

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

MARCH  
2022



MARCO ISLAND  

---

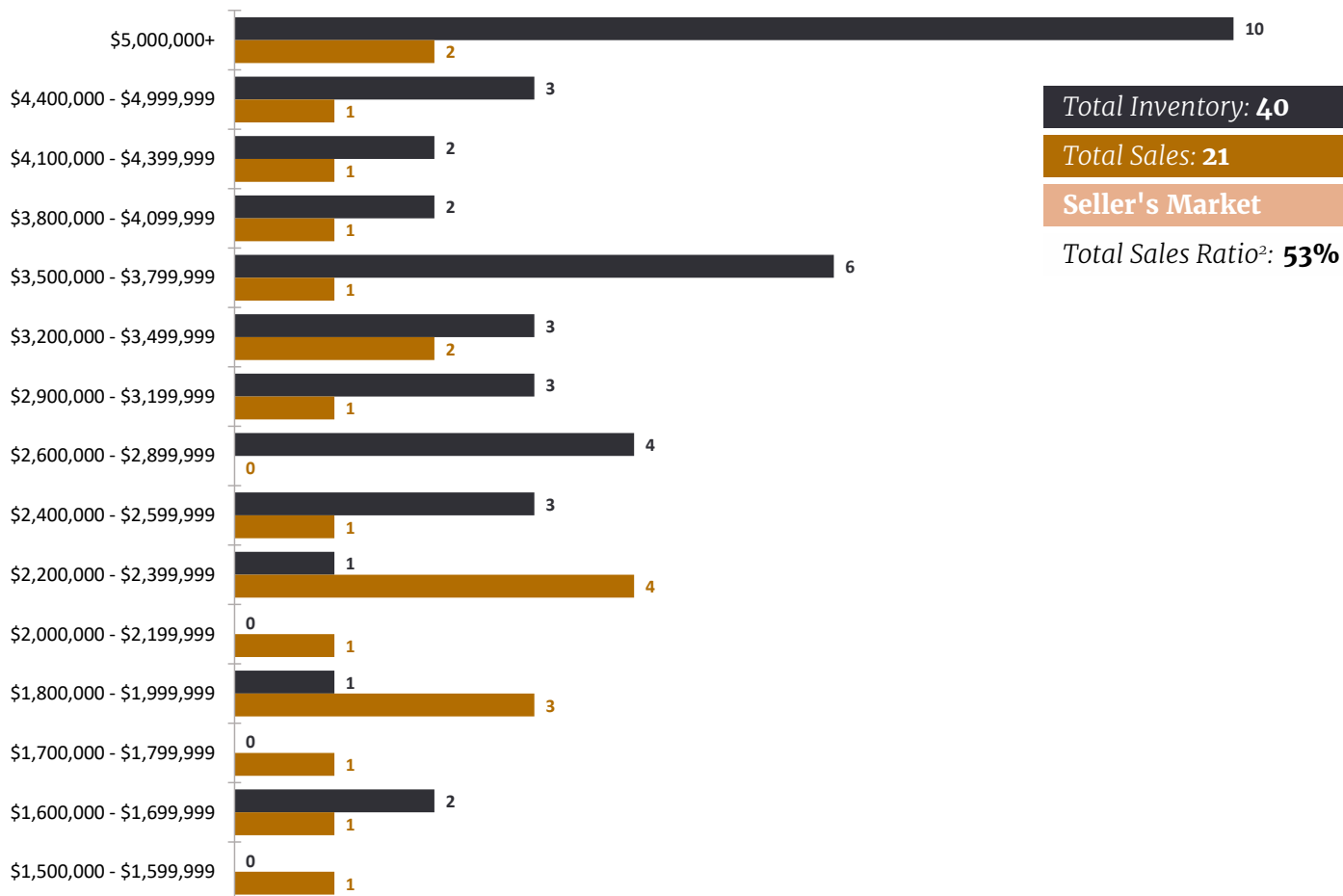
FLORIDA

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

### LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

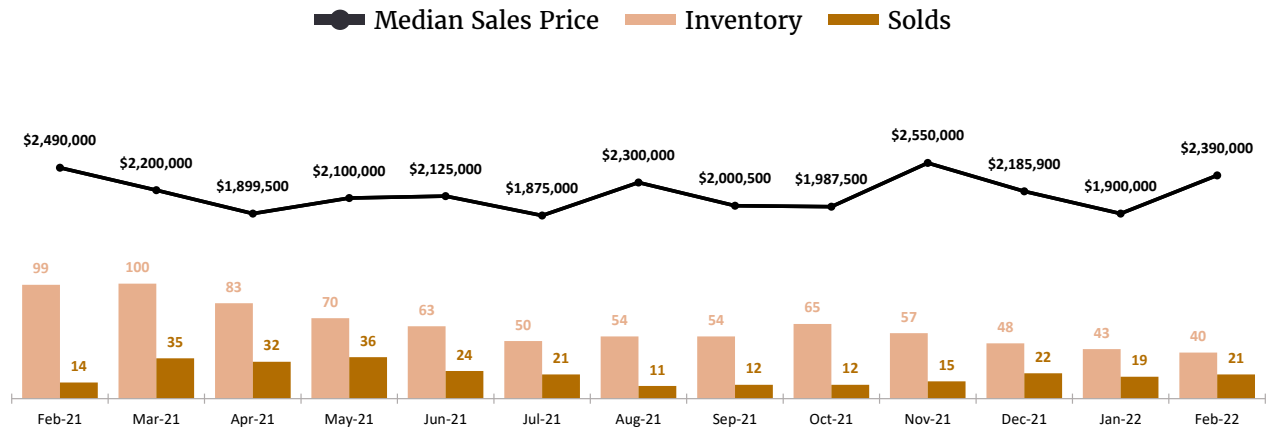
Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,390,000	3	3	1	3	33%
2,000 - 2,499	\$1,985,000	3	3	7	3	233%
2,500 - 2,999	\$1,995,000	4	3	4	9	44%
3,000 - 3,499	\$3,300,000	4	4	3	9	33%
3,500 - 3,999	\$3,999,999	4	5	1	3	33%
4,000+	\$4,500,000	5	6	5	13	38%

<sup>1</sup> The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup> 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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | FEBRUARY

#### TOTAL INVENTORY

Feb. 2021      Feb. 2022  
**99**            **40**

VARIANCE: **-60%**

#### TOTAL SOLDS

Feb. 2021      Feb. 2022  
**14**            **21**

VARIANCE: **50%**

