

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

FEBRUARY
2022

SARASOTA &
SURROUNDING
BEACHES

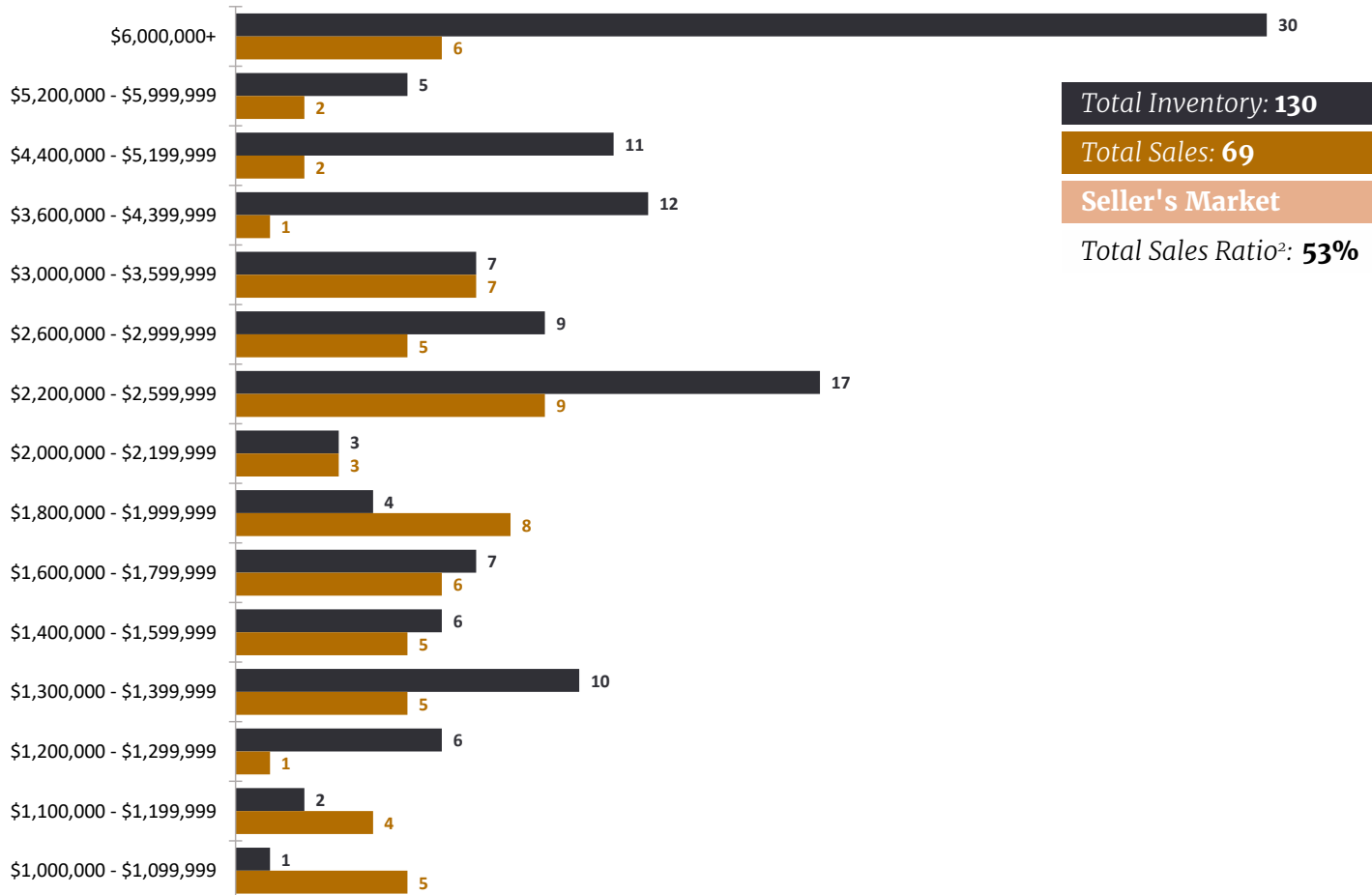
FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

