

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

DECEMBER
2024

NAPLES

FLORIDA

www.LuxuryHomeMarketing.com

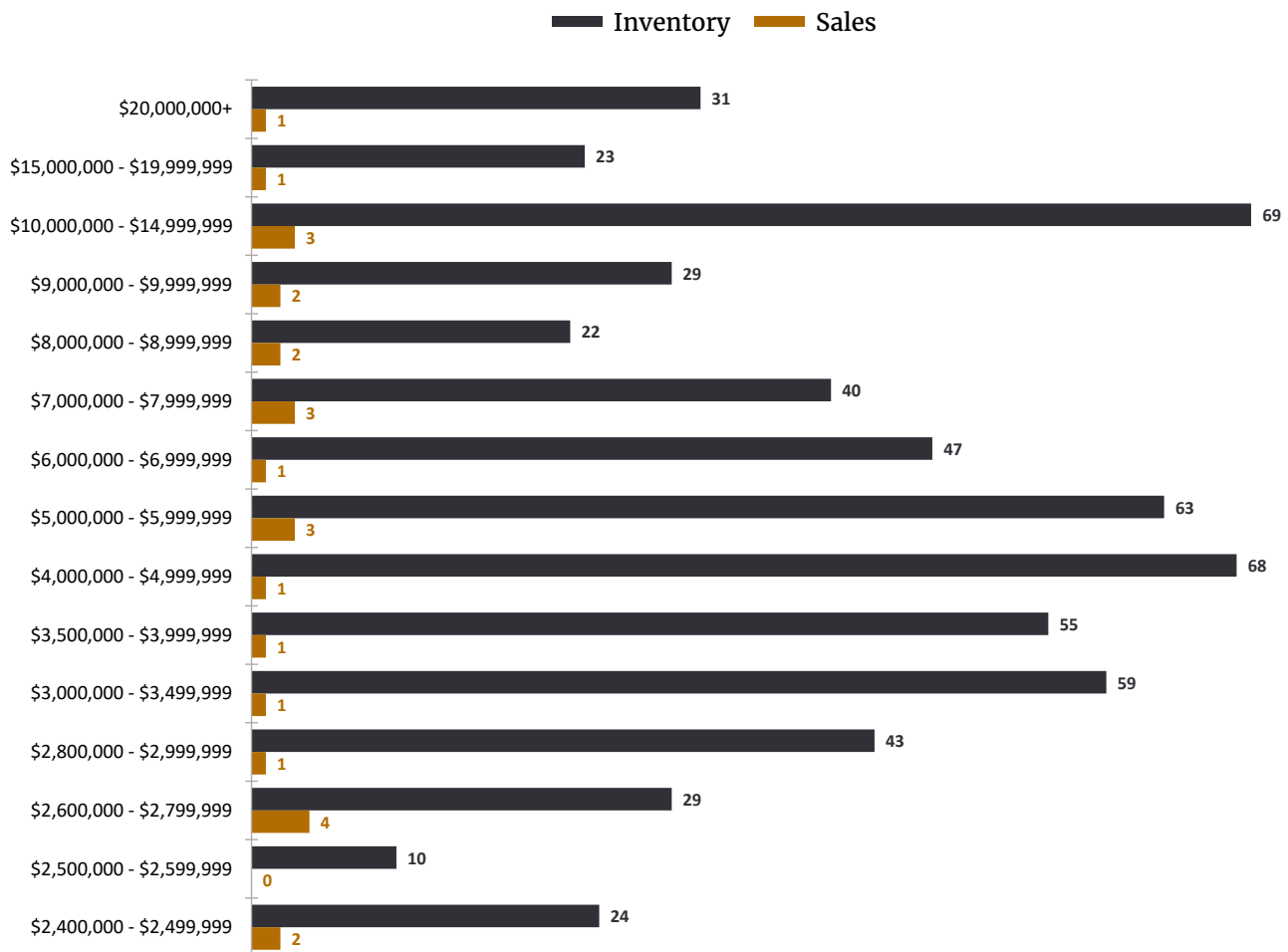
LUXURY INVENTORY VS. SALES | NOVEMBER 2024

