

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

JANUARY
2025

NAPLES

FLORIDA

www.LuxuryHomeMarketing.com

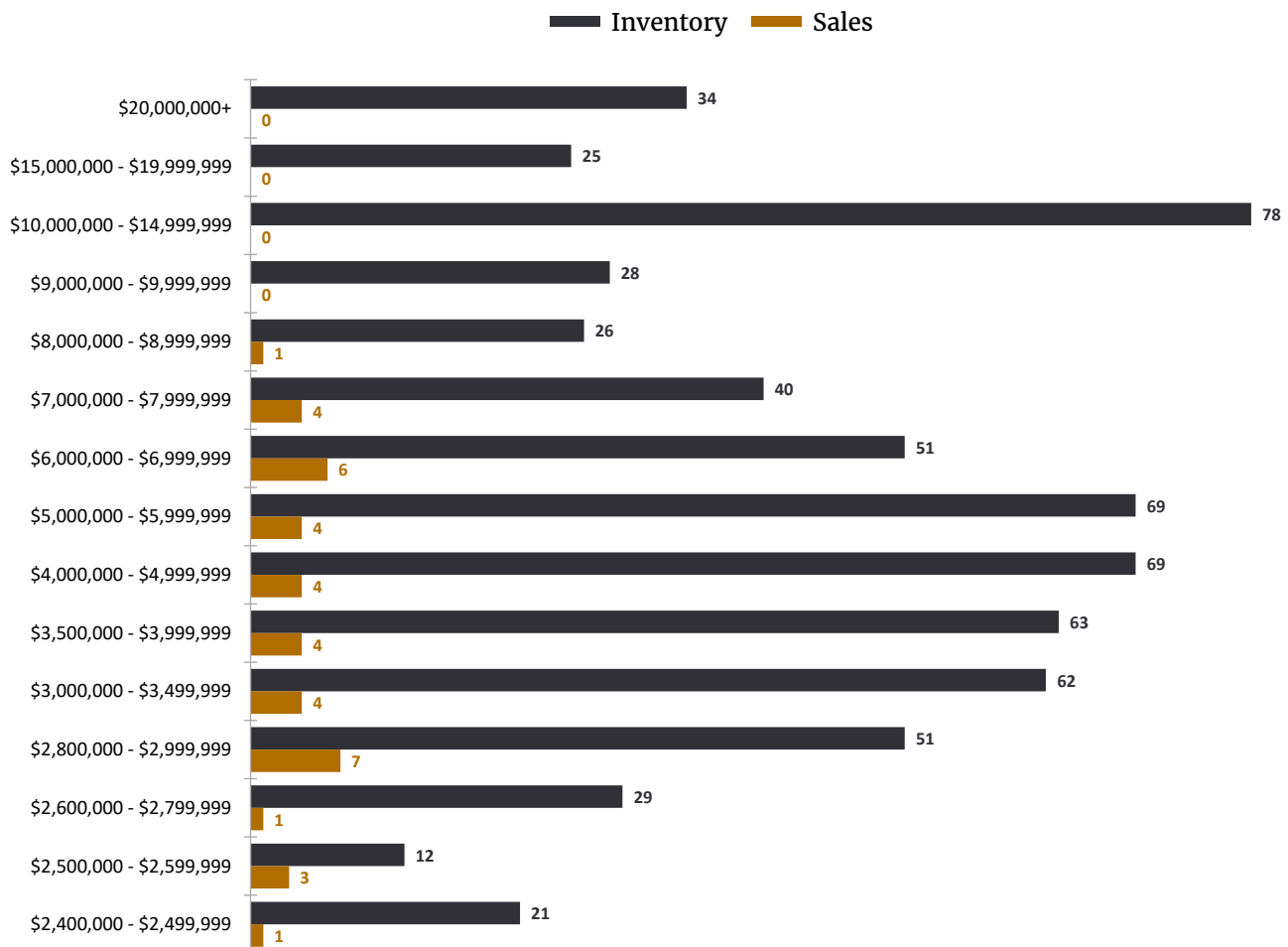
LUXURY INVENTORY VS. SALES | DECEMBER 2024