#### SALES PRICE

Feb. 2021      Feb. 2022  
**\$2.49m**      **\$2.39m**

VARIANCE: **-4%**

#### SALE PRICE PER SQFT.

Feb. 2021      Feb. 2022  
**\$395**        **\$958**

VARIANCE: **143%**

#### SALE TO LIST PRICE RATIO

Feb. 2021      Feb. 2022  
**94.55%**      **100.00%**

VARIANCE: **6%**

#### DAYS ON MARKET

Feb. 2021      Feb. 2022  
**99**            **7**

VARIANCE: **-93%**

## MARCO ISLAND MARKET SUMMARY | FEBRUARY 2022

- The Marco Island single-family luxury market is a **Seller's Market** with a **53% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in February 2022.
- The most active price band is **\$2,200,000-\$2,399,999**, where the sales ratio is **400%**.
- The median luxury sales price for single-family homes is **\$2,390,000**.
- The median days on market for February 2022 was **7** days, down from **99** in February 2021.

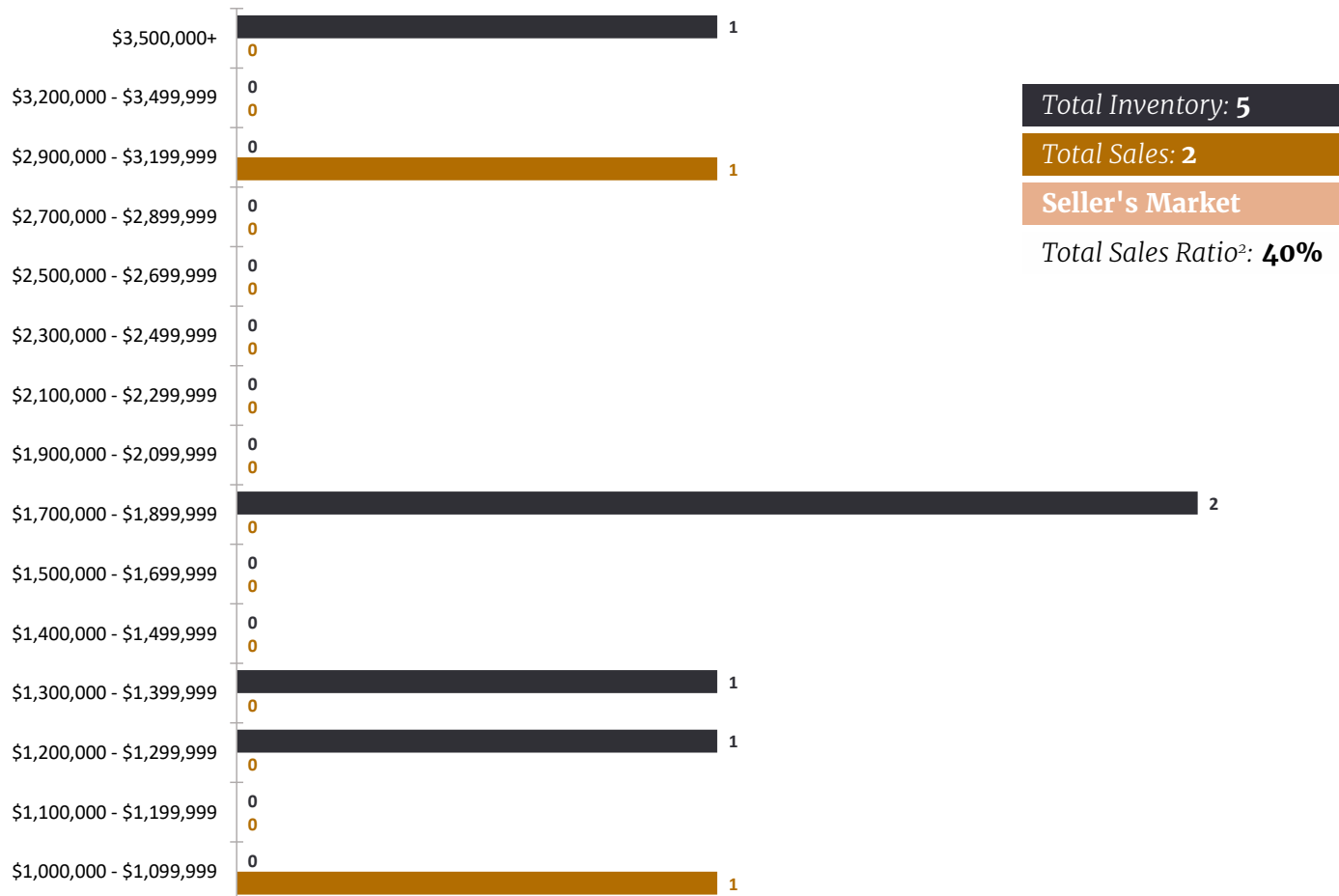
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