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



Total Inventory: **130**

Total Sales: **69**

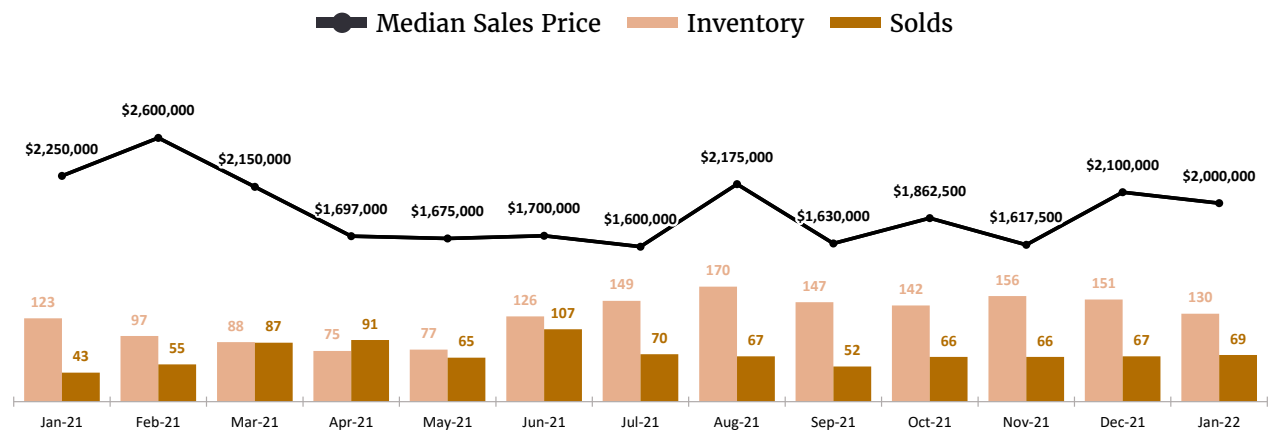
Seller's Market

Total Sales Ratio²: **53%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,775,000	3	3	40	56	71%
3,000 - 3,999	\$2,487,500	4	4	18	45	40%
4,000 - 4,999	\$5,400,000	5	5	5	10	50%
5,000 - 5,999	\$6,500,000	5	6	3	7	43%
6,000 - 6,999	\$6,333,400	4	6	1	7	14%
7,000+	\$8,487,500	5	8	2	5	40%

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
123	130

VARIANCE: **6%**

TOTAL SOLDS

Jan. 2021	Jan. 2022
43	69

VARIANCE: **60%**

SALES PRICE

Jan. 2021	Jan. 2022
\$2.25m	\$2.00m

VARIANCE: **-11%**

SALE PRICE PER SQFT.

Jan. 2021	Jan. 2022
\$840	\$846

VARIANCE: **1%**

SALE TO LIST PRICE RATIO

Jan. 2021	Jan. 2022
98.86%	99.09%

VARIANCE: **0%**

DAYS ON MARKET

Jan. 2021	Jan. 2022
37	9

VARIANCE: **-76%**

SARASOTA MARKET SUMMARY | JANUARY 2022

- The Sarasota single-family luxury market is a **Seller's Market** with a **53% Sales Ratio**.
- Homes sold for a median of **99.09% of list price** in January 2022.
- The most active price band is **\$1,000,000-\$1,099,999**, where the sales ratio is **500%**.
- The median luxury sales price for single-family homes is **\$2,000,000**.
- The median days on market for January 2022 was **9** days, down from **37** in January 2021.

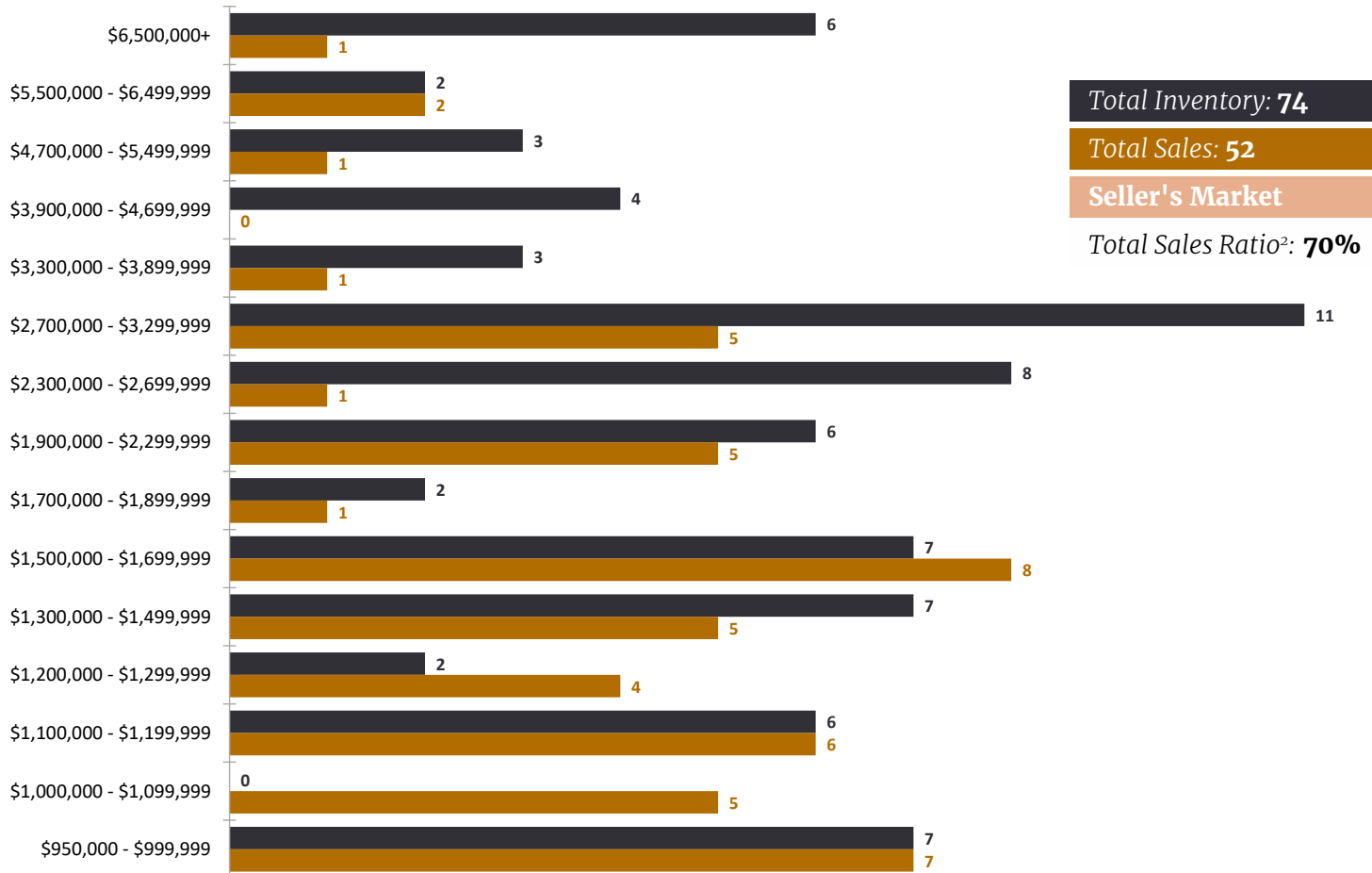
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JANUARY 2022

