

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

OCTOBER  
2024

NAPLES  

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FLORIDA

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

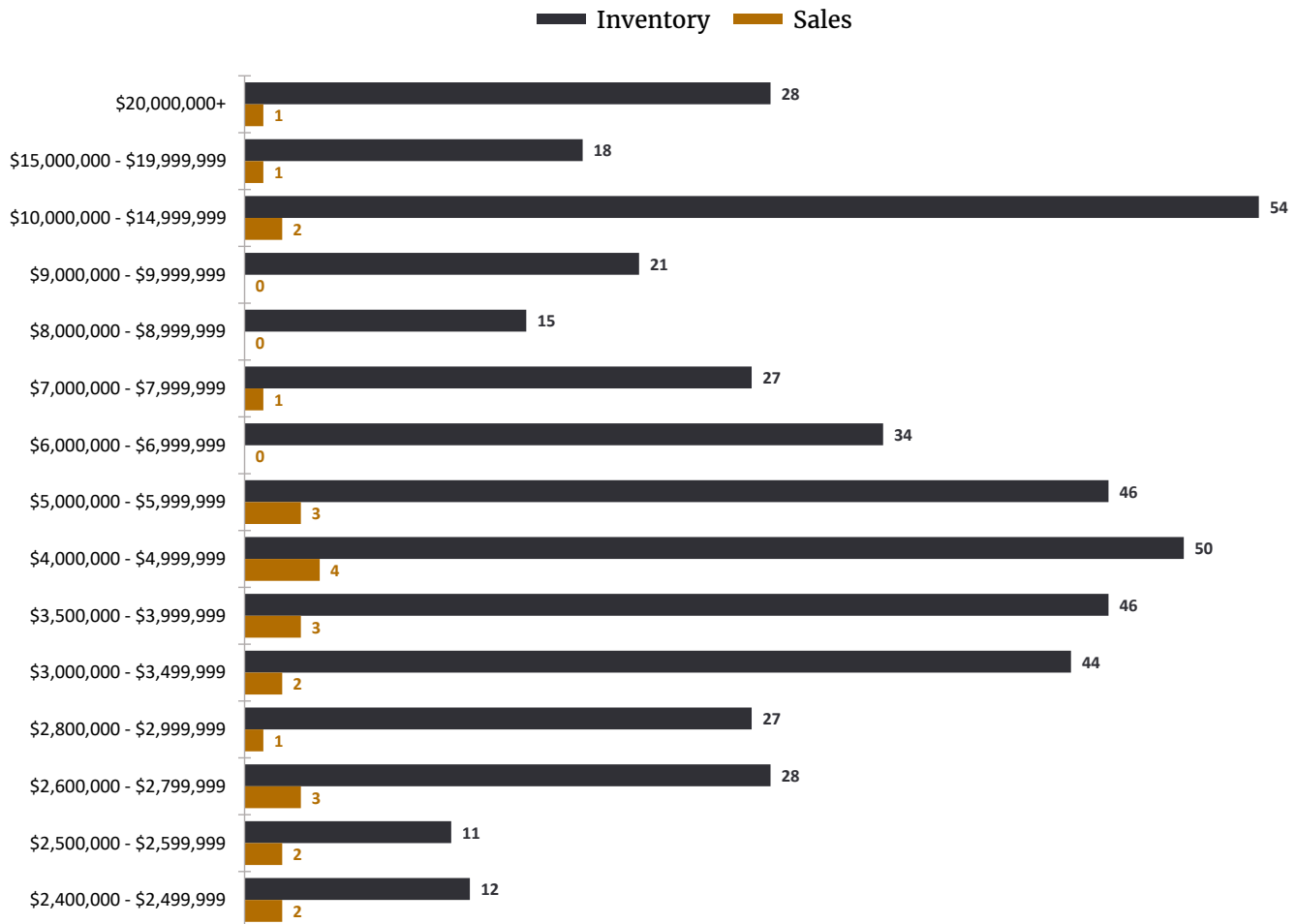
## LUXURY INVENTORY VS. SALES | SEPTEMBER 2024

