

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

FEBRUARY
2022



MARCO ISLAND

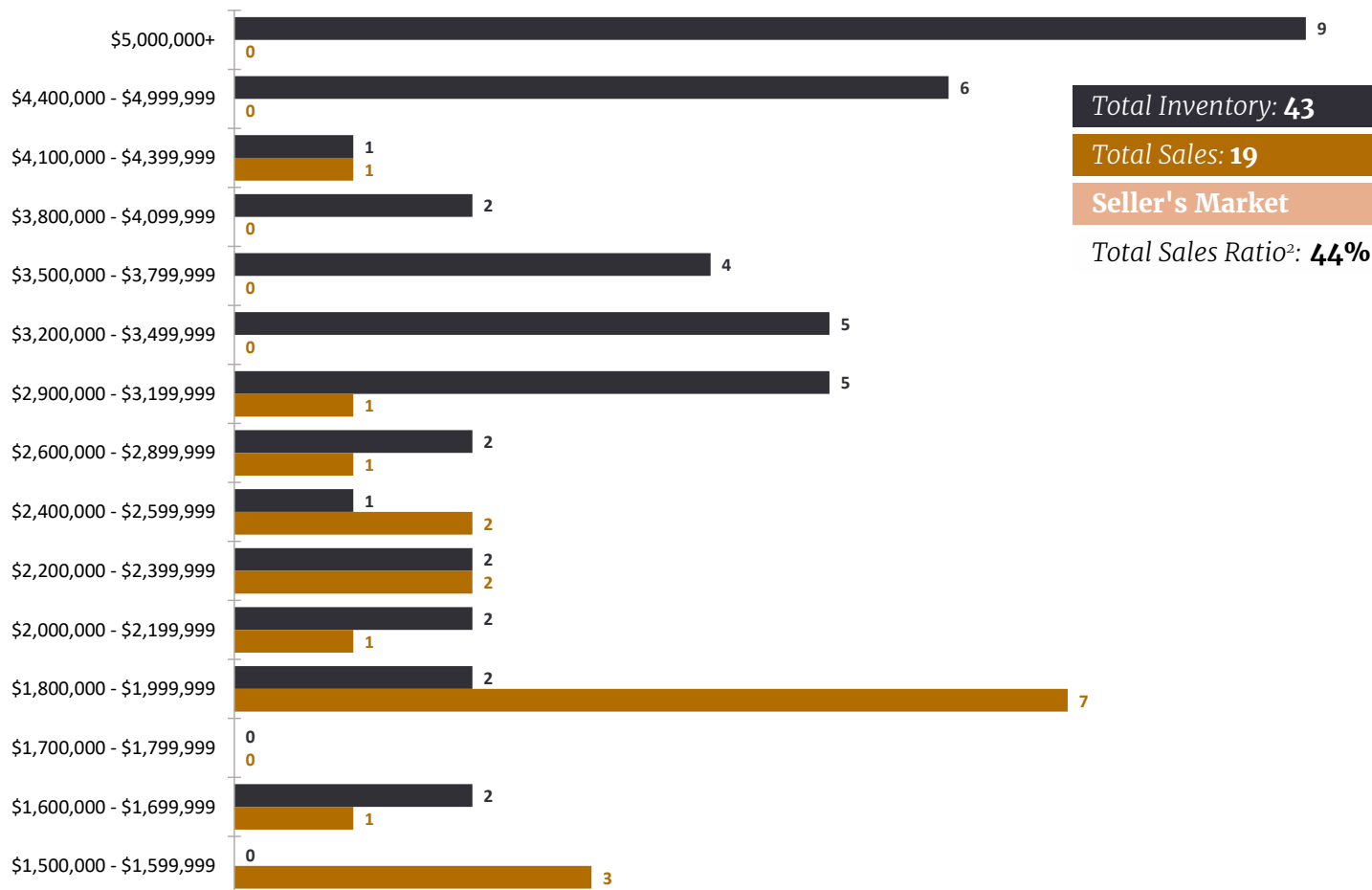
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

