

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

NOVEMBER
2024

NAPLES

FLORIDA

www.LuxuryHomeMarketing.com

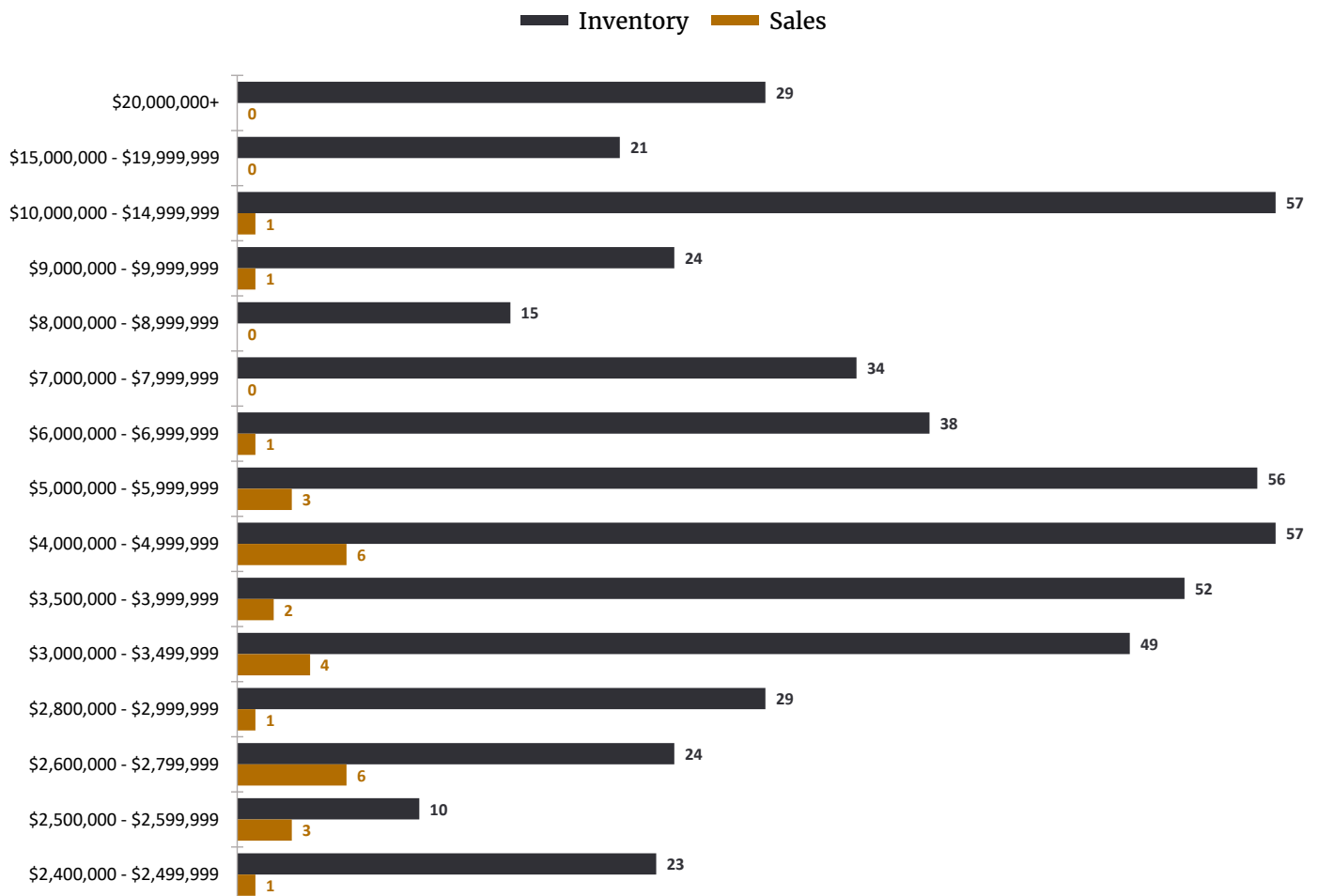
LUXURY INVENTORY VS. SALES | OCTOBER 2024

