

INSTITUTE *for*
LUXURY HOME
MARKETING®

by Colibri Real Estate

APRIL
2025



JACKSONVILLE
BEACHES
FLORIDA

FERNANDINA BEACH TO ST AUGUSTINE BEACH

www.LuxuryHomeMarketing.com

JACKSONVILLE BEACHES

SINGLE-FAMILY HOMES

Luxury Benchmark Price¹: **\$845,000**

LUXURY INVENTORY VS. SALES | MARCH 2025

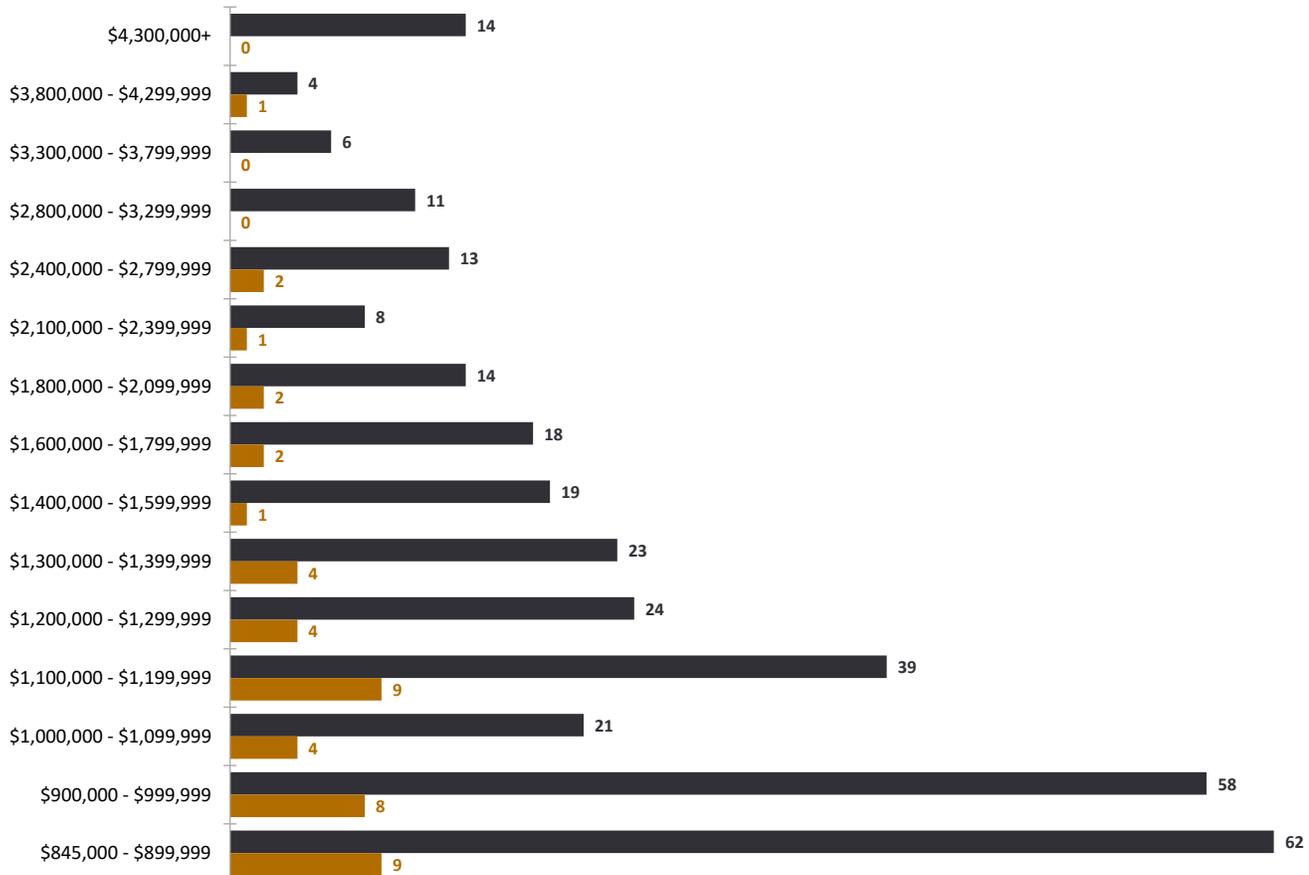
Total Inventory: **334**

Total Sales: **47**

Total Sales Ratio²: **14%**

Balanced Market

Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$952,700	3	1	1	23	4%
2,000 - 2,999	\$917,500	4	3	18	143	13%
3,000 - 3,999	\$1,137,943	4	4	20	120	17%
4,000 - 4,999	\$1,410,000	5	5	6	40	15%
5,000 - 5,999	\$2,650,875	5	5	1	0	NA
6,000+	\$4,000,000	6	8	1	7	14%

