



NAPLES FLORIDA

–October 2020–

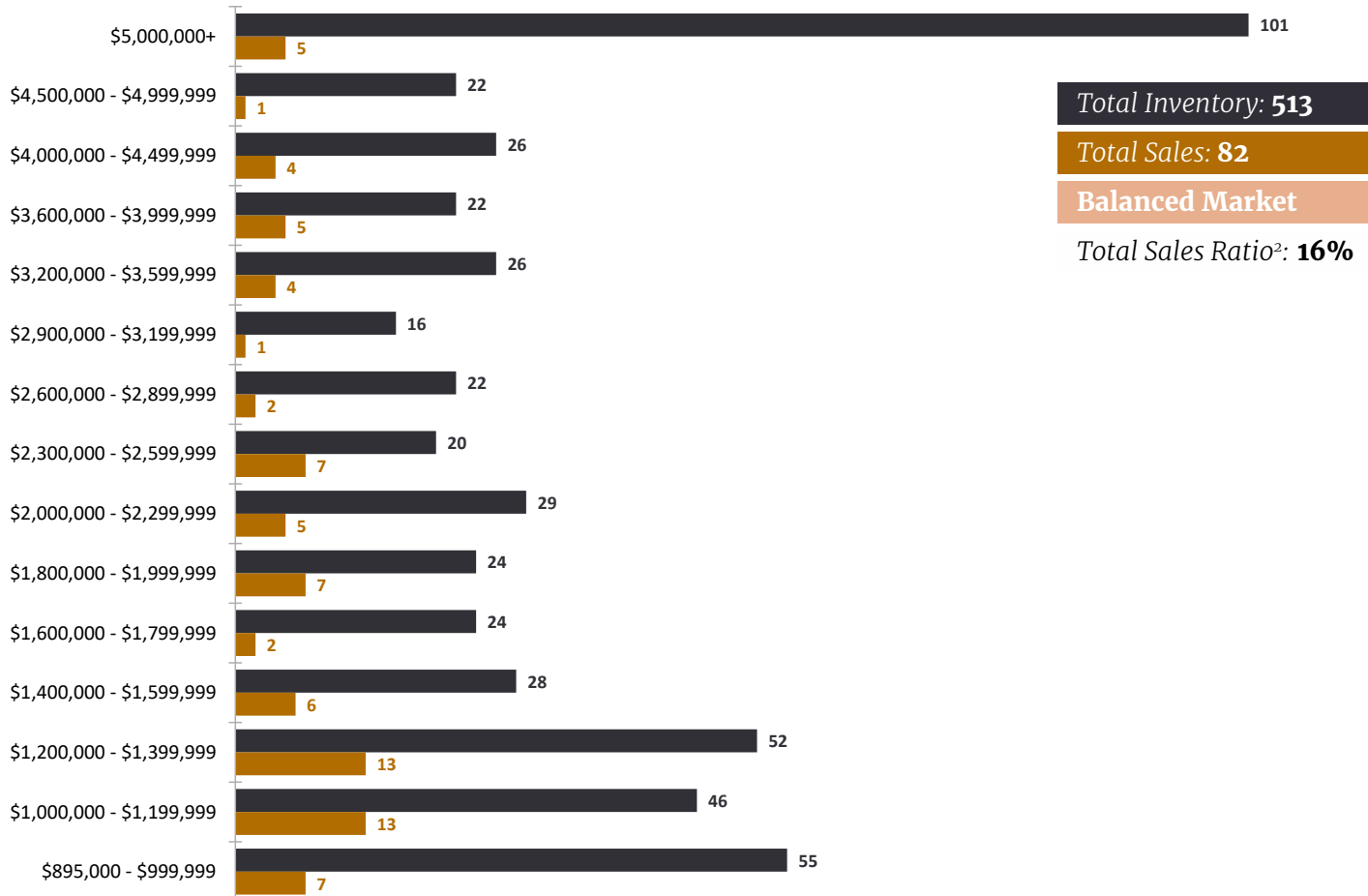
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