Total Inventory: **461**

Total Sales: **25**

Total Sales Ratio<sup>2</sup>: **5%**

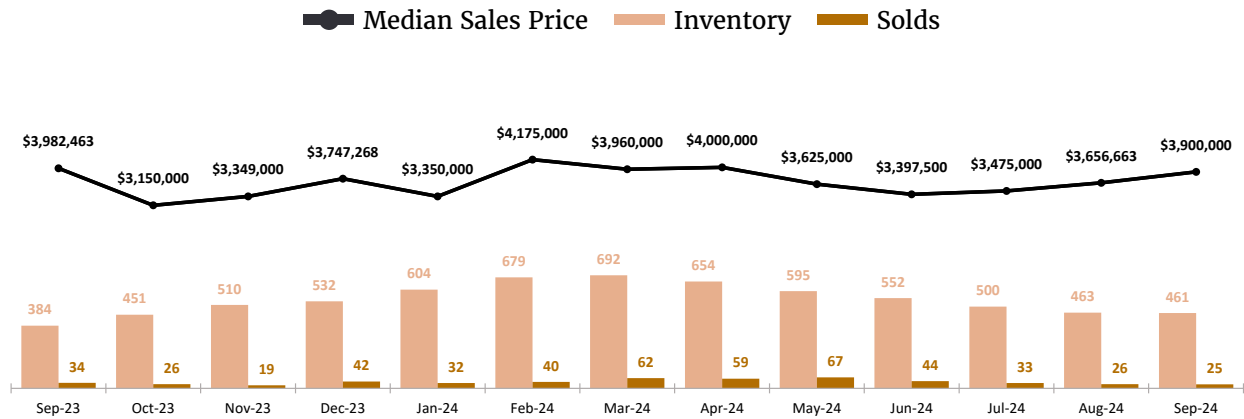
Buyer's Market



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	16	0%
2,000 - 2,999	\$3,100,000	3	3	3	61	5%
3,000 - 3,999	\$2,700,000	3	4	9	119	8%
4,000 - 4,999	\$4,450,000	4	5	7	107	7%
5,000 - 5,999	\$7,825,000	5	6	2	60	3%
6,000+	\$14,362,500	6	8	4	98	4%

<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 | SEPTEMBER

#### TOTAL INVENTORY

Sept. 2023    Sept. 2024  
**384**        **461**

**VARIANCE: 20%**

#### TOTAL SOLDS

Sept. 2023    Sept. 2024  
**34**         **25**

**VARIANCE: -26%**

#### SALES PRICE

Sept. 2023    Sept. 2024  
**\$3.98m**    **\$3.90m**

**VARIANCE: -2%**

#### SALE PRICE PER SQFT.

Sept. 2023    Sept. 2024  
**\$1,136**    **\$1,037**

**VARIANCE: -9%**

#### SALE TO LIST PRICE RATIO

Sept. 2023    Sept. 2024  
**96.11%**    **94.07%**

**VARIANCE: -2%**

#### DAYS ON MARKET

Sept. 2023    Sept. 2024  
**60**         **88**

**VARIANCE: 47%**

## NAPLES MARKET SUMMARY | SEPTEMBER 2024

- The single-family luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **94.07% of list price** in September 2024.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **18%**.
- The median luxury sales price for single-family homes is **\$3,900,000**.
- The median days on market for September 2024 was **88** days, up from **60** in September 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.

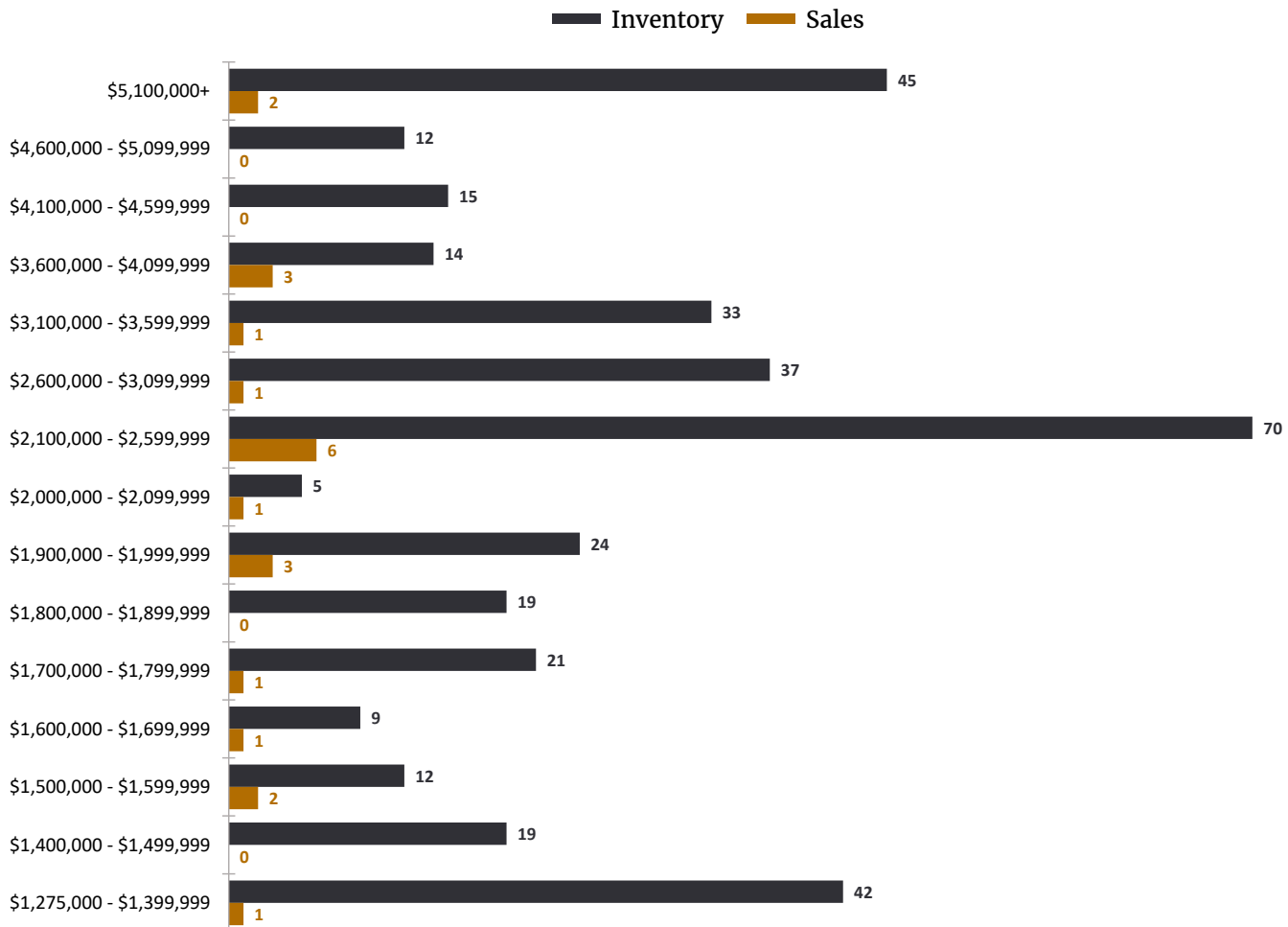
### LUXURY INVENTORY VS. SALES | SEPTEMBER 2024

