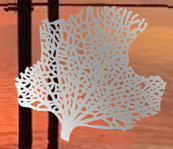


COLDWELL BANKER SCHMITT'S LUXURY ISLAND PROPERTIES REPORT



Fall 2024

Keys-wide Comparison of January through September 2024 vs 2023

The Luxury Real Estate Market in the Florida Keys, which is defined as residential properties listed or sold in excess of \$1.5 Million, continues to outperform the overall market, bucking the tide with 4.9% more sales in the first 9 months of 2024 vs. the prior year - against a drop in sales for all properties in the Keys of 4.6% for a delta of 9.5%. These gains contrast with a slight loss in the average sale price of a luxury property to \$2,626,162 – a 0.3% year over year decline – vs. the overall market whose average sale price grew by 7.3 % to \$ 1,136,198 – a delta of 7.6% – the new average price of admission to the Florida Keys.

The Luxury Market accounts for 21% of the total number of sales, but an outsized 49% of the dollar volume of all sales and continues to represent the single largest dollar volume component of the Keys real estate market. On the listing side the growth in inventory of new Luxury listings taken is keeping pace with the overall market – both of which are increasing 20% or more year over year.

The overall Florida Keys Luxury Market described above is, however, not homogeneous from Key Largo to Key West, with differences in the four defined submarket areas presented in some detail in the following pages. Key West represents 31%, The Upper Keys 29%, The Middle Keys 22% and The Lower Keys 18% of the dollar volume of Luxury sales while the average sale prices are very similar, which means that the main variance between the subareas is a function of the number of sales. There are also some significant differences in year over year performance from subarea to subarea in number of sales (+30% to -10%), average sale price (+14% to -14%), to listing inventory (+7% to +62%).

The future of the Luxury real estate market in the Keys continues to look bright. The overall sentiments for this segment on a national level going forward are reflected in the *Luxury Trend Report* which is summarized on page four. While sellers continue to hold firm on pricing with a year over year average asking price for new listings of \$3,073,220, buyers are starting to gain some control as the inventory of property increases at a faster pace than sales. While interest rates in themselves do not have a significant impact on buyers' ability to purchase luxury properties, there is a trickle down effect which will be largely relieved once rates settle down in 2025 to the low 6% or high 5% level.



Keys-wide sales
rose 4.9% from 344
to 361.



Average Sale Price
(ASP) was down 0.3% at
\$2,626,162 compared with
\$2,634,005 one year
earlier.



Days On Market (DOM)
declined -3.3% from 92 to
89



New Listings
rose by 20.0% from 685
to 820.



**Average New Listing
List Price** was flat going
from 3,073,810 to
\$3,073,229

Based on Single Family, Townhouse, Condo, Duplex & Half-Duplex homes listed at \$1,500,000+

KEYS-WIDE COMPARISON OF LIST PRICE TO SALE PRICE

Sales Price % vs
Original Listed Price for
properties sold after
price reductions

88.0%
*Down 1.4% from
Prior 12 Months*

Sales Price % vs Listed
Price at the time the
property obtained a
contract & sold

