

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

MARCH
2022

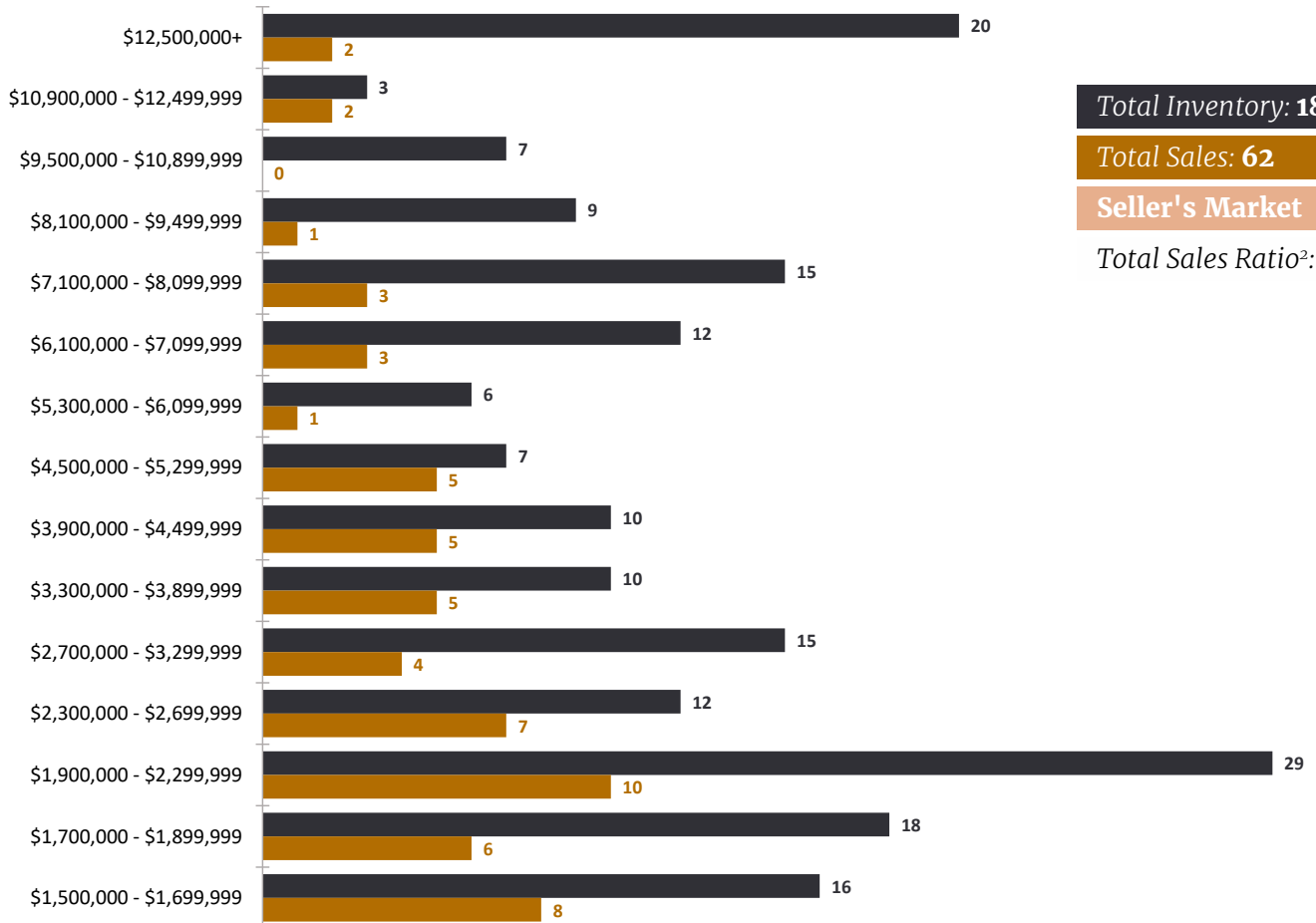
NAPLES --- FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