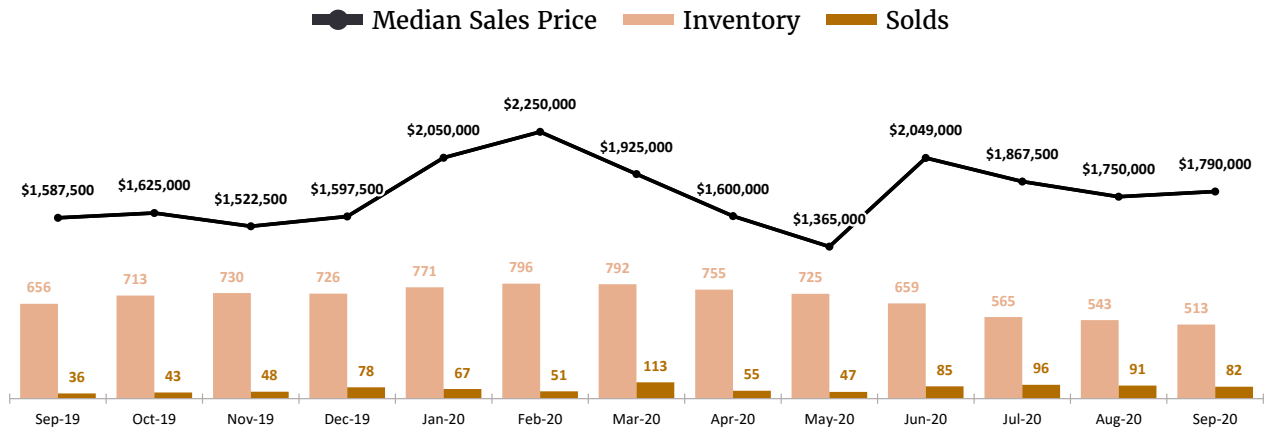
Luxury Benchmark Price¹: **\$895,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,075,000	2	2	3	29	10%
2,000 - 2,999	\$1,200,000	3	3	27	111	24%
3,000 - 3,999	\$1,447,500	4	4	25	131	19%
4,000 - 4,999	\$2,200,000	4	5	13	121	11%
5,000 - 5,999	\$3,925,000	5	6	11	50	22%
6,000+	\$7,500,000	5	7	3	71	4%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

August September
543 **513**

VARIANCE: **-6%**

SOLDS

August September
91 **82**

VARIANCE: **-10%**

SALES PRICE

August September
\$1.75m **\$1.79m**

VARIANCE: **2%**

SALE PRICE PER SQFT.

August September
\$531 **\$539**

VARIANCE: **2%**

SALE TO LIST PRICE RATIO

August September
93.49% **93.65%**

VARIANCE: **0%**

DAYS ON MARKET

August September
89 **127**

VARIANCE: **43%**

NAPLES MARKET SUMMARY | SEPTEMBER 2020

- The Naples single-family luxury market is a **Balanced Market** with a **16% Sales Ratio**.
- Homes sold for a median of **93.65% of list price** in September 2020.
- The most active price band is **\$2,300,000-\$2,599,999**, where the sales ratio is **35%**.
- The median luxury sales price for single-family homes has increased to **\$1,790,000**.
- The median days on market for September 2020 was **127** days, up from **89** in August 2020.

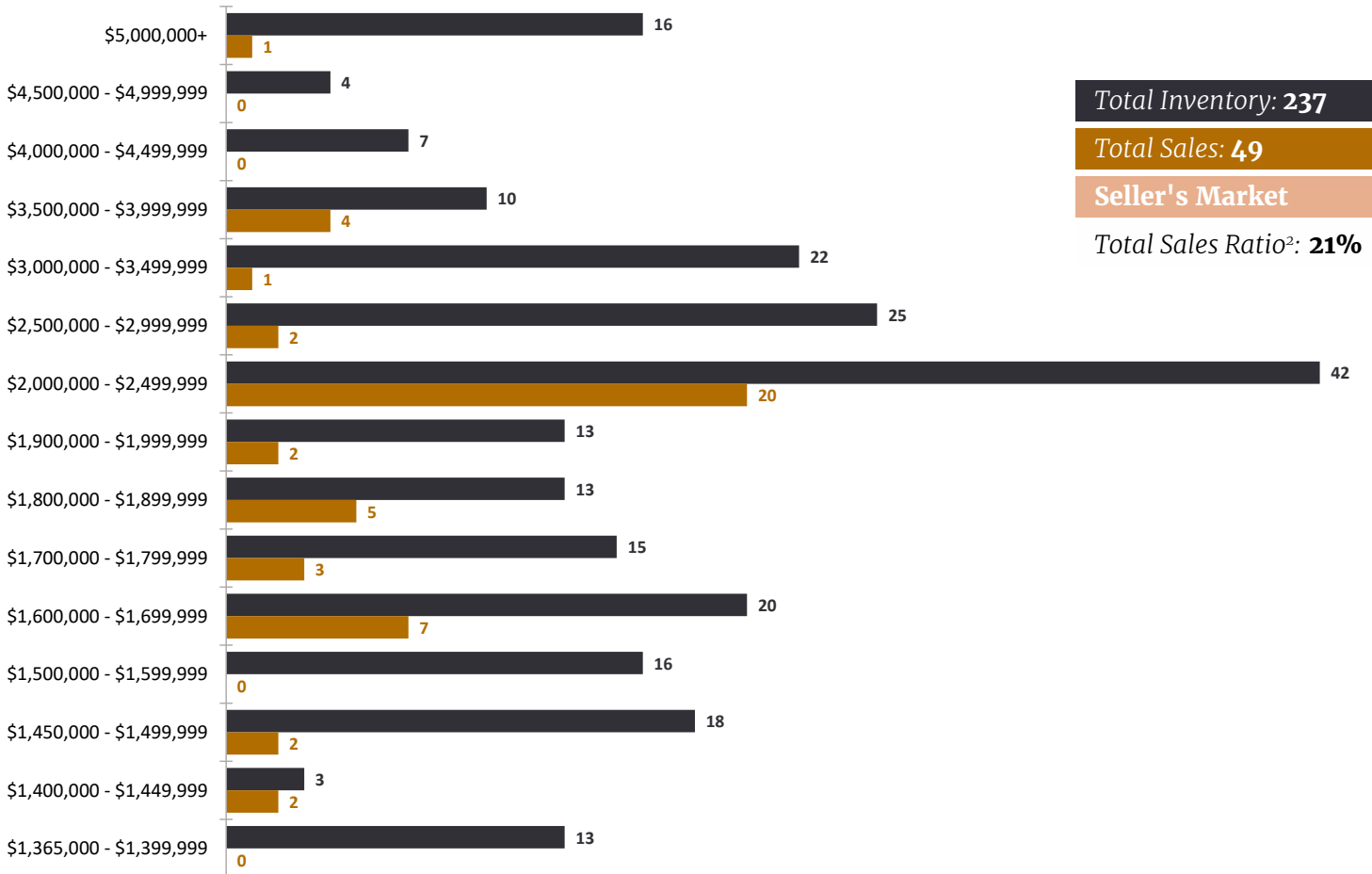
³Square foot table does not account for listings and solds where square foot data is not disclosed.

