


INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JULY  
2021



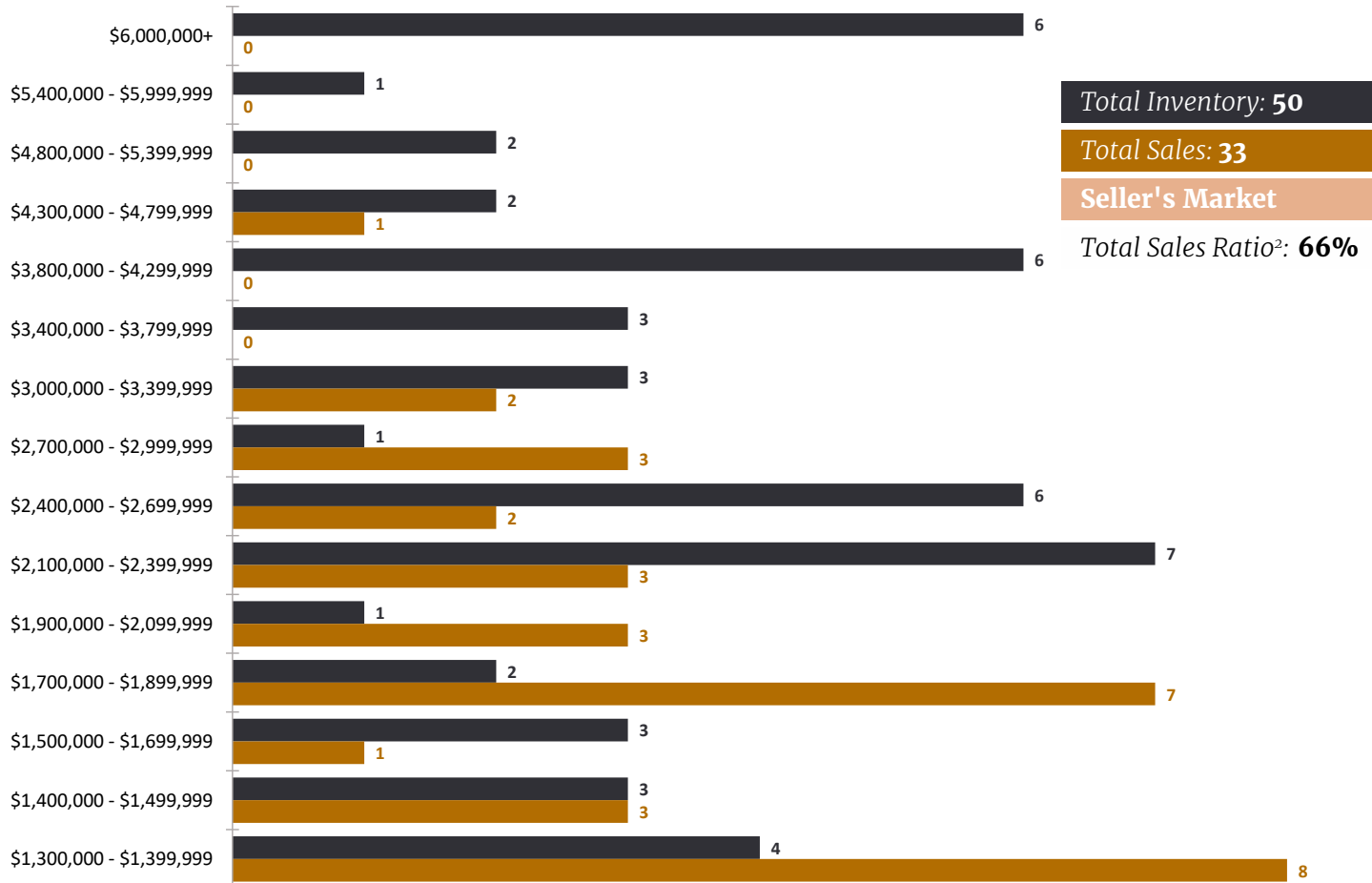
# COASTAL PINELLAS COUNTY WEST FLORIDA

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

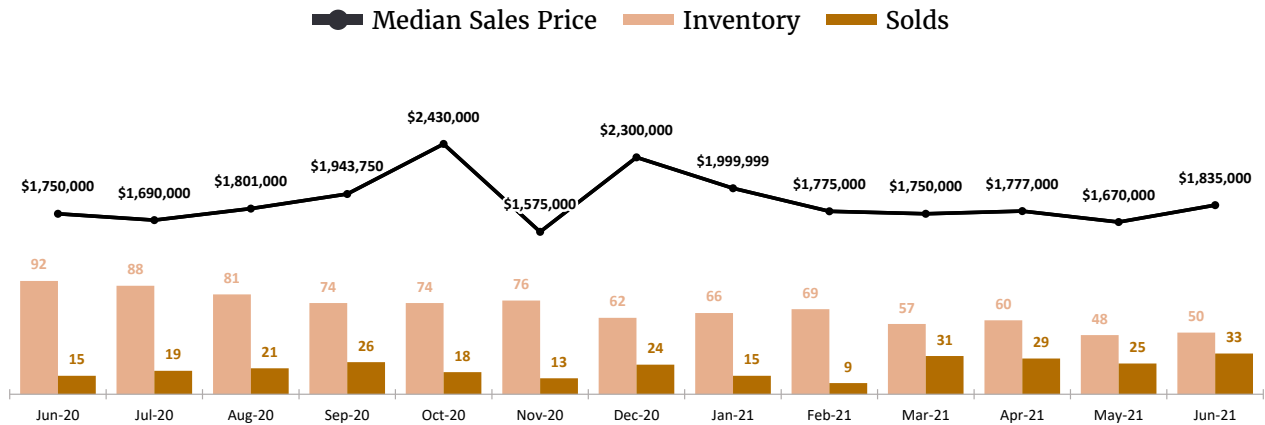
## LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$1,300,000**

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 2,999	\$1,475,000	4	3	15	12	125%
3,000 - 3,999	\$1,950,072	4	4	10	13	77%
4,000 - 4,999	\$1,600,000	5	5	4	7	57%
5,000 - 5,999	\$2,737,500	4	6	2	10	20%
6,000 - 6,999	\$2,425,000	5	5	1	3	33%
7,000+	\$4,325,000	5	5	1	5	20%

