

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

AUGUST  
2024

MARCO ISLAND  

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FLORIDA

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

## LUXURY INVENTORY VS. SALES | JULY 2024

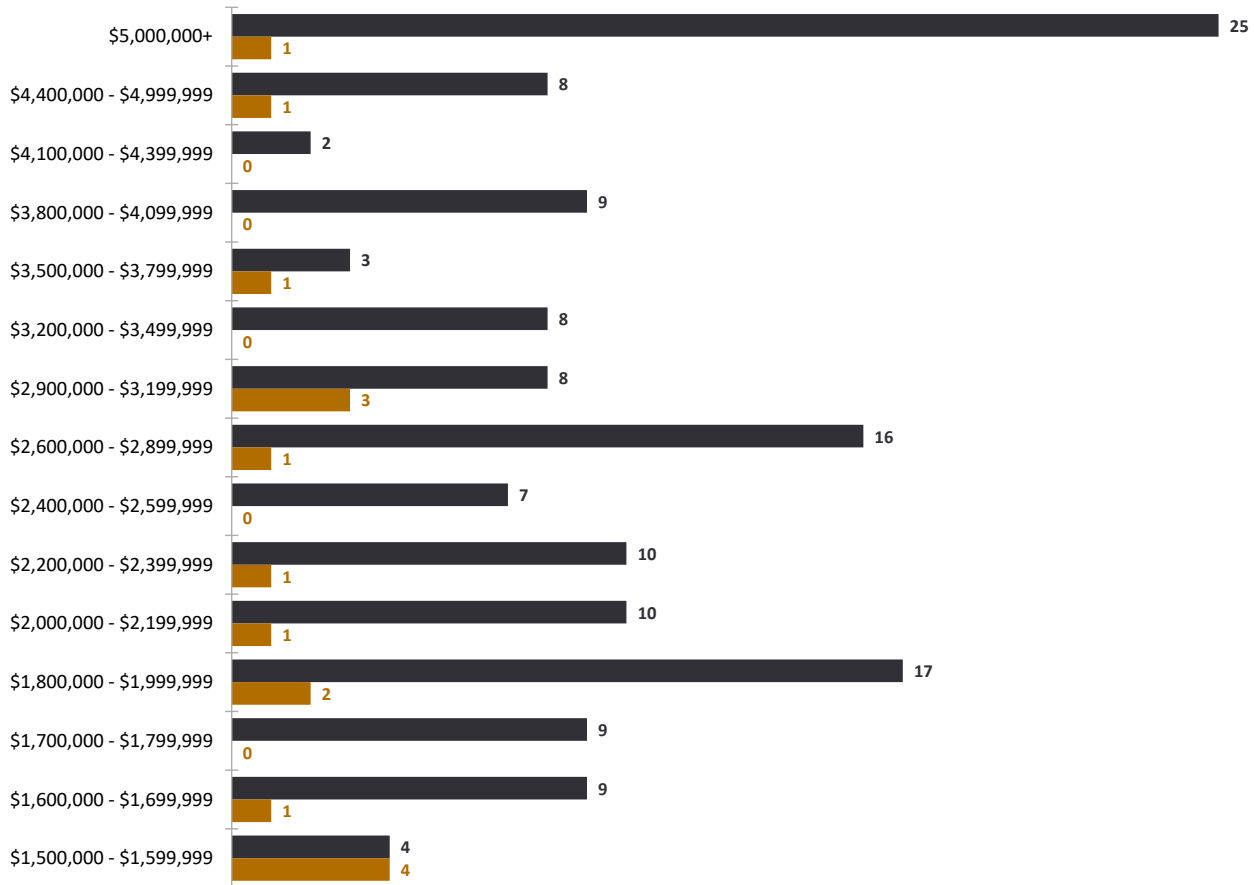
Total Inventory: **145**

Total Sales: **16**

Total Sales Ratio<sup>2</sup>: **11%**

Buyer's Market

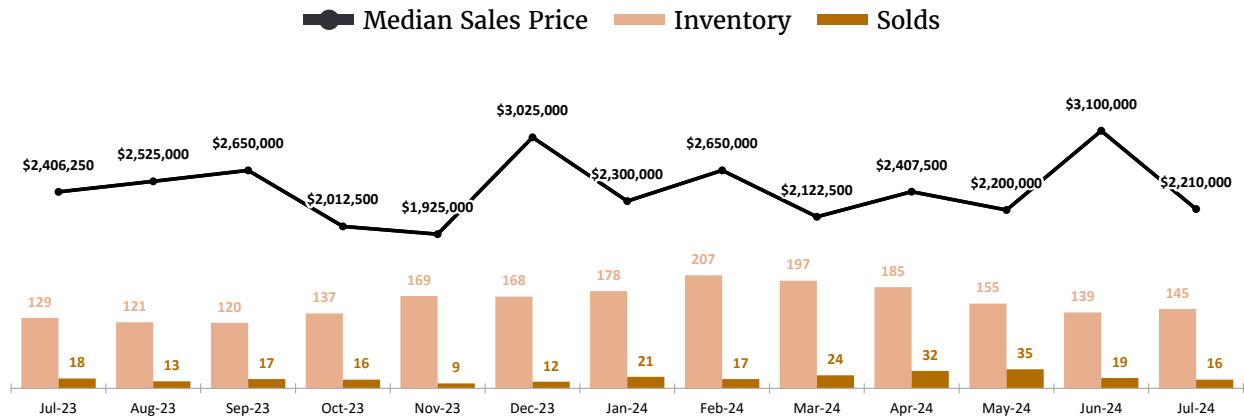
Inventory Sales



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	\$1,510,000	3	3	1	20	5%
2,000 - 2,499	\$1,600,000	3	3	7	39	18%
2,500 - 2,999	\$3,112,500	4	3	4	17	24%
3,000 - 3,499	\$3,250,000	4	4	2	23	9%
3,500 - 3,999	\$4,500,000	4	4	1	12	8%
4,000+	\$2,850,000	5	5	1	34	3%

<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 < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS<sup>®</sup> data reported previous month's sales exceeded current inventory.

## 13-MONTH LUXURY MARKET TREND<sup>4</sup>



## MEDIAN DATA REVIEW | JULY

### TOTAL INVENTORY

Jul. 2023      Jul. 2024  
**129**          **145**

VARIANCE: **12%**

