

# COLDWELL BANKER SCHMITT'S LUXURY ISLAND PROPERTIES REPORT



Spring 2024



## Keys-wide Comparison of January through March 2024 vs 2023

Throughout the Pandemic and post-Pandemic years, Luxury Real Estate in the Keys has led the market in terms of the number and dollar volume of sales and has had an outsized impact on the overall market. Keys Luxury real estate is currently defined as improved residential property listed in excess of \$1.5 million. The impact of Luxury sales as a function of overall sales in the Keys has now started to settle out. In the first quarter of 2023, Luxury sales accounted for 26% of sales and 57% of the total dollar volume of sales Keys-wide. In 2024, those percentages declined to 25% of sales and 53% of the dollar volume. While the overall market saw a decline in the number of sales of 3.3%, Luxury sales declined 7.7%, or more than double that rate. Even with the decline in the number of Luxury sales and their impact on the overall market, the average sale price has nevertheless continued to keep pace – increasing 13.8% year over year compared to the 15.8% increase for the overall market. The average cost of a Luxury Residential property in the Keys is now an astounding \$2,577,615, up 62% from the average of \$1,607,169 at the end of the first quarter of 2020. We continue to be very bullish about the continued strong impact of the Luxury market on total sales. Given the continued increase in the average sale prices in the Keys, we will likely have to increase the minimum list price threshold for Luxury this year to keep pace. Leading the way in the Luxury market are newly constructed, single family residential homes, many of which are designed to appeal to the vacation rental market, and which are typically selling for over \$1200 per square foot. With the sunset of the Rate of Growth (ROGO) allocations last year and the resultant loss of any new residential dwelling unit permits, the ability to build new Luxury homes is limited to the few properties that are ROGO-exempt. Those properties are becoming rarer and more valuable which will limit the number and increase the cost of new homes. That scenario will not improve until a new ROGO system is adopted, which, given the inevitable legal challenges will take a number of years to implement. For these reasons along with the desirable Keys lifestyle we believe the cost of Luxury in the Keys will continue to increase through 2024.



**Keys-wide sales**  
fell -7.7% from  
142 to 131



**Average Sale Price (ASP)**  
rose 13.8% from \$2,264,985 to  
\$2,577,615



**Dollar Volume**  
was up 5.0% from  
\$321,627,899 to  
\$337,667,687



**Days On Market (DOM)**  
was unchanged at 84 days



**Listings Active in Range**  
between January 1 and  
March 31 rose by 14.9%  
from 697 to 801.

*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

**89.3%**  
*Down -0.3% from  
Prior 12 Months*

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

**92.8%**  
*Down -1.4%  
from Prior 12  
Months*

Average List  
Price reduction  
during listing  
term for sold  
properties

**3.5%**  
*Down from  
4.6% Prior 12  
Months*

# WHAT TODAY'S MOST DESIRABLE HOMES HAVE IN COMMON

Status, exclusivity, originality, craftsmanship, and, more recently, wellness. The word "luxury" has so many definitions. What has remained constant is luxury's association with the finer things in life. Coldwell Banker Global Luxury® Property Specialists are on the frontlines of these finer things every day — to the tune of \$288 million in daily luxury property sales — and naturally encounter the very objects that elevate a home above all others in the marketplace. What today's most desirable homes have in common:



Must-haves include a chef's kitchen with unique features and tech-enabled appliances, multi-functional indoor-outdoor living spaces that provide a seamless connection to nature, spa-like bathrooms that bring an oasis into the comfort of home, and advanced smart home technology that controls, automates and optimizes functions such as privacy, security, entertainment, lighting, temperature and landscaping, accessible from anywhere.

- A double kitchen island with ample space for cooking, gathering and entertaining is the most important kitchen feature according to Coldwell Banker Global Luxury Property Specialists
- A centerpiece of the luxury kitchen, elegant oven ranges and designer appliances provide sophistication with superior function
- Statement range hoods with pops of color and unique design features that add style and personality

Creating a staycation experience: Two-thirds of Coldwell Banker Global Luxury Property Specialists surveyed agree that the biggest trend in luxury outdoor spaces is the merging of indoor and outdoor living. The must-have amenities include:

- State-of-the-art cabanas and pergolas offer resort-style comfort and relaxation in one's backyard
- Water features, from heated swimming pools to waterfalls, fountains and plunge pools, provide an oasis-like atmosphere that every luxury buyer seeks
- Outdoor living areas that serve as extended entertainment spaces such as sitting rooms, outdoor bars, expanded chef's kitchens with pizza ovens and built-in grills, expansive gas fire pits and movie screening areas under the stars.

Having a spa-like bathroom with unique wellness features is top-of-mind for luxury homeowners.

- A freestanding soaking tub is the leading trend in luxury bathrooms that epitomize elegance and relaxation, allowing one to lean back comfortably and be fully submerged
- Hydrotherapy showers that offer a spa-like features with massage jets, customizable water pressure and a wide range of shower spray functions
- Designated treatment rooms with spa-design elements such as heated floors and towel racks, and infrared saunas.

