



NAPLES
FLORIDA

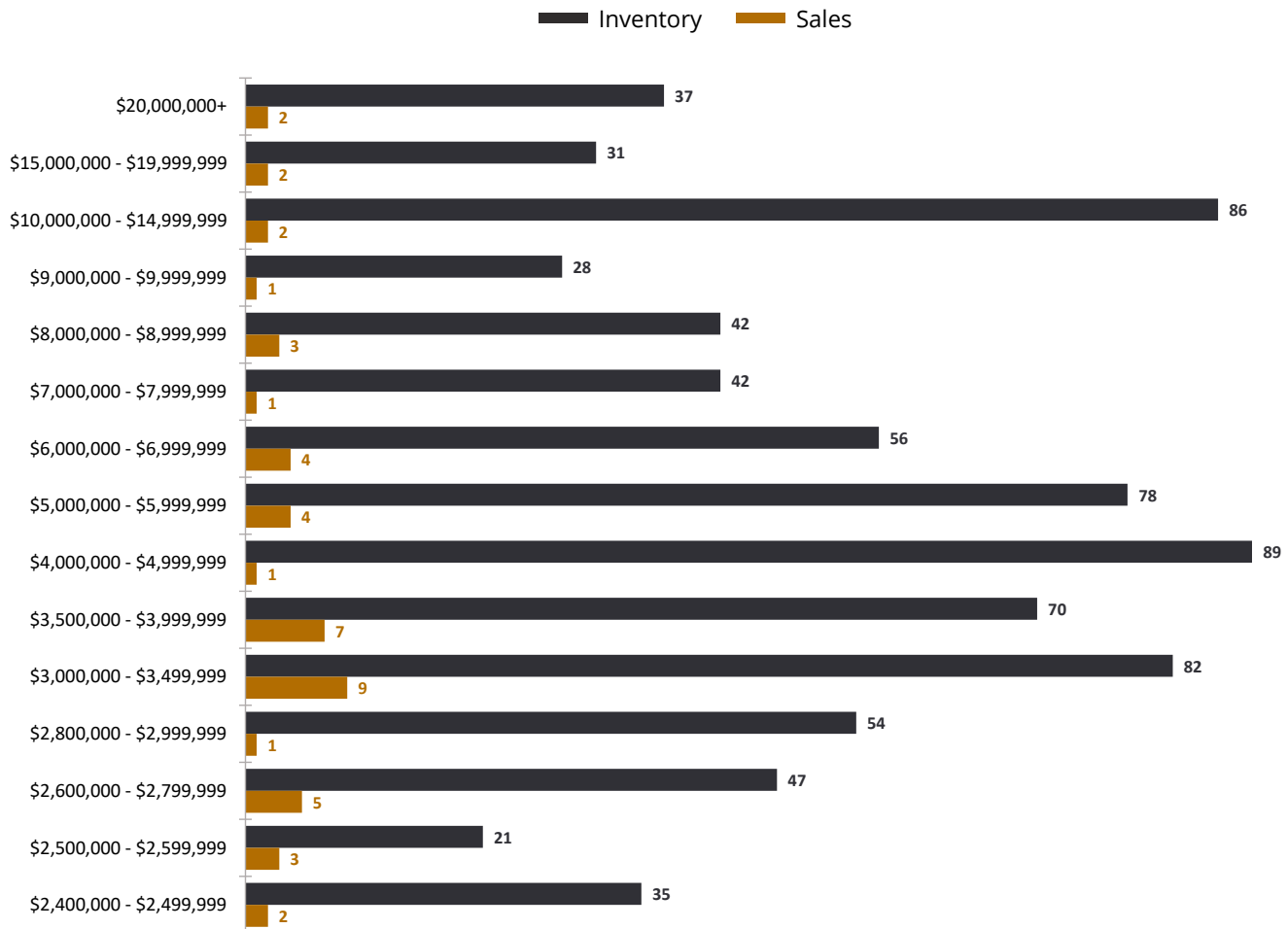
LUXURY INVENTORY VS. SALES | JANUARY 2025