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



Total Inventory: **189**

Total Sales: **62**

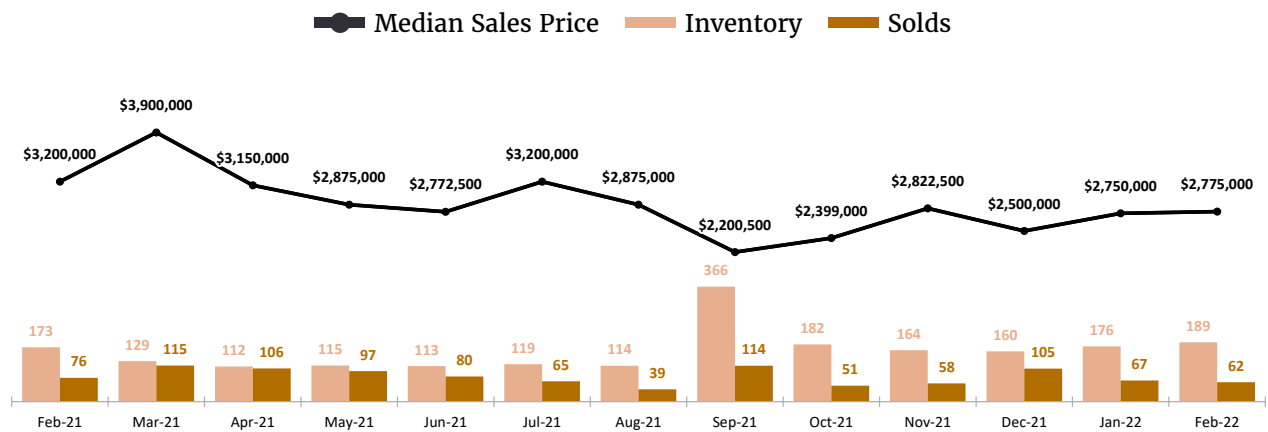
Seller's Market

Total Sales Ratio²: **33%**

Square Feet ³	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 1,999	\$2,450,000	3	2	2	22	9%
2,000 - 2,999	\$1,975,000	3	4	12	48	25%
3,000 - 3,999	\$2,175,000	4	4	22	36	61%
4,000 - 4,999	\$4,062,500	4	5	18	32	56%
5,000 - 5,999	\$7,925,000	5	7	7	26	27%
6,000+	\$7,000,000	5	7	1	25	4%

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 | FEBRUARY

TOTAL INVENTORY

Feb. 2021	Feb. 2022
173	189

VARIANCE: **9%**

TOTAL SOLDS

Feb. 2021	Feb. 2022
76	62

VARIANCE: **-18%**

SALES PRICE

Feb. 2021	Feb. 2022
\$3.20m	\$2.78m

VARIANCE: **-13%**

SALE PRICE PER SQFT.

Feb. 2021	Feb. 2022
\$739	\$821

VARIANCE: **11%**

SALE TO LIST PRICE RATIO

Feb. 2021	Feb. 2022
95.94%	100.00%

VARIANCE: **4%**

DAYS ON MARKET

Feb. 2021	Feb. 2022
84	7

VARIANCE: **-92%**

NAPLES MARKET SUMMARY | FEBRUARY 2022

- The Naples single-family luxury market is a **Seller's Market** with a **33% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in February 2022.
- The most active price band is **\$4,500,000-\$5,299,999**, where the sales ratio is **71%**.
- The median luxury sales price for single-family homes is **\$2,775,000**.
- The median days on market for February 2022 was **7** days, down from **84** in February 2021.

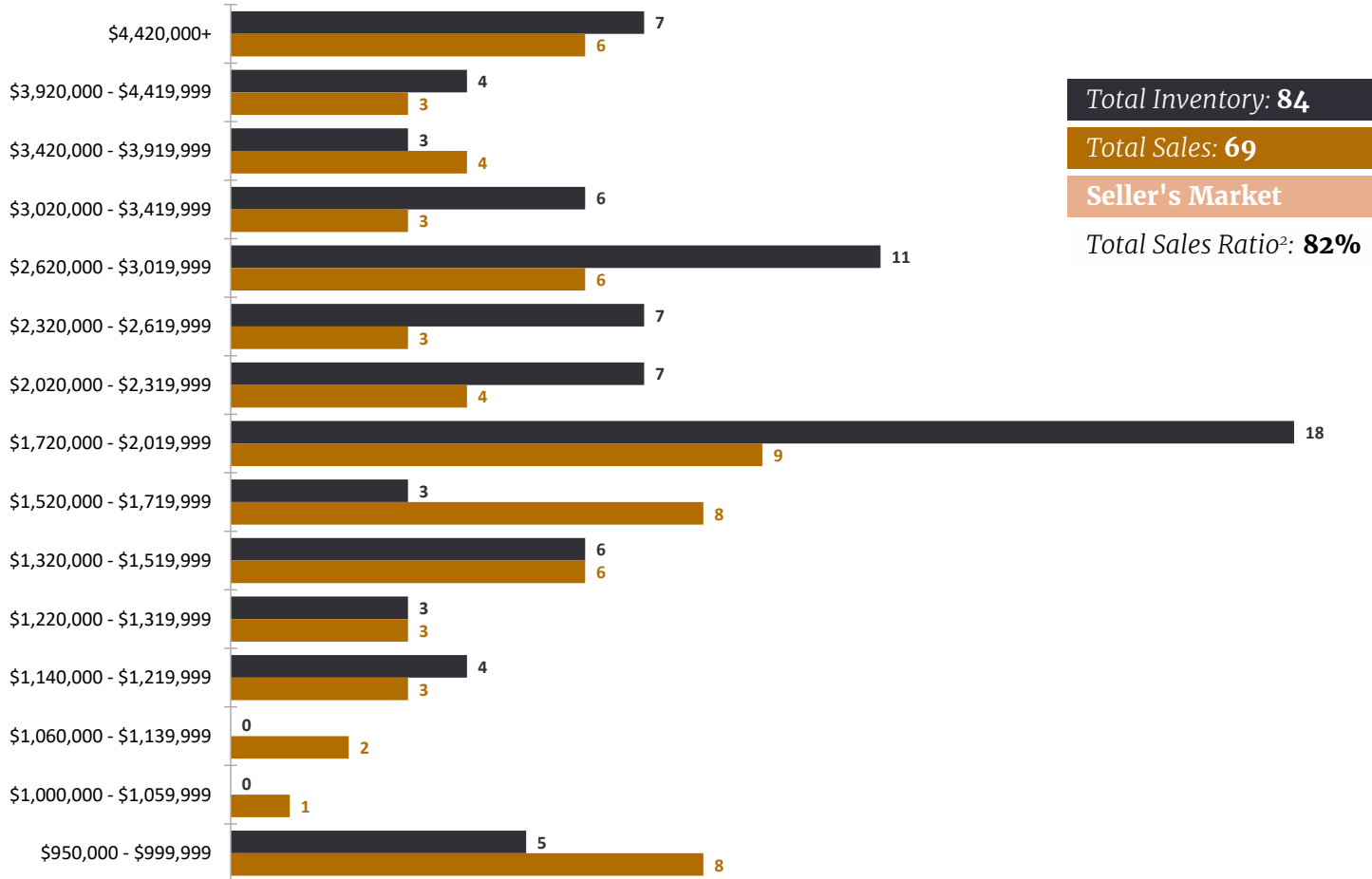
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | FEBRUARY 2022