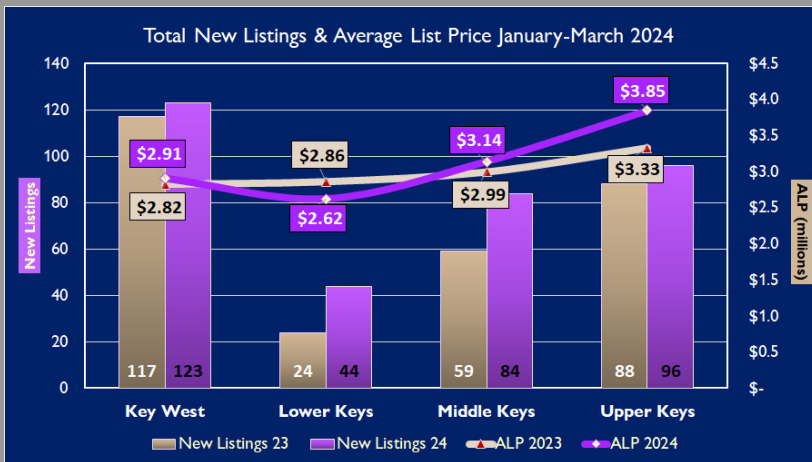
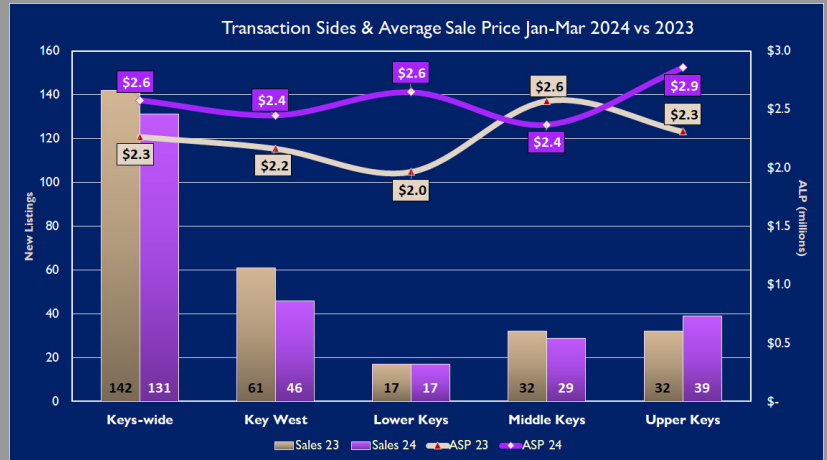
Wellness products are the top tech products in luxury homes. The key to smart home living is having a seamless integration where the technology enhances not only the home itself, but also the well-being of its inhabitants.

- Human-sized sound therapy meditation pods that gently mix body vibrations with immersive music, serving as a personal sanctuary to relieve stress
- Tech-infused fitness equipment including immersive smart gyms with touchscreen mirror displays virtually bringing a variety of fitness experts into the home
- Smart thermostats that allow complete control over the temperature of the home with voice command functions, real-time air quality monitoring and sensor technology that helps conserve energy
- Advanced air purifiers that guarantee a near 100% particle-capture efficiency rate to eliminate pollutants in the home's air, easily controlled from an app

*This has been excerpted from "Best of the Best's Inaugural Guide 2024." To read the full feature, visit [ColdwellBankerLuxury.com/](https://ColdwellBankerLuxury.com/) editorial.*

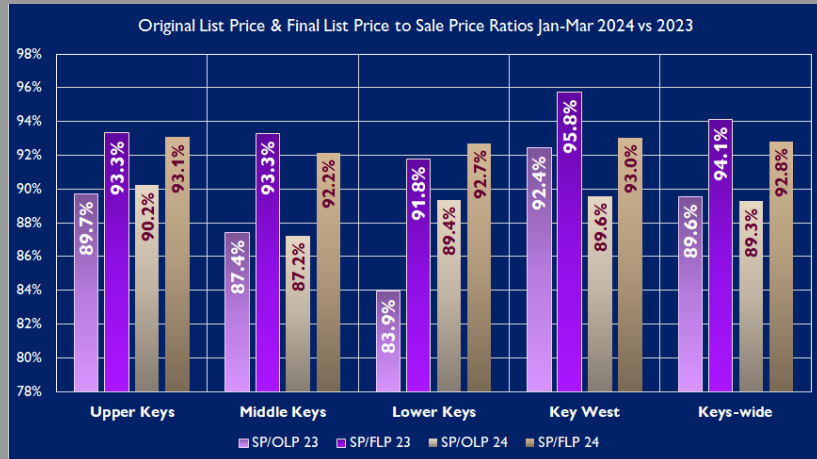
