

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JANUARY  
2025

SOUTH PINELLAS  
COUNTY  
FLORIDA

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

### LUXURY INVENTORY VS. SALES | DECEMBER 2024

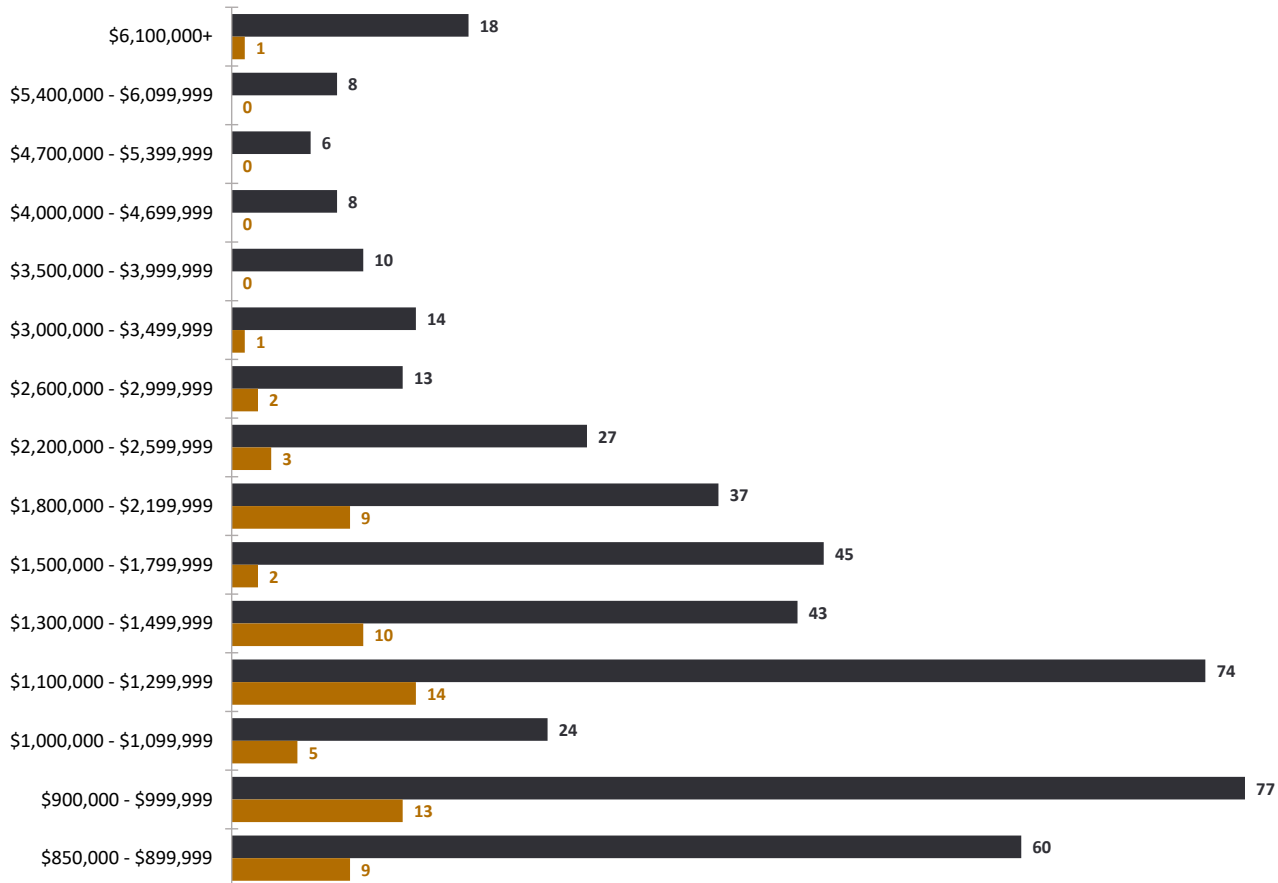
Total Inventory: **464**

Total Sales: **69**

Total Sales Ratio<sup>2</sup>: **15%**

Balanced 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	\$900,000	2	2	3	22	14%
1,500 - 1,999	\$950,000	3	2	11	102	11%
2,000 - 2,499	\$1,039,500	4	3	12	114	11%
2,500 - 2,999	\$1,150,000	4	3	21	82	26%
3,000 - 3,499	\$1,366,250	4	4	7	49	14%
3,500+	\$1,800,000	5	5	15	95	16%

