

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JANUARY
2025

MARCO ISLAND

FLORIDA

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | DECEMBER 2024

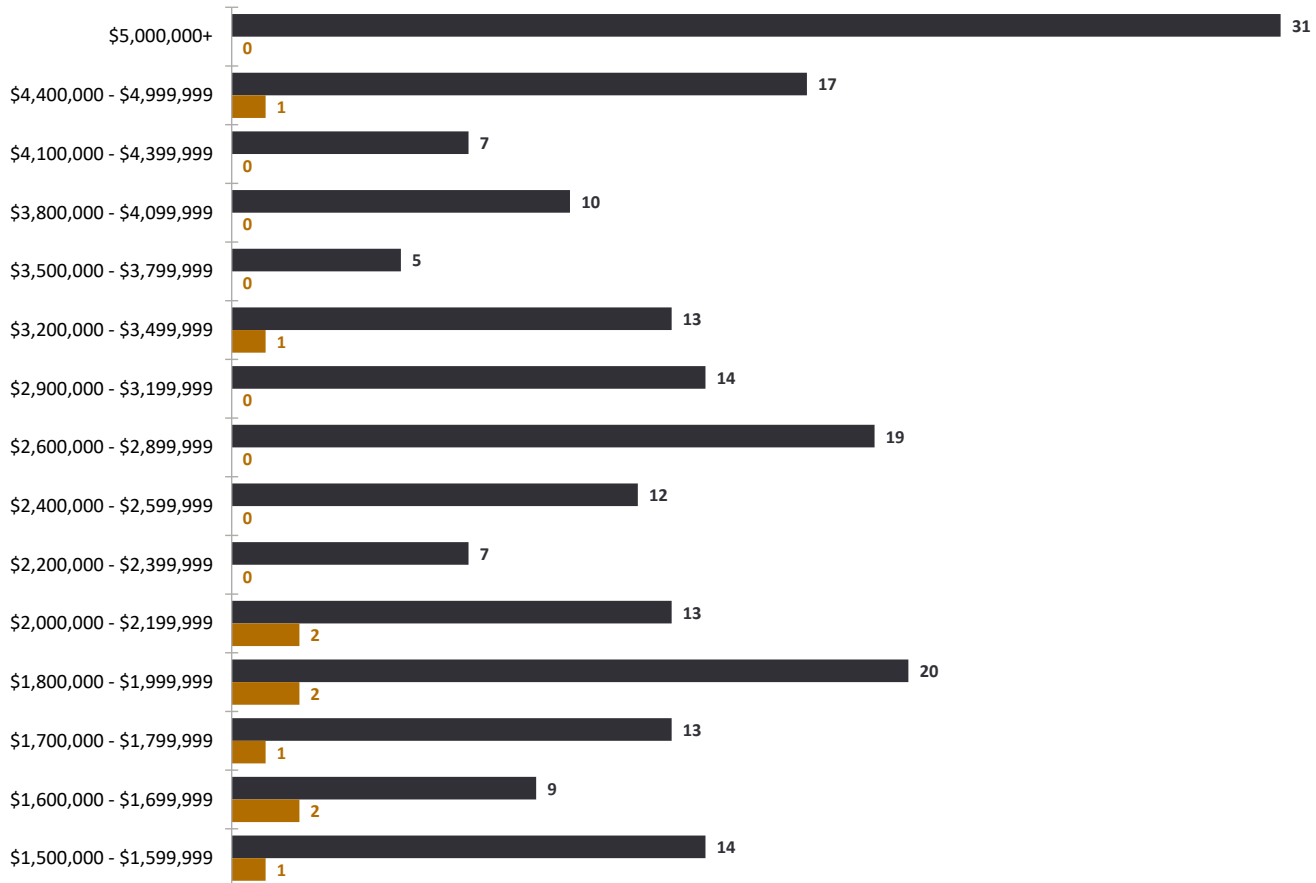
Total Inventory: **204**

Total Sales: **10**

Total Sales Ratio²: **5%**

Buyer's Market

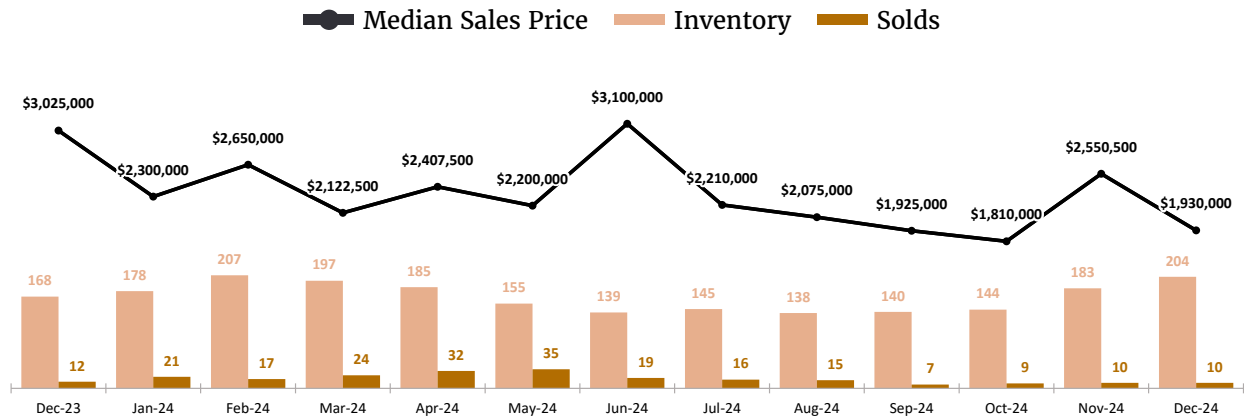
Inventory Sales



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	24	0%
2,000 - 2,499	\$1,767,500	4	3	4	61	7%
2,500 - 2,999	\$2,000,000	4	4	3	33	9%
3,000 - 3,499	\$2,467,500	4	5	2	27	7%
3,500 - 3,999	\$4,400,000	3	4	1	17	6%
4,000+	NA	NA	NA	0	42	0%

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 | DECEMBER

TOTAL INVENTORY

Dec. 2023 Dec. 2024
168 **204**

VARIANCE: **21%**

TOTAL SOLDS

Dec. 2023 Dec. 2024
12 **10**

VARIANCE: **-17%**

SALES PRICE

Dec. 2023 Dec. 2024
