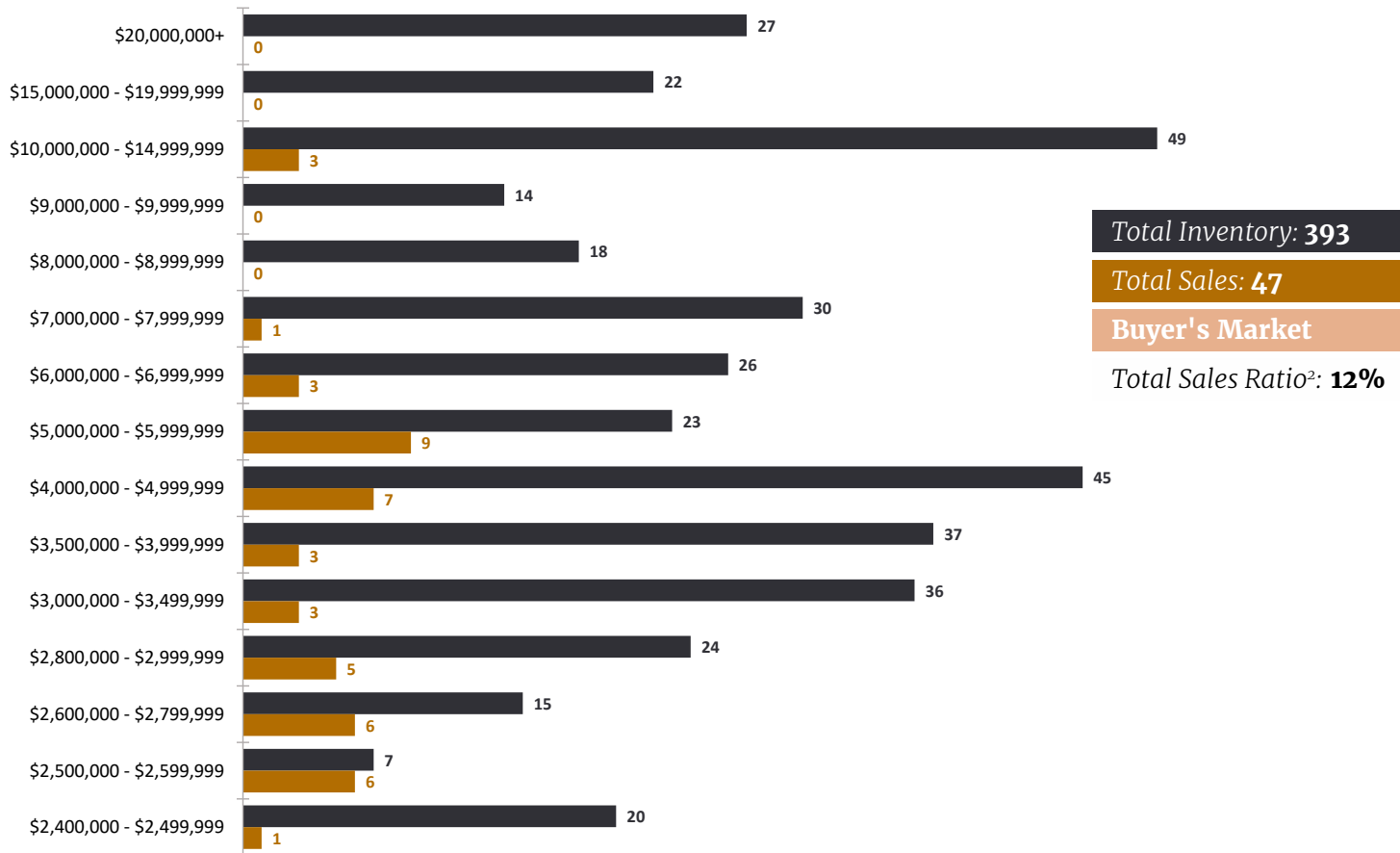
FLORIDA

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

### LUXURY INVENTORY VS. SALES | JUNE 2023

Inventory Sales

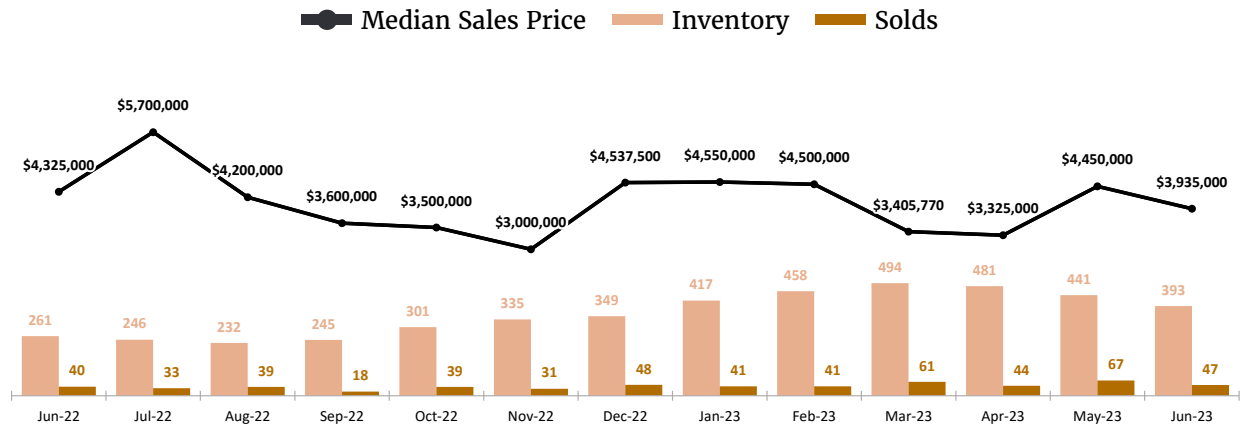
Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**