Luxury Benchmark Price¹: **\$1,500,000**



Total Inventory: **43**

Total Sales: **19**

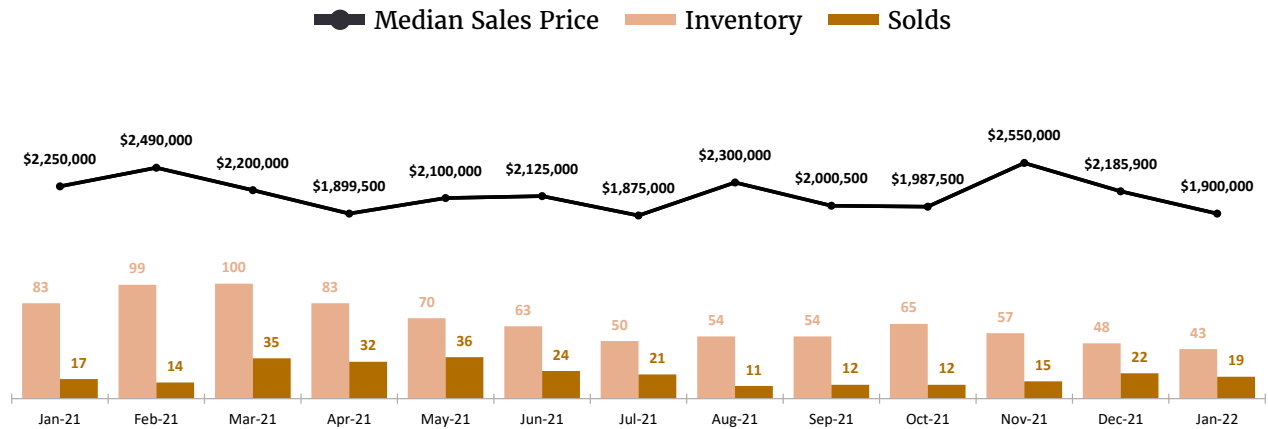
Seller's Market

Total Sales Ratio²: **44%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,025,000	3	2	2	6	33%
2,000 - 2,499	\$1,370,000	3	2	5	10	50%
2,500 - 2,999	\$1,350,000	4	3	5	9	56%
3,000 - 3,499	\$1,276,000	6	3	6	11	55%
3,500 - 3,999	\$1,400,000	4	4	3	6	50%
4,000+	\$1,700,000	5	4	8	24	33%

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. 2021 Jan. 2022
83 **43**

VARIANCE: **-48%**

TOTAL SOLDS

Jan. 2021 Jan. 2022
17 **19**

VARIANCE: **12%**

SALES PRICE

Jan. 2021 Jan. 2022
\$2.25m **\$1.90m**

VARIANCE: **-16%**

SALE PRICE PER SQFT.

Jan. 2021 Jan. 2022
\$375 **\$780**

VARIANCE: **108%**

SALE TO LIST PRICE RATIO

Jan. 2021 Jan. 2022
97.45% **96.88%**

VARIANCE: **-1%**

DAYS ON MARKET

Jan. 2021 Jan. 2022
10 **57**

VARIANCE: **470%**

MARCO ISLAND MARKET SUMMARY | JANUARY 2022

- The Marco Island single-family luxury market is a **Seller's Market** with a **44% Sales Ratio**.
- Homes sold for a median of **96.88% of list price** in January 2022.
- The most active price band is **\$1,800,000-\$1,999,999**, where the sales ratio is **350%**.
- The median luxury sales price for single-family homes is **\$1,900,000**.
- The median days on market for January 2022 was **57** days, up from **10** in January 2021.

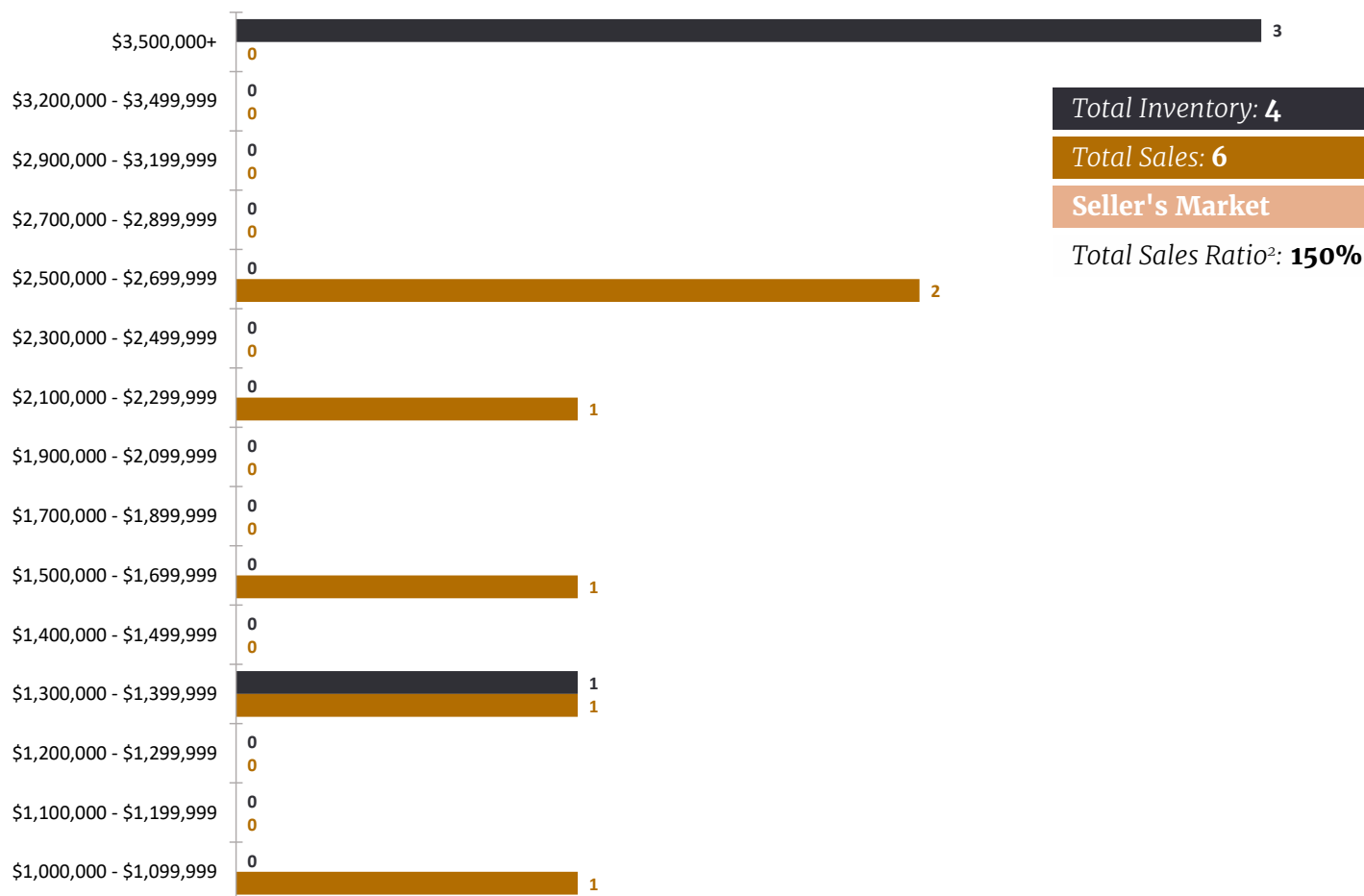
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