Total Inventory: **798**

Total Sales: **47**

Total Sales Ratio²: **6%**

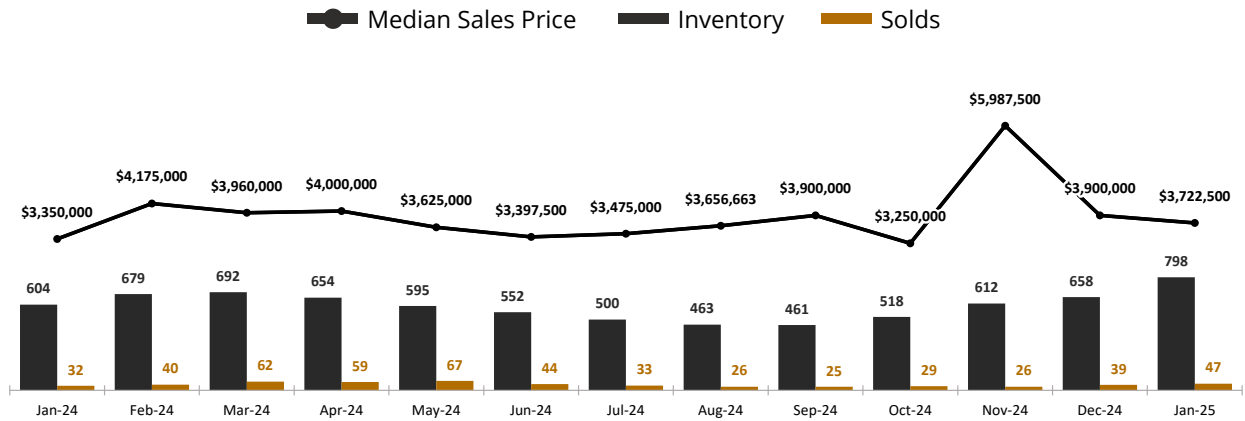
Buyer's Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$3,300,000	1	1	3	27	11%
2,000 - 2,999	\$2,900,000	3	3	4	124	3%
3,000 - 3,999	\$3,412,500	4	5	12	215	6%
4,000 - 4,999	\$3,425,000	4	5	12	184	7%
5,000 - 5,999	\$7,400,000	5	6	9	113	8%
6,000+	\$11,350,000	5	7	7	135	5%

¹ The 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 | JANUARY

TOTAL INVENTORY

Jan. 2024: 604
Jan. 2025: 798

VARIANCE: **32%**

TOTAL SOLDS

Jan. 2024: 32
Jan. 2025: 47

VARIANCE: **47%**

SALES PRICE

Jan. 2024: \$3.35m
Jan. 2025: \$3.72m

VARIANCE: **11%**

SALE PRICE PER SQFT.

Jan. 2024: \$1,019
Jan. 2025: \$1,078

VARIANCE: **6%**

SALE TO LIST PRICE RATIO

Jan. 2024: 95.35%
Jan. 2025: 95.38%

VARIANCE: **0%**

DAYS ON MARKET

Jan. 2024: 62
Jan. 2025: 63

VARIANCE: **2%**

NAPLES MARKET SUMMARY | JANUARY 2025

- The single-family luxury market is a **Buyer's Market** with a **6% Sales Ratio**.
- Homes sold for a median of **95.38% of list price** in January 2025.
- The most active price band is **\$2,500,000-\$2,599,999**, where the sales ratio is **14%**.
- The median luxury sales price for single-family homes is **\$3,722,500**.
- The median days on market for January 2025 was **63** days, up from **62** in January 2024.

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.

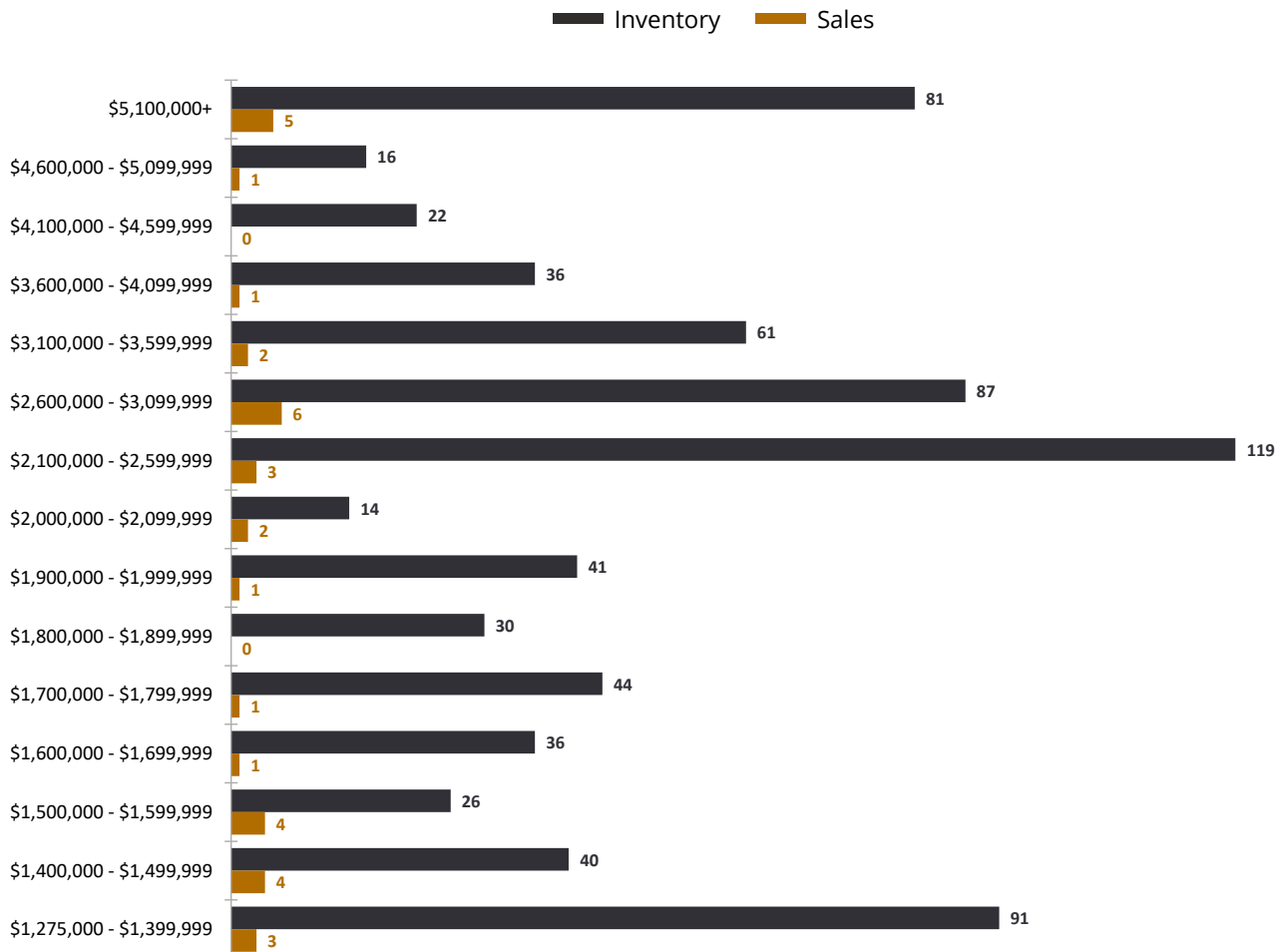
LUXURY INVENTORY VS. SALES | JANUARY 2025

