

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

SEPTEMBER  
2022



MARCO ISLAND  

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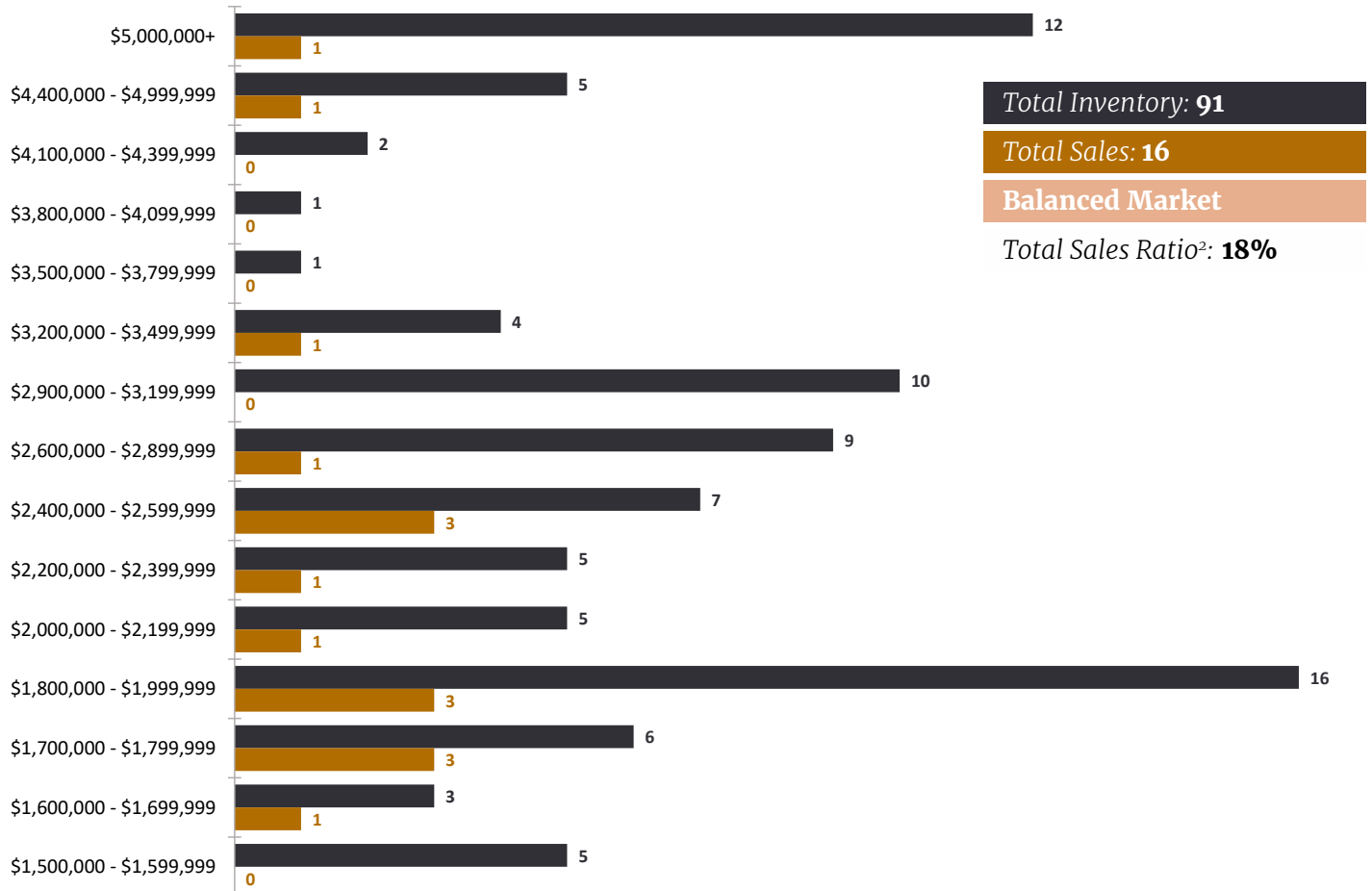
FLORIDA

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

### LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

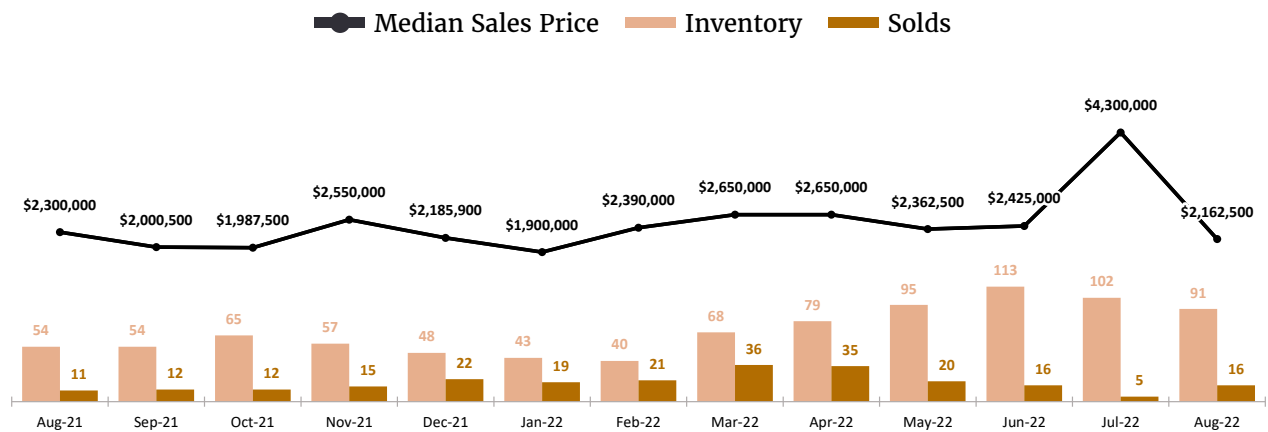
Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**



