

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

AUGUST
2021



COASTAL PINELLAS
COUNTY WEST
FLORIDA

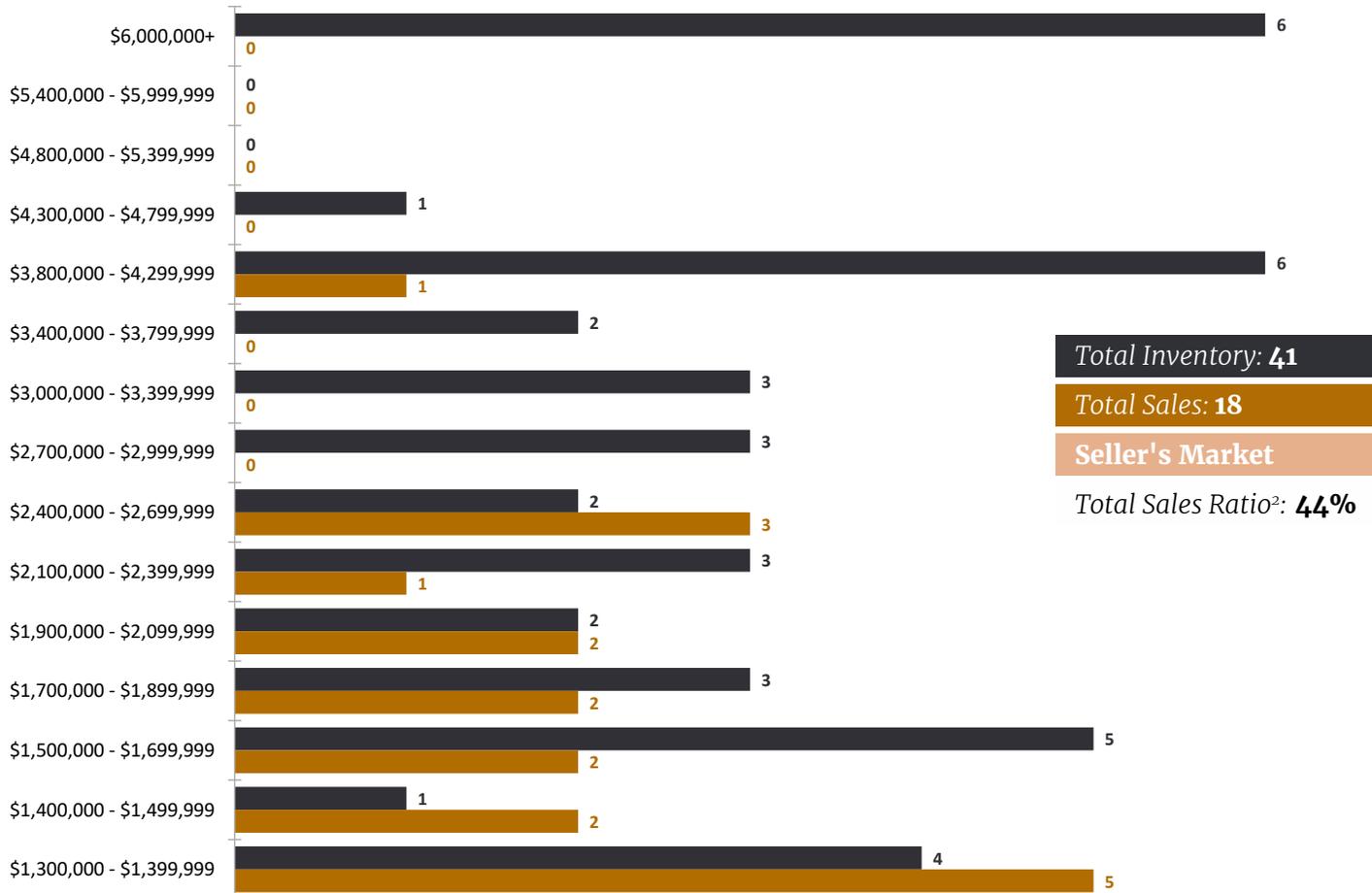
www.LuxuryHomeMarketing.com

COASTAL PINELLAS COUNTY WEST SINGLE-FAMILY HOMES

LUXURY INVENTORY VS. SALES | JULY 2021

Inventory Sales

Luxury Benchmark Price¹: **\$1,300,000**

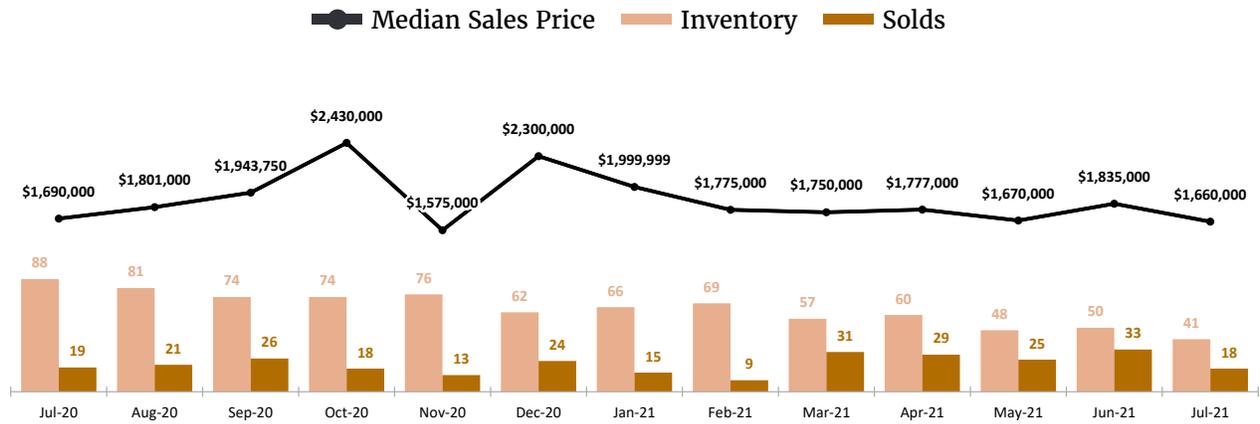


Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,401,000	4	3	11	18	61%
3,000 - 3,999	\$2,025,000	4	3	4	9	44%
4,000 - 4,999	\$2,549,000	4	4	1	5	20%
5,000 - 5,999	\$3,225,000	5	6	2	5	40%
6,000 - 6,999	NA	NA	NA	0	3	0%
7,000+	NA	NA	NA	0	1	0%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² 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.

COASTAL PINELLAS COUNTY WEST SINGLE-FAMILY HOMES

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2020 Jul. 2021

88 41

VARIANCE: -53%

TOTAL SOLDS

Jul. 2020 Jul. 2021

19 18

VARIANCE: -5%

