

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

DECEMBER  
2023

# NAPLES --- FLORIDA

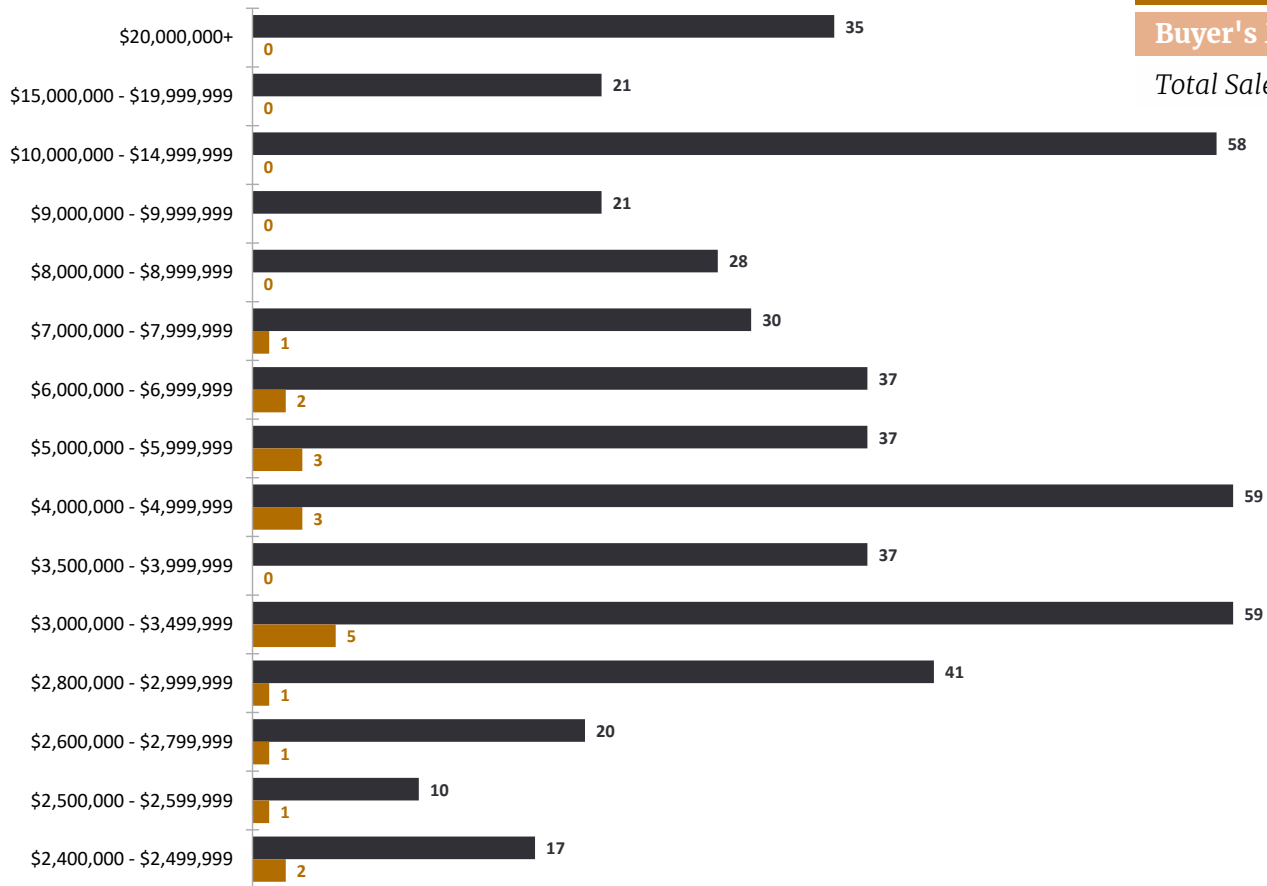
[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

## LUXURY INVENTORY VS. SALES | NOVEMBER 2023

Inventory Sales

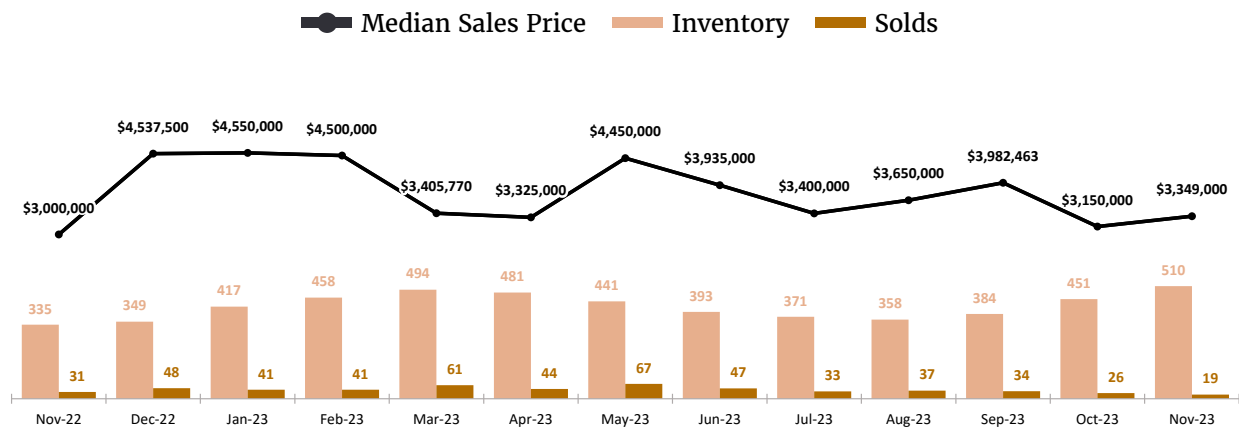
Luxury Benchmark Price<sup>1</sup>: **\$2,400,000**Total Inventory: **510**Total Sales: **19**