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	NA	NA	NA	0	15	0%
2,000 - 2,499	\$1,750,000	3	3	5	22	23%
2,500 - 2,999	\$1,989,850	3	3	5	22	23%
3,000 - 3,499	\$2,596,000	4	4	3	9	33%
3,500 - 3,999	NA	NA	NA	0	5	0%
4,000+	\$4,600,000	5	7	3	18	17%

<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 | AUGUST

#### TOTAL INVENTORY

Aug. 2021      Aug. 2022

54              91

VARIANCE: **69%**

#### TOTAL SOLDS

Aug. 2021      Aug. 2022

11              16

VARIANCE: **45%**

#### SALES PRICE

Aug. 2021      Aug. 2022

\$2.30m      \$2.16m

VARIANCE: **-6%**

#### SALE PRICE PER SQFT.

Aug. 2021      Aug. 2022

\$539              \$790

VARIANCE: **47%**

#### SALE TO LIST PRICE RATIO

Aug. 2021      Aug. 2022

96.37%      94.30%

VARIANCE: **-2%**

#### DAYS ON MARKET

Aug. 2021      Aug. 2022

23              54

VARIANCE: **135%**

## MARCO ISLAND MARKET SUMMARY | AUGUST 2022

- The Marco Island single-family luxury market is a **Balanced Market** with an **18% Sales Ratio**.
- Homes sold for a median of **94.30% of list price** in August 2022.
- The most active price band is **\$1,700,000-\$1,799,999**, where the sales ratio is **50%**.
- The median luxury sales price for single-family homes is **\$2,162,500**.
- The median days on market for August 2022 was **54** days, up from **23** in August 2021.

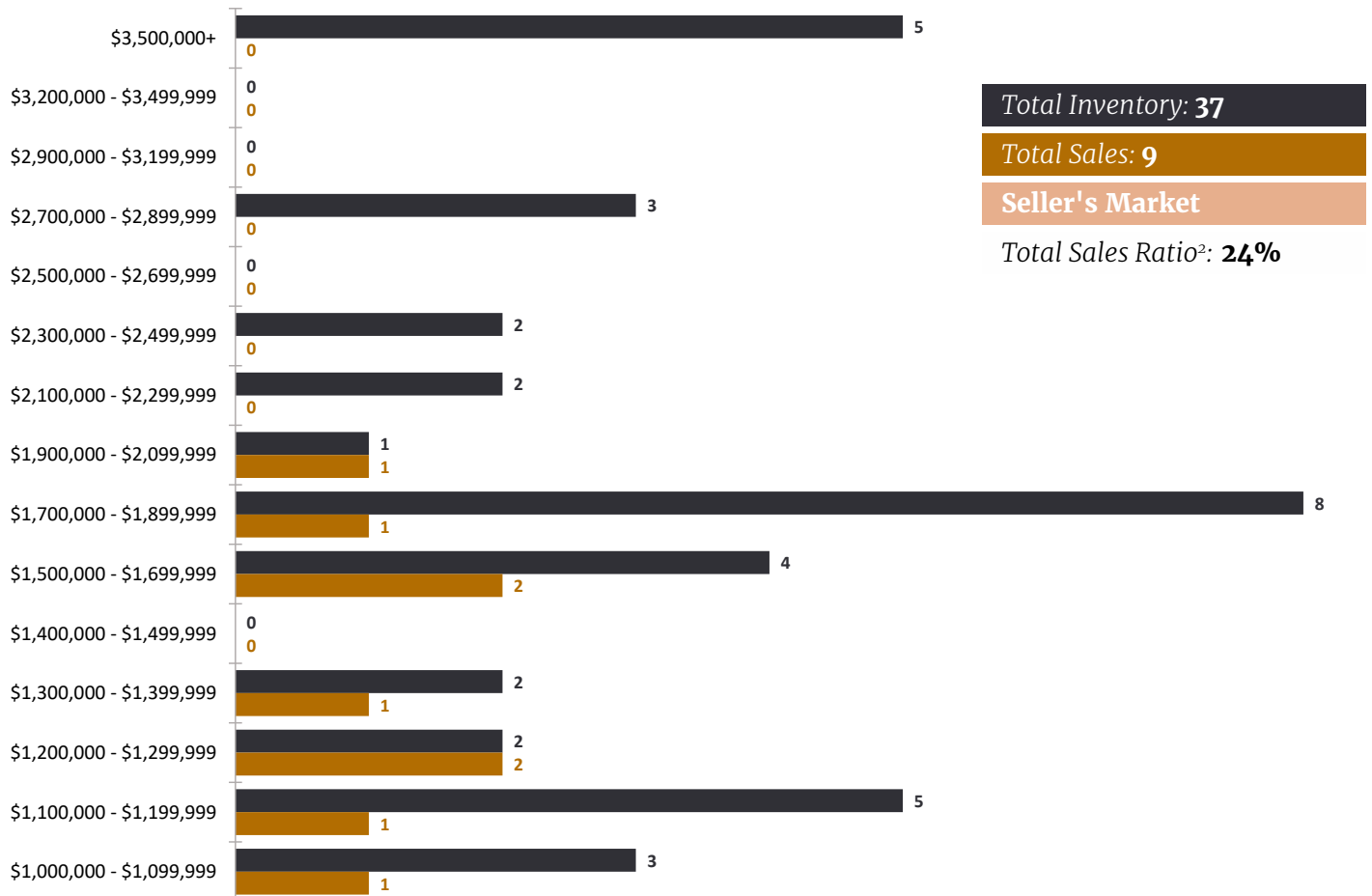
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | AUGUST 2022

