

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MAY
2024

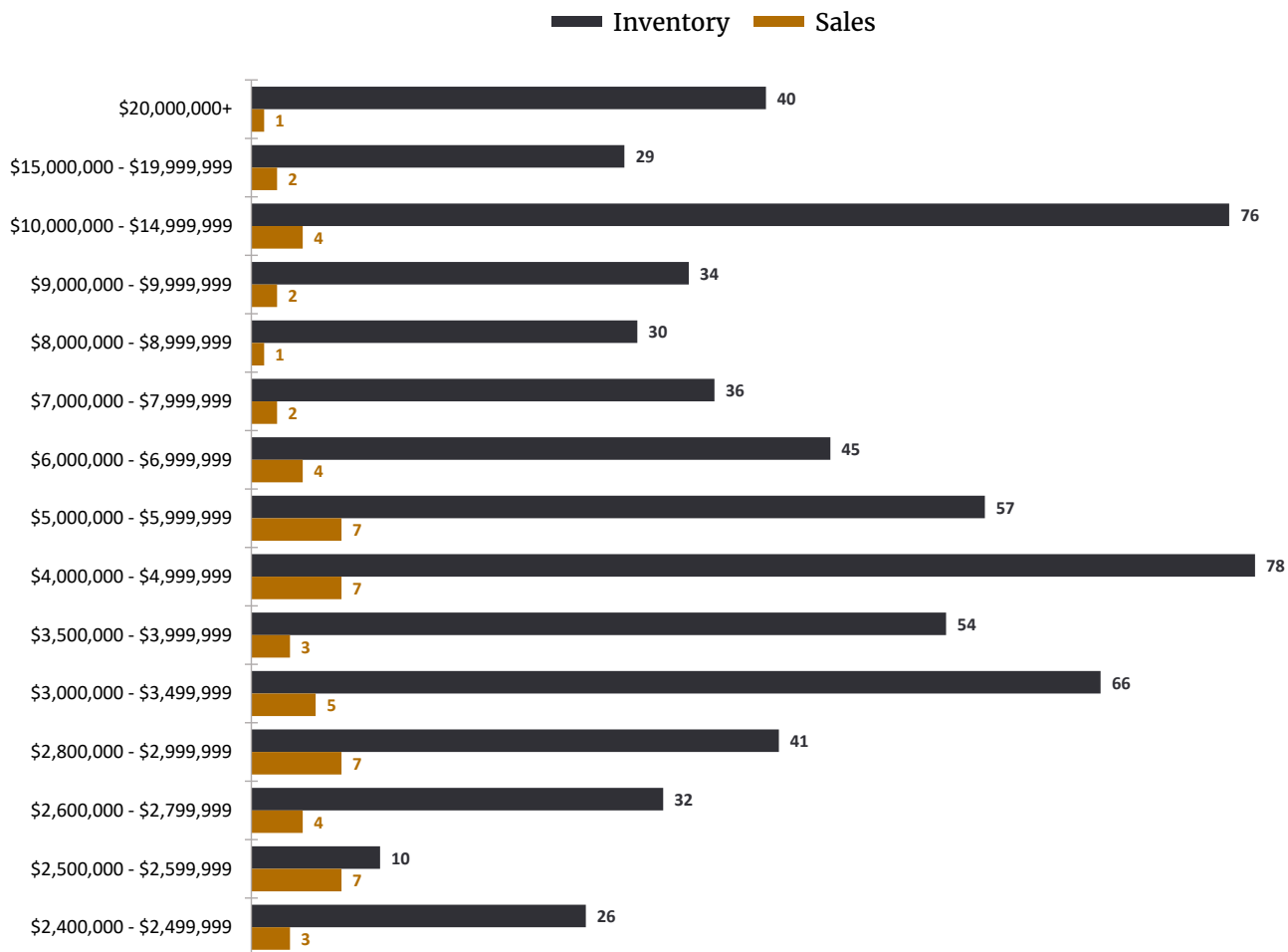
NAPLES FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | APRIL 2024

Total Inventory: **654**Total Sales: **59**Total Sales Ratio²: **9%**

Buyer's Market



Square Feet ³	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	\$2,775,000	3	2	2	20	10%
2,000 - 2,999	\$2,612,500	3	4	8	88	9%
3,000 - 3,999	\$3,537,500	4	4	26	168	15%
4,000 - 4,999	\$4,875,000	4	5	10	154	6%
5,000 - 5,999	\$5,797,500	5	6	4	88	5%
6,000+	\$12,300,000	5	7	9	136	7%