Buyer's Market

Total Sales Ratio<sup>2</sup>: **4%**

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	30	0%
2,000 - 2,999	\$4,118,750	4	4	2	77	3%
3,000 - 3,999	\$3,175,000	3	4	7	127	6%
4,000 - 4,999	\$4,074,500	4	6	8	118	7%
5,000 - 5,999	\$6,650,000	4	6	1	66	2%
6,000+	\$7,000,000	4	6	1	92	1%

<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 | NOVEMBER

## TOTAL INVENTORY

Nov. 2022 Nov. 2023

335 510

VARIANCE: 52%

## TOTAL SOLD

Nov. 2022 Nov. 2023

31 19

VARIANCE: -39%

## SALES PRICE

Nov. 2022 Nov. 2023

\$3.00m \$3.35m

VARIANCE: 12%

## SALE PRICE PER SQFT.

Nov. 2022 Nov. 2023

\$1,244 \$995

VARIANCE: -20%

## SALE TO LIST PRICE RATIO

Nov. 2022 Nov. 2023

95.16% 96.10%

VARIANCE: 1%

## DAYS ON MARKET

Nov. 2022 Nov. 2023

37 19

VARIANCE: -49%

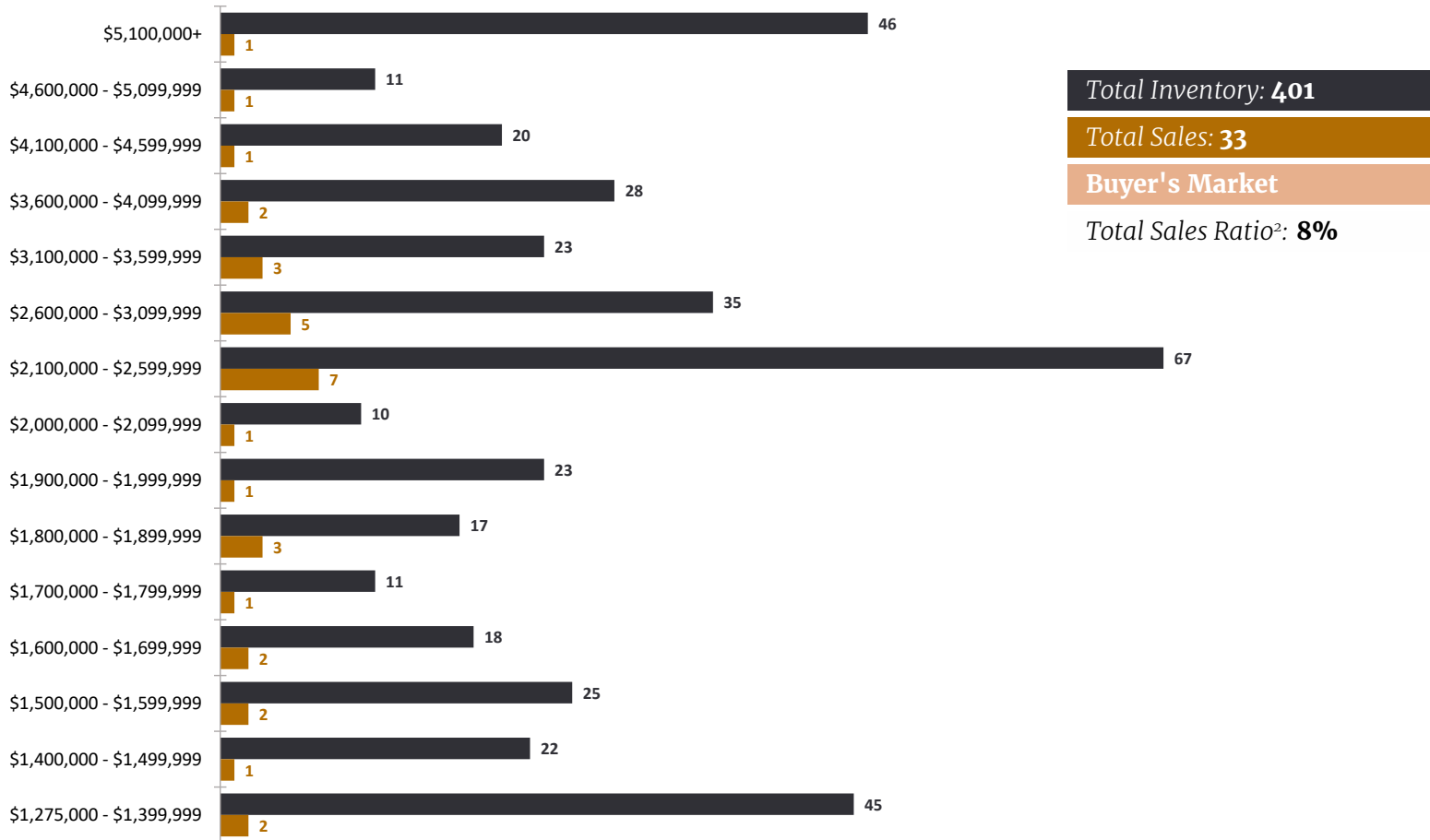
## NAPLES MARKET SUMMARY | NOVEMBER 2023