92.4%
*Down 1.5% from
Prior 12 Months*

Average List
Price reduction
during listing
term for sold
properties

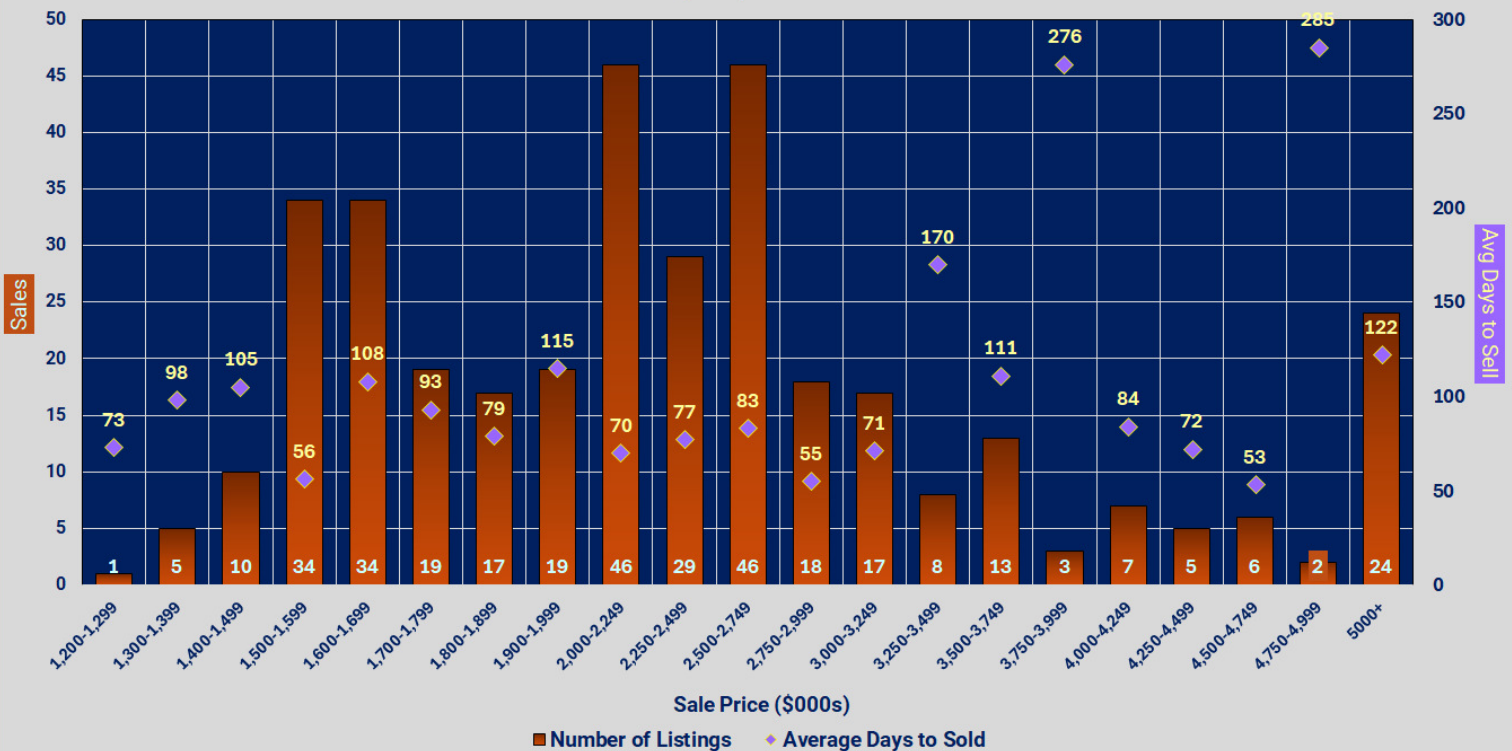
4.5%
*Down from
4.7% Prior 12
Months*

MARKET ANALYSIS: PRICE RANGE REPORT

During the January-September 2024 time frame, 361 residences listed at \$1.5 million and higher were sold.

- The average sale price for the 361 properties is \$2,626,162.
- The highest price is \$13,465,371.
- The median price is \$2,200,000.
- The lowest price is \$1,200,000.
- The average Market Time is 89.

Sale Price Range with Transaction Sides & Average Days to Sell:
January-September 2024



Sales & Average Sale Price Analysis by Property Type and Waterfront

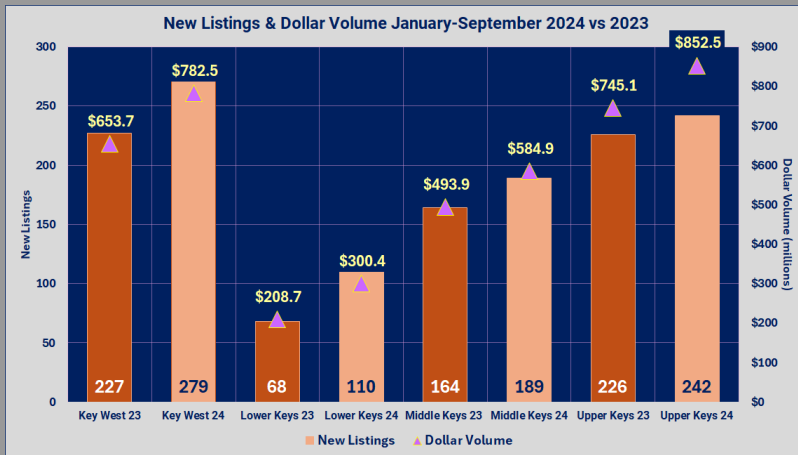
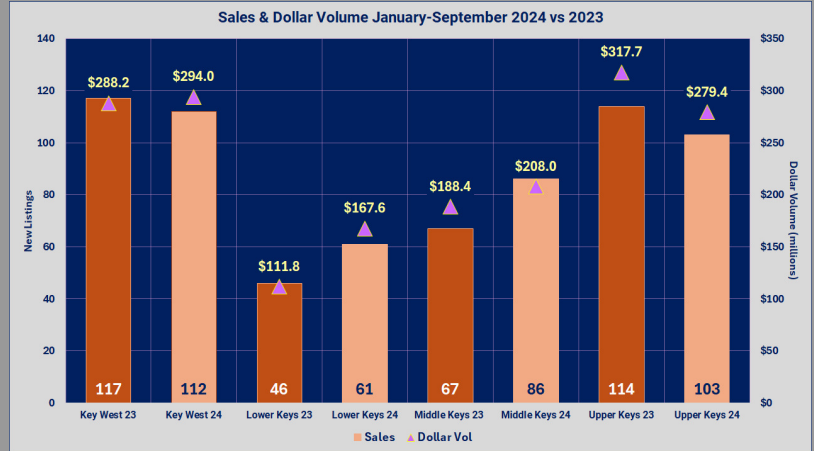
Single Family Homes accounted for 91% of all luxury residential sales with 71% located waterfront and 20% non-waterfront. (Most non-waterfront luxury sales occur in the Key West submarket). 74% of all luxury sales were for waterfront properties, a higher percentage than the 69% recorded in Q1-Q3 2023.

