



NAPLES FLORIDA

–December 2020–

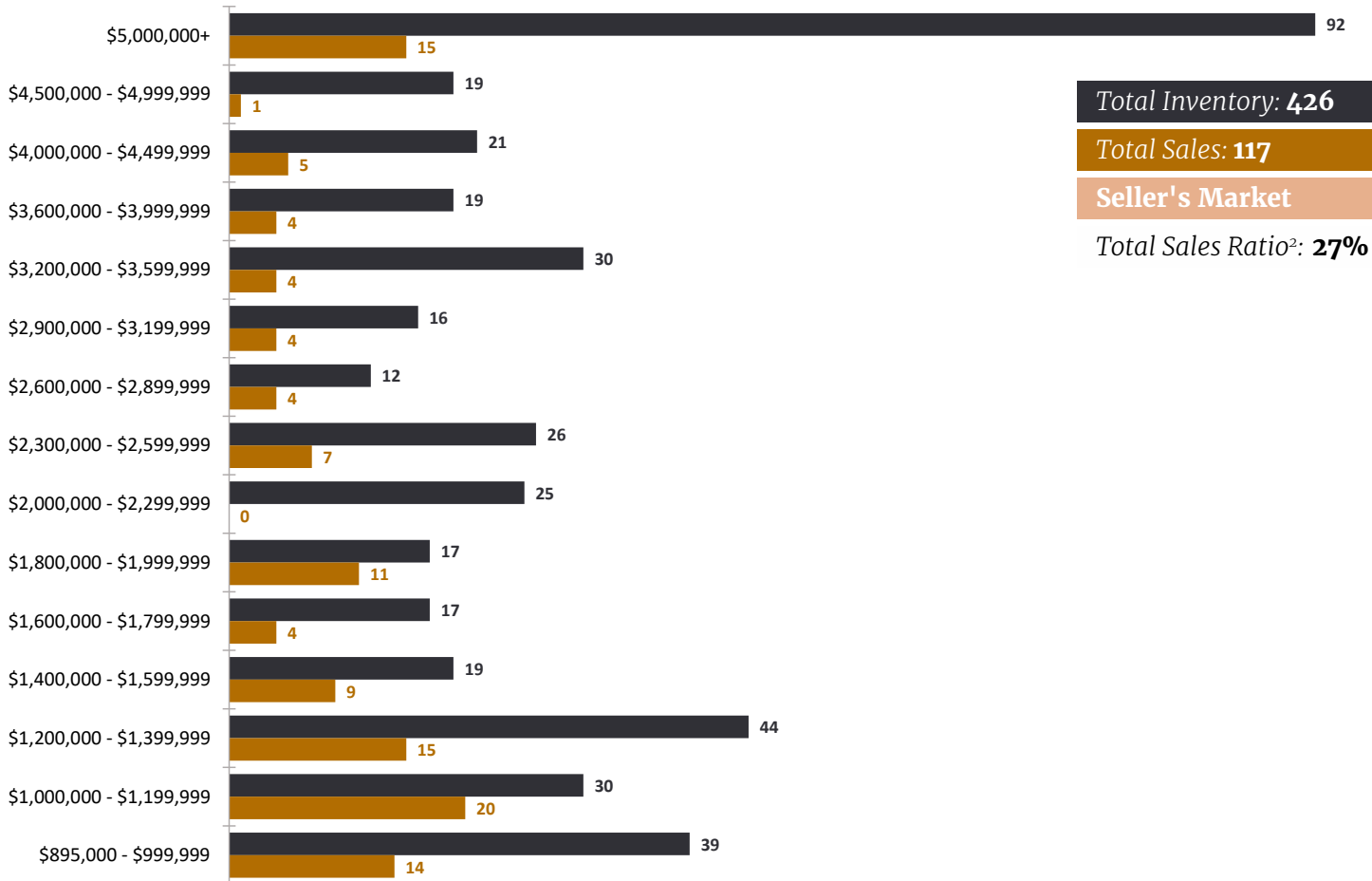
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | NOVEMBER 2020

