

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

NOVEMBER  
2023



MARCO ISLAND  

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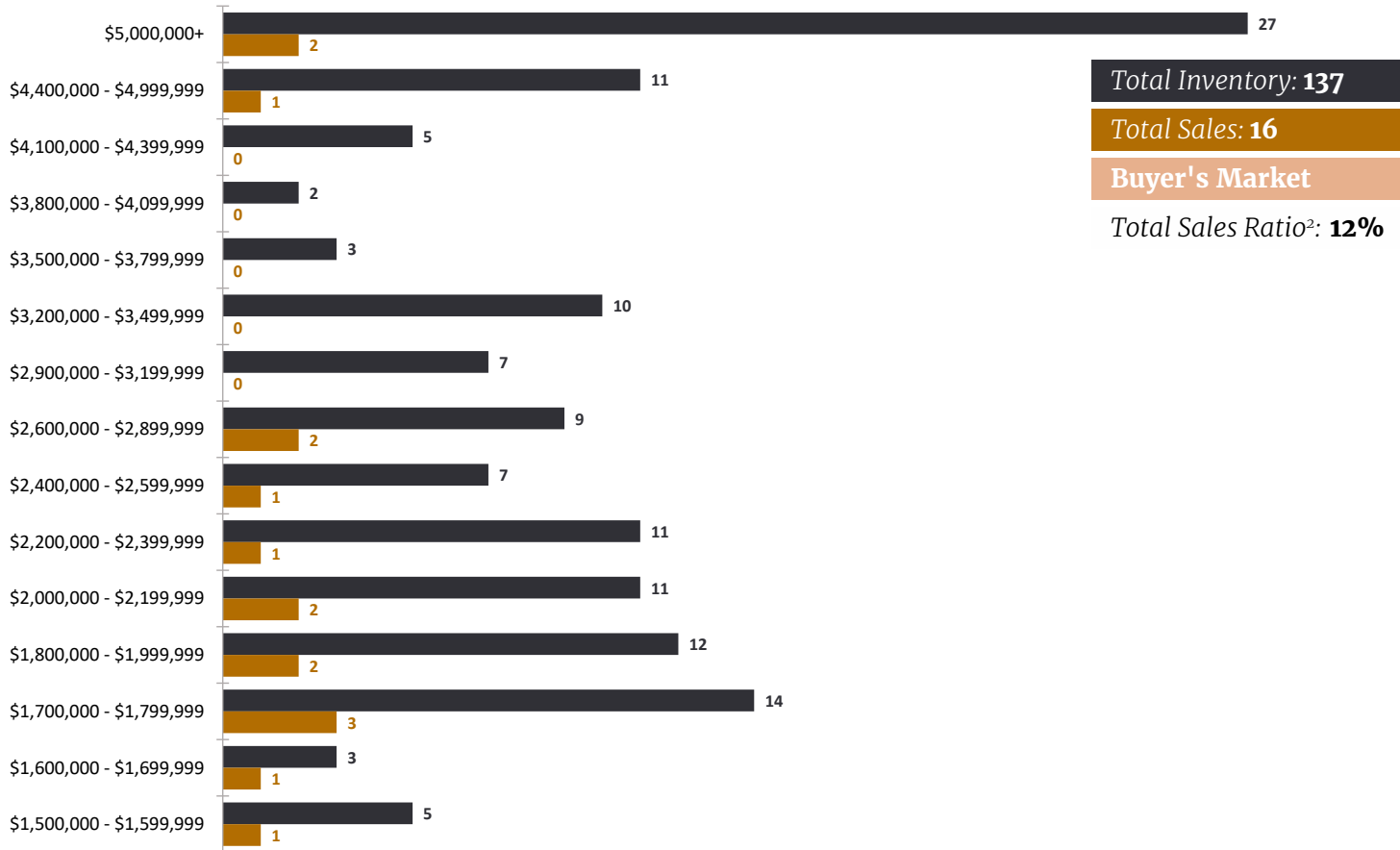
FLORIDA

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

### LUXURY INVENTORY VS. SALES | OCTOBER 2023

Inventory Sales

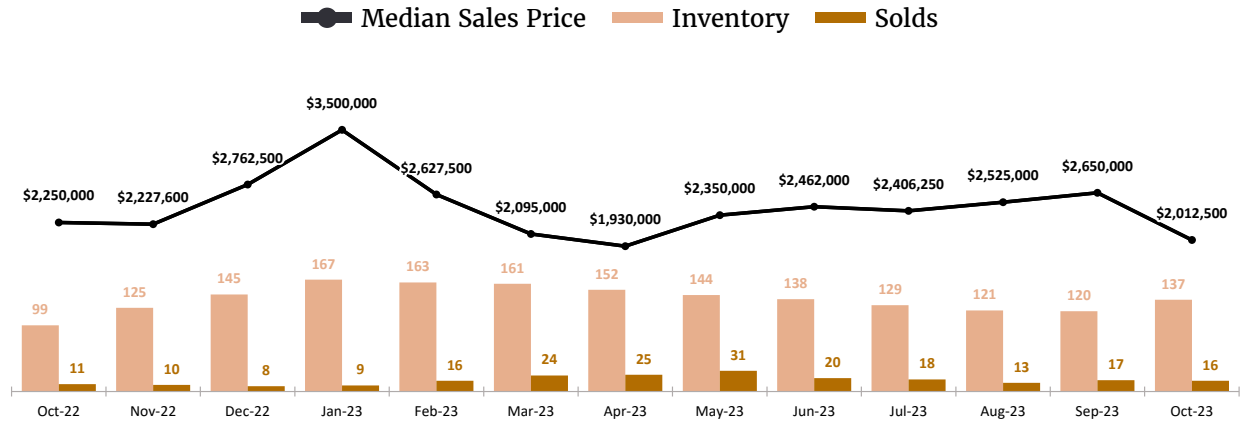
Luxury Benchmark Price<sup>1</sup>: **\$1,500,000**



