

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

FEBRUARY
2022

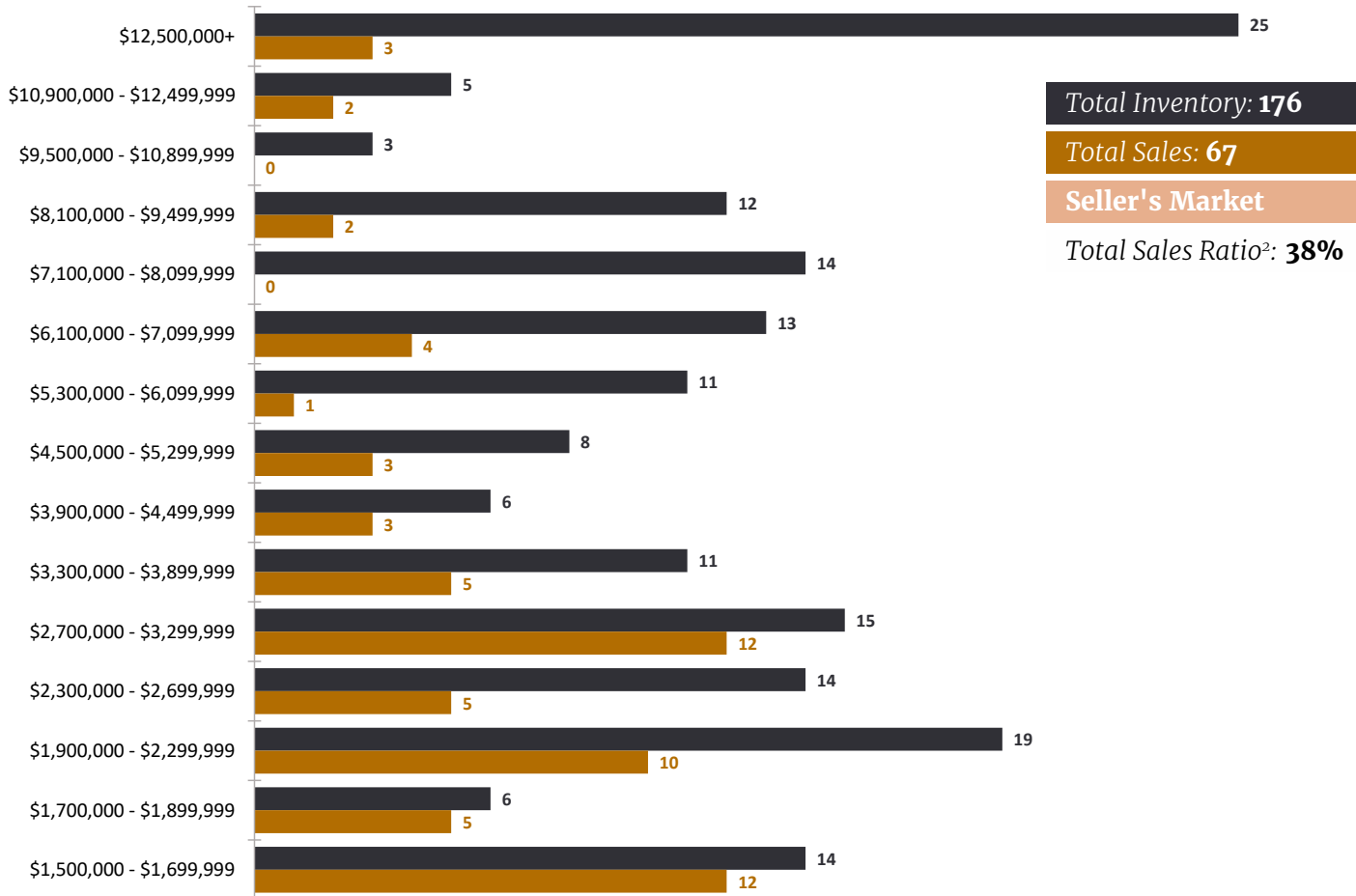
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