Total Inventory: **658**

Total Sales: **39**

Total Sales Ratio²: **6%**

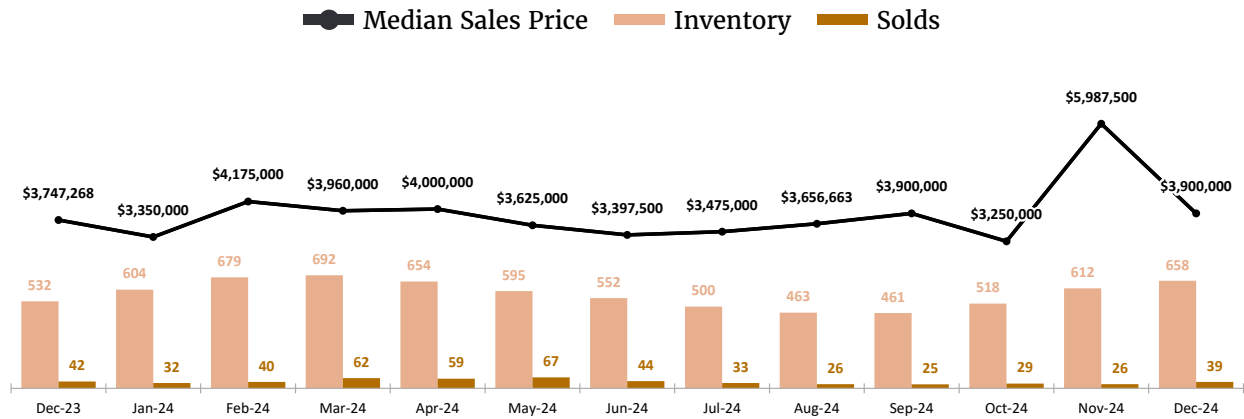
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$2,850,000	3	4	1	15	7%
2,000 - 2,999	\$3,401,985	4	4	4	94	4%
3,000 - 3,999	\$3,012,500	4	4	20	181	11%
4,000 - 4,999	\$7,172,500	5	6	5	151	3%
5,000 - 5,999	\$6,775,000	4	6	4	102	4%
6,000+	\$6,250,000	5	6	5	115	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 | DECEMBER

TOTAL INVENTORY

Dec. 2023 Dec. 2024
532 **658**

VARIANCE: **24%**

TOTAL SOLDS

Dec. 2023 Dec. 2024
42 **39**

VARIANCE: **-7%**

SALES PRICE

Dec. 2023 Dec. 2024
\$3.75m **\$3.90m**

VARIANCE: **4%**

SALE PRICE PER SQFT.

Dec. 2023 Dec. 2024
\$967 **\$967**

VARIANCE: **0%**

SALE TO LIST PRICE RATIO

Dec. 2023 Dec. 2024
95.66% **95.08%**

VARIANCE: **-1%**

DAYS ON MARKET

Dec. 2023 Dec. 2024
36 **69**

VARIANCE: **92%**

NAPLES MARKET SUMMARY | DECEMBER 2024

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **95.08% of list price** in December 2024.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **25%**.
- The median luxury sales price for single-family homes is **\$3,900,000**.
- The median days on market for December 2024 was **69** days, up from **36** 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.

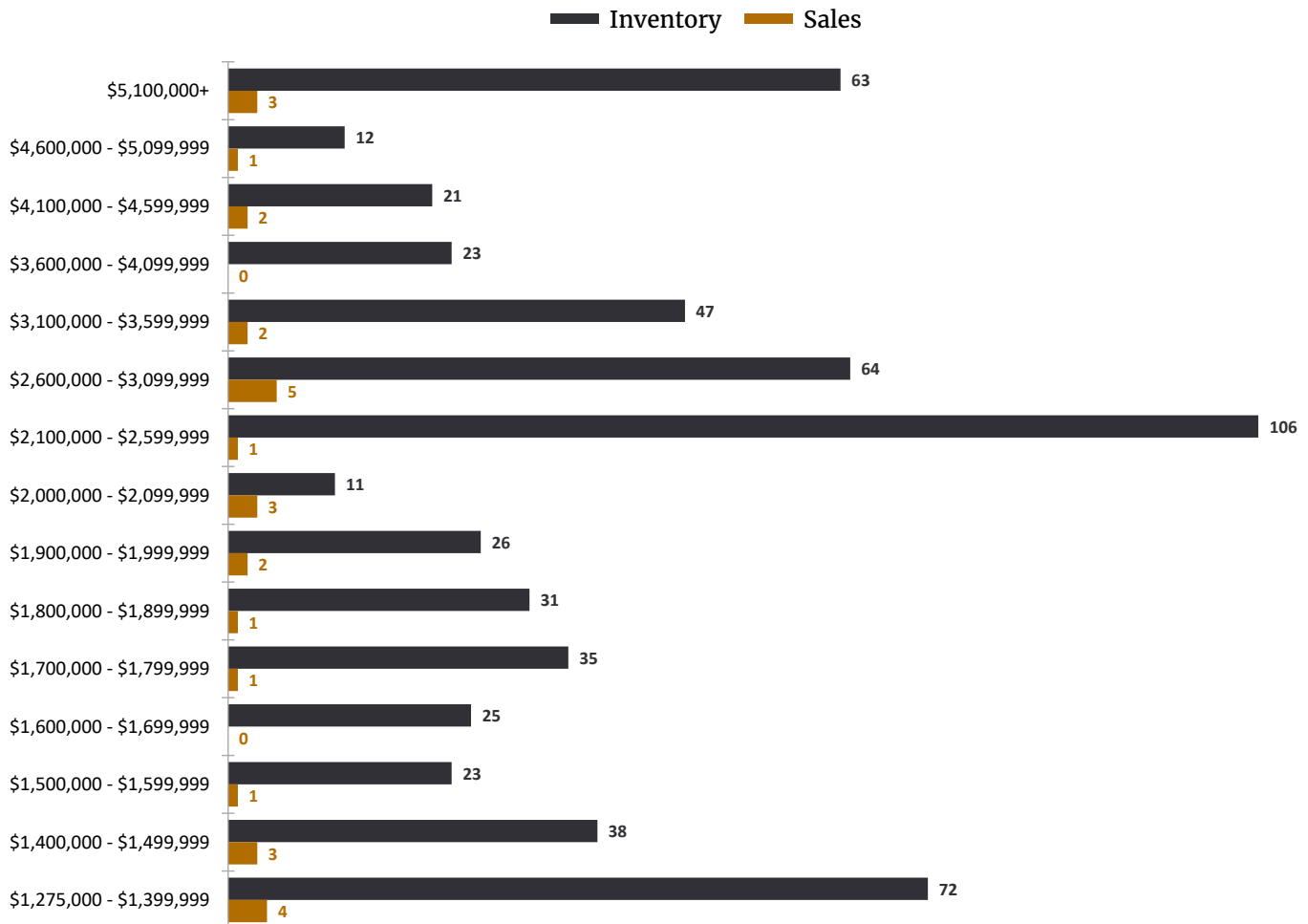
LUXURY INVENTORY VS. SALES | DECEMBER 2024