- The Naples single-family luxury market is a **Buyer's Market** with a **4% Sales Ratio**.
- Homes sold for a median of **96.10% of list price** in November 2023.
- The most active price band is **\$2,400,000-\$2,499,999**, where the sales ratio is **12%**.
- The median luxury sales price for single-family homes is **\$3,349,000**.
- The median days on market for November 2023 was **19** days, down from **37** in November 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.

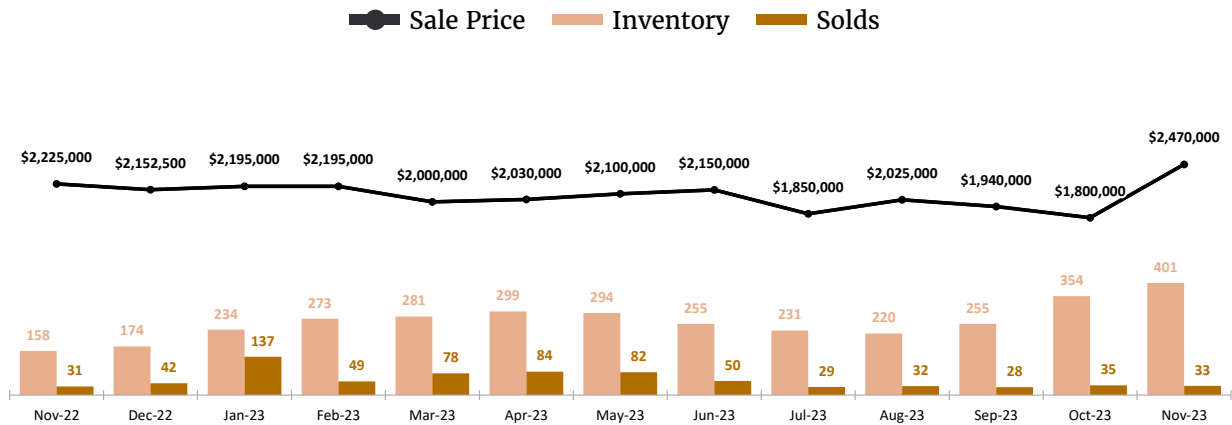
## LUXURY INVENTORY VS. SALES | NOVEMBER 2023

Inventory Sales

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

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,499	NA	NA	NA	0	39	0%
1,500 - 1,999	\$1,675,000	2	2	8	116	7%
2,000 - 2,499	\$2,035,000	3	3	6	81	7%
2,500 - 2,999	\$2,610,000	3	4	12	78	15%
3,000 - 3,499	\$3,375,000	3	4	6	45	13%
3,500+	\$4,450,000	4	4	1	42	2%

<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 | NOVEMBER

## TOTAL INVENTORY

Nov. 2022    Nov. 2023

158    401

VARIANCE: 154%

## TOTAL SOLD

Nov. 2022    Nov. 2023

31    33

VARIANCE: 6%

## SALES PRICE

Nov. 2022    Nov. 2023

\$2.23m    \$2.47m

VARIANCE: 11%

## SALE PRICE PER SQFT.

Nov. 2022    Nov. 2023

\$977    \$973

VARIANCE: 0%

## SALE TO LIST PRICE RATIO

Nov. 2022    Nov. 2023

96.07%    96.20%

VARIANCE: 0%

## DAYS ON MARKET

Nov. 2022    Nov. 2023

61    54

VARIANCE: -11%

## NAPLES MARKET SUMMARY | NOVEMBER 2023

- The Naples attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **96.20% of list price** in November 2023.
- The most active price band is **\$1,800,000–\$1,899,999**, where the sales ratio is **18%**.
- The median luxury sales price for attached homes is **\$2,470,000**.
- The median days on market for November 2023 was **54** days, down from **61** in November 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.