Inventory Sales

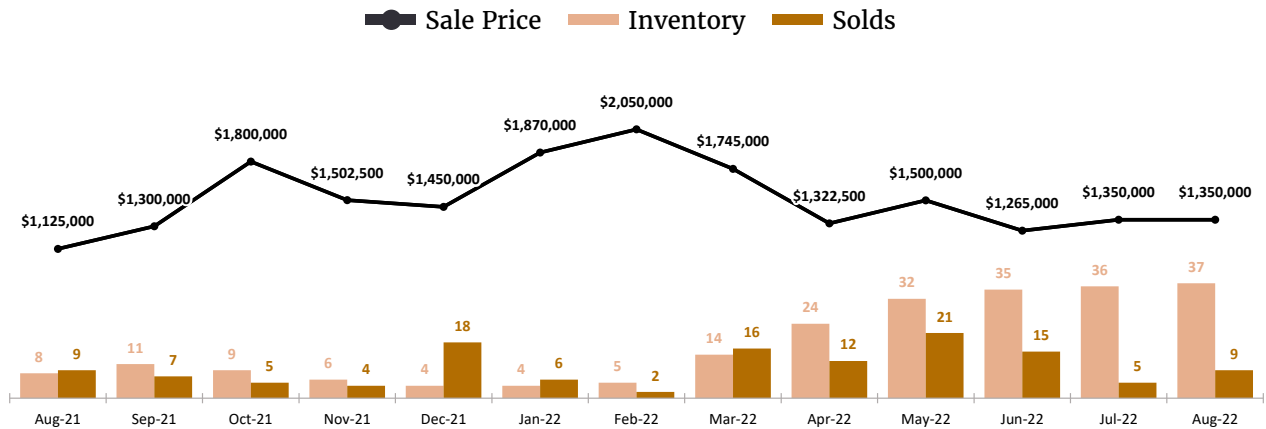
Luxury Benchmark Price<sup>1</sup>: **\$1,000,000**



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	1	0%
1,000 - 1,499	\$1,205,000	2	2	4	13	31%
1,500 - 1,999	\$1,422,500	3	3	2	8	25%
2,000 - 2,499	\$1,599,000	3	3	1	6	17%
2,500 - 2,999	\$1,910,000	3	3	2	3	67%
3,000+	NA	NA	NA	0	6	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 | AUGUST

#### TOTAL INVENTORY

Aug. 2021      Aug. 2022  
8                      37

VARIANCE: **363%**

#### TOTAL SOLDS

Aug. 2021      Aug. 2022  
9                      9

VARIANCE: **0%**

#### SALES PRICE

Aug. 2021      Aug. 2022  
\$1.13m          \$1.35m

VARIANCE: **20%**

#### SALE PRICE PER SQFT.

Aug. 2021      Aug. 2022  
\$592                \$805

VARIANCE: **36%**

#### SALE TO LIST PRICE RATIO

Aug. 2021      Aug. 2022  
97.65%          90.65%

VARIANCE: **-7%**

#### DAYS ON MARKET

Aug. 2021      Aug. 2022  
16                      25

VARIANCE: **56%**

## MARCO ISLAND MARKET SUMMARY | AUGUST 2022

- The Marco Island attached luxury market is a **Seller's Market** with a **24% Sales Ratio**.
- Homes sold for a median of **90.65% of list price** in August 2022.
- The most active price band is **\$1,200,000-\$1,299,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$1,350,000**.
- The median days on market for August 2022 was **25** days, up from **16** in August 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.