Total Inventory: **597**

Total Sales: **29**

Total Sales Ratio²: **5%**

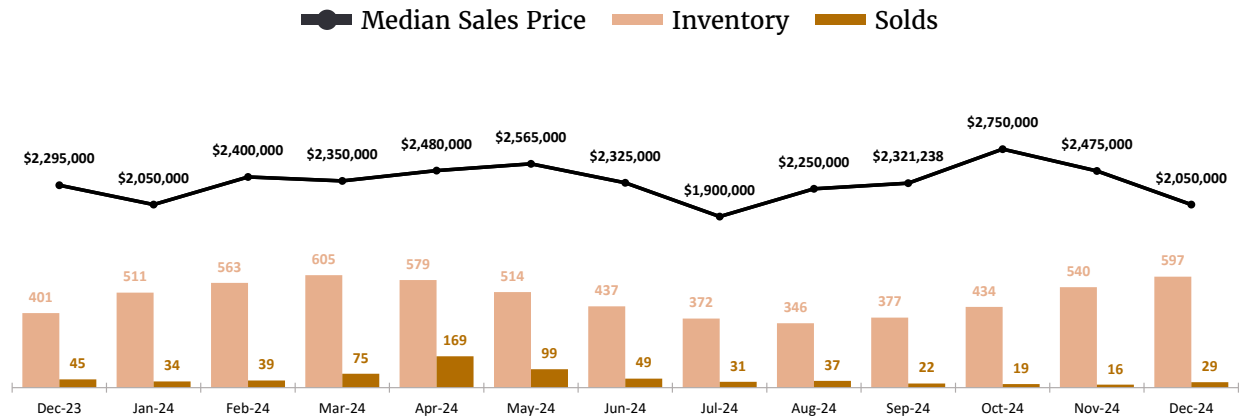
Buyer's Market



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	41	0%
1,500 - 1,999	\$1,475,000	3	2	7	161	4%
2,000 - 2,499	\$1,980,000	3	3	6	132	5%
2,500 - 2,999	\$2,600,000	3	3	7	122	6%
3,000 - 3,499	\$4,497,500	4	4	4	80	5%
3,500+	\$3,400,000	3	4	5	61	8%

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
401 **597**

VARIANCE: **49%**

TOTAL SOLDS

Dec. 2023 Dec. 2024
45 **29**

VARIANCE: **-36%**

SALES PRICE

Dec. 2023 Dec. 2024
\$2.30m **\$2.05m**

VARIANCE: **-11%**

SALE PRICE PER SQFT.

Dec. 2023 Dec. 2024
\$1,130 **\$892**

VARIANCE: **-21%**

SALE TO LIST PRICE RATIO

Dec. 2023 Dec. 2024
96.31% **95.45%**

VARIANCE: **-1%**

DAYS ON MARKET

Dec. 2023 Dec. 2024
22 **59**

VARIANCE: **168%**

NAPLES MARKET SUMMARY | DECEMBER 2024

- The attached luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **95.45% of list price** in December 2024.
- The most active price band is **\$2,000,000-\$2,099,999**, where the sales ratio is **27%**.
- The median luxury sales price for attached homes is **\$2,050,000**.
- The median days on market for December 2024 was **59** days, up from **22** 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.