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	\$2,762,500	3	2	2	24	8%
2,000 - 2,999	\$2,620,000	4	4	6	63	10%
3,000 - 3,999	\$3,437,500	4	4	14	89	16%
4,000 - 4,999	\$4,025,000	4	5	13	88	15%
5,000 - 5,999	\$5,200,000	4	6	6	51	12%
6,000+	\$12,500,000	5	7	5	78	6%

<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 | JUNE

#### TOTAL INVENTORY

Jun. 2022      Jun. 2023  
**261**      **393**

VARIANCE: **51%**

#### TOTAL SOLDS

Jun. 2022      Jun. 2023  
**40**      **47**

VARIANCE: **18%**

#### SALES PRICE

Jun. 2022      Jun. 2023  
**\$4.33m**      **\$3.94m**

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

Jun. 2022      Jun. 2023  
**\$1,208**      **\$997**

VARIANCE: **-17%**

#### SALE TO LIST PRICE RATIO

Jun. 2022      Jun. 2023  
**98.49%**      **94.96%**

VARIANCE: **-4%**

#### DAYS ON MARKET

Jun. 2022      Jun. 2023  
**14**      **47**

VARIANCE: **236%**

### NAPLES MARKET SUMMARY | JUNE 2023

- The Naples single-family luxury market is a **Buyer's Market** with a **12% Sales Ratio**.
- Homes sold for a median of **94.96% of list price** in June 2023.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **86%**.
- The median luxury sales price for single-family homes is **\$3,935,000**.
- The median days on market for June 2023 was **47** days, up from **14** in June 2022.

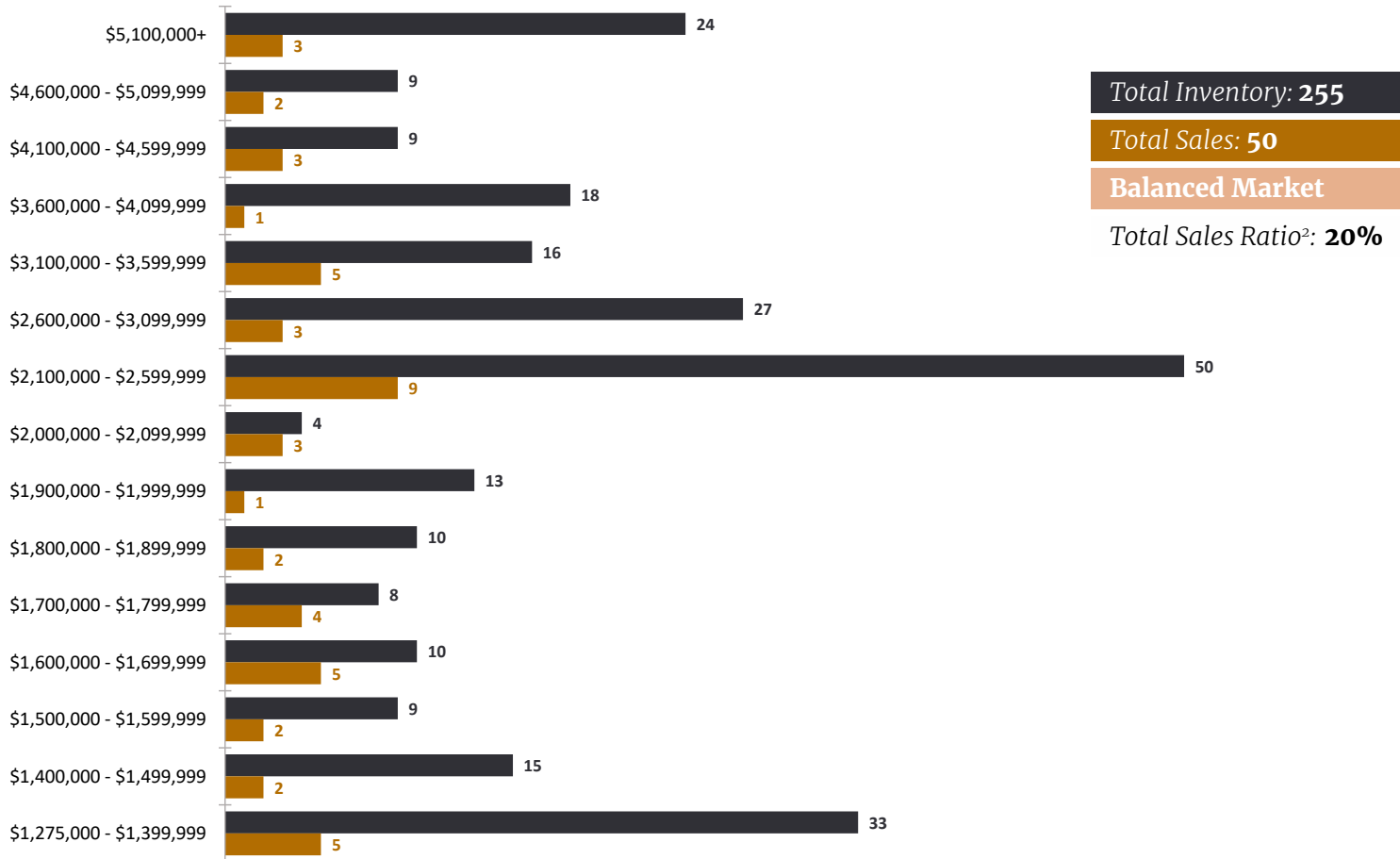
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | JUNE 2023