Inventory Sales

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



Total Inventory: **426**

Total Sales: **117**

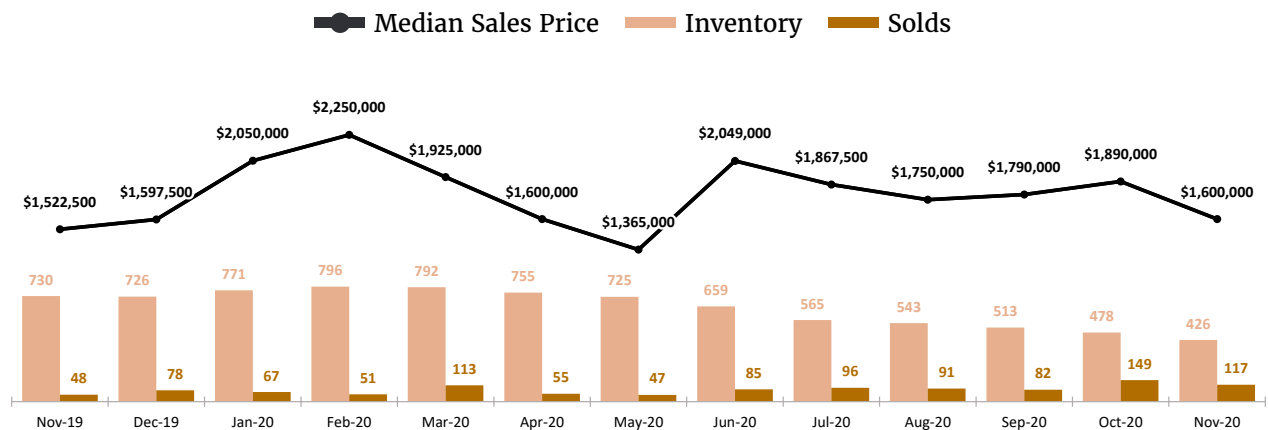
Seller's Market

Total Sales Ratio²: **27%**

Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,230,200	3	2	8	21	38%
2,000 - 2,999	\$1,185,740	3	4	21	87	24%
3,000 - 3,999	\$1,602,500	4	4	34	109	31%
4,000 - 4,999	\$1,975,000	4	5	29	94	31%
5,000 - 5,999	\$2,501,525	5	6	12	47	26%
6,000+	\$6,150,000	5	7	13	68	19%

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

October November
478 **426**

VARIANCE: **-11%**

SOLDS

October November
149 **117**

VARIANCE: **-21%**

SALES PRICE

October November
\$1.89m **\$1.60m**

VARIANCE: **-15%**

SALE PRICE PER SQFT.

October November
\$559 **\$506**

VARIANCE: **-9%**

SALE TO LIST PRICE RATIO

October November
94.64% **96.00%**

VARIANCE: **1%**

DAYS ON MARKET

October November
102 **74**

VARIANCE: **-27%**

NAPLES MARKET SUMMARY | NOVEMBER 2020

- The Naples single-family luxury market is a **Seller's Market** with a **27% Sales Ratio**.
- Homes sold for a median of **96.00% of list price** in November 2020.
- The most active price band is **\$1,000,000-\$1,199,999**, where the sales ratio is **67%**.
- The median luxury sales price for single-family homes has decreased to **\$1,600,000**.
- The median days on market for November 2020 was **74** days, down from **102** in October 2020.

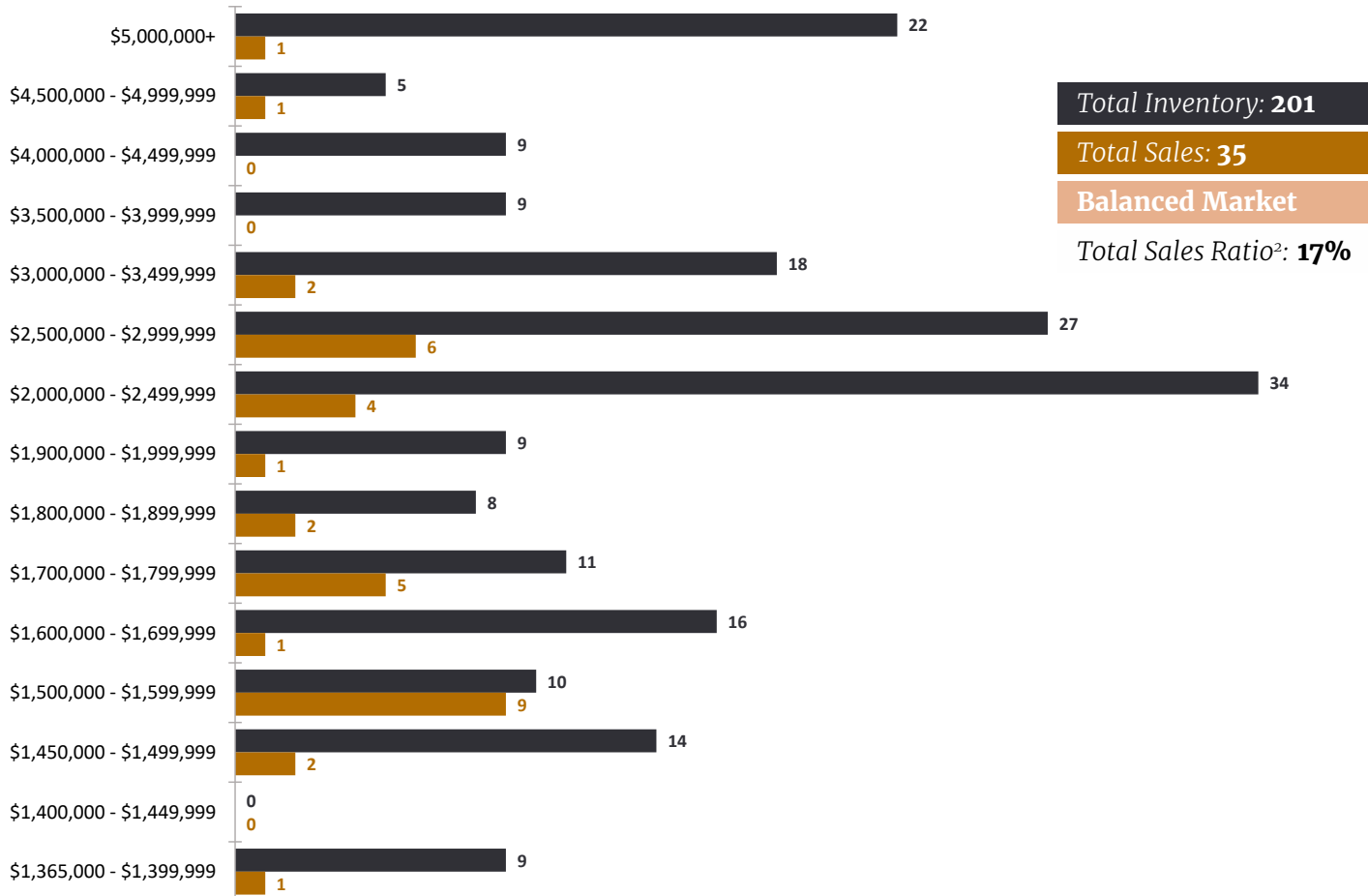
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | NOVEMBER 2020