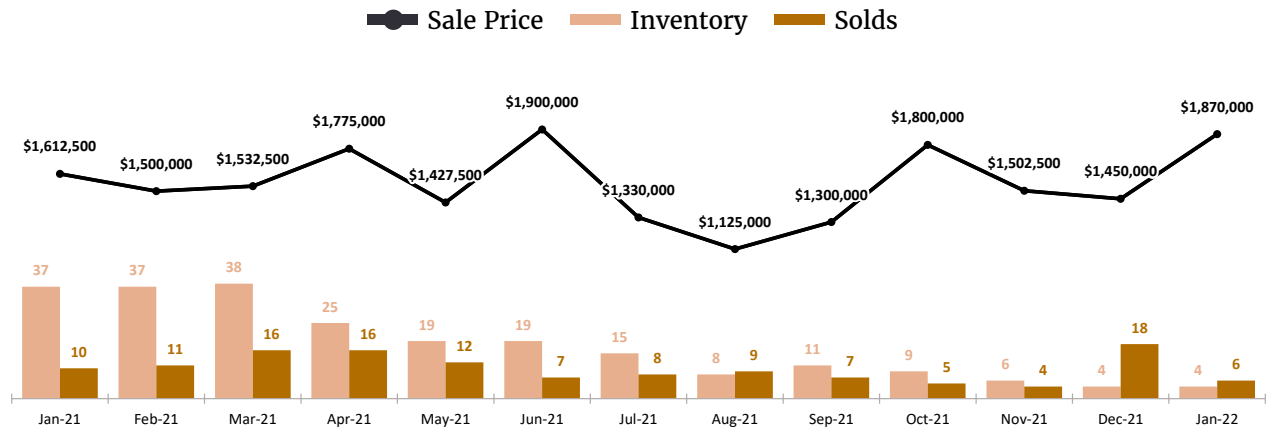
Luxury Benchmark Price¹: **\$1,000,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	0	NA
1,000 - 1,499	\$1,186,000	2	2	2	1	200%
1,500 - 1,999	\$2,145,000	3	3	1	0	NA
2,000 - 2,499	\$2,047,500	3	3	2	0	NA
2,500 - 2,999	NA	NA	NA	0	0	NA
3,000+	\$2,625,000	3	4	1	3	33%

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. 2021 Jan. 2022
37 **4**

VARIANCE: **-89%**

TOTAL SOLDS

Jan. 2021 Jan. 2022
10 **6**

VARIANCE: **-40%**

SALES PRICE

Jan. 2021 Jan. 2022
\$1.61m **\$1.87m**

VARIANCE: **16%**

SALE PRICE PER SQFT.

Jan. 2021 Jan. 2022
\$539 **\$966**

VARIANCE: **79%**

SALE TO LIST PRICE RATIO

Jan. 2021 Jan. 2022
96.82% **100.48%**

VARIANCE: **4%**

DAYS ON MARKET

Jan. 2021 Jan. 2022
214 **2**

VARIANCE: **-99%**

MARCO ISLAND MARKET SUMMARY | JANUARY 2022

- The Marco Island attached luxury market is a **Seller's Market** with a **150% Sales Ratio**.
- Homes sold for a median of **100.48% of list price** in January 2022.
- The most active price band is **\$1,300,000-\$1,399,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$1,870,000**.
- The median days on market for January 2022 was **2** days, down from **214** in January 2021.

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.