Total Inventory: **744**

Total Sales: **34**

Total Sales Ratio²: **5%**

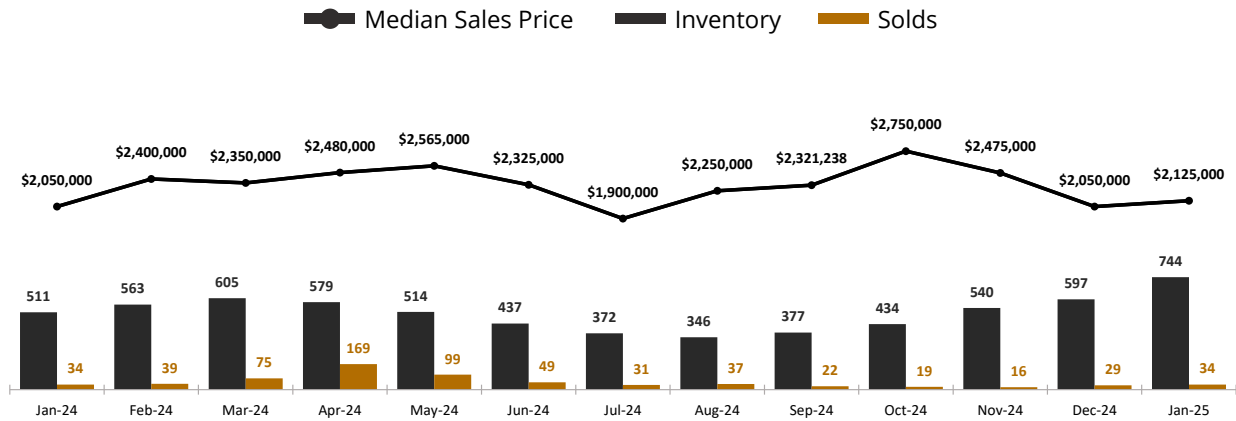
Buyer's Market



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	54	0%
1,500 - 1,999	\$1,500,000	3	2	9	204	4%
2,000 - 2,499	\$2,100,000	2	3	7	177	4%
2,500 - 2,999	\$2,256,250	3	3	10	134	7%
3,000 - 3,499	\$3,512,500	4	4	4	97	4%
3,500+	\$6,900,000	4	5	4	78	5%

¹ The 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 | JANUARY

TOTAL INVENTORY

Jan. 2024: 511
Jan. 2025: 744

VARIANCE: **46%**

TOTAL SOLDS

Jan. 2024: 34
Jan. 2025: 34

VARIANCE: **0%**

SALES PRICE

Jan. 2024: \$2.05m
Jan. 2025: \$2.13m

VARIANCE: **4%**

SALE PRICE PER SQFT.

Jan. 2024: \$1,060
Jan. 2025: \$962

VARIANCE: **-9%**

SALE TO LIST PRICE RATIO

Jan. 2024: 96.44%
Jan. 2025: 95.48%

VARIANCE: **-1%**

DAYS ON MARKET

Jan. 2024: 53
Jan. 2025: 35

VARIANCE: **-34%**

NAPLES MARKET SUMMARY | JANUARY 2025

- The attached luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **95.48% of list price** in January 2025.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **15%**.
- The median luxury sales price for attached homes is **\$2,125,000**.
- The median days on market for January 2025 was **35** days, down from **53** in January 2024.

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.