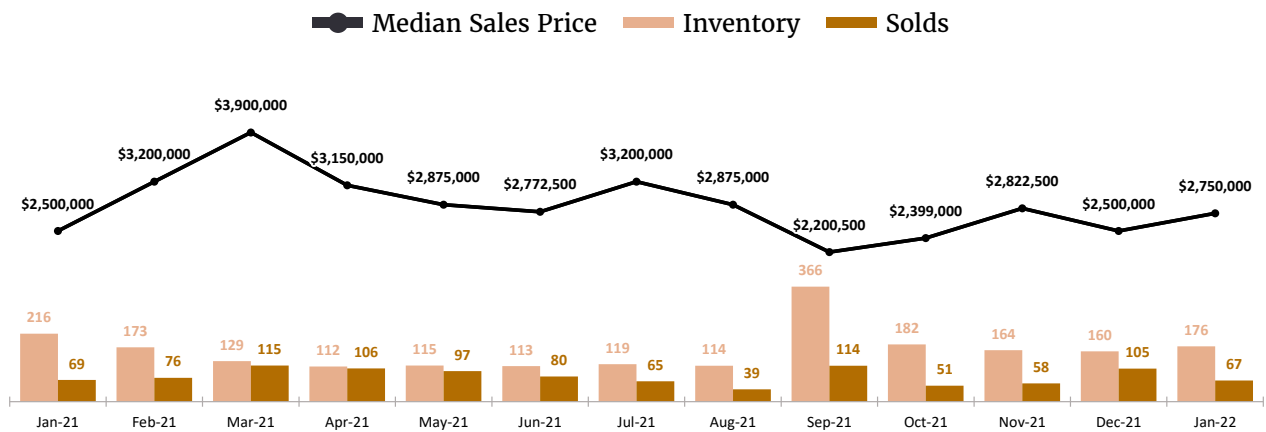
Luxury Benchmark Price¹: **\$1,500,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$3,575,000	3	2	2	15	13%
2,000 - 2,999	\$2,200,000	3	3	13	33	39%
3,000 - 3,999	\$2,130,000	4	4	27	30	90%
4,000 - 4,999	\$3,372,500	4	6	14	38	37%
5,000 - 5,999	\$6,122,500	4	5	6	31	19%
6,000+	\$8,955,000	5	7	5	29	17%

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

216 176

VARIANCE: **-19%**

TOTAL SOLDS

Jan. 2021 Jan. 2022

69 67

VARIANCE: **-3%**

SALES PRICE

Jan. 2021 Jan. 2022

\$2.50m \$2.75m

VARIANCE: **10%**

SALE PRICE PER SQFT.

Jan. 2021 Jan. 2022

\$726 \$751

VARIANCE: **3%**

SALE TO LIST PRICE RATIO

Jan. 2021 Jan. 2022

94.83% 100.00%

VARIANCE: **5%**

DAYS ON MARKET

Jan. 2021 Jan. 2022

52 23

VARIANCE: **-56%**

NAPLES MARKET SUMMARY | JANUARY 2022

- The Naples single-family luxury market is a **Seller's Market** with a **38% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in January 2022.
- The most active price band is **\$1,500,000-\$1,699,999**, where the sales ratio is **86%**.
- The median luxury sales price for single-family homes is **\$2,750,000**.
- The median days on market for January 2022 was **23** days, down from **52** in January 2021.

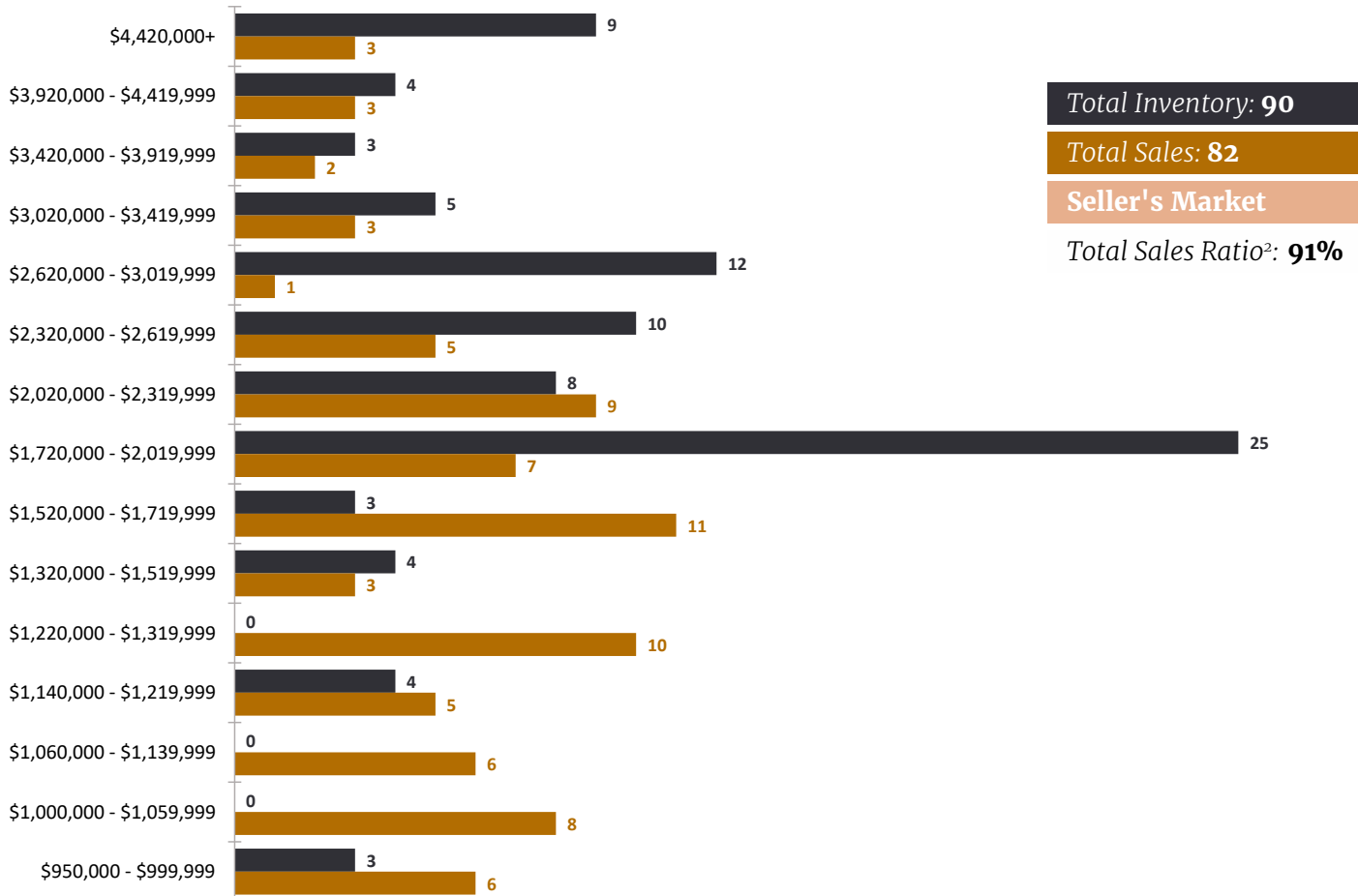
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

