



NAPLES FLORIDA

–May 2019–

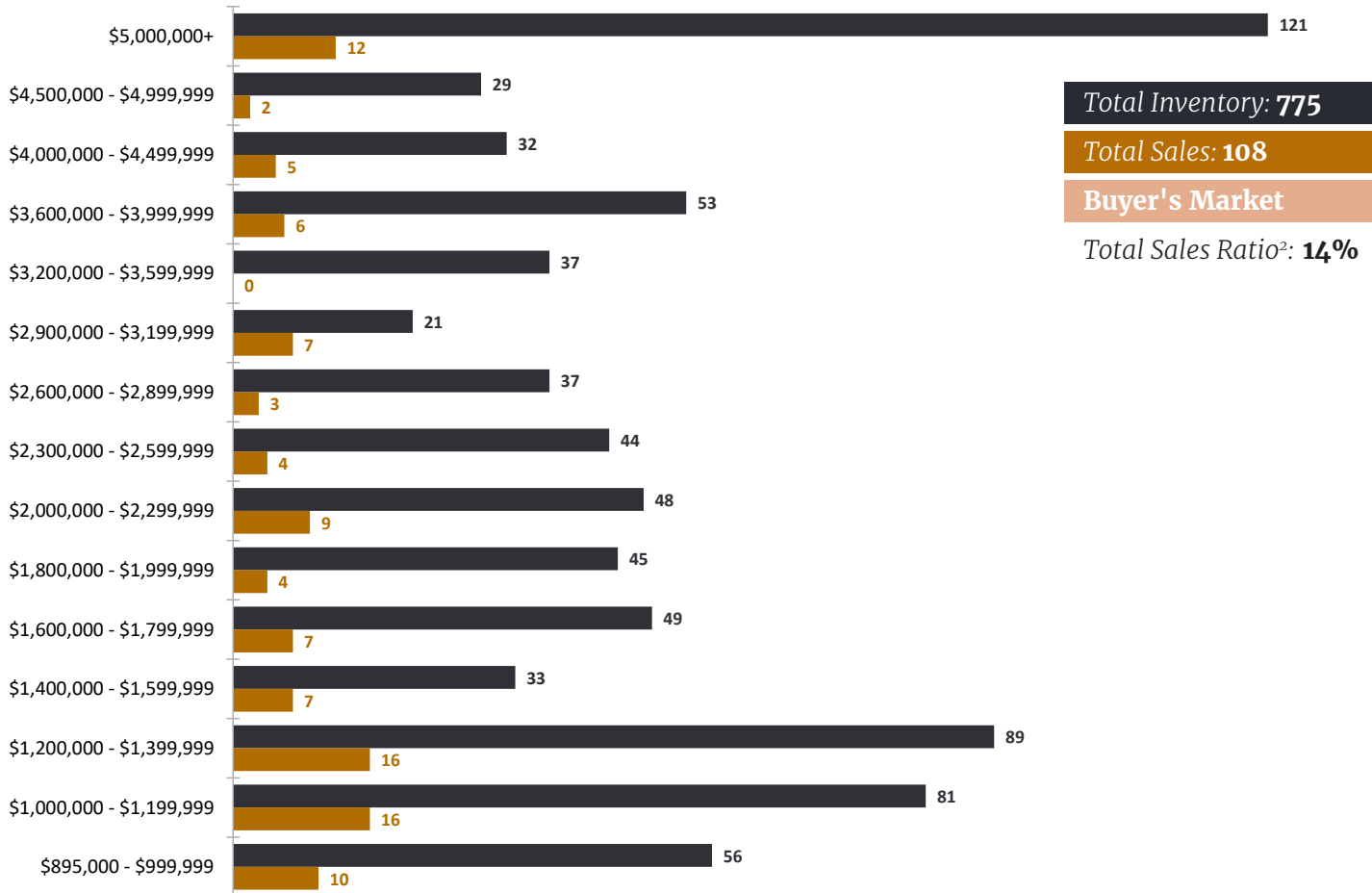
INSTITUTE *for*
LUXURY HOME
MARKETING®

www.LuxuryHomeMarketing.com

LUXURY INVENTORY VS. SALES | APRIL 2019

Inventory Sales

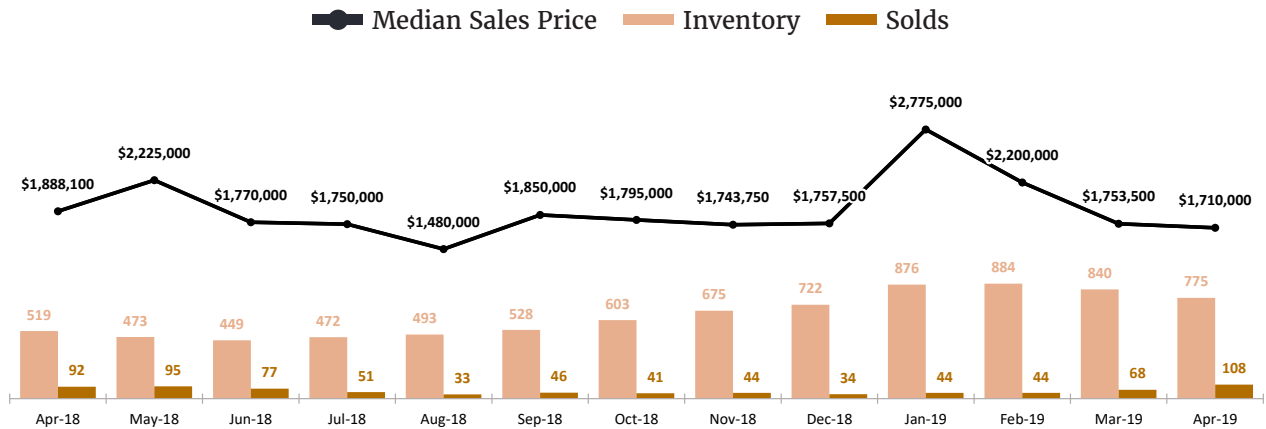
Luxury Benchmark Price¹: **\$895,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,385,000	3	2	8	57	14%
2,000 - 2,999	\$1,185,000	3	3	25	118	21%
3,000 - 3,999	\$1,655,000	4	4	34	240	14%
4,000 - 4,999	\$2,950,000	4	5	24	172	14%
5,000 - 5,999	\$3,125,000	5	6	8	87	9%
6,000+	\$5,200,000	5	8	9	101	9%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing based on reported data. ²Sales Ratio defines market speed and market type: Buyer's = up to 14%; Balanced = 15 to 20%; Seller's = 21% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

March: 840
April: 775

VARIANCE: -8%