### TOTAL SOLDS

Jul. 2023      Jul. 2024  
**18**            **16**

VARIANCE: **-11%**

### SALES PRICE

Jul. 2023      Jul. 2024  
**\$2.41m**      **\$2.21m**

VARIANCE: **-8%**

### SALE PRICE PER SQFT.

Jul. 2023      Jul. 2024  
**\$906**          **\$904**

VARIANCE: **0%**

### SALE TO LIST PRICE RATIO

Jul. 2023      Jul. 2024  
**94.41%**      **93.35%**

VARIANCE: **-1%**

### DAYS ON MARKET

Jul. 2023      Jul. 2024  
**60**            **63**

VARIANCE: **5%**

## MARCO ISLAND MARKET SUMMARY | JULY 2024

- The single-family luxury market is a **Buyer's Market** with a **11% Sales Ratio**.
- Homes sold for a median of **93.35% of list price** in July 2024.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **100%**.
- The median luxury sales price for single-family homes is **\$2,210,000**.
- The median days on market for July 2024 was **63** days, up from **60** in July 2023.

<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.

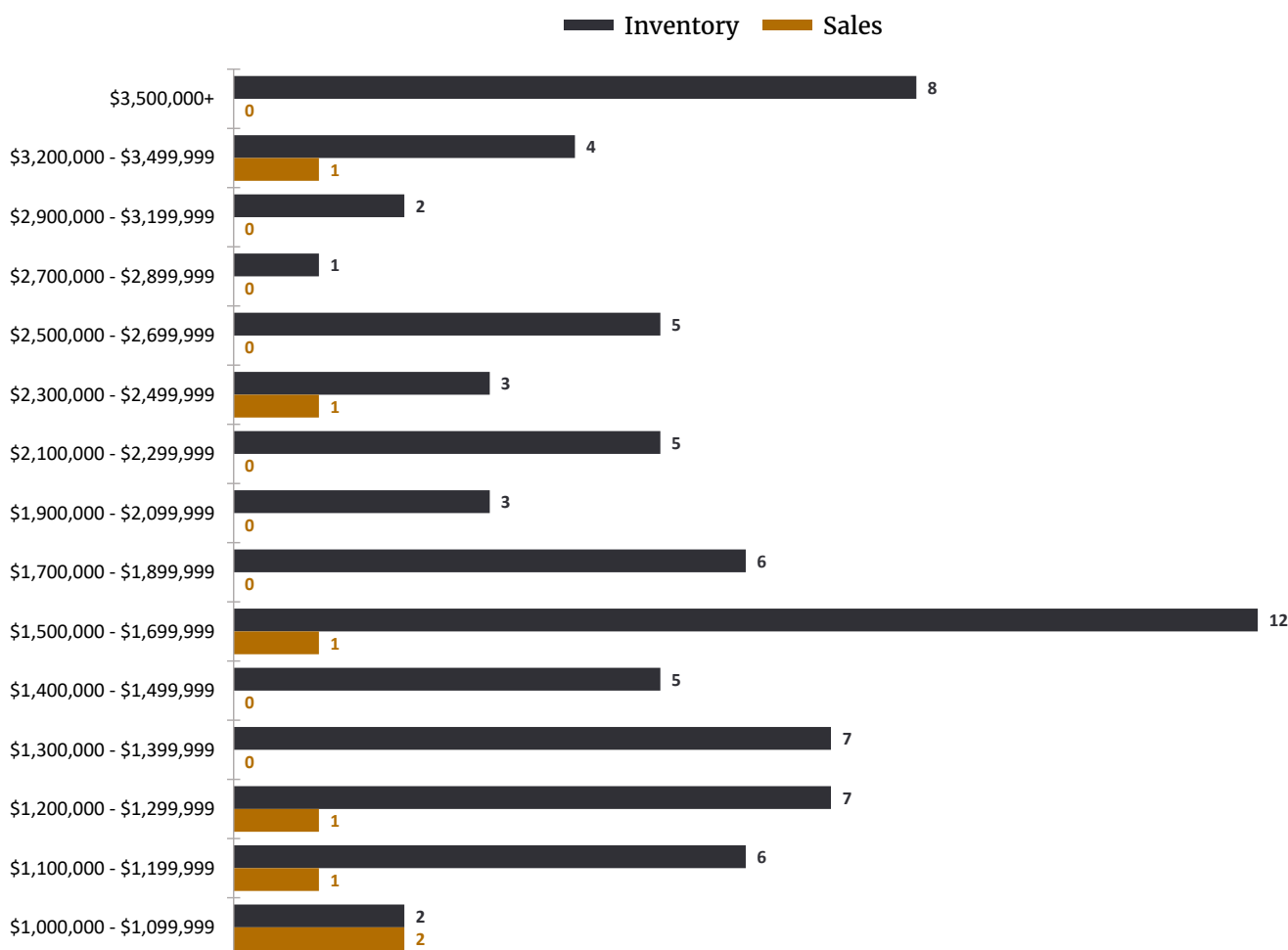
### LUXURY INVENTORY VS. SALES | JULY 2024