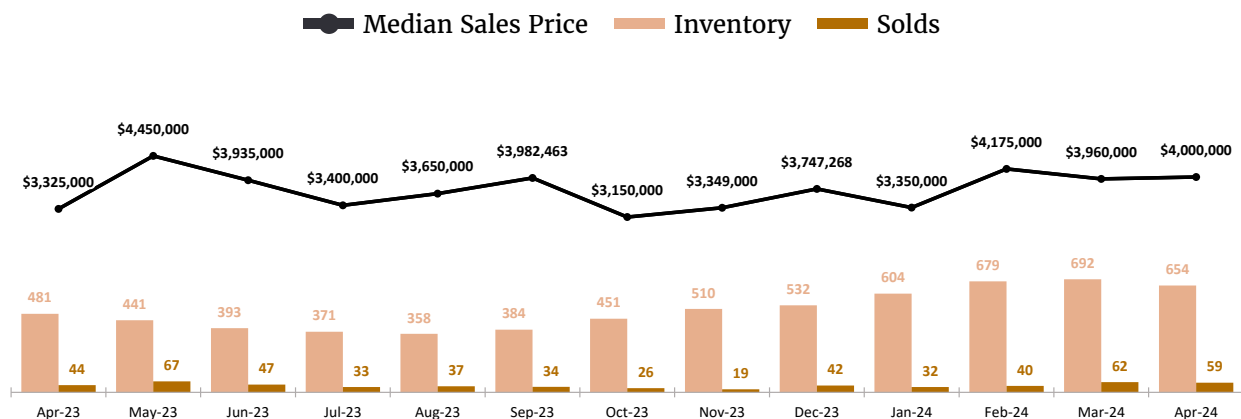
¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

NAPLES

SINGLE-FAMILY HOMES

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

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | APRIL

TOTAL INVENTORY

Apr. 2023 Apr. 2024

481 654

VARIANCE: **36%**

TOTAL SOLD

Apr. 2023 Apr. 2024

44 59

VARIANCE: **34%**

SALES PRICE

Apr. 2023 Apr. 2024

\$3.33m \$4.00m

VARIANCE: **20%**

SALE PRICE PER SQFT.

Apr. 2023 Apr. 2024

\$956 \$1,118

VARIANCE: **17%**

SALE TO LIST PRICE RATIO

Apr. 2023 Apr. 2024

94.94% 94.27%

VARIANCE: **-1%**

DAYS ON MARKET

Apr. 2023 Apr. 2024

29 40

VARIANCE: **38%**

NAPLES MARKET SUMMARY | APRIL 2024

- The single-family luxury market is a **Buyer's Market** with a **9% Sales Ratio**.
- Homes sold for a median of **94.27% of list price** in April 2024.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **70%**.
- The median luxury sales price for single-family homes is **\$4,000,000**.
- The median days on market for April 2024 was **40** days, up from **29** in April 2023.

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

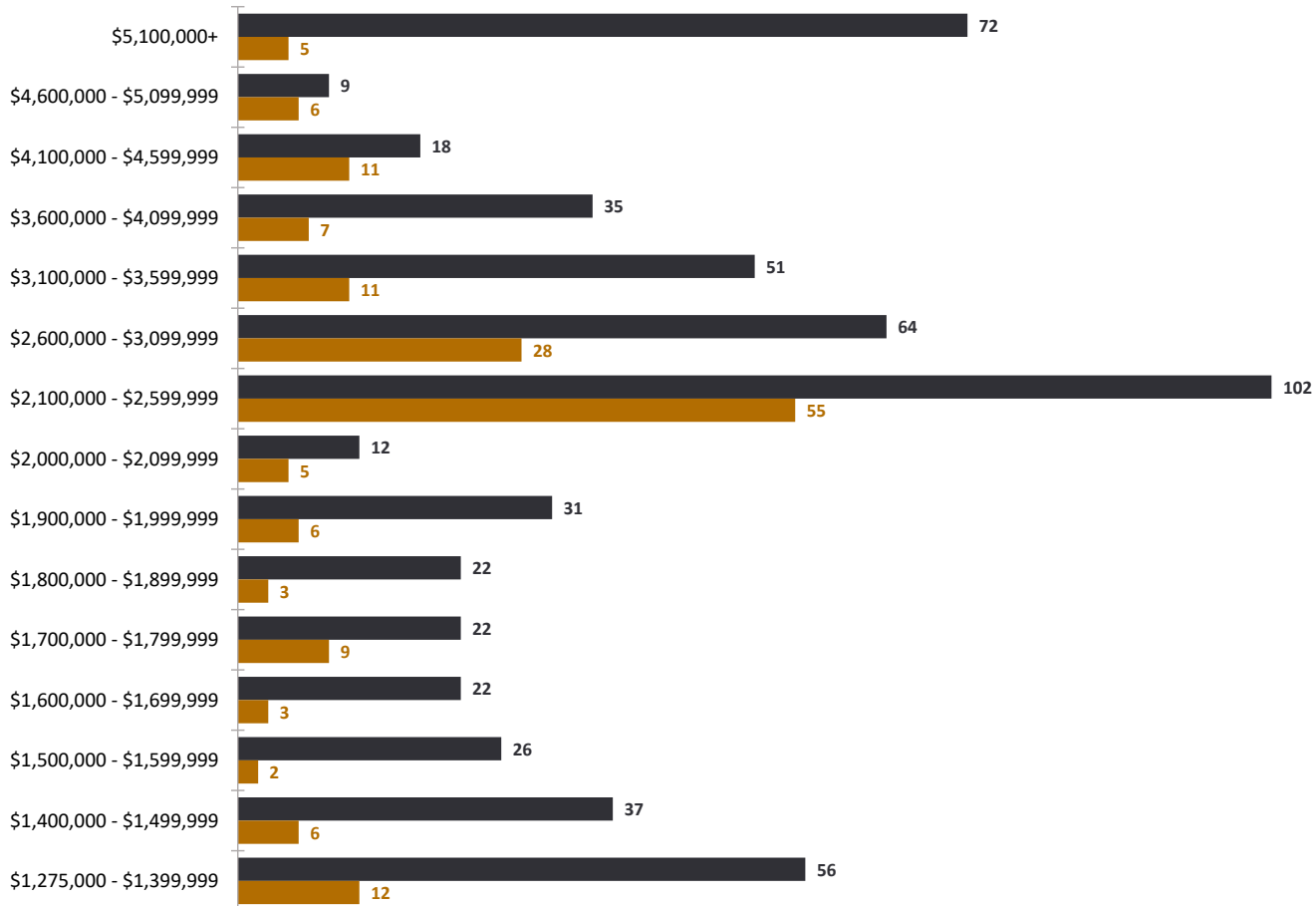
⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | APRIL 2024