Total Sales & Average Sale Price by Property Type & Waterfront:
January - September 2024



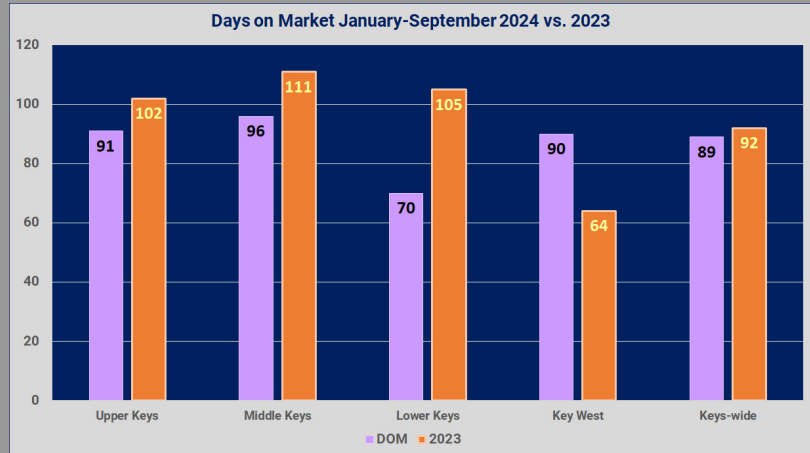
SUBMARKET ANALYSIS

Luxury sales increased 4.9% Keys-wide. Key West (-4%) and the Upper Keys (-10%) were down slightly. Lower Keys sales rose 33% while the Middle Keys gained 28% leading to a 5% gain across the Keys. The Upper Keys was the only submarket in which the dollar volume declined (-10%). Elsewhere, the Lower Keys was up 50%, the Middle Keys increased 10% and Key West posted a 2% gain. Keys-wide, the dollar volume grew 5%.



New luxury listings were up 20% throughout the Keys based on a 62% increase in the Lower Keys, 23% in Key West, 15% in the Middle Keys and 7% in the Upper Keys. The associated dollar volume also represents a 20% increase. The Middle Keys led with a jump of 44%. Key West gained 20%, the Middle Keys was up 18% and the Upper Keys, 14%.

The days on market dropped slightly Keys-wide, down 3%. Key West was the lone submarket gaining days, up 41%. Elsewhere, Lower Keys DOM dropped 33%, the Middle Keys, 14%, and the Upper Keys by 11%.