SOLDS

March: 68
April: 108

VARIANCE: 59%

SALES PRICE

March: \$1.75m
April: \$1.71m

VARIANCE: -2%

SALE PRICE PER SQFT.

March: \$574
April: \$530

VARIANCE: -8%

SALE TO LIST PRICE RATIO

March: 93.68%
April: 94.46%

VARIANCE: 1%

DAYS ON MARKET

March: 75
April: 89

VARIANCE: 19%

NAPLES MARKET SUMMARY | APRIL 2019

- The Naples single-family luxury market is a **Buyer's Market** with a **14% Sales Ratio**.
- Homes sold for a median of **94.46% of list price** in April 2019.
- The most active price band is **\$2,900,000-\$3,199,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes has decreased to **\$1,710,000**.
- The median days on market for April 2019 was **89** days, up from **75** in March 2019.

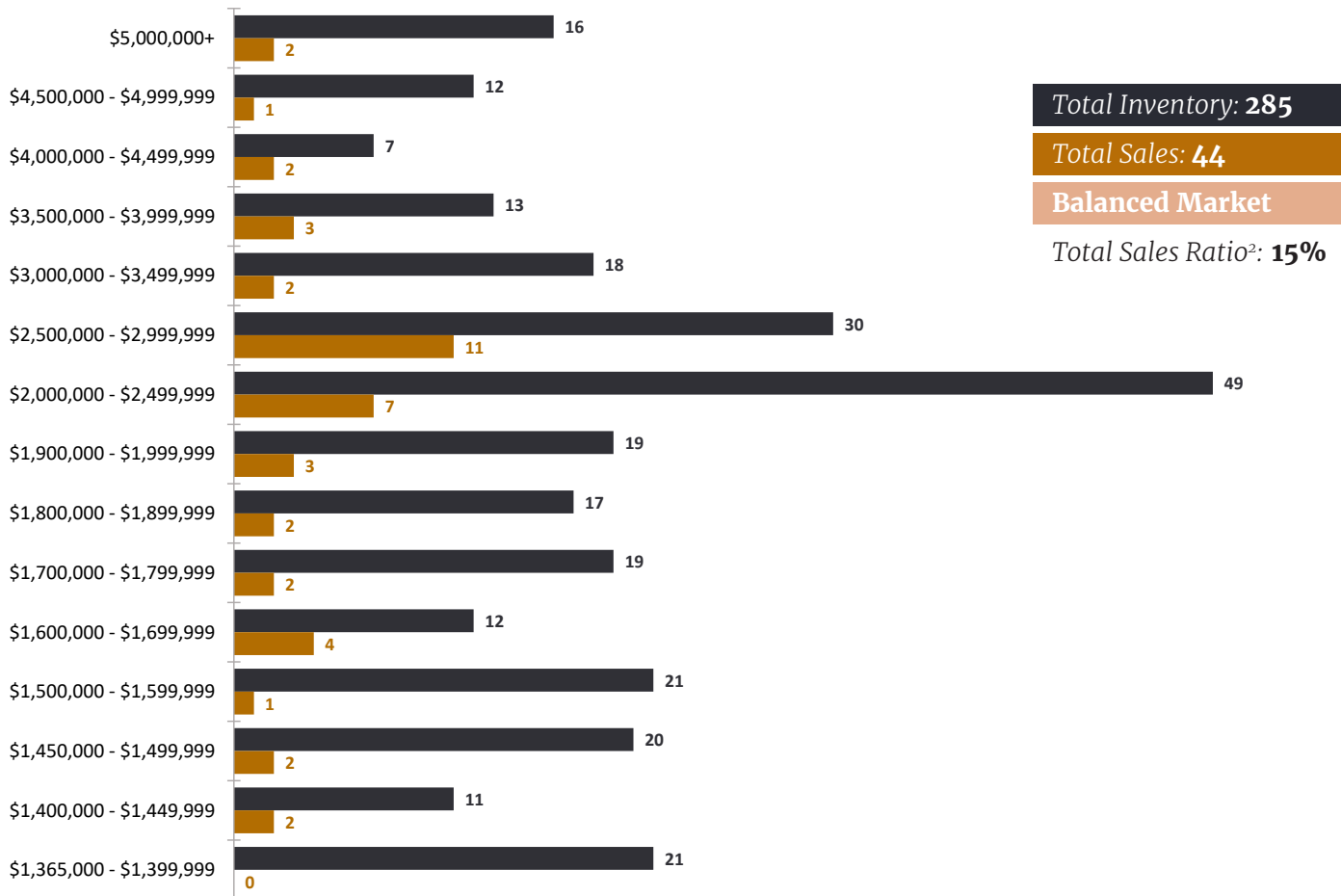
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | APRIL 2019