Inventory Sales

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

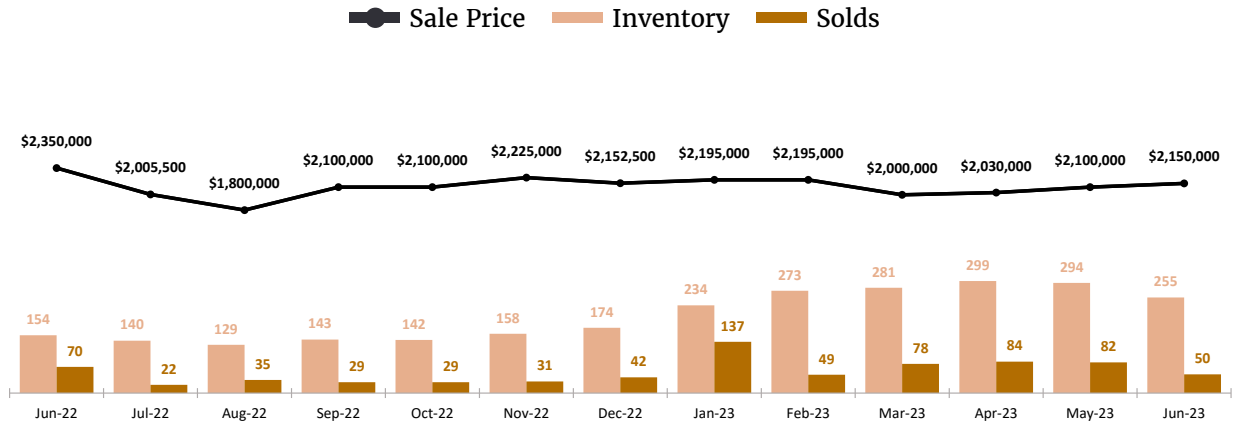


**Total Inventory: 255**  
**Total Sales: 50**  
**Balanced Market**  
**Total Sales Ratio<sup>2</sup>: 20%**

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	\$1,400,000	2	2	5	19	26%
1,500 - 1,999	\$1,755,000	2	2	11	72	15%
2,000 - 2,499	\$1,827,500	3	3	14	57	25%
2,500 - 2,999	\$2,500,000	3	4	12	59	20%
3,000 - 3,499	\$4,197,500	3	4	5	26	19%
3,500+	\$4,325,000	4	4	3	22	14%

<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 | JUNE

#### TOTAL INVENTORY

Jun. 2022      Jun. 2023  
**154**          **255**

VARIANCE: **66%**

#### TOTAL SOLDS

Jun. 2022      Jun. 2023  
**70**            **50**

VARIANCE: **-29%**

#### SALES PRICE

Jun. 2022      Jun. 2023  
**\$2.35m**      **\$2.15m**

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

Jun. 2022      Jun. 2023  
**\$1,129**      **\$1,002**

VARIANCE: **-11%**

#### SALE TO LIST PRICE RATIO

Jun. 2022      Jun. 2023  
**100.00%**      **95.46%**

VARIANCE: **-5%**

#### DAYS ON MARKET

Jun. 2022      Jun. 2023  
**11**            **42**

VARIANCE: **282%**

### NAPLES MARKET SUMMARY | JUNE 2023

- The Naples attached luxury market is a **Balanced Market** with a **20% Sales Ratio**.
- Homes sold for a median of **95.46% of list price** in June 2023.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **75%**.
- The median luxury sales price for attached homes is **\$2,150,000**.
- The median days on market for June 2023 was **42** days, up from **11** in June 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.