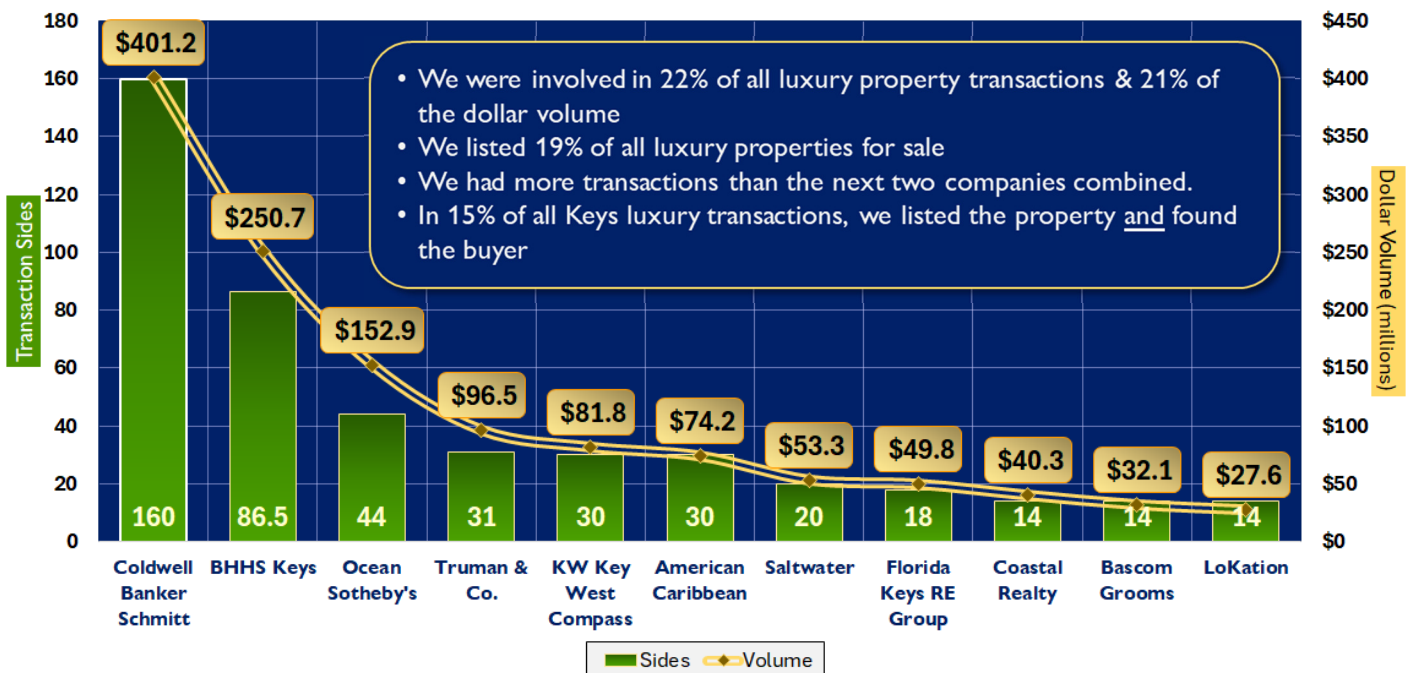
COLDWELL BANKER GLOBAL LUXURY TREND REPORT MIDYEAR UPDATE

The Trend Report, published by the Coldwell Banker Global Luxury® program, has established itself as the definitive guide to understanding the evolving preferences and behaviors of high-net-worth homebuyers and sellers. For the first time, the Coldwell Banker Global Luxury team is diving deeper into the trends at the halfway point of the year. The Mid-Year Report 2024 examines which predictions from the initial January report have materialized and which new trends could shape the luxury real estate landscape for the remainder of this year. What follows is the executive summary. For the full report, visit cbflkeys.com/trend. (continued on page 4)

- **Market of Resilience.** Growing optimism among high-net-worth individuals propelled a robust spring market as summer settled into a slower pace. Overall, the luxury real estate market showed resilience in the first six months of 2024, slightly outpacing performance from the equivalent period in 2023. Sales of luxury single-family properties increased by 2.66% nationally whereas attached property sales grew marginally by only 0.25%, per the Institute for Luxury Home Marketing.
- **New, "Right" Inventory Powers the Market.** A notable uptick in sales was observed from January to May, coinciding with the introduction of new listings. Conversely, the subsequent contraction of inventory in June was mirrored by a diminished sales volume.
- **Agent Optimism is High.** Nearly 70% of Coldwell Banker Global Luxury Property Specialists expressed confidence in the health of the 2024 luxury market.
- **Price Stability Expected.** Nearly 50% of Luxury Property Specialists anticipate stable pricing through the remainder of the year.
- **Demand High for Property "Unicorns."** Over 44% of Luxury Property Specialists reported buyer demand for "have-it-all" properties – impeccably presented, move-in ready or new construction homes with attractive pricing.
- **Buyer Relief Could Be on the Way.** An increase in luxury home inventory is expected, with 59.3% of Luxury Property Specialists predicting a slight rise. Additionally, 34% foresee a shift by sellers away from aspirational pricing strategies. Finally, 32.8% anticipate the wait-and-see crowd making moves after the U.S. election.
- **Long-Term Thinking and the "Forever" Dream Home Take Hold -** Over 22% of Luxury Property Specialists reported a growing buyer preference for adaptable homes that cater to changing lifestyles, including multi-generational living, aging in place, and hybrid work arrangements.

WHICH COMPANY'S AGENTS WOULD YOU WANT TO SELL *YOUR* PROPERTY?

Luxury Residential Transactions Listed at \$1.5+ Million
Key Largo to Key West January-September 2024
Information from the Florida Keys MLS



Coldwell Banker Schmitt, the market leader for listings and sales of \$1,500,000+ properties from Key Largo to Key West, publishes the *Luxury Island Properties* newsletter semi-annually.