Total Inventory: **579**Total Sales: **169**Total Sales Ratio²: **29%**

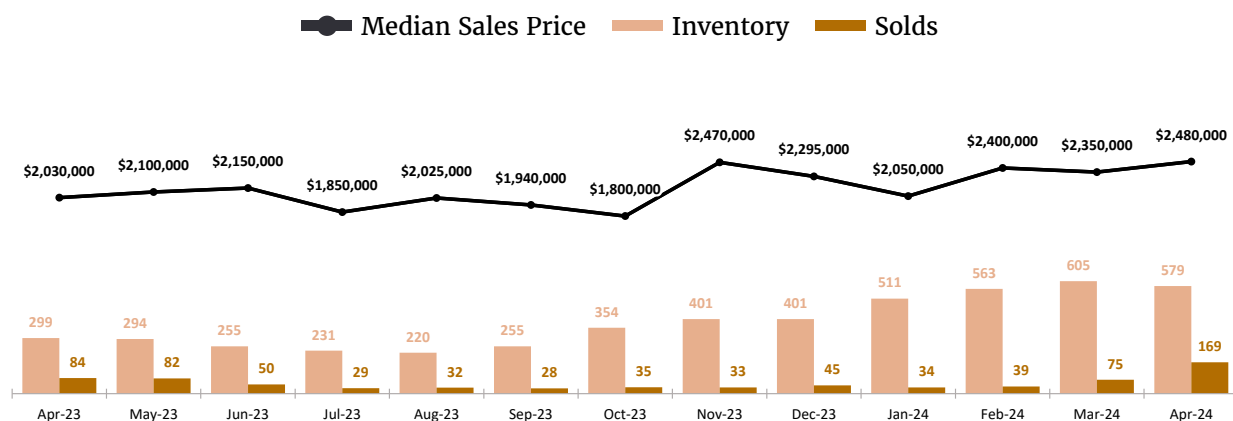
Seller's Market

Inventory Sales



Square Feet ³	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,499	\$1,700,000	2	2	5	56	9%
1,500 - 1,999	\$1,787,500	3	2	16	154	10%
2,000 - 2,499	\$1,995,000	3	3	32	115	28%
2,500 - 2,999	\$2,325,000	3	3	19	122	16%
3,000 - 3,499	\$2,710,000	4	4	96	77	125%
3,500+	\$2,780,000	3	4	1	55	2%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴

MEDIAN DATA REVIEW | APRIL

TOTAL INVENTORY

Apr. 2023 Apr. 2024

299 579**VARIANCE: 94%**

TOTAL SOLDs

Apr. 2023 Apr. 2024

84 169**VARIANCE: 101%**

SALES PRICE

Apr. 2023 Apr. 2024

\$2.03m \$2.48m**VARIANCE: 22%**

SALE PRICE PER SQFT.

Apr. 2023 Apr. 2024

\$966 \$857**VARIANCE: -11%**

SALE TO LIST PRICE RATIO

Apr. 2023 Apr. 2024

97.15% 100.00%**VARIANCE: 3%**

DAYS ON MARKET

Apr. 2023 Apr. 2024

29 31**VARIANCE: 7%**

NAPLES MARKET SUMMARY | APRIL 2024

- The attached luxury market is a **Seller's Market** with a **29% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in April 2024.
- The most active price band is **\$4,600,000-\$5,099,999**, where the sales ratio is **67%**.
- The median luxury sales price for attached homes is **\$2,480,000**.
- The median days on market for April 2024 was **31** days, up from **29** in April 2023.

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.