Inventory Sales

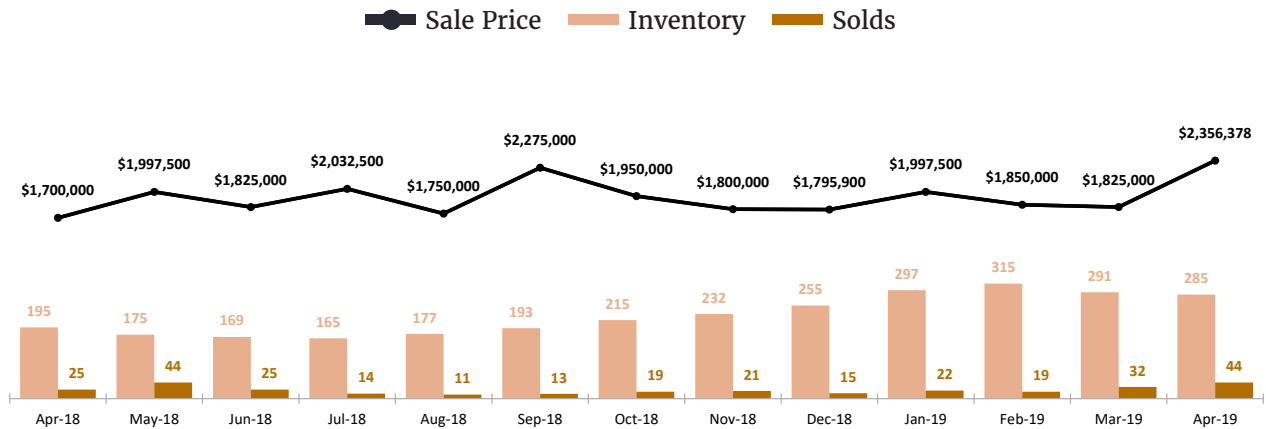
Luxury Benchmark Price¹: **\$1,365,000**



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	\$1,725,000	3	2	2	21	10%
2,000 - 2,999	\$1,940,000	3	3	19	124	15%
3,000 - 3,999	\$2,600,000	3	4	16	95	17%
4,000 - 4,999	\$4,025,000	4	5	5	30	17%
5,000+	\$6,550,000	4	6	2	15	13%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing based on reported data. ²Sales Ratio defines market speed and market type: Buyer's = up to 14%; Balanced = 15 to 20%; Seller's = 21% plus. If >100% MLS® data reported previous month's sales exceeded current inventory.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA

INVENTORY

March	April
291	285

VARIANCE: **-2%**

SOLDS

March	April
32	44

VARIANCE: **38%**

SALES PRICE

March	April
\$1.83m	\$2.36m

VARIANCE: **29%**

SALE PRICE PER SQFT.

March	April
\$758	\$814

VARIANCE: **7%**

SALE TO LIST PRICE RATIO

March	April
94.87%	94.61%

VARIANCE: **0%**

DAYS ON MARKET

March	April
89	67

VARIANCE: **-25%**

NAPLES MARKET SUMMARY | APRIL 2019

- The Naples attached luxury market is a **Balanced Market** with a **15% Sales Ratio**.
- Homes sold for a median of **94.61% of list price** in April 2019.
- The most active price band is **\$2,500,000-\$2,999,999**, where the sales ratio is **37%**.
- The median luxury sales price for attached homes has increased to **\$2,356,378**.
- The median days on market for April 2019 was **67** days, down from **89** in March 2019.

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.