

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JULY
2024

NAPLES

FLORIDA

www.LuxuryHomeMarketing.com

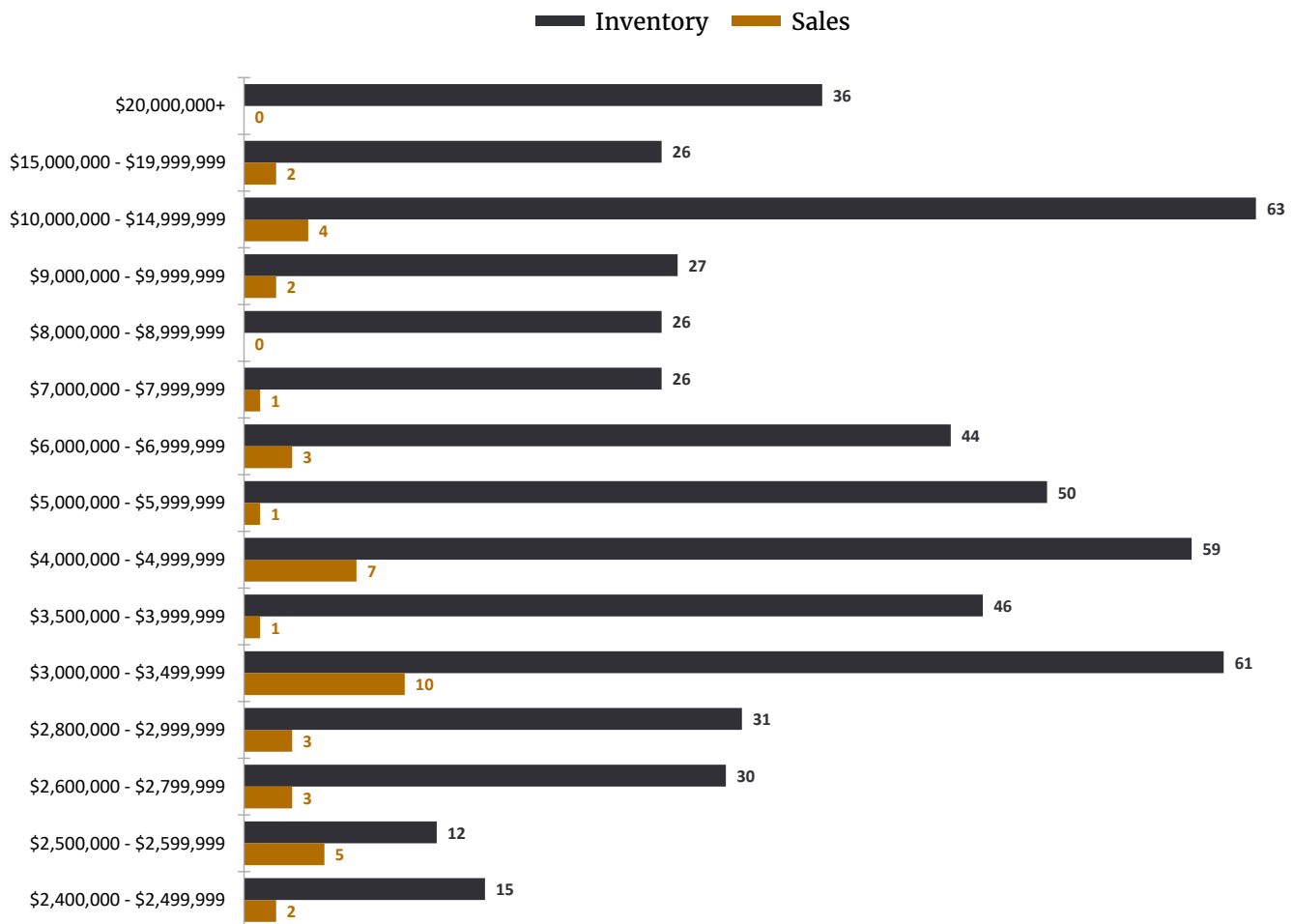
LUXURY INVENTORY VS. SALES | JUNE 2024

Total Inventory: **552**

Total Sales: **44**

Total Sales Ratio²: **8%**

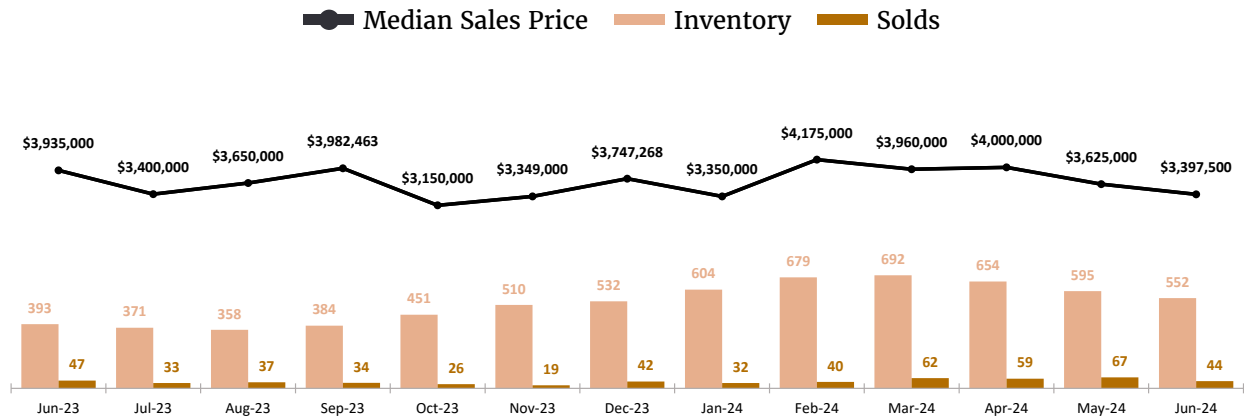
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$3,320,000	2	1	1	17	6%
2,000 - 2,999	\$2,575,000	3	3	5	81	6%
3,000 - 3,999	\$3,200,000	4	4	19	126	15%
4,000 - 4,999	\$4,300,000	4	5	8	136	6%
5,000 - 5,999	\$4,950,000	4	5	5	75	7%
6,000+	\$12,374,000	6	7	6	117	5%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JUNE

TOTAL INVENTORY

Jun. 2023 Jun. 2024
393 **552**

VARIANCE: **40%**

TOTAL SOLDS

Jun. 2023 Jun. 2024
47 **44**

VARIANCE: **-6%**

SALES PRICE

Jun. 2023 Jun. 2024
\$3.94m **\$3.40m**

VARIANCE: **-14%**

SALE PRICE PER SQFT.

Jun. 2023 Jun. 2024
\$997 **\$1,040**

VARIANCE: **4%**

SALE TO LIST PRICE RATIO

Jun. 2023 Jun. 2024
94.96% **92.06%**

VARIANCE: **-3%**

DAYS ON MARKET

Jun. 2023 Jun. 2024
47 **86**

VARIANCE: **83%**

NAPLES MARKET SUMMARY | JUNE 2024

- The single-family luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **92.06% of list price** in June 2024.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **42%**.
- The median luxury sales price for single-family homes is **\$3,397,500**.
- The median days on market for June 2024 was **86** days, up from **47** in June 2023.