Total Inventory: **76**

Total Sales: **7**

Total Sales Ratio<sup>2</sup>: **9%**

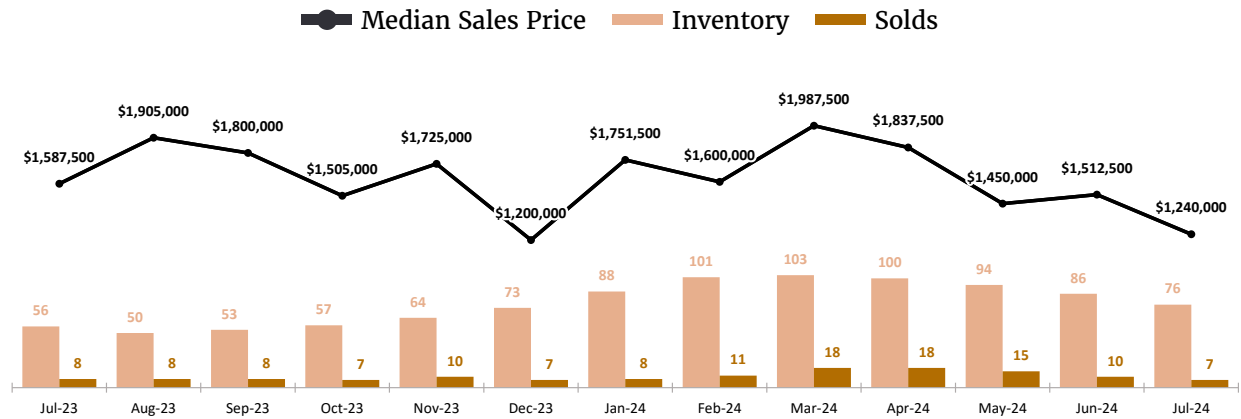
Buyer's Market



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	\$1,090,000	2	2	1	1	100%
1,000 - 1,499	\$1,500,000	2	2	1	11	9%
1,500 - 1,999	\$1,170,000	3	2	4	21	19%
2,000 - 2,499	NA	NA	NA	0	19	0%
2,500 - 2,999	NA	NA	NA	0	10	0%
3,000+	\$3,300,000	3	4	1	14	7%

<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 < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS<sup>®</sup> data reported previous month's sales exceeded current inventory.

## 13-MONTH LUXURY MARKET TREND<sup>4</sup>



## MEDIAN DATA REVIEW | JULY

### TOTAL INVENTORY

Jul. 2023      Jul. 2024  
**56**            **76**

VARIANCE: **36%**

### TOTAL SOLDS

Jul. 2023      Jul. 2024  
**8**              **7**

VARIANCE: **-13%**

### SALES PRICE

Jul. 2023      Jul. 2024  
**\$1.59m**      **\$1.24m**

VARIANCE: **-22%**

### SALE PRICE PER SQFT.

Jul. 2023      Jul. 2024  
**\$761**        **\$917**

VARIANCE: **20%**

### SALE TO LIST PRICE RATIO

Jul. 2023      Jul. 2024  
**93.13%**    **94.42%**

VARIANCE: **1%**

### DAYS ON MARKET

Jul. 2023      Jul. 2024  
**75**            **78**

VARIANCE: **4%**

## MARCO ISLAND MARKET SUMMARY | JULY 2024

- The attached luxury market is a **Buyer's Market** with a **9% Sales Ratio**.
- Homes sold for a median of **94.42% of list price** in July 2024.
- The most active price band is **\$1,000,000-\$1,099,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$1,240,000**.
- The median days on market for July 2024 was **78** days, up from **75** in July 2023.

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