Total Inventory: **612**

Total Sales: **26**

Total Sales Ratio²: **4%**

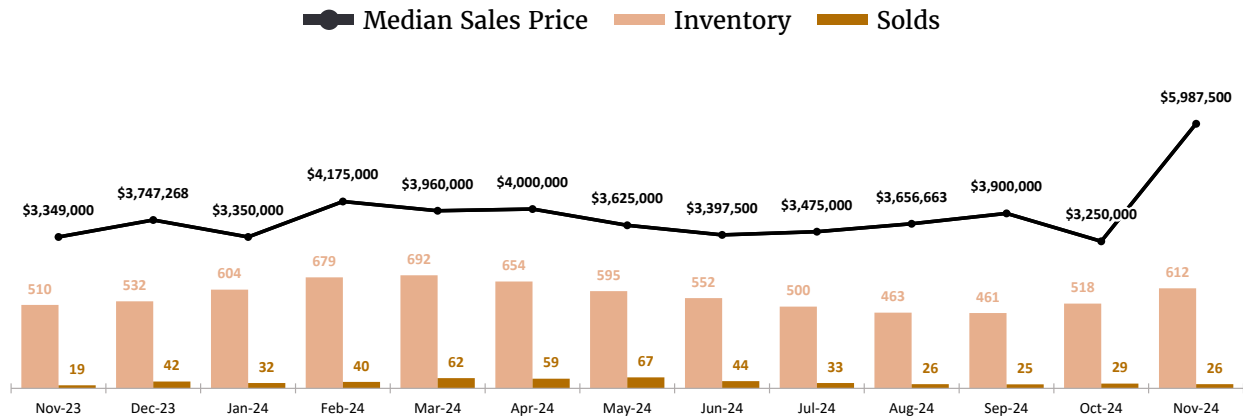
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	18	0%
2,000 - 2,999	\$3,000,000	4	2	1	79	1%
3,000 - 3,999	\$2,600,000	4	4	7	161	4%
4,000 - 4,999	\$7,550,000	4	5	8	144	6%
5,000 - 5,999	\$7,250,000	5	6	3	96	3%
6,000+	\$11,999,999	5	7	7	114	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 | NOVEMBER

TOTAL INVENTORY

Nov. 2023 Nov. 2024
510 **612**

VARIANCE: **20%**

TOTAL SOLDS

Nov. 2023 Nov. 2024
19 **26**

VARIANCE: **37%**

SALES PRICE

Nov. 2023 Nov. 2024
\$3.35m **\$5.99m**

VARIANCE: **79%**

SALE PRICE PER SQFT.

Nov. 2023 Nov. 2024
\$995 **\$1,232**

VARIANCE: **24%**

SALE TO LIST PRICE RATIO

Nov. 2023 Nov. 2024
96.10% **94.73%**

VARIANCE: **-1%**

DAYS ON MARKET

Nov. 2023 Nov. 2024
19 **100**

VARIANCE: **426%**

NAPLES MARKET SUMMARY | NOVEMBER 2024

- The single-family luxury market is a **Buyer's Market** with a **4% Sales Ratio**.
- Homes sold for a median of **94.73% of list price** in November 2024.
- The most active price band is **\$2,600,000-\$2,799,999**, where the sales ratio is **14%**.
- The median luxury sales price for single-family homes is **\$5,987,500**.
- The median days on market for November 2024 was **100** days, up from **19** in November 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.

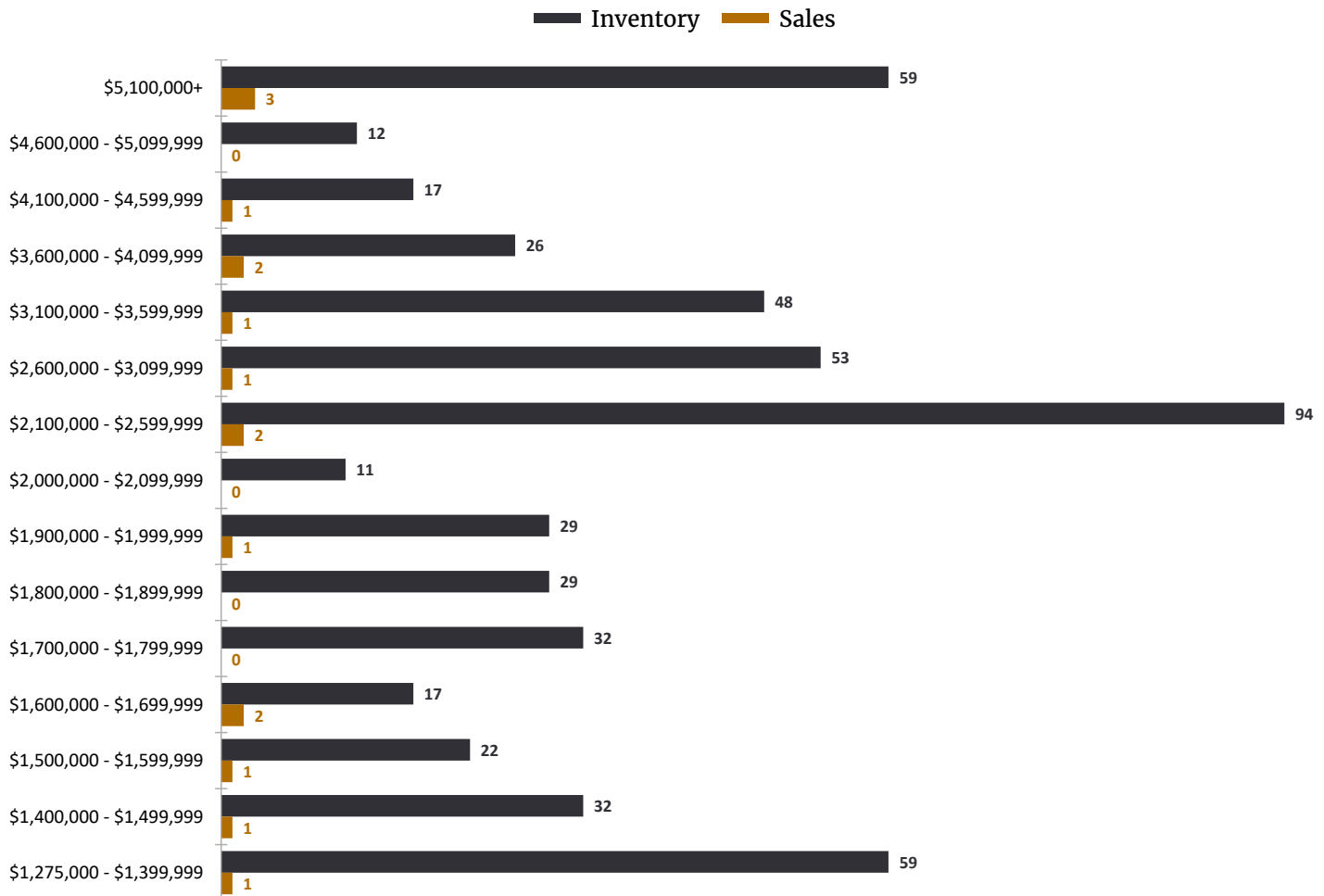
LUXURY INVENTORY VS. SALES | NOVEMBER 2024