Total Inventory: **377**

Total Sales: **22**

Total Sales Ratio<sup>2</sup>: **6%**

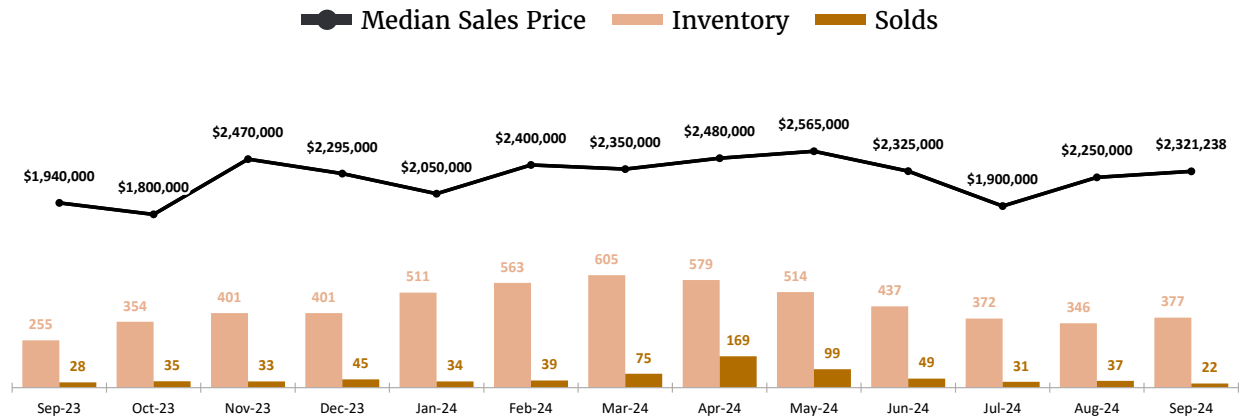
Buyer's Market



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	NA	NA	NA	0	23	0%
1,500 - 1,999	\$1,555,000	3	2	3	98	3%
2,000 - 2,499	\$2,528,225	3	3	4	84	5%
2,500 - 2,999	\$2,050,000	3	4	10	82	12%
3,000 - 3,499	\$3,850,000	4	4	3	51	6%
3,500+	\$3,289,500	3	4	2	39	5%

<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 | SEPTEMBER

#### TOTAL INVENTORY

Sept. 2023    Sept. 2024

**255**    **377**

**VARIANCE: 48%**

#### TOTAL SOLDS

Sept. 2023    Sept. 2024

**28**    **22**

**VARIANCE: -21%**

#### SALES PRICE

Sept. 2023    Sept. 2024

**\$1.94m**    **\$2.32m**

**VARIANCE: 20%**

#### SALE PRICE PER SQFT.

Sept. 2023    Sept. 2024

**\$919**    **\$971**

**VARIANCE: 6%**

#### SALE TO LIST PRICE RATIO

Sept. 2023    Sept. 2024

**95.48%**    **94.79%**

**VARIANCE: -1%**

#### DAYS ON MARKET

Sept. 2023    Sept. 2024

**67**    **27**

**VARIANCE: -60%**

### NAPLES MARKET SUMMARY | SEPTEMBER 2024

- The attached luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **94.79% of list price** in September 2024.
- The most active price band is **\$3,600,000-\$4,099,999**, where the sales ratio is **21%**.
- The median luxury sales price for attached homes is **\$2,321,238**.
- The median days on market for September 2024 was **27** days, down from **67** in September 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.