\$3.03m **\$1.93m**

VARIANCE: **-36%**

SALE PRICE PER SQFT.

Dec. 2023 Dec. 2024
\$1,032 **\$786**

VARIANCE: **-24%**

SALE TO LIST PRICE RATIO

Dec. 2023 Dec. 2024
94.69% **91.23%**

VARIANCE: **-4%**

DAYS ON MARKET

Dec. 2023 Dec. 2024
108 **83**

VARIANCE: **-23%**

MARCO ISLAND MARKET SUMMARY | DECEMBER 2024

- The single-family luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **91.23% of list price** in December 2024.
- The most active price band is **\$1,600,000-\$1,699,999**, where the sales ratio is **22%**.
- The median luxury sales price for single-family homes is **\$1,930,000**.
- The median days on market for December 2024 was **83** days, down from **108** in December 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.

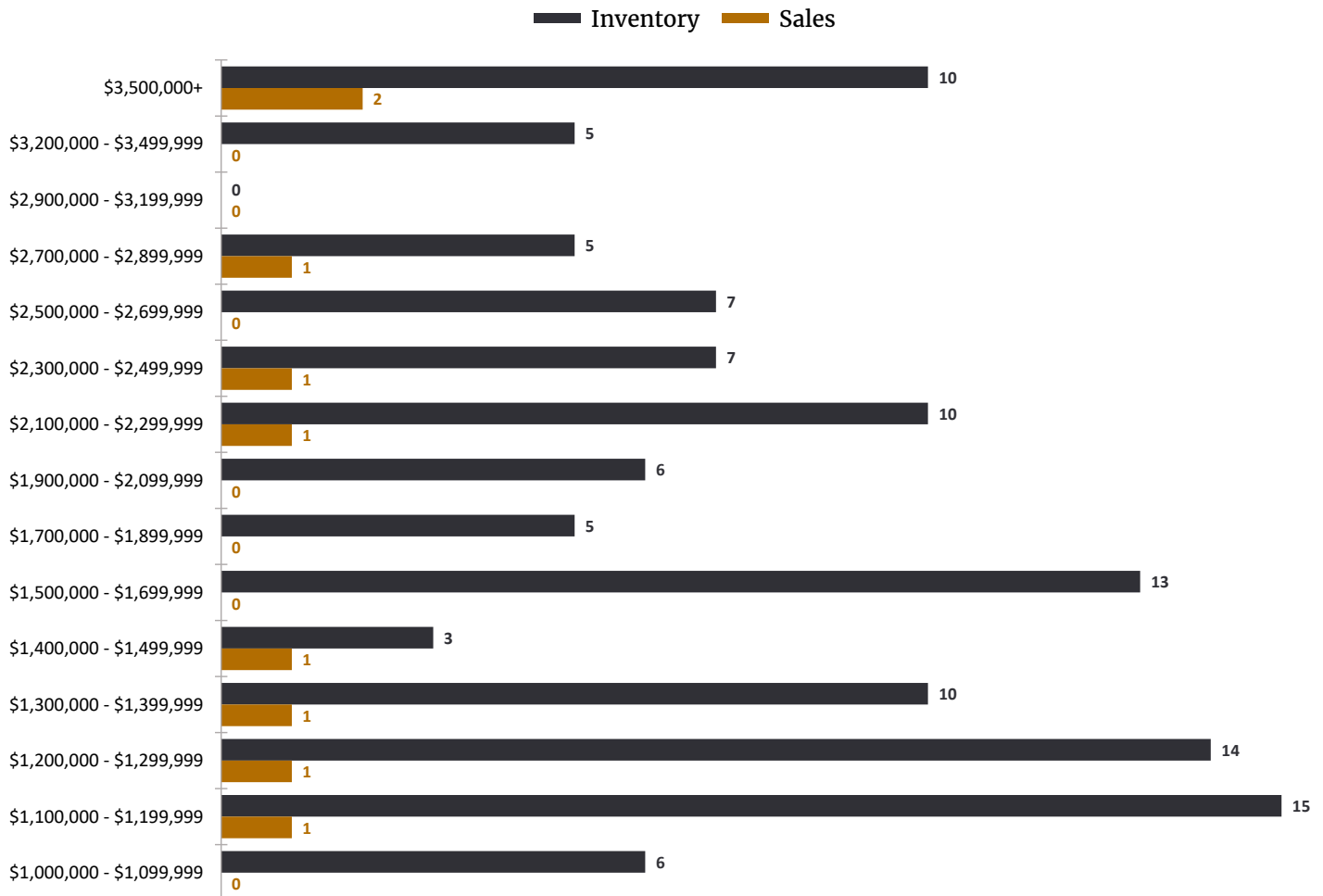
LUXURY INVENTORY VS. SALES | DECEMBER 2024