Total Inventory: **540**

Total Sales: **16**

Total Sales Ratio²: **3%**

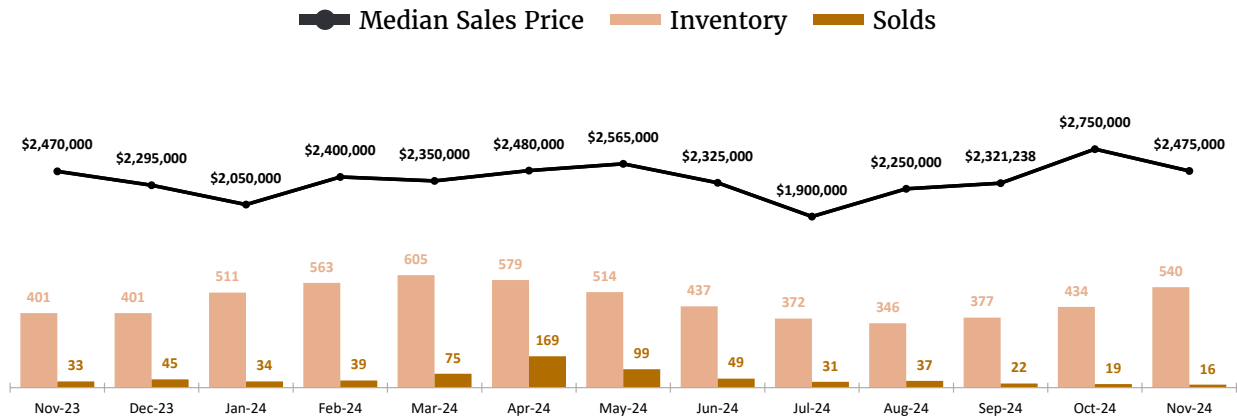
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,900,000	2	2	1	29	3%
1,500 - 1,999	\$1,870,000	2	3	2	144	1%
2,000 - 2,499	\$1,670,000	3	3	5	128	4%
2,500 - 2,999	\$2,475,000	3	3	4	107	4%
3,000 - 3,499	\$5,175,000	3	4	2	76	3%
3,500+	\$5,350,000	4	5	2	56	4%

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 | NOVEMBER

TOTAL INVENTORY

Nov. 2023 Nov. 2024
401 **540**

VARIANCE: **35%**

TOTAL SOLDS

Nov. 2023 Nov. 2024
33 **16**

VARIANCE: **-52%**

SALES PRICE

Nov. 2023 Nov. 2024
\$2.47m **\$2.48m**

VARIANCE: **0%**

SALE PRICE PER SQFT.

Nov. 2023 Nov. 2024
\$973 **\$1,099**

VARIANCE: **13%**

SALE TO LIST PRICE RATIO

Nov. 2023 Nov. 2024
96.20% **96.86%**

VARIANCE: **1%**

DAYS ON MARKET

Nov. 2023 Nov. 2024
54 **73**

VARIANCE: **35%**

NAPLES MARKET SUMMARY | NOVEMBER 2024

- The attached luxury market is a **Buyer's Market** with a **3% Sales Ratio**.
- Homes sold for a median of **96.86% of list price** in November 2024.
- The most active price band is **\$1,600,000-\$1,699,999**, where the sales ratio is **12%**.
- The median luxury sales price for attached homes is **\$2,475,000**.
- The median days on market for November 2024 was **73** days, up from **54** in November 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.