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	\$1,937,500	3	3	2	18	11%
2,000 - 2,499	\$1,700,000	3	3	4	33	12%
2,500 - 2,999	\$2,200,000	4	3	7	24	29%
3,000 - 3,499	NA	NA	NA	0	18	0%
3,500 - 3,999	\$4,900,000	4	5	1	10	10%
4,000+	\$5,850,000	4	5	2	34	6%

<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 | OCTOBER

#### TOTAL INVENTORY

Oct. 2022      Oct. 2023  
**99**            **137**

**VARIANCE: 38%**

#### TOTAL SOLDS

Oct. 2022      Oct. 2023  
**11**            **16**

**VARIANCE: 45%**

#### SALES PRICE

Oct. 2022      Oct. 2023  
**\$2.25m**      **\$2.01m**

**VARIANCE: -11%**

#### SALE PRICE PER SQFT.

Oct. 2022      Oct. 2023  
**\$778**            **\$902**

**VARIANCE: 16%**

#### SALE TO LIST PRICE RATIO

Oct. 2022      Oct. 2023  
**92.13%**      **94.35%**

**VARIANCE: 2%**

#### DAYS ON MARKET

Oct. 2022      Oct. 2023  
**69**            **70**

**VARIANCE: 1%**

## MARCO ISLAND MARKET SUMMARY | OCTOBER 2023

- The Marco Island single-family luxury market is a **Buyer's Market** with a **12% Sales Ratio**.
- Homes sold for a median of **94.35% of list price** in October 2023.
- The most active price band is **\$1,600,000-\$1,699,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes is **\$2,012,500**.
- The median days on market for October 2023 was **70** days, up from **69** in October 2022.

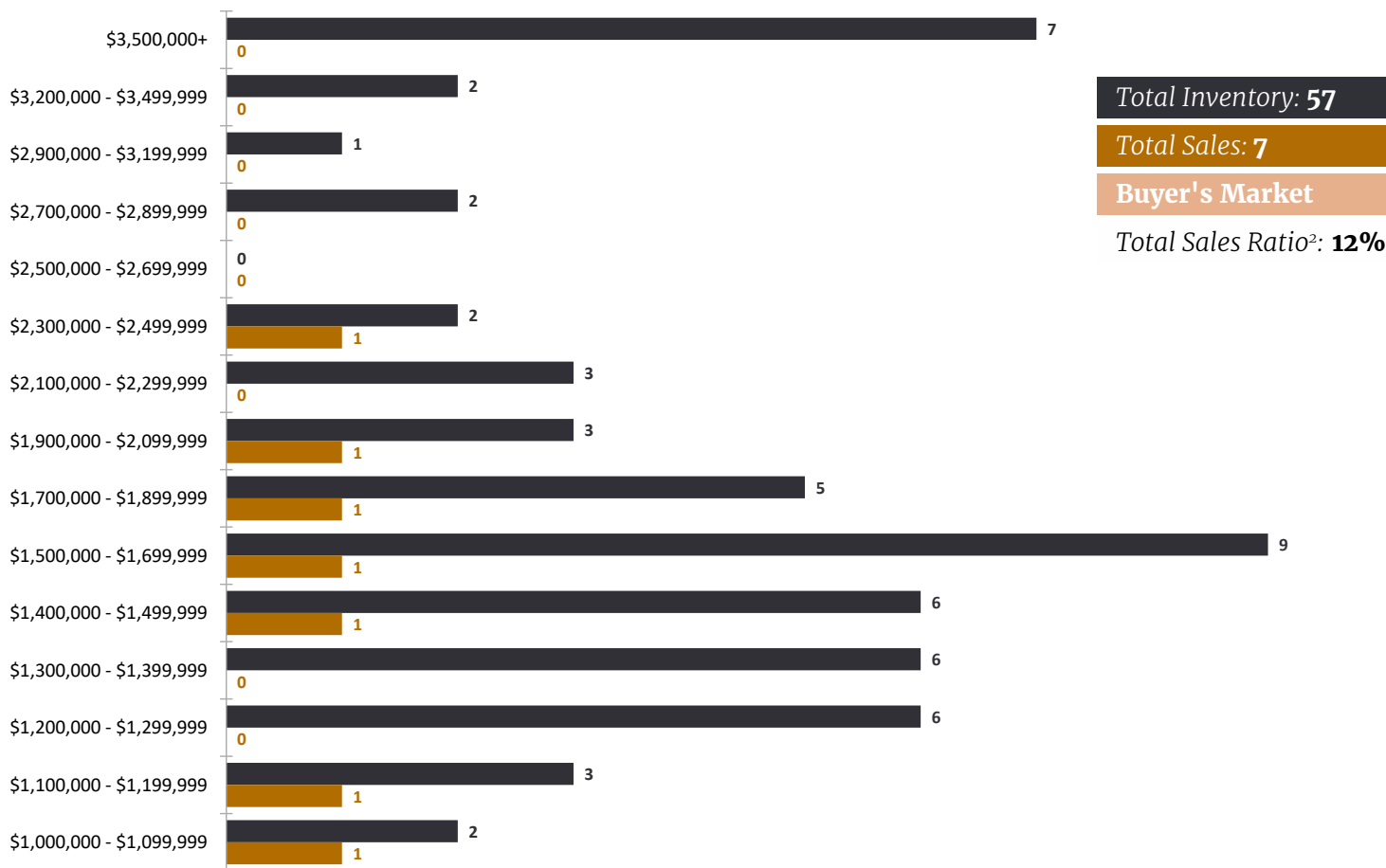
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