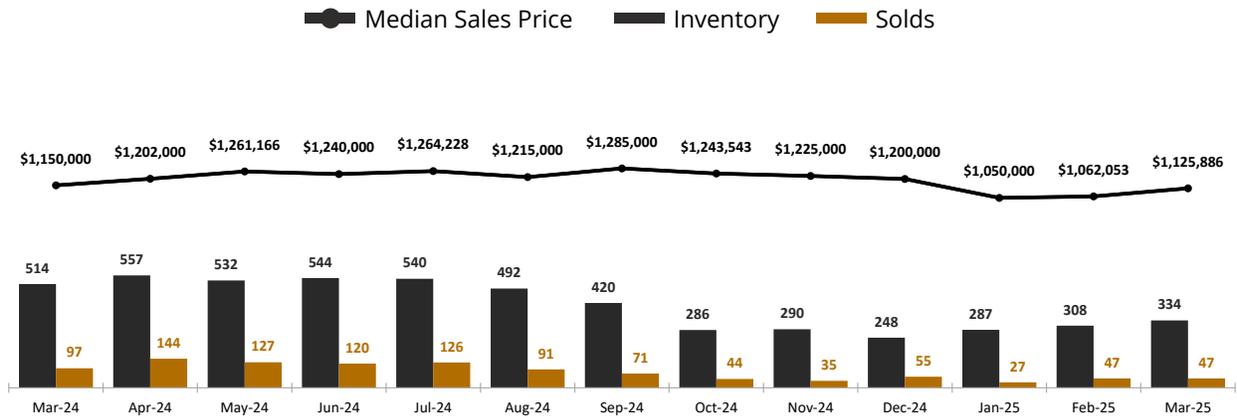
¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

JACKSONVILLE BEACHES

SINGLE-FAMILY HOMES

Luxury Benchmark Price¹: **\$845,000**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | MARCH

TOTAL INVENTORY

Mar. 2024: 514
Mar. 2025: 334

VARIANCE: **-35%**

TOTAL SOLDS

Mar. 2024: 97
Mar. 2025: 47

VARIANCE: **-52%**

SALES PRICE

Mar. 2024: \$1.15m
Mar. 2025: \$1.13m

VARIANCE: **-2%**

SALE PRICE PER SQFT.

Mar. 2024: \$402
Mar. 2025: \$385

VARIANCE: **-4%**

SALE TO LIST PRICE RATIO

Mar. 2024: 97.84%
Mar. 2025: 97.30%

VARIANCE: **-1%**

DAYS ON MARKET

Mar. 2024: 14
Mar. 2025: 36

VARIANCE: **157%**

JACKSONVILLE BEACHES MARKET SUMMARY | MARCH 2025

- The single-family luxury market is a **Balanced Market** with a **14% Sales Ratio**.
- Homes sold for a median of **97.30% of list price** in March 2025.
- The most active price band is **\$3,800,000-\$4,299,999**, where the sales ratio is **25%**.
- The median luxury sales price for single-family homes is **\$1,125,886**.
- The median days on market for March 2025 was **36** days, up from **14** in March 2024.