<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 | JUNE

## TOTAL INVENTORY

Jun. 2020 Jun. 2021

92 50

VARIANCE: -46%

## TOTAL SOLD

Jun. 2020 Jun. 2021

15 33

VARIANCE: 120%

## SALES PRICE

Jun. 2020 Jun. 2021

\$1.75m \$1.84m

VARIANCE: 5%

## SALE PRICE PER SQFT.

Jun. 2020 Jun. 2021

\$504 \$572

VARIANCE: 13%

## SALE TO LIST PRICE RATIO

Jun. 2020 Jun. 2021

96.33% 98.33%

VARIANCE: 2%

## DAYS ON MARKET

Jun. 2020 Jun. 2021

65 4

VARIANCE: -94%

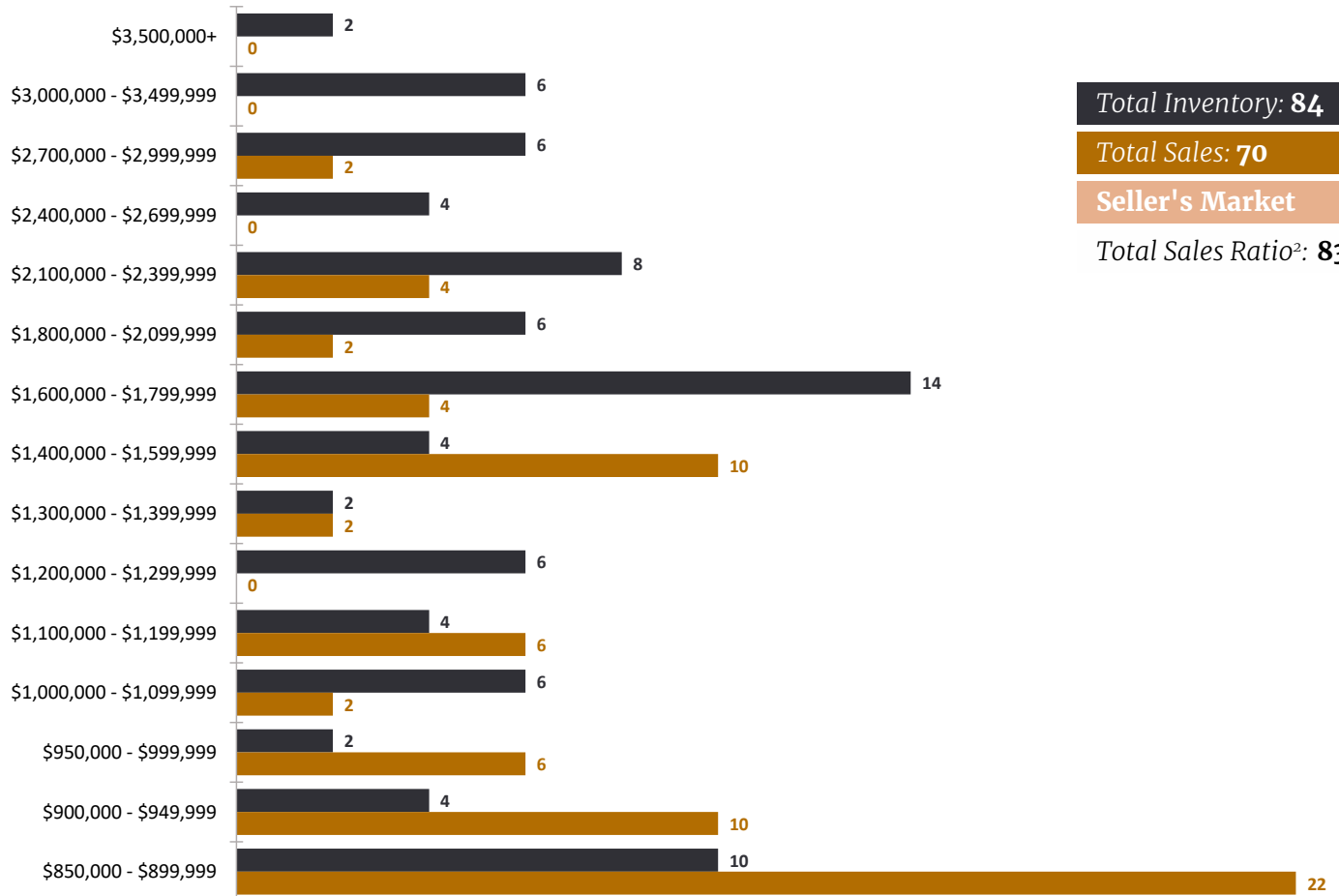
## COASTAL PINELLAS COUNTY WEST MARKET SUMMARY | JUNE 2021

- The Coastal Pinellas County West single-family luxury market is a **Seller's Market** with a **66% Sales Ratio**.
- Homes sold for a median of **98.33% of list price** in June 2021.
- The most active price band is **\$1,700,000-\$1,899,999**, where the sales ratio is **350%**.
- The median luxury sales price for single-family homes is **\$1,835,000**.
- The median days on market for June 2021 was **4** days, down from **65** in June 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 | JUNE 2021