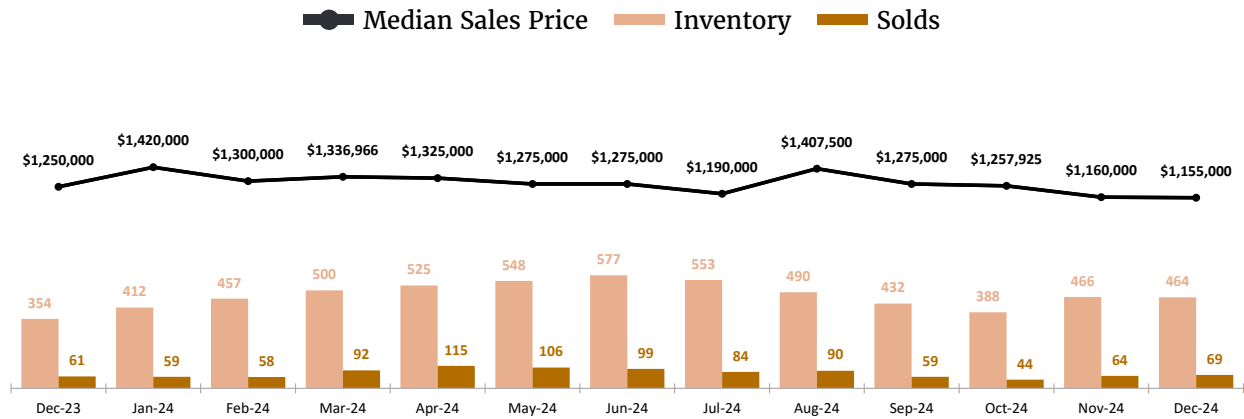
<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS<sup>®</sup> data reported previous month's sales exceeded current inventory.

# SOUTH PINELLAS COUNTY

SINGLE-FAMILY HOMES

Luxury Benchmark Price<sup>1</sup>: **\$850,000**

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



## MEDIAN DATA REVIEW | DECEMBER

### TOTAL INVENTORY

Dec. 2023      Dec. 2024  
**354**            **464**

VARIANCE: **31%**

### TOTAL SOLDS

Dec. 2023      Dec. 2024  
**61**             **69**

VARIANCE: **13%**

### SALES PRICE

Dec. 2023      Dec. 2024  
**\$1.25m**        **\$1.16m**

VARIANCE: **-8%**

### SALE PRICE PER SQFT.

Dec. 2023      Dec. 2024  
**\$522**           **\$466**

VARIANCE: **-11%**

### SALE TO LIST PRICE RATIO

Dec. 2023      Dec. 2024  
**96.48%**       **95.07%**

VARIANCE: **-1%**

### DAYS ON MARKET

Dec. 2023      Dec. 2024  
**46**              **47**

VARIANCE: **2%**

## SOUTH PINELLAS COUNTY MARKET SUMMARY | DECEMBER 2024

- The single-family luxury market is a **Balanced Market** with a **15% Sales Ratio**.
- Homes sold for a median of **95.07% of list price** in December 2024.
- The most active price band is **\$1,800,000-\$2,199,999**, where the sales ratio is **24%**.
- The median luxury sales price for single-family homes is **\$1,155,000**.
- The median days on market for December 2024 was **47** days, up from **46** 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.

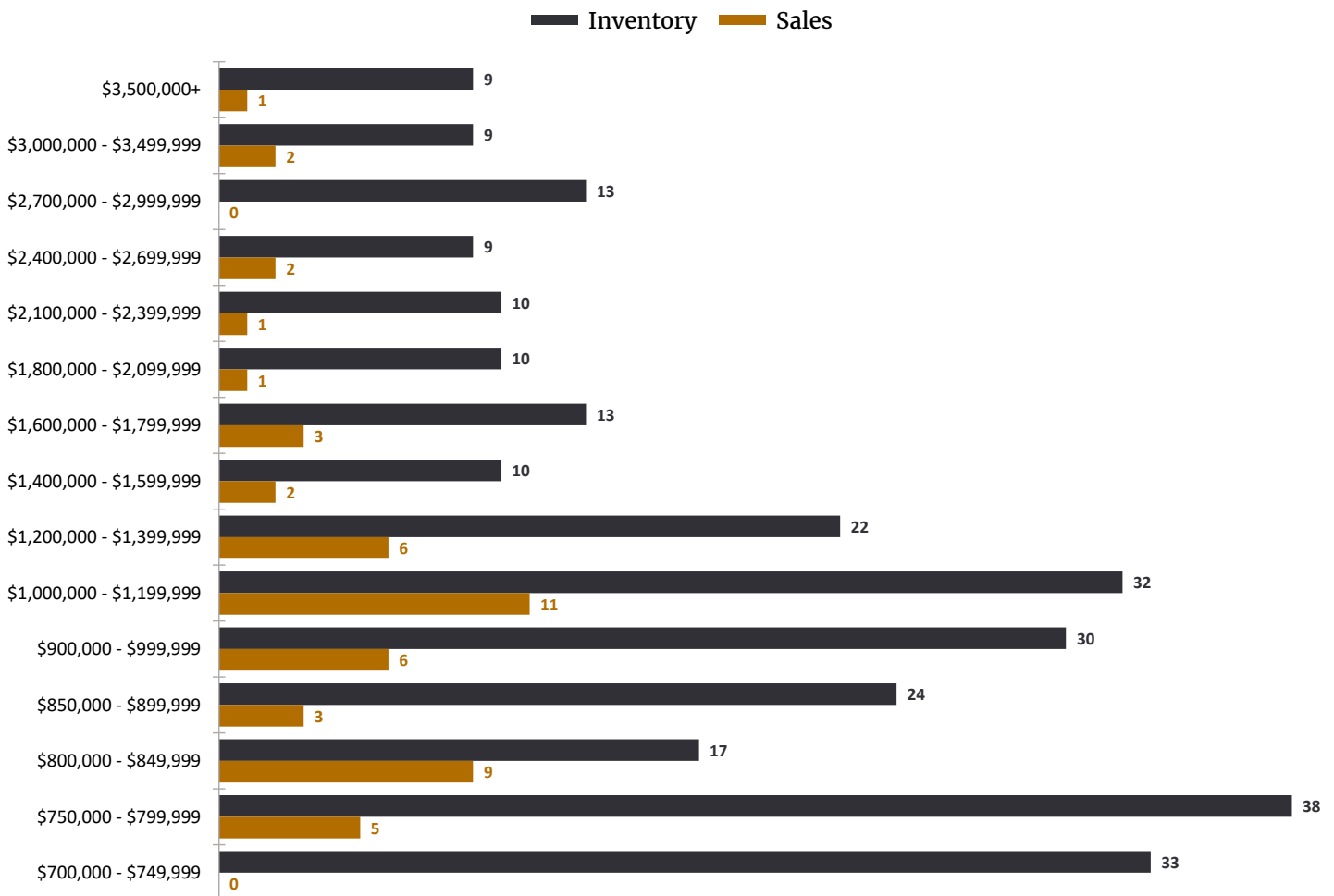
## LUXURY INVENTORY VS. SALES | DECEMBER 2024

