

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

DECEMBER  
2021



SARASOTA &  
SURROUNDING BEACHES  

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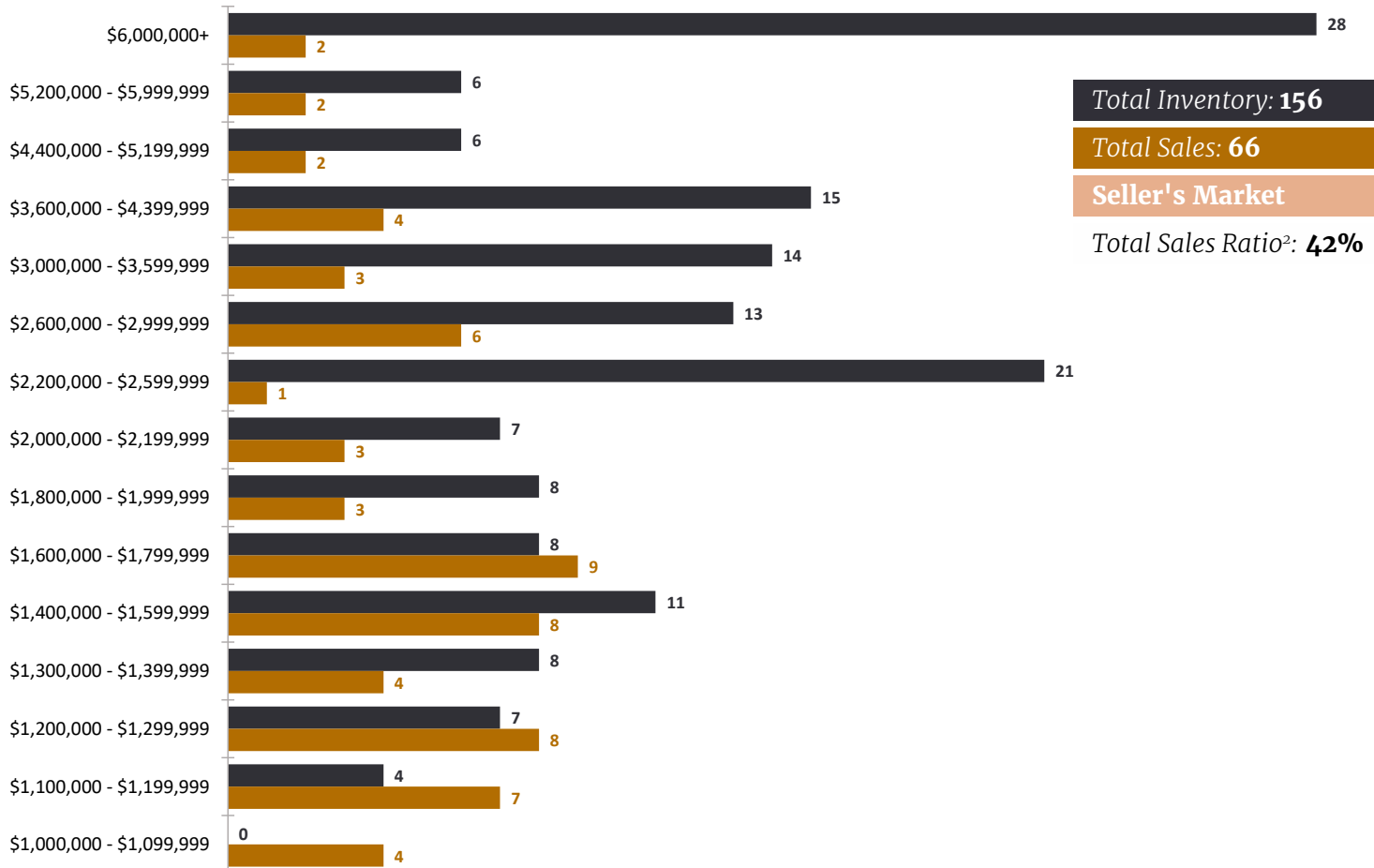
FLORIDA