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 | JUNE 2024

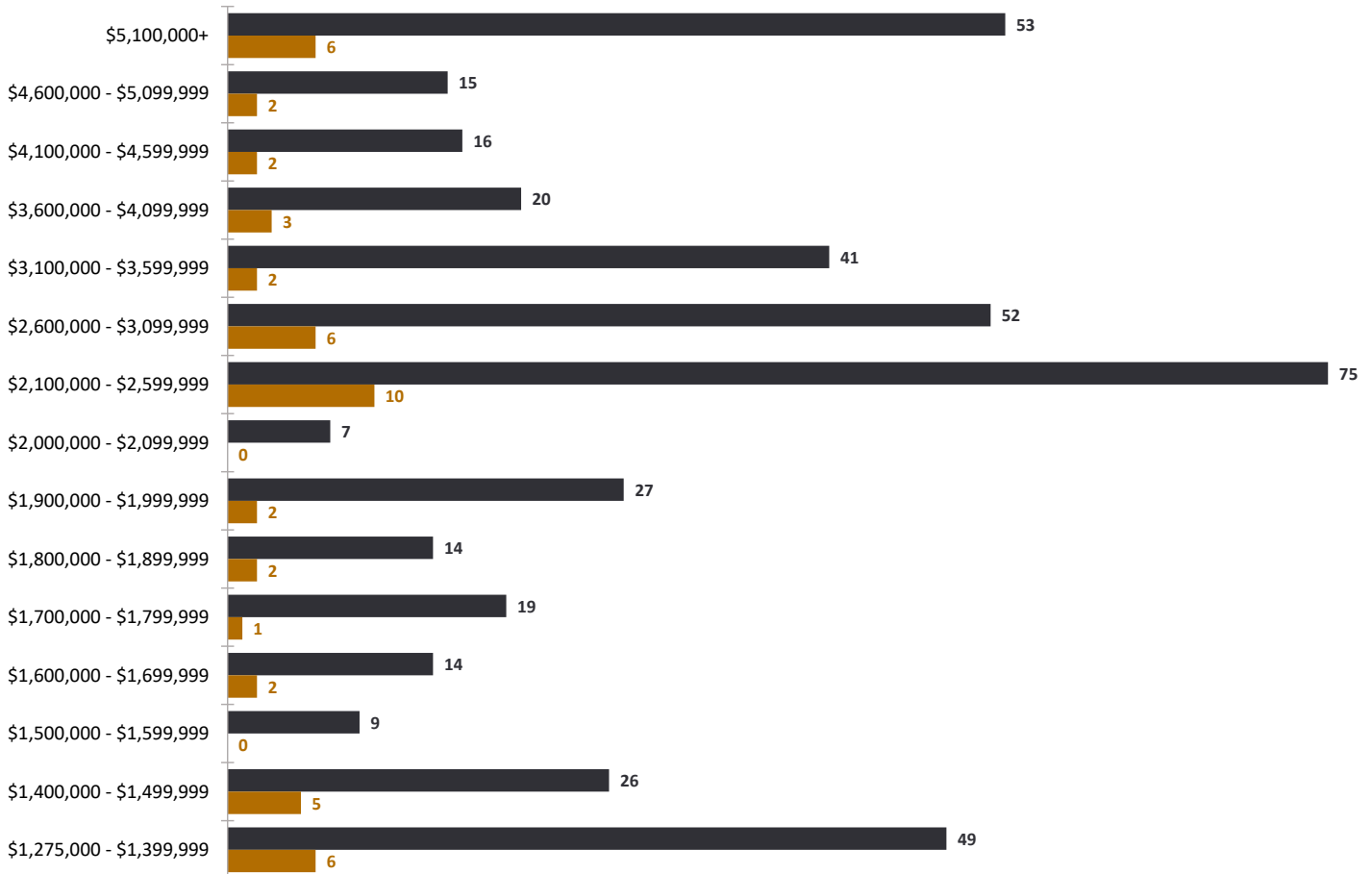
Total Inventory: **437**

Total Sales: **49**

Total Sales Ratio²: **11%**

Buyer's Market

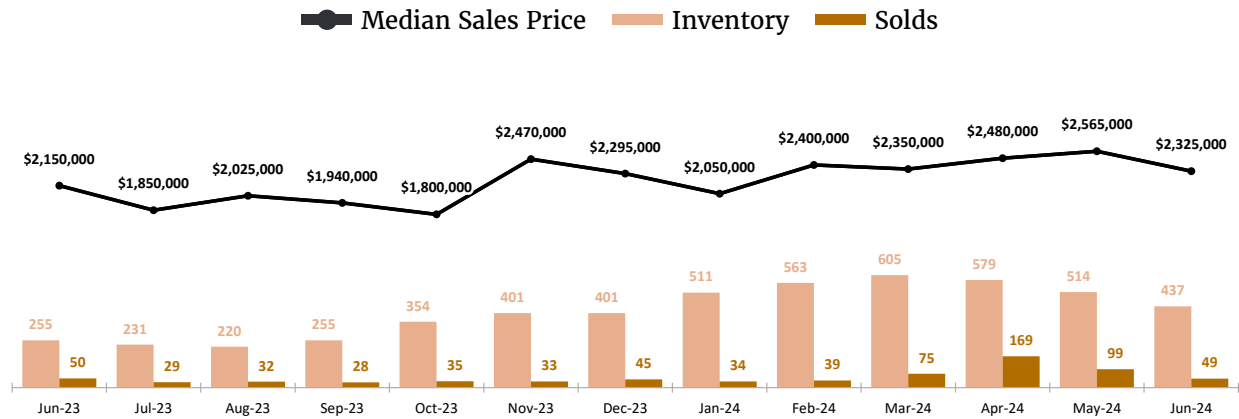
Inventory Sales



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,525,000	2	2	2	38	5%
1,500 - 1,999	\$1,895,000	2	2	11	114	10%
2,000 - 2,499	\$2,212,500	3	3	12	89	13%
2,500 - 2,999	\$2,500,000	3	4	9	86	10%
3,000 - 3,499	\$3,800,000	3	4	10	63	16%
3,500+	\$4,525,000	4	4	5	47	11%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JUNE

TOTAL INVENTORY

Jun. 2023 Jun. 2024
255 **437**

VARIANCE: **71%**

TOTAL SOLD

Jun. 2023 Jun. 2024
50 **49**

VARIANCE: **-2%**

SALES PRICE

Jun. 2023 Jun. 2024
\$2.15m **\$2.33m**

VARIANCE: **8%**

SALE PRICE PER SQFT.

Jun. 2023 Jun. 2024
\$1,002 **\$1,096**

VARIANCE: **9%**

SALE TO LIST PRICE RATIO

Jun. 2023 Jun. 2024
95.46% **94.53%**

VARIANCE: **-1%**

DAYS ON MARKET

Jun. 2023 Jun. 2024
42 **61**

VARIANCE: **45%**

NAPLES MARKET SUMMARY | JUNE 2024

- The attached luxury market is a **Buyer's Market** with a **11% Sales Ratio**.
- Homes sold for a median of **94.53% of list price** in June 2024.
- The most active price band is **\$1,400,000-\$1,499,999**, where the sales ratio is **19%**.
- The median luxury sales price for attached homes is **\$2,325,000**.
- The median days on market for June 2024 was **61** days, up from **42** in June 2023.

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.