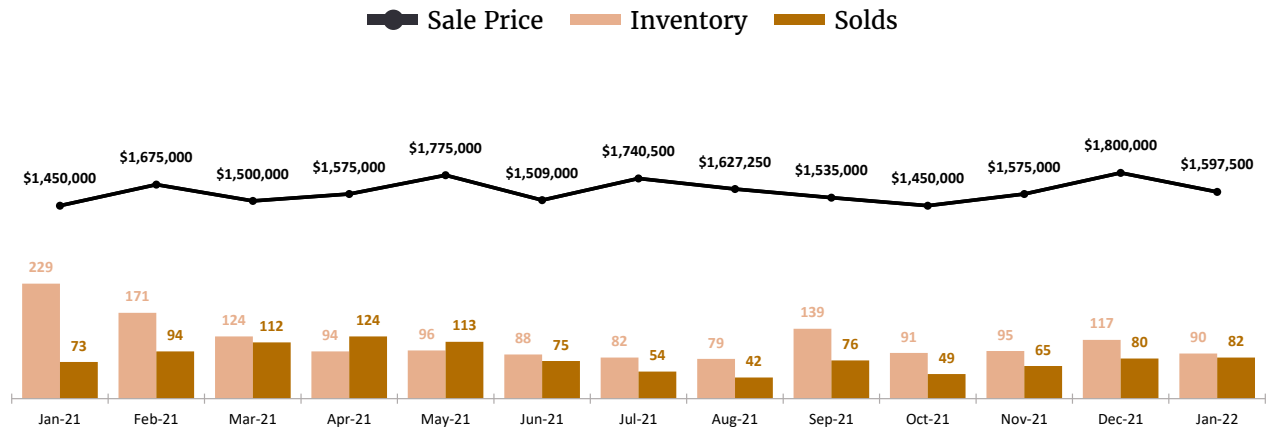
Luxury Benchmark Price¹: **\$950,000**



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 - 1,999	\$1,265,000	2	2	31	23	135%
2,000 - 2,999	\$1,685,000	3	3	42	48	88%
3,000 - 3,999	\$3,500,000	3	4	7	12	58%
4,000 - 4,999	NA	NA	NA	0	3	0%
5,000+	\$11,497,500	5	7	2	4	50%

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
229	90

VARIANCE: **-61%**

TOTAL SOLDS

Jan. 2021	Jan. 2022
73	82

VARIANCE: **12%**

SALES PRICE

Jan. 2021	Jan. 2022
\$1.45m	\$1.60m

VARIANCE: **10%**

SALE PRICE PER SQFT.

Jan. 2021	Jan. 2022
\$648	\$788

VARIANCE: **22%**

SALE TO LIST PRICE RATIO

Jan. 2021	Jan. 2022
96.19%	100.00%

VARIANCE: **4%**

DAYS ON MARKET

Jan. 2021	Jan. 2022
51	9

VARIANCE: **-82%**

NAPLES MARKET SUMMARY | JANUARY 2022

- The Naples attached luxury market is a **Seller's Market** with a **91% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in January 2022.
- The most active price band is **\$1,520,000-\$1,719,999**, where the sales ratio is **367%**.
- The median luxury sales price for attached homes is **\$1,597,500**.
- The median days on market for January 2022 was **9** days, down from **51** 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.