Inventory Sales

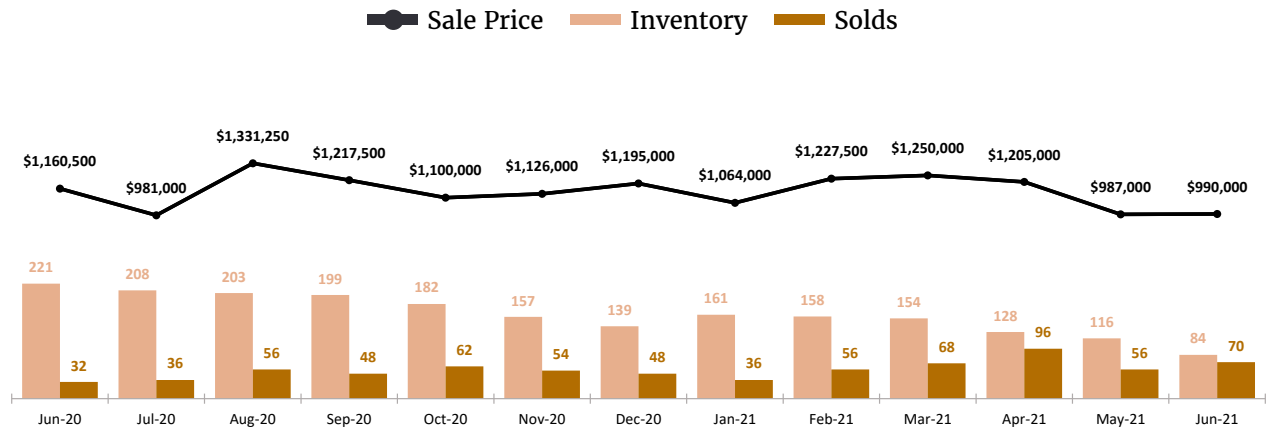
Luxury Benchmark Price<sup>1</sup>: **\$850,000**Total Inventory: **84**Total Sales: **70**

Seller's Market

Total Sales Ratio<sup>2</sup>: **83%**

Square Feet <sup>3</sup>	Price	Beds	Baths	Sold	Inventory	Sales Ratio
-Range-	-Median Sold-	-Median Sold-	-Median Sold-	-Total-	-Total-	-Sold/Inventory-
0 - 2,999	\$930,000	3	3	62	52	119%
3,000 - 3,999	\$2,112,500	4	4	8	22	36%
4,000 - 4,999	NA	NA	NA	0	8	0%
5,000 - 5,999	NA	NA	NA	0	2	0%
6,000 - 6,999	NA	NA	NA	0	0	NA
7,000+	NA	NA	NA	0	0	NA

<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 | JUNE

## TOTAL INVENTORY

Jun. 2020      Jun. 2021  
**221**      **84**

VARIANCE: **-62%**

## TOTAL SOLD

Jun. 2020      Jun. 2021  
**32**      **70**

VARIANCE: **119%**

## SALES PRICE

Jun. 2020      Jun. 2021  
**\$1.16m**      **\$990k**

VARIANCE: **-15%**

## SALE PRICE PER SQFT.

Jun. 2020      Jun. 2021  
**\$473**      **\$599**

VARIANCE: **27%**

## SALE TO LIST PRICE RATIO

Jun. 2020      Jun. 2021  
**96.82%**      **100.00%**

VARIANCE: **3%**

## DAYS ON MARKET

Jun. 2020      Jun. 2021  
**49**      **7**

VARIANCE: **-86%**

## COASTAL PINELLAS COUNTY WEST MARKET SUMMARY | JUNE 2021

- The Coastal Pinellas County West attached luxury market is a **Seller's Market** with a **83% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2021.
- The most active price band is **\$950,000-\$999,999**, where the sales ratio is **300%**.
- The median luxury sales price for attached homes is **\$990,000**.
- The median days on market for June 2021 was **7** days, down from **49** in June 2020.

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

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