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

### LUXURY INVENTORY VS. SALES | NOVEMBER 2021

Inventory Sales

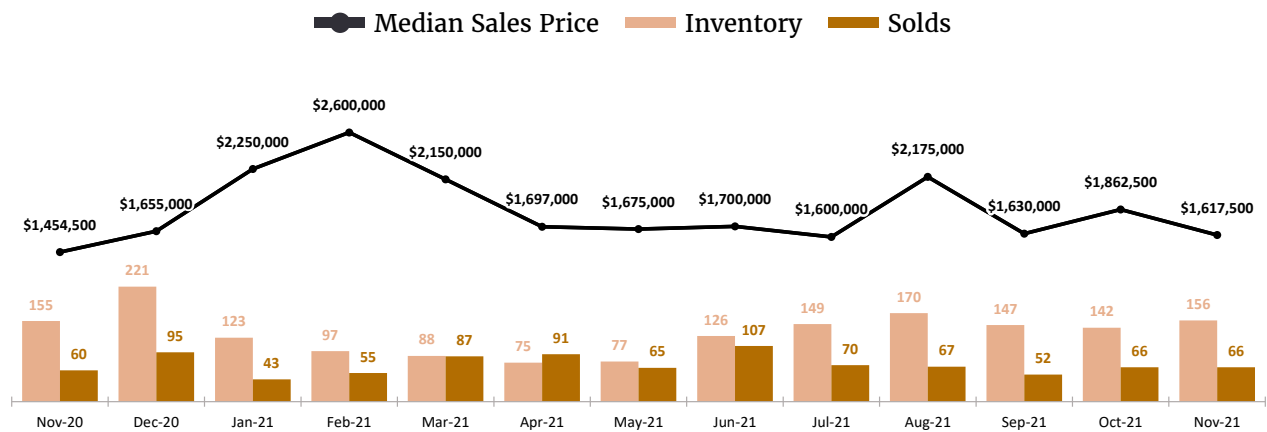
Luxury Benchmark Price<sup>1</sup>: **\$1,000,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,555,000	3	3	39	68	57%
3,000 - 3,999	\$2,160,000	4	4	13	50	26%
4,000 - 4,999	\$1,950,000	4	4	10	17	59%
5,000 - 5,999	\$3,850,000	5	6	3	7	43%
6,000 - 6,999	\$4,850,000	5	6	1	7	14%
7,000+	NA	NA	NA	0	6	0%

<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 < 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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | NOVEMBER

#### TOTAL INVENTORY

Nov. 2020	Nov. 2021
155	156

VARIANCE: **1%**

#### TOTAL SOLDS

Nov. 2020	Nov. 2021
60	66

VARIANCE: **10%**

#### SALES PRICE

Nov. 2020	Nov. 2021
\$1.45m	\$1.62m

VARIANCE: **11%**

#### SALE PRICE PER SQFT.

Nov. 2020	Nov. 2021
\$537	\$707

VARIANCE: **32%**

#### SALE TO LIST PRICE RATIO

Nov. 2020	Nov. 2021
96.49%	98.01%

VARIANCE: **2%**

#### DAYS ON MARKET

Nov. 2020	Nov. 2021
54	8

VARIANCE: **-85%**

## SARASOTA MARKET SUMMARY | NOVEMBER 2021

- The Sarasota single-family luxury market is a **Seller's Market** with a **42% Sales Ratio**.
- Homes sold for a median of **98.01% of list price** in November 2021.
- The most active price band is **\$1,100,000-\$1,199,999**, where the sales ratio is **175%**.
- The median luxury sales price for single-family homes is **\$1,617,500**.
- The median days on market for November 2021 was **8** days, down from **54** in November 2020.

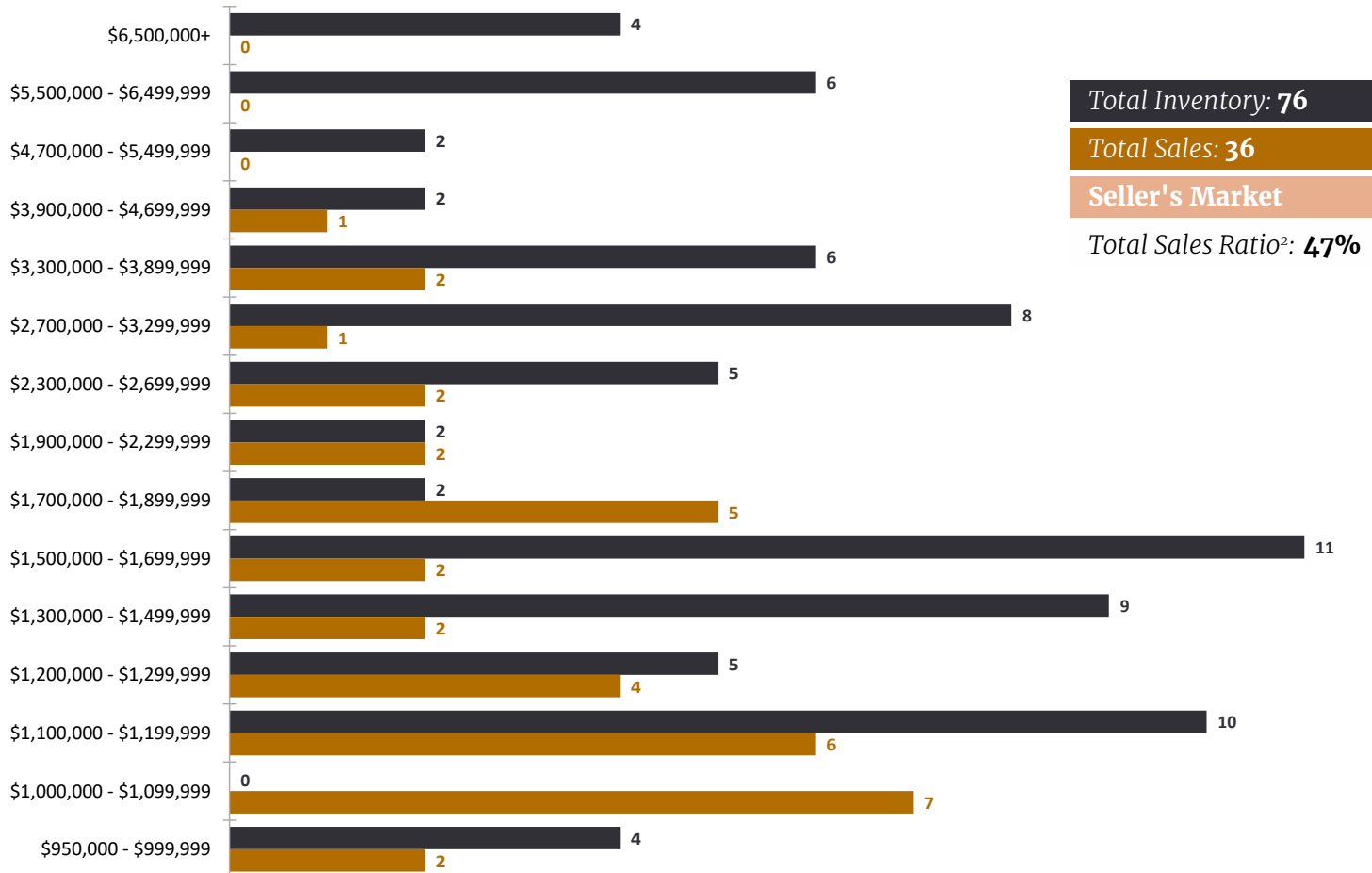
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