Total Inventory: **518**

Total Sales: **29**

Total Sales Ratio²: **6%**

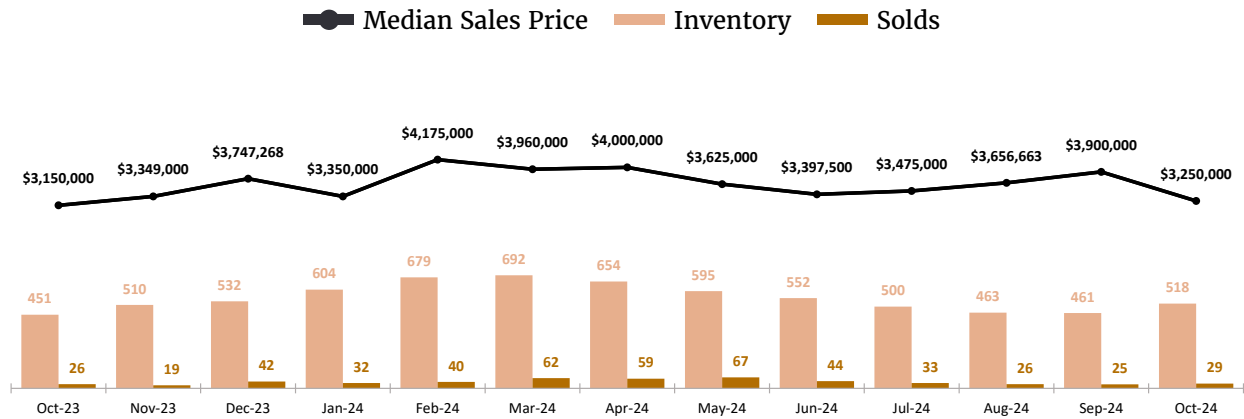
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	16	0%
2,000 - 2,999	\$2,875,000	3	4	6	64	9%
3,000 - 3,999	\$2,912,500	4	5	10	140	7%
4,000 - 4,999	\$4,087,500	4	5	10	112	9%
5,000 - 5,999	\$2,900,000	5	7	1	81	1%
6,000+	\$10,600,000	5	8	2	105	2%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2023 Oct. 2024
451 518

VARIANCE: 15%

TOTAL SOLD

Oct. 2023 Oct. 2024
26 29

VARIANCE: 12%

SALES PRICE

Oct. 2023 Oct. 2024
\$3.15m \$3.25m

VARIANCE: 3%

SALE PRICE PER SQFT.

Oct. 2023 Oct. 2024
\$984 \$1,021

VARIANCE: 4%

SALE TO LIST PRICE RATIO

Oct. 2023 Oct. 2024
95.57% 92.20%

VARIANCE: -4%

DAYS ON MARKET

Oct. 2023 Oct. 2024
45 49

VARIANCE: 9%

NAPLES MARKET SUMMARY | OCTOBER 2024

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **92.20% of list price** in October 2024.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **30%**.
- The median luxury sales price for single-family homes is **\$3,250,000**.
- The median days on market for October 2024 was **49** days, up from **45** in October 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.

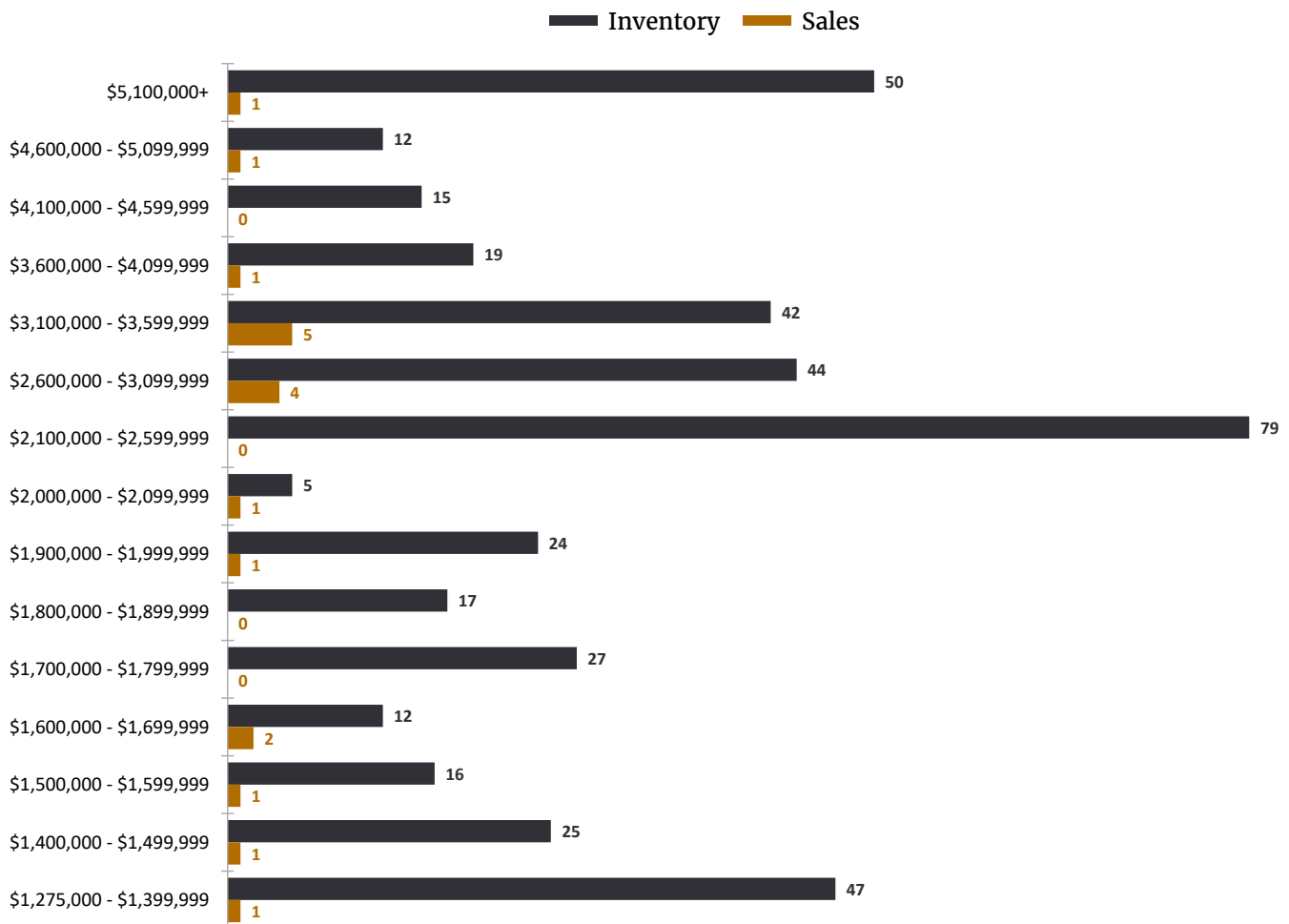
LUXURY INVENTORY VS. SALES | OCTOBER 2024

