

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

NOVEMBER  
2021

RENO  

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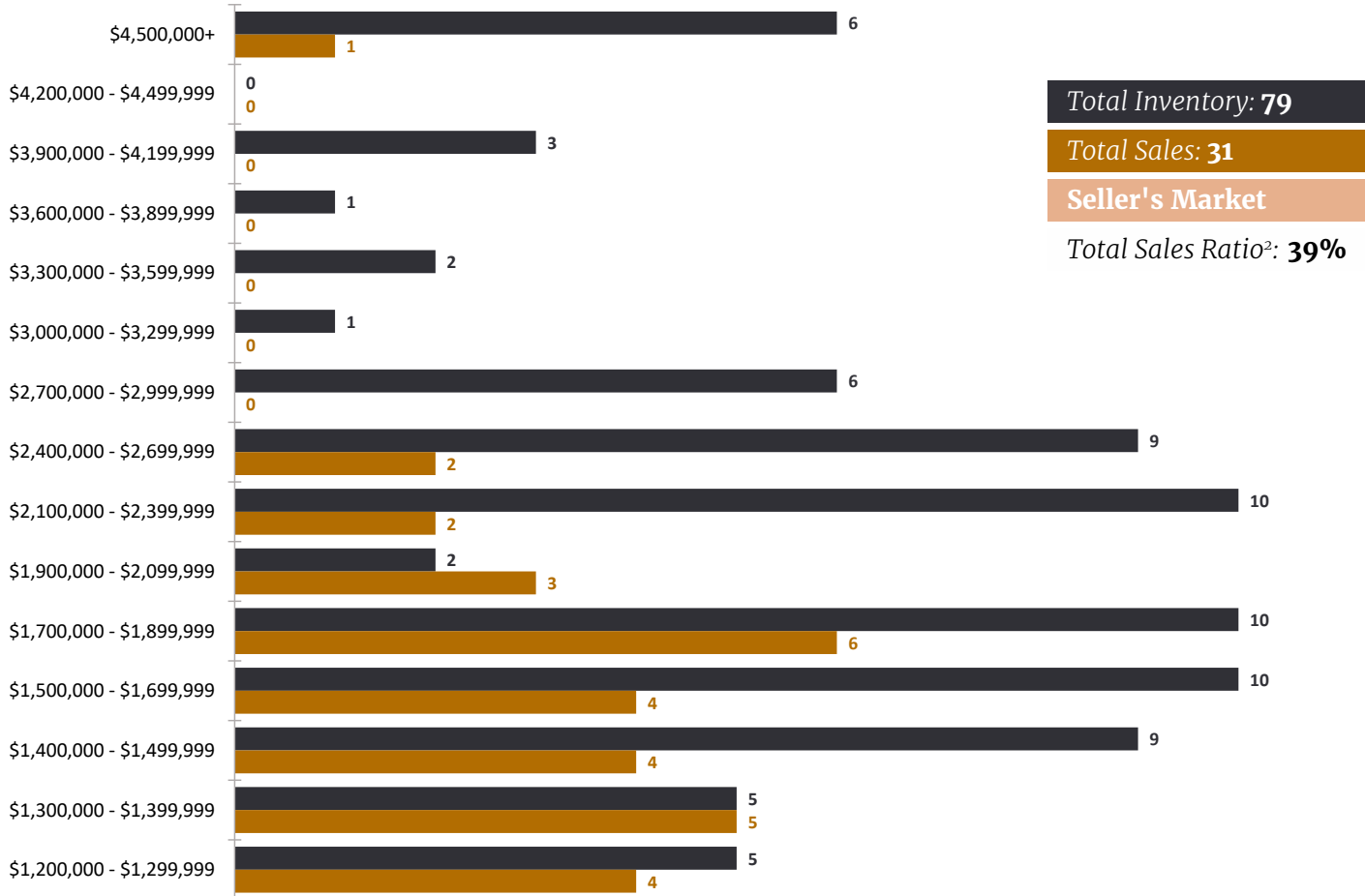
NEVADA

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

### LUXURY INVENTORY VS. SALES | OCTOBER 2021

Inventory Sales

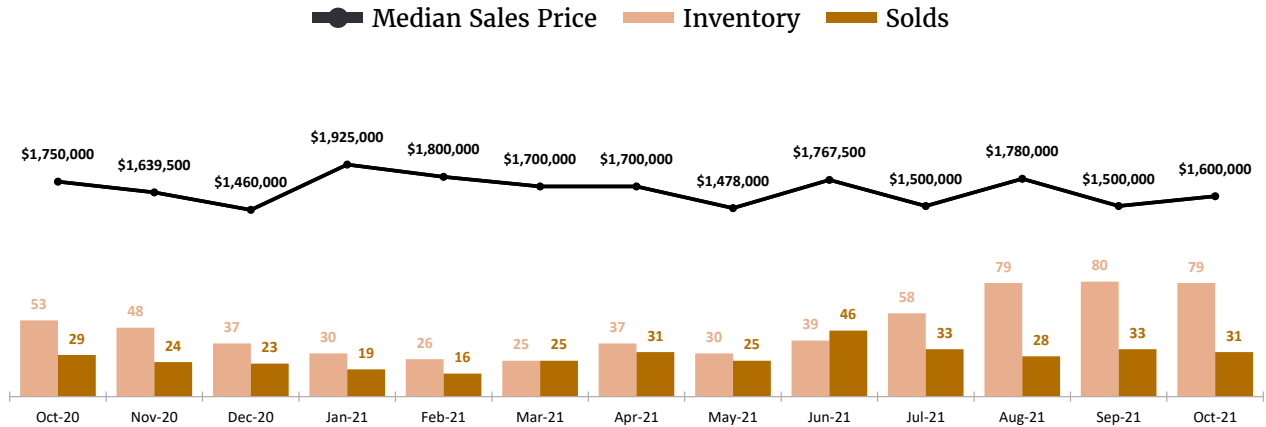
Luxury Benchmark Price<sup>1</sup>: **\$1,200,000**



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	\$1,267,500	4	4	2	6	33%
3,000 - 3,999	\$1,680,346	4	4	16	28	57%
4,000 - 4,999	\$1,715,000	4	5	12	26	46%
5,000 - 5,999	NA	NA	NA	0	9	0%
6,000 - 6,999	\$1,430,000	7	7	1	4	25%
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 | OCTOBER

#### TOTAL INVENTORY

Oct. 2020	Oct. 2021
53	79

VARIANCE: **49%**

#### TOTAL SOLDS

Oct. 2020	Oct. 2021
29	31

VARIANCE: **7%**

#### SALES PRICE

Oct. 2020	Oct. 2021
\$1.75m	\$1.60m

VARIANCE: **-9%**

#### SALE PRICE PER SQFT.

Oct. 2020	Oct. 2021
\$393	\$476

VARIANCE: **21%**

#### SALE TO LIST PRICE RATIO

Oct. 2020	Oct. 2021
95.62%	97.22%

VARIANCE: **2%**

#### DAYS ON MARKET

Oct. 2020	Oct. 2021
115	60

VARIANCE: **-48%**

### RENO MARKET SUMMARY | OCTOBER 2021

- The Reno single-family luxury market is a **Seller's Market** with a **39% Sales Ratio**.
- Homes sold for a median of **97.22% of list price** in October 2021.
- The most active price band is **\$1,900,000-\$2,099,999**, where the sales ratio is **150%**.
- The median luxury sales price for single-family homes is **\$1,600,000**.
- The median days on market for October 2021 was **60** days, down from **115** in October 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.