SALES PRICE

Jul. 2020 Jul. 2021

\$1.69m \$1.66m

VARIANCE: -2%

SALE PRICE PER SQFT.

Jul. 2020 Jul. 2021

\$480 \$589

VARIANCE: 23%

SALE TO LIST PRICE RATIO

Jul. 2020 Jul. 2021

91.49% 96.75%

VARIANCE: 6%

DAYS ON MARKET

Jul. 2020 Jul. 2021

115 12

VARIANCE: -90%

COASTAL PINELLAS COUNTY WEST MARKET SUMMARY | JULY 2021

- The Coastal Pinellas County West single-family luxury market is a **Seller's Market** with a **44% Sales Ratio**.
- Homes sold for a median of **96.75% of list price** in July 2021.
- The most active price band is **\$1,400,000-\$1,499,999**, where the sales ratio is **200%**.
- The median luxury sales price for single-family homes is **\$1,660,000**.
- The median days on market for July 2021 was **12** days, down from **115** in July 2020.

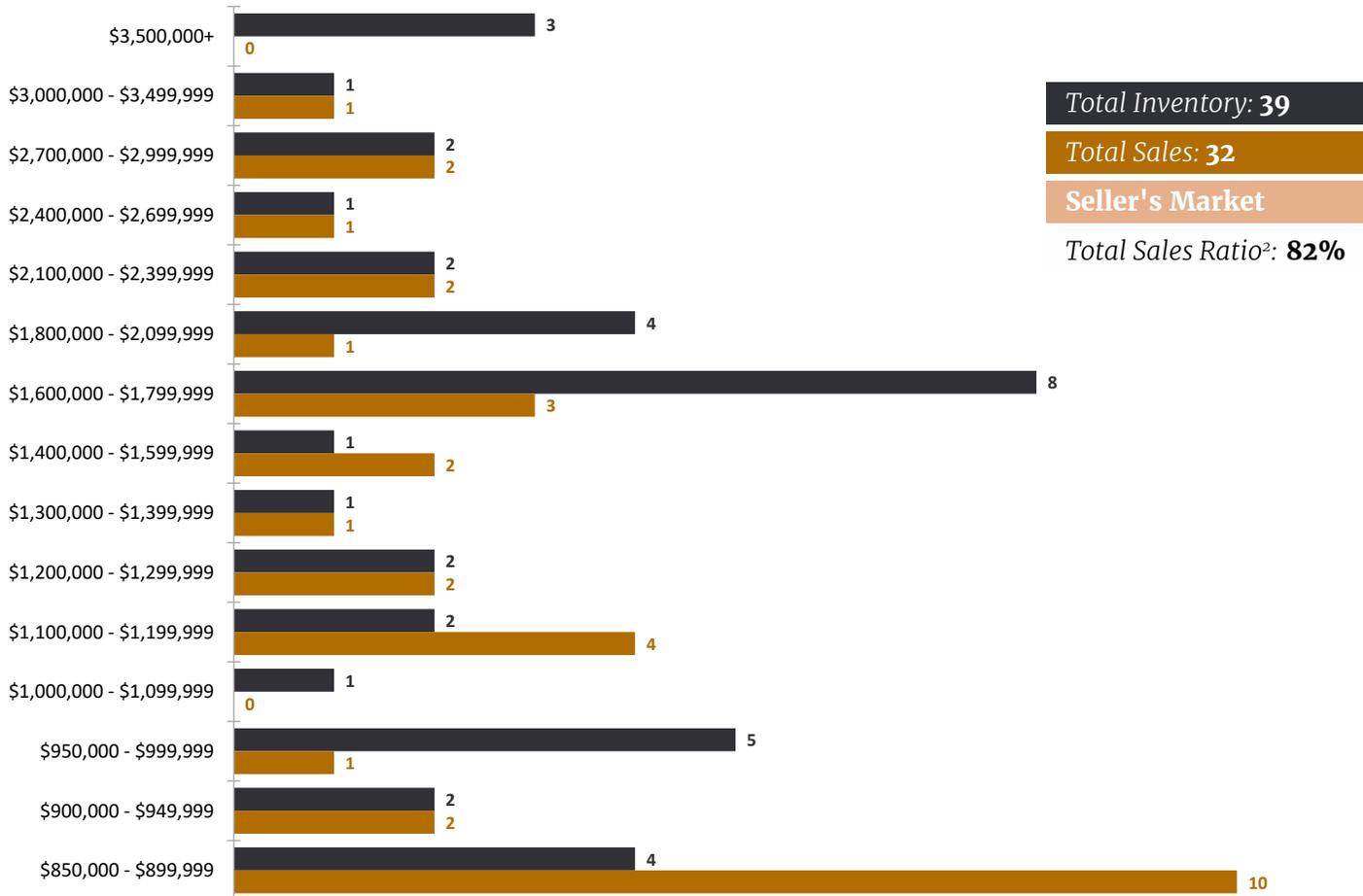
³Square foot table does not account for listings and solds where square foot data is not disclosed.