### LUXURY INVENTORY VS. SALES | NOVEMBER 2021

Inventory Sales

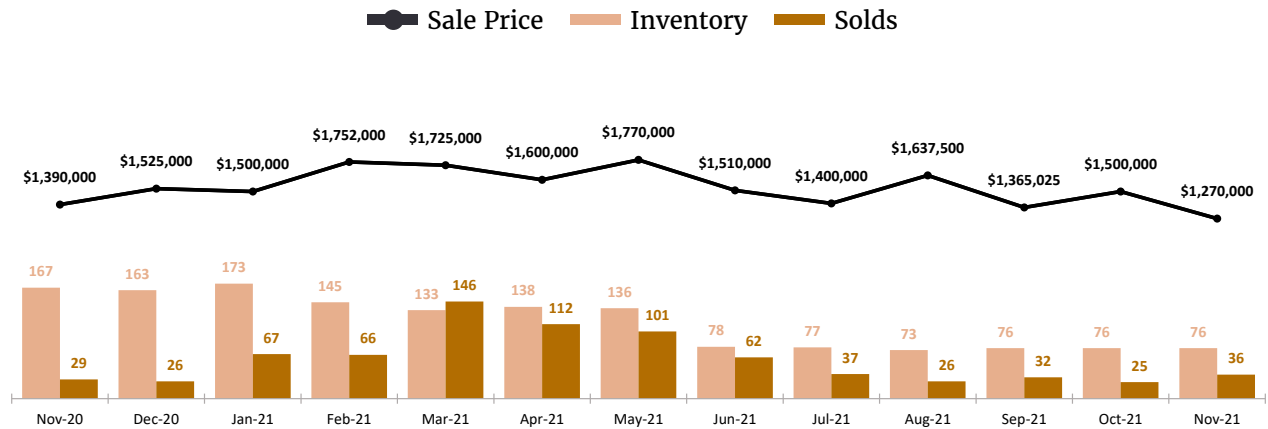
Luxury Benchmark Price<sup>1</sup>: **\$950,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	\$1,125,000	2	2	19	32	59%
2,000 - 2,499	\$1,435,000	3	3	6	15	40%
2,500 - 2,999	\$2,375,000	3	3	6	6	100%
3,000 - 3,499	\$2,275,000	3	4	4	7	57%
3,500 - 3,999	NA	NA	NA	0	3	0%
4,000+	\$3,800,000	3	4	1	13	8%

<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 < 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 TREND<sup>4</sup>



### MEDIAN DATA REVIEW | NOVEMBER

#### TOTAL INVENTORY

Nov. 2020	Nov. 2021
167	76

VARIANCE: **-54%**

#### TOTAL SOLDS

Nov. 2020	Nov. 2021
29	36

VARIANCE: **24%**

#### SALES PRICE

Nov. 2020	Nov. 2021
\$1.39m	\$1.27m

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

Nov. 2020	Nov. 2021
\$643	\$749

VARIANCE: **16%**

#### SALE TO LIST PRICE RATIO

Nov. 2020	Nov. 2021
95.70%	98.11%

VARIANCE: **3%**

#### DAYS ON MARKET

Nov. 2020	Nov. 2021
71	13

VARIANCE: **-82%**

## SARASOTA MARKET SUMMARY | NOVEMBER 2021

- The Sarasota attached luxury market is a **Seller's Market** with a **47% Sales Ratio**.
- Homes sold for a median of **98.11% of list price** in November 2021.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **250%**.
- The median luxury sales price for attached homes is **\$1,270,000**.
- The median days on market for November 2021 was **13** days, down from **71** in November 2020.

<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.