

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JANUARY  
2025

JACKSONVILLE  
BEACHES  
FLORIDA

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FERNANDINA BEACH TO ST AUGUSTINE BEACH

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

# JACKSONVILLE BEACHES

SINGLE-FAMILY HOMES

Luxury Benchmark Price<sup>1</sup>: **\$845,000**

## LUXURY INVENTORY VS. SALES | DECEMBER 2024

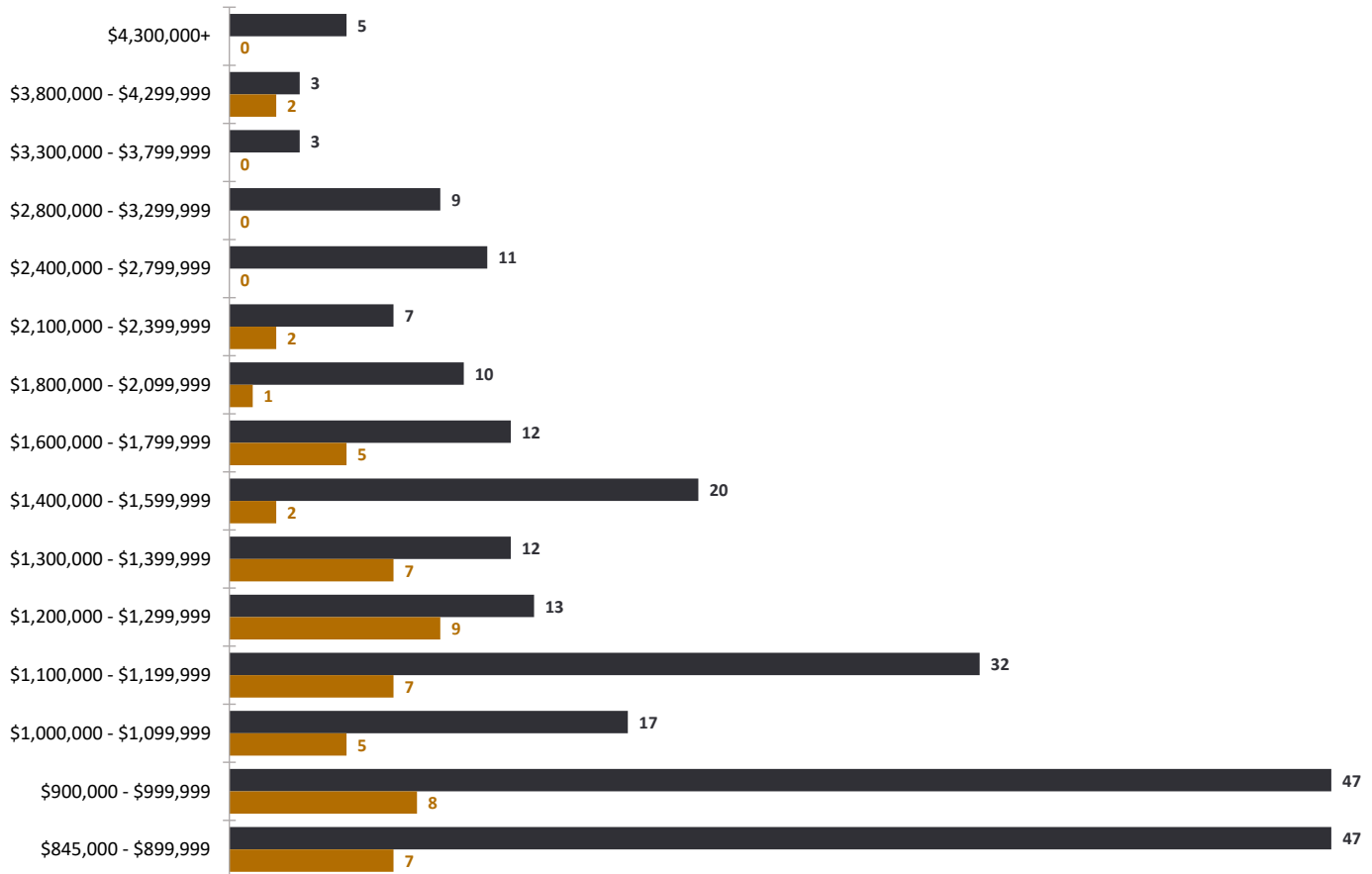
Total Inventory: **248**

Total Sales: **55**

Total Sales Ratio<sup>2</sup>: **22%**

**Seller's Market**

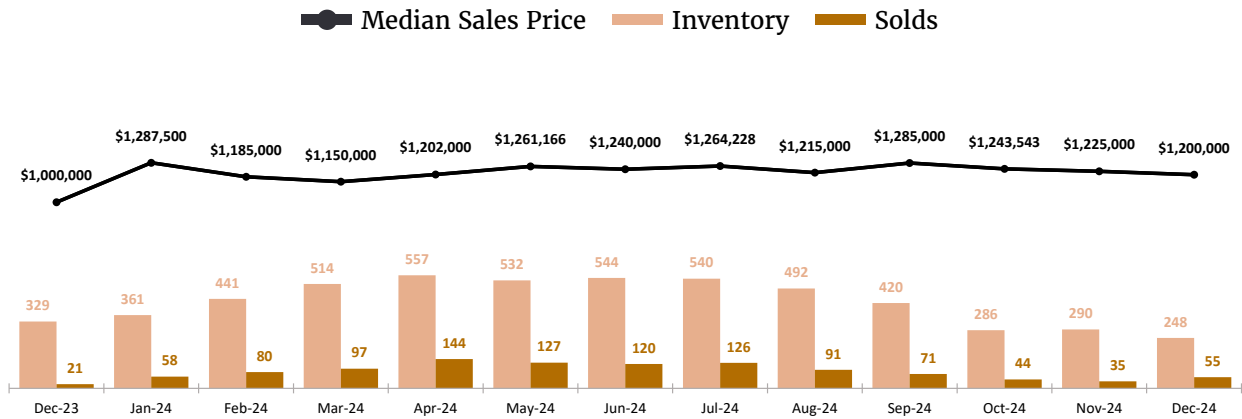
Inventory Sales



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	\$1,250,000	3	2	3	24	13%
2,000 - 2,999	\$1,037,500	4	3	16	91	18%
3,000 - 3,999	\$1,175,000	4	4	21	92	23%
4,000 - 4,999	\$1,519,745	5	5	13	32	41%
5,000 - 5,999	\$3,985,000	6	5	1	1	100%
6,000+	NA	NA	NA	0	7	0%

<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 | DECEMBER

#### TOTAL INVENTORY

Dec. 2023    Dec. 2024  
**329**        **248**

VARIANCE: **-25%**

#### TOTAL SOLDS

Dec. 2023    Dec. 2024  
**21**         **55**

VARIANCE: **162%**

#### SALES PRICE

Dec. 2023    Dec. 2024  
**\$1.00m**    **\$1.20m**

VARIANCE: **20%**

#### SALE PRICE PER SQFT.

Dec. 2023    Dec. 2024  
**\$405**        **\$367**

VARIANCE: **-9%**

#### SALE TO LIST PRICE RATIO

Dec. 2023    Dec. 2024  
**96.46%**    **96.00%**

VARIANCE: **0%**

#### DAYS ON MARKET

Dec. 2023    Dec. 2024  
**66**         **14**

VARIANCE: **-79%**

## JACKSONVILLE BEACHES MARKET SUMMARY | DECEMBER 2024

- The single-family luxury market is a **Seller's Market** with a **22% Sales Ratio**.
- Homes sold for a median of **96.00% of list price** in December 2024.
- The most active price band is **\$1,200,000-\$1,299,999**, where the sales ratio is **69%**.
- The median luxury sales price for single-family homes is **\$1,200,000**.
- The median days on market for December 2024 was **14** days, down from **66** in December 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 | DECEMBER 2024