Inventory Sales

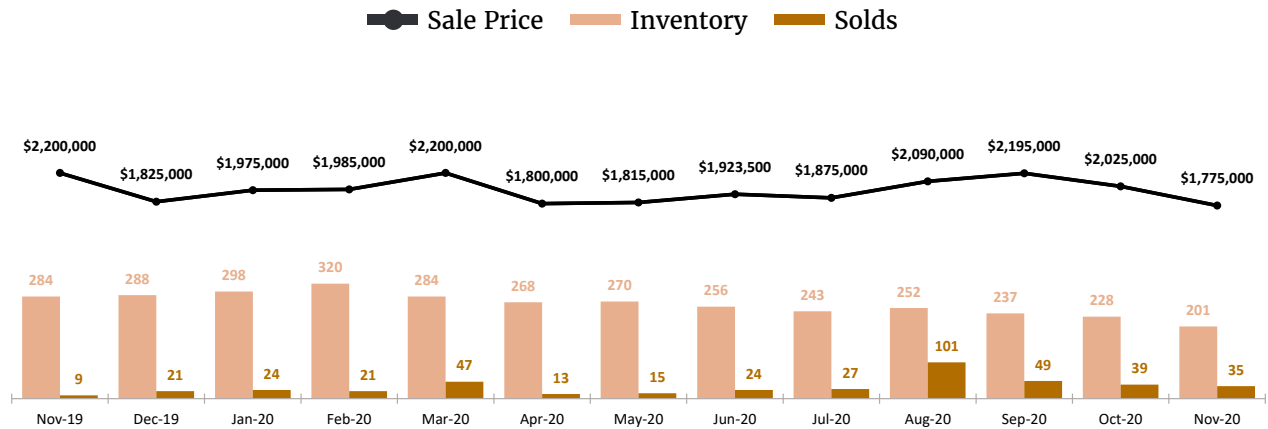
Luxury Benchmark Price¹: **\$1,365,000**



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	\$1,550,000	3	2	5	17	29%
2,000 - 2,999	\$1,731,250	3	3	18	68	26%
3,000 - 3,999	\$2,349,500	3	4	8	78	10%
4,000 - 4,999	\$2,687,500	4	5	2	22	9%
5,000+	\$5,375,000	4	5	2	16	13%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales 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

October	November
228	201

VARIANCE: **-12%**

SOLDS

October	November
39	35

VARIANCE: **-10%**

SALES PRICE

October	November
\$2.03m	\$1.78m

VARIANCE: **-12%**

SALE PRICE PER SQFT.

October	November
\$706	\$760

VARIANCE: **8%**

SALE TO LIST PRICE RATIO

October	November
95.66%	96.31%

VARIANCE: **1%**

DAYS ON MARKET

October	November
81	44

VARIANCE: **-46%**

NAPLES MARKET SUMMARY | NOVEMBER 2020

- The Naples attached luxury market is a **Balanced Market** with a **17% Sales Ratio**.
- Homes sold for a median of **96.31% of list price** in November 2020.
- The most active price band is **\$1,500,000-\$1,599,999**, where the sales ratio is **90%**.
- The median luxury sales price for attached homes has decreased to **\$1,775,000**.
- The median days on market for November 2020 was **44** days, down from **81** in October 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.