Total Inventory: **434**

Total Sales: **19**

Total Sales Ratio²: **4%**

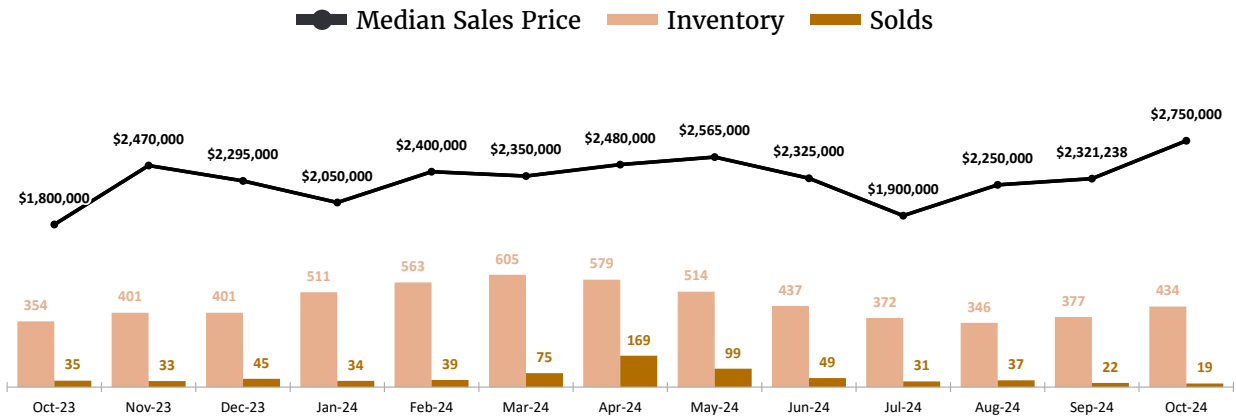
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	NA	NA	NA	0	18	0%
1,500 - 1,999	\$1,775,000	2	3	4	114	4%
2,000 - 2,499	\$2,325,000	3	3	4	97	4%
2,500 - 2,999	\$2,925,000	3	3	5	97	5%
3,000 - 3,499	\$3,525,000	4	5	3	60	5%
3,500+	\$5,000,000	3	4	3	48	6%

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 | OCTOBER

TOTAL INVENTORY

Oct. 2023 Oct. 2024
354 434

VARIANCE: 23%

TOTAL SOLDS

Oct. 2023 Oct. 2024
35 19

VARIANCE: -46%

SALES PRICE

Oct. 2023 Oct. 2024
\$1.80m \$2.75m

VARIANCE: 53%

SALE PRICE PER SQFT.

Oct. 2023 Oct. 2024
\$900 \$1,050

VARIANCE: 17%

SALE TO LIST PRICE RATIO

Oct. 2023 Oct. 2024
94.79% 95.24%

VARIANCE: 0%

DAYS ON MARKET

Oct. 2023 Oct. 2024
30 121

VARIANCE: 303%

NAPLES MARKET SUMMARY | OCTOBER 2024

- The attached luxury market is a **Buyer's Market** with a **4% Sales Ratio**.
- Homes sold for a median of **95.24% of list price** in October 2024.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **20%**.
- The median luxury sales price for attached homes is **\$2,750,000**.
- The median days on market for October 2024 was **121** days, up from **30** in October 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.