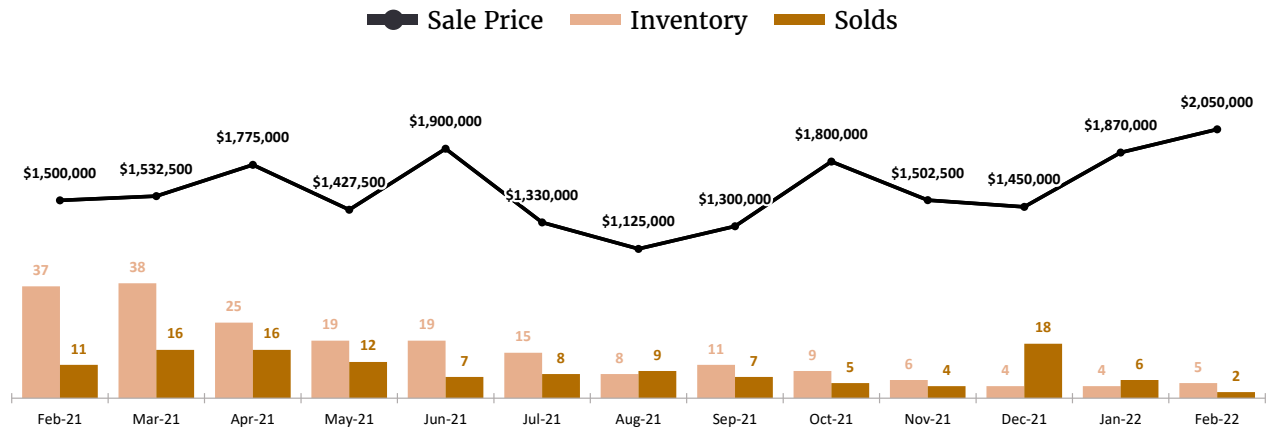
Luxury Benchmark Price<sup>1</sup>: **\$1,000,000**



Square Feet <sup>3</sup> -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	NA	NA	NA	0	2	0%
1,500 - 1,999	\$1,000,000	3	3	1	0	NA
2,000 - 2,499	NA	NA	NA	0	1	0%
2,500 - 2,999	\$3,100,000	3	3	1	0	NA
3,000+	NA	NA	NA	0	2	0%

<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | FEBRUARY

#### TOTAL INVENTORY

Feb. 2021      Feb. 2022  
**37**              **5**

VARIANCE: **-86%**

#### TOTAL SOLDS

Feb. 2021      Feb. 2022  
**11**              **2**

VARIANCE: **-82%**

#### SALES PRICE

Feb. 2021      Feb. 2022  
**\$1.50m**      **\$2.05m**

VARIANCE: **37%**

#### SALE PRICE PER SQFT.

Feb. 2021      Feb. 2022  
**\$583**              **\$876**

VARIANCE: **50%**

#### SALE TO LIST PRICE RATIO

Feb. 2021      Feb. 2022  
**95.23%**      **101.38%**

VARIANCE: **6%**

#### DAYS ON MARKET

Feb. 2021      Feb. 2022  
**60**              **23**

VARIANCE: **-62%**

## MARCO ISLAND MARKET SUMMARY | FEBRUARY 2022

- The Marco Island attached luxury market is a **Seller's Market** with a **40% Sales Ratio**.
- Homes sold for a median of **101.38% of list price** in February 2022.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **0%**.
- The median luxury sales price for attached homes is **\$2,050,000**.
- The median days on market for February 2022 was **23** days, down from **60** in February 2021.

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

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.