⁴Data reported includes Active and Sold properties and does not include Pending properties.

LUXURY INVENTORY VS. SALES | SEPTEMBER 2020

Inventory Sales

Luxury Benchmark Price¹: **\$1,365,000**



Total Inventory: **237**

Total Sales: **49**

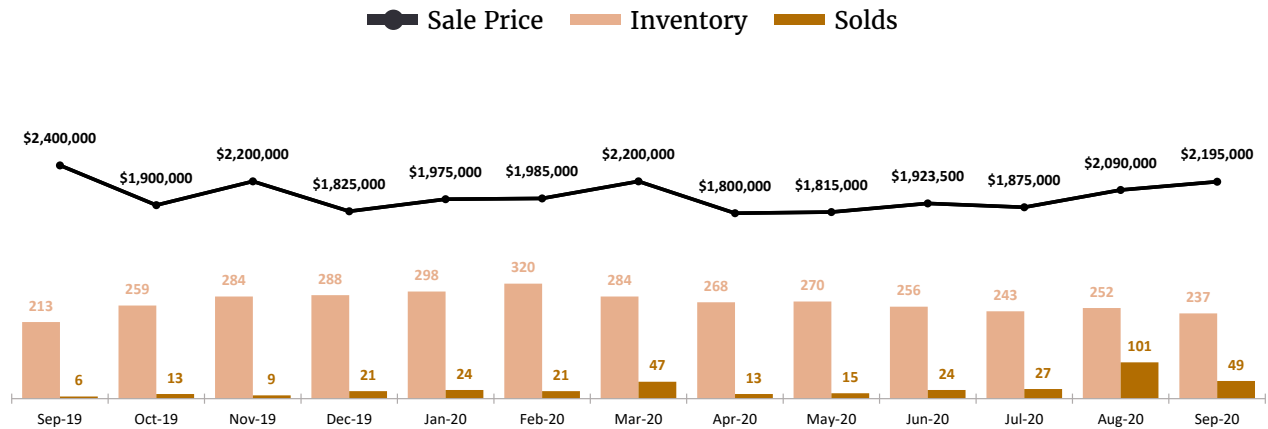
Seller's Market

Total Sales Ratio²: **21%**

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	0	NA
1,000 - 1,999	\$1,650,000	3	3	3	27	11%
2,000 - 2,999	\$1,690,700	3	3	9	93	10%
3,000 - 3,999	\$2,217,500	4	5	34	78	44%
4,000 - 4,999	\$3,650,000	4	4	1	27	4%
5,000+	\$4,975,000	5	6	2	12	17%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales Ratio defines market speed and market type: Buyer's < 14.5%; Balanced >= 14.5 to < 20.5%; Seller's >= 20.5% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

August	September
252	237

VARIANCE: **-6%**

SOLDS

August	September
101	49

VARIANCE: **-51%**

SALES PRICE

August	September
\$2.09m	\$2.20m

VARIANCE: **5%**

SALE PRICE PER SQFT.

August	September
\$668	\$714

VARIANCE: **7%**

SALE TO LIST PRICE RATIO

August	September
100.00%	100.00%

VARIANCE: **0%**

DAYS ON MARKET

August	September
0	18

VARIANCE: **N/A**

NAPLES MARKET SUMMARY | SEPTEMBER 2020

- The Naples attached luxury market is a **Seller's Market** with a **21% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in September 2020.
- The most active price band is **\$1,400,000-\$1,449,999**, where the sales ratio is **67%**.
- The median luxury sales price for attached homes has increased to **\$2,195,000**.
- The median days on market for September 2020 was **18** days, up from **0** in August 2020.

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.