Total Inventory: **279**

Total Sales: **52**

Total Sales Ratio<sup>2</sup>: **19%**

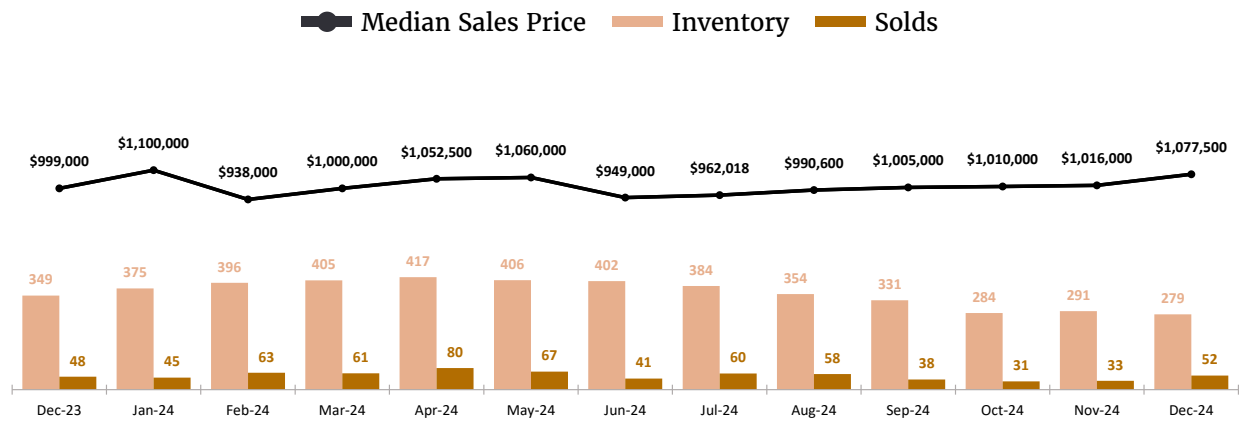
Balanced Market



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 999	NA	NA	NA	0	6	0%
1,000 - 1,499	\$853,750	2	2	6	75	8%
1,500 - 1,999	\$1,050,000	2	2	21	90	23%
2,000 - 2,499	\$987,000	3	3	15	56	27%
2,500 - 2,999	\$1,200,000	3	3	5	27	19%
3,000+	\$2,500,000	3	4	5	25	20%

<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  
**349**        **279**

VARIANCE: **-20%**

### TOTAL SOLDS

Dec. 2023    Dec. 2024  
**48**         **52**

VARIANCE: **8%**

### SALES PRICE

Dec. 2023    Dec. 2024  
**\$999k**      **\$1.08m**

VARIANCE: **8%**

### SALE PRICE PER SQFT.

Dec. 2023    Dec. 2024  
**\$684**        **\$583**

VARIANCE: **-15%**

### SALE TO LIST PRICE RATIO

Dec. 2023    Dec. 2024  
**100.00%**    **97.41%**

VARIANCE: **-3%**

### DAYS ON MARKET

Dec. 2023    Dec. 2024  
**17**            **32**

VARIANCE: **88%**

## SOUTH PINELLAS COUNTY MARKET SUMMARY | DECEMBER 2024

- The attached luxury market is a **Balanced Market** with a **19% Sales Ratio**.
- Homes sold for a median of **97.41% of list price** in December 2024.
- The most active price band is **\$800,000-\$849,999**, where the sales ratio is **53%**.
- The median luxury sales price for attached homes is **\$1,077,500**.
- The median days on market for December 2024 was **32** days, up from **17** 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.