Inventory Sales

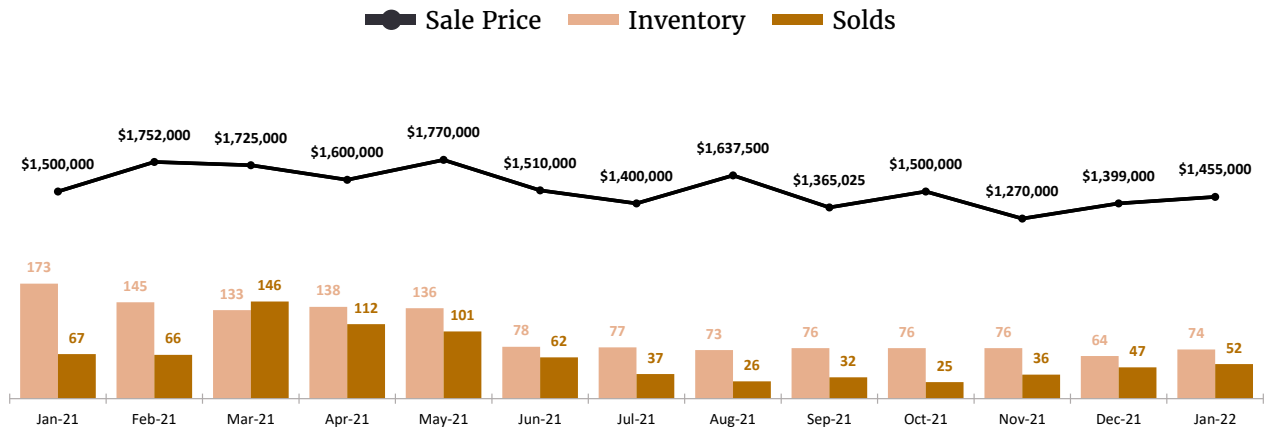
Luxury Benchmark Price¹: **\$950,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,249,498	2	2	28	30	93%
2,000 - 2,499	\$1,265,750	3	3	10	13	77%
2,500 - 2,999	\$1,525,000	3	3	3	6	50%
3,000 - 3,499	\$2,875,000	3	4	5	9	56%
3,500 - 3,999	\$3,150,000	4	4	2	5	40%
4,000+	\$5,800,000	4	5	4	11	36%

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
173	74

VARIANCE: **-57%**

TOTAL SOLD

Jan. 2021	Jan. 2022
67	52

VARIANCE: **-22%**

SALES PRICE

Jan. 2021	Jan. 2022
\$1.50m	\$1.46m

VARIANCE: **-3%**

SALE PRICE PER SQFT.

Jan. 2021	Jan. 2022
\$591	\$851

VARIANCE: **44%**

SALE TO LIST PRICE RATIO

Jan. 2021	Jan. 2022
96.40%	98.82%

VARIANCE: **3%**

DAYS ON MARKET

Jan. 2021	Jan. 2022
29	10

VARIANCE: **-66%**

SARASOTA MARKET SUMMARY | JANUARY 2022

- The Sarasota attached luxury market is a **Seller's Market** with a **70% Sales Ratio**.
- Homes sold for a median of **98.82% of list price** in January 2022.
- The most active price band is **\$1,200,000-\$1,299,999**, where the sales ratio is **200%**.
- The median luxury sales price for attached homes is **\$1,455,000**.
- The median days on market for January 2022 was **10** days, down from **29** 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.