Total Inventory: **116**

Total Sales: **9**

Total Sales Ratio²: **8%**

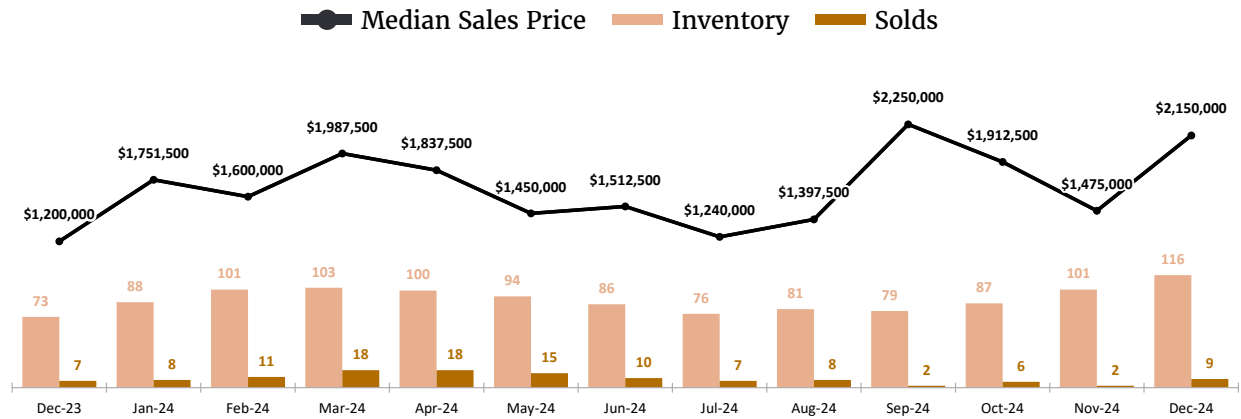
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	1	0%
1,000 - 1,499	\$1,258,750	2	2	2	25	8%
1,500 - 1,999	\$1,475,000	3	3	3	32	9%
2,000 - 2,499	\$2,662,500	3	3	2	29	7%
2,500 - 2,999	NA	NA	NA	0	15	0%
3,000+	\$4,525,000	5	5	2	14	14%

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 | DECEMBER

TOTAL INVENTORY

Dec. 2023 Dec. 2024
73 **116**

VARIANCE: **59%**

TOTAL SOLDS

Dec. 2023 Dec. 2024
7 **9**

VARIANCE: **29%**

SALES PRICE

Dec. 2023 Dec. 2024
\$1.20m **\$2.15m**

VARIANCE: **79%**

SALE PRICE PER SQFT.

Dec. 2023 Dec. 2024
\$610 **\$1,000**

VARIANCE: **64%**

SALE TO LIST PRICE RATIO

Dec. 2023 Dec. 2024
89.80% **95.23%**

VARIANCE: **6%**

DAYS ON MARKET

Dec. 2023 Dec. 2024
62 **68**

VARIANCE: **10%**

MARCO ISLAND MARKET SUMMARY | DECEMBER 2024

- The attached luxury market is a **Buyer's Market** with an **8% Sales Ratio**.
- Homes sold for a median of **95.23% of list price** in December 2024.
- The most active price band is **\$1,400,000-\$1,499,999**, where the sales ratio is **33%**.
- The median luxury sales price for attached homes is **\$2,150,000**.
- The median days on market for December 2024 was **68** days, up from **62** in December 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.