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

LUXURY INVENTORY VS. SALES | JULY 2021

Inventory Sales

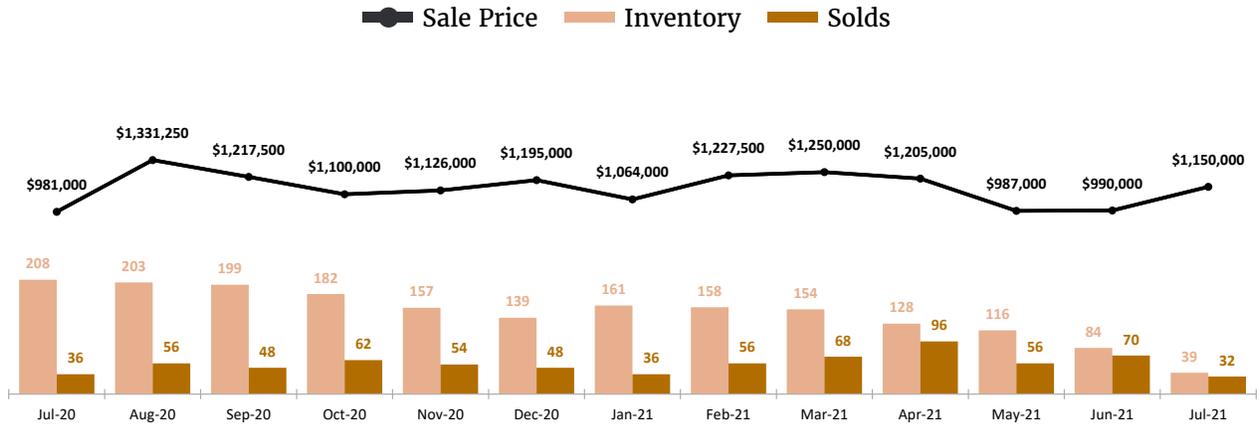
Luxury Benchmark Price¹: **\$850,000**



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,046,000	3	3	26	22	118%
3,000 - 3,999	\$2,298,750	3	5	4	12	33%
4,000 - 4,999	\$2,425,000	4	5	2	4	50%
5,000 - 5,999	NA	NA	NA	0	1	0%
6,000 - 6,999	NA	NA	NA	0	0	NA
7,000+	NA	NA	NA	0	0	NA

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² 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 TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2020: 208
Jul. 2021: 39

VARIANCE: -81%

TOTAL SOLDS

Jul. 2020: 36
Jul. 2021: 32

VARIANCE: -11%

SALES PRICE

Jul. 2020: \$981k
Jul. 2021: \$1.15m

VARIANCE: 17%

SALE PRICE PER SQFT.

Jul. 2020: \$471
Jul. 2021: \$603

VARIANCE: 28%

SALE TO LIST PRICE RATIO

Jul. 2020: 96.54%
Jul. 2021: 99.50%

VARIANCE: 3%

DAYS ON MARKET

Jul. 2020: 112
Jul. 2021: 16

VARIANCE: -86%

COASTAL PINELLAS COUNTY WEST MARKET SUMMARY | JULY 2021

- The Coastal Pinellas County West attached luxury market is a **Seller's Market** with a **82% Sales Ratio**.
- Homes sold for a median of **99.50% of list price** in July 2021.
- The most active price band is **\$850,000-\$899,999**, where the sales ratio is **250%**.
- The median luxury sales price for attached homes is **\$1,150,000**.
- The median days on market for July 2021 was **16** days, down from **112** in July 2020.

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.