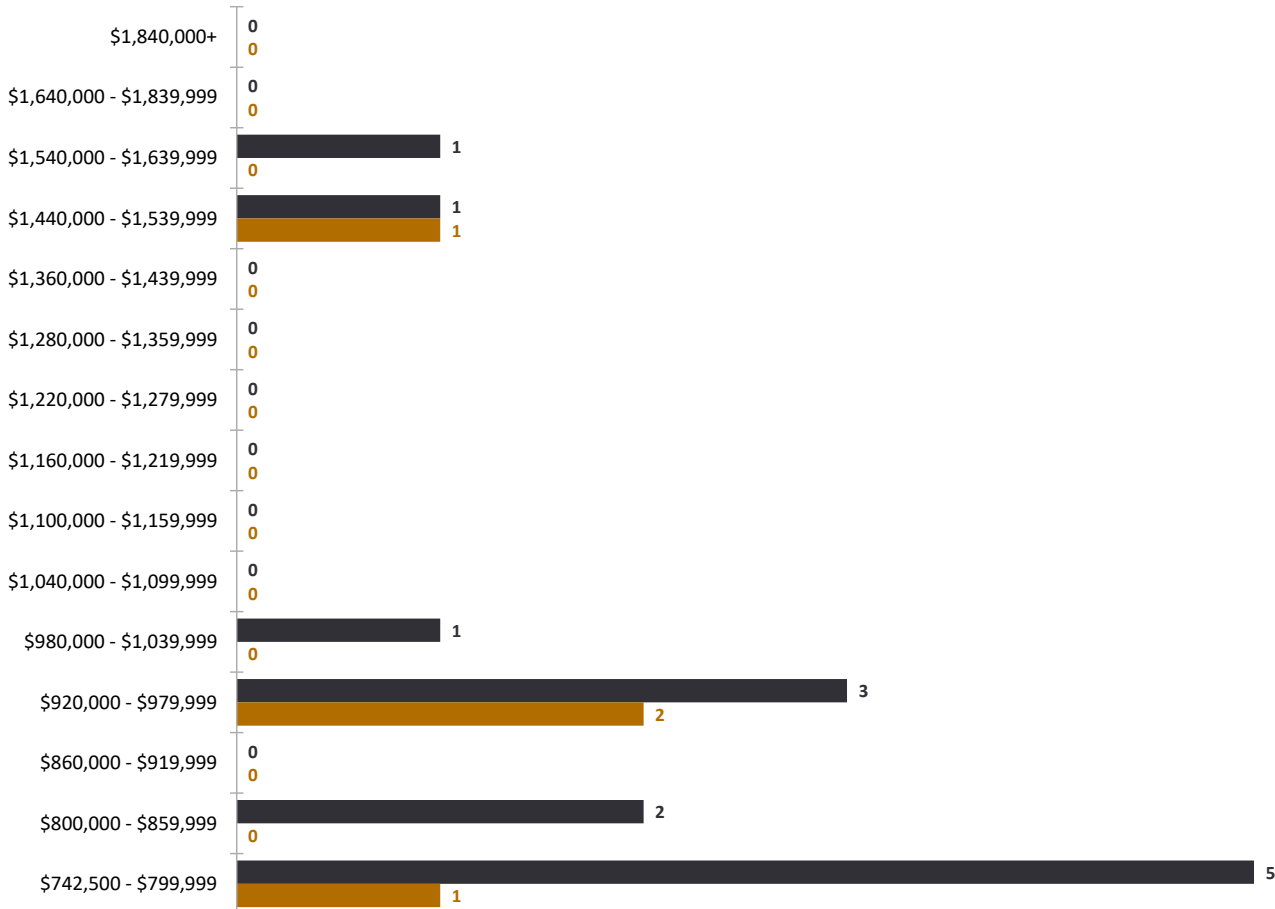
Total Inventory: **13**

Total Sales: **4**

Total Sales Ratio<sup>2</sup>: **31%**

Seller's Market

Inventory Sales



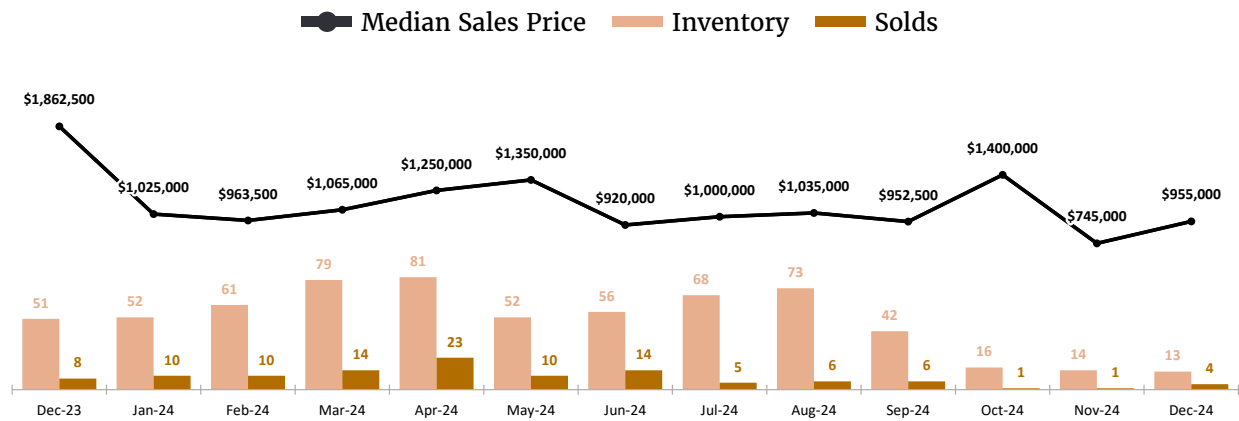
Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$760,000	3	2	1	5	20%
1,500 - 1,999	\$1,200,000	3	2	2	4	50%
2,000 - 2,499	\$960,000	3	4	1	2	50%
2,500 - 2,999	NA	NA	NA	0	1	0%
3,000 - 3,499	NA	NA	NA	0	0	NA
3,500+	NA	NA	NA	0	0	NA

<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.

# JACKSONVILLE BEACHES

ATTACHED HOMES  
Luxury Benchmark Price<sup>1</sup>: **\$742,500**

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



## MEDIAN DATA REVIEW | DECEMBER

### TOTAL INVENTORY

Dec. 2023      Dec. 2024  
**51**              **13**

VARIANCE: **-75%**

### TOTAL SOLDS

Dec. 2023      Dec. 2024  
**8**                **4**

VARIANCE: **-50%**

### SALES PRICE

Dec. 2023      Dec. 2024  
**\$1.86m**        **\$955k**

VARIANCE: **-49%**

### SALE PRICE PER SQFT.

Dec. 2023      Dec. 2024  
**\$984**           **\$639**

VARIANCE: **-35%**

### SALE TO LIST PRICE RATIO

Dec. 2023      Dec. 2024  
**94.73%**       **95.76%**

VARIANCE: **1%**

### DAYS ON MARKET

Dec. 2023      Dec. 2024  
**50**              **79**

VARIANCE: **58%**

## JACKSONVILLE BEACHES MARKET SUMMARY | DECEMBER 2024

- The attached luxury market is a **Seller's Market** with a **31% Sales Ratio**.
- Homes sold for a median of **95.76% of list price** in December 2024.
- The most active price band is **\$1,440,000-\$1,539,999**, where the sales ratio is **100%**.
- The median luxury sales price for attached homes is **\$955,000**.
- The median days on market for December 2024 was **79** days, up from **50** in December 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.