Inventory Sales

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

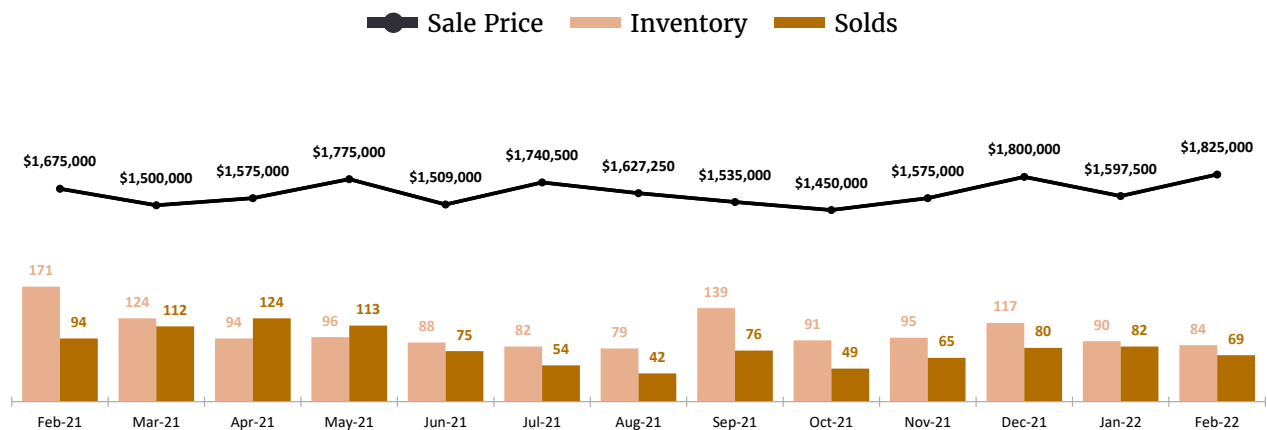


Total Inventory: **84**
 Total Sales: **69**
 Seller's Market
 Total Sales Ratio²: **82%**

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	\$1,363,000	2	2	27	29	93%
2,000 - 2,999	\$2,015,858	3	3	26	41	63%
3,000 - 3,999	\$3,769,399	4	4	10	8	125%
4,000 - 4,999	\$4,650,000	4	5	4	1	400%
5,000+	\$11,937,500	5	6	2	5	40%

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 | FEBRUARY

TOTAL INVENTORY

Feb. 2021 Feb. 2022

171 84

VARIANCE: **-51%**

TOTAL SOLDS

Feb. 2021 Feb. 2022

94 69

VARIANCE: **-27%**

SALES PRICE

Feb. 2021 Feb. 2022

\$1.68m \$1.83m

VARIANCE: **9%**

SALE PRICE PER SQFT.

Feb. 2021 Feb. 2022

\$736 \$843

VARIANCE: **15%**

SALE TO LIST PRICE RATIO

Feb. 2021 Feb. 2022

96.75% 100.00%

VARIANCE: **3%**

DAYS ON MARKET

Feb. 2021 Feb. 2022

55 13

VARIANCE: **-76%**

NAPLES MARKET SUMMARY | FEBRUARY 2022

- The Naples attached luxury market is a **Seller's Market** with an **82% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in February 2022.
- The most active price band is **\$1,520,000-\$1,719,999**, where the sales ratio is **267%**.
- The median luxury sales price for attached homes is **\$1,825,000**.
- The median days on market for February 2022 was **13** days, down from **55** in February 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.