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

### LUXURY INVENTORY VS. SALES | OCTOBER 2023

Inventory Sales

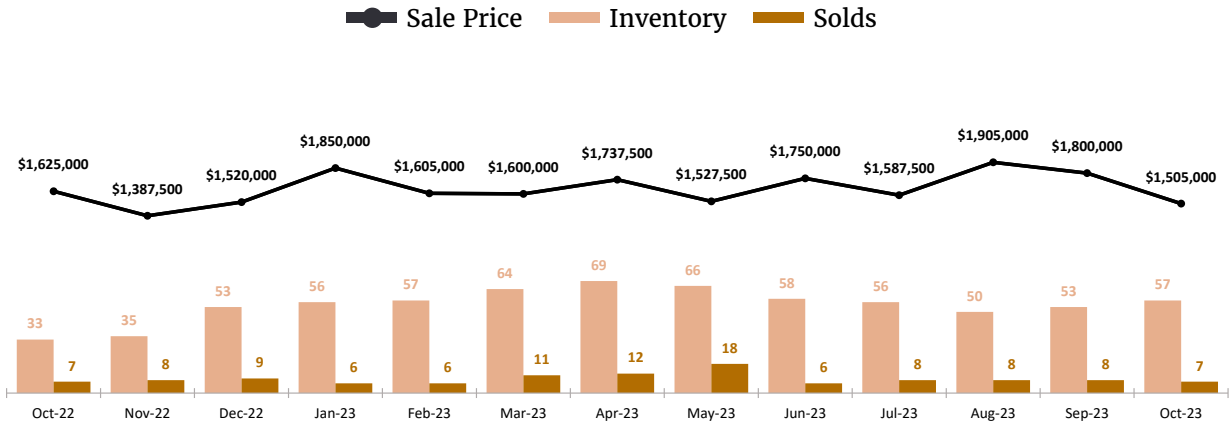
Luxury Benchmark Price<sup>1</sup>: **\$1,000,000**



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	\$1,260,000	2	2	2	16	13%
1,500 - 1,999	\$1,040,000	2	2	1	18	6%
2,000 - 2,499	\$1,825,000	3	3	4	8	50%
2,500 - 2,999	NA	NA	NA	0	6	0%
3,000+	NA	NA	NA	0	8	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 | OCTOBER

#### TOTAL INVENTORY

Oct. 2022      Oct. 2023  
**33              57**

**VARIANCE: 73%**

#### TOTAL SOLDS

Oct. 2022      Oct. 2023  
**7                7**

**VARIANCE: 0%**

#### SALES PRICE

Oct. 2022      Oct. 2023  
**\$1.63m      \$1.51m**

**VARIANCE: -7%**

#### SALE PRICE PER SQFT.

Oct. 2022      Oct. 2023  
**\$997           \$810**

**VARIANCE: -19%**

#### SALE TO LIST PRICE RATIO

Oct. 2022      Oct. 2023  
**94.51%      93.65%**

**VARIANCE: -1%**

#### DAYS ON MARKET

Oct. 2022      Oct. 2023  
**95              43**

**VARIANCE: -55%**

### MARCO ISLAND MARKET SUMMARY | OCTOBER 2023

- The Marco Island attached luxury market is a **Buyer's Market** with a **12% Sales Ratio**.
- Homes sold for a median of **93.65% of list price** in October 2023.
- The most active price bands are **\$1,000,000-\$1,099,999** and **\$2,300,000-\$2,499,999**, where the sales ratio is **50%**.
- The median luxury sales price for attached homes is **\$1,505,000**.
- The median days on market for October 2023 was **43** days, down from **95** in October 2022.

<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.