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 | MARCH 2025

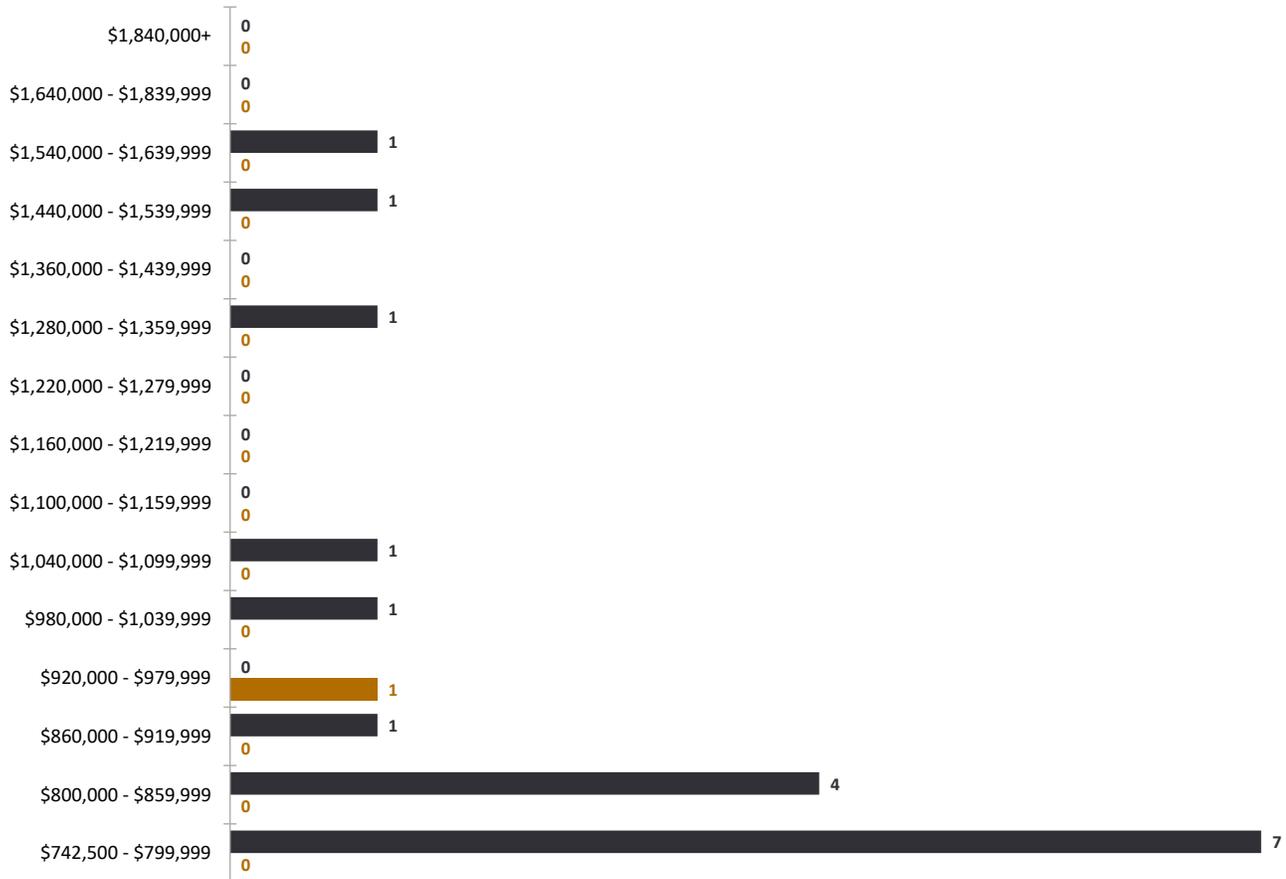
Total Inventory: **17**

Total Sales: **1**

Total Sales Ratio²: **6%**

Buyer's Market

Inventory Sales



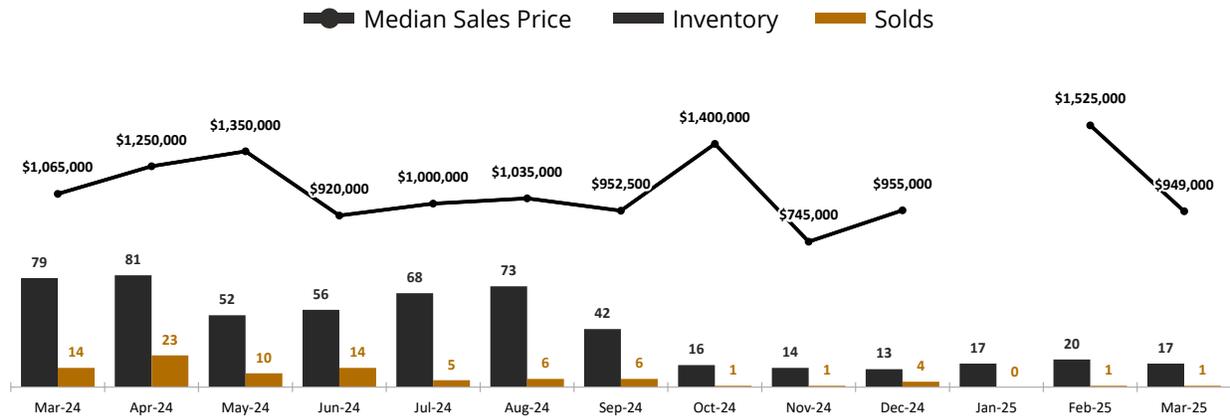
Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	NA	NA	NA	0	5	0%
1,500 - 1,999	NA	NA	NA	0	8	0%
2,000 - 2,499	\$949,000	3	4	1	2	50%
2,500 - 2,999	NA	NA	NA	0	2	0%
3,000 - 3,499	NA	NA	NA	0	0	NA
3,500+	NA	NA	NA	0	0	NA

¹ The 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.

JACKSONVILLE BEACHES

ATTACHED HOMES
Luxury Benchmark Price¹: **\$742,500**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | MARCH

TOTAL INVENTORY

Mar. 2024 **79**
Mar. 2025 **17**

VARIANCE: **-78%**

TOTAL SOLDS

Mar. 2024 **14**
Mar. 2025 **1**

VARIANCE: **-93%**

SALES PRICE

Mar. 2024 **\$1.07m**
Mar. 2025 **\$949k**

VARIANCE: **-11%**

SALE PRICE PER SQFT.

Mar. 2024 **\$555**
Mar. 2025 **\$393**

VARIANCE: **-29%**

SALE TO LIST PRICE RATIO

Mar. 2024 **95.57%**
Mar. 2025 **96.94%**

VARIANCE: **1%**

DAYS ON MARKET

Mar. 2024 **38**
Mar. 2025 **384**

VARIANCE: **911%**

JACKSONVILLE BEACHES MARKET SUMMARY | MARCH 2025

- The attached luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **96.94% of list price** in March 2025.
- The most active price band is **\$742,500-\$799,999**, where the sales ratio is **0%**.
- The median luxury sales price for attached homes is **\$949,000**.
- The median days on market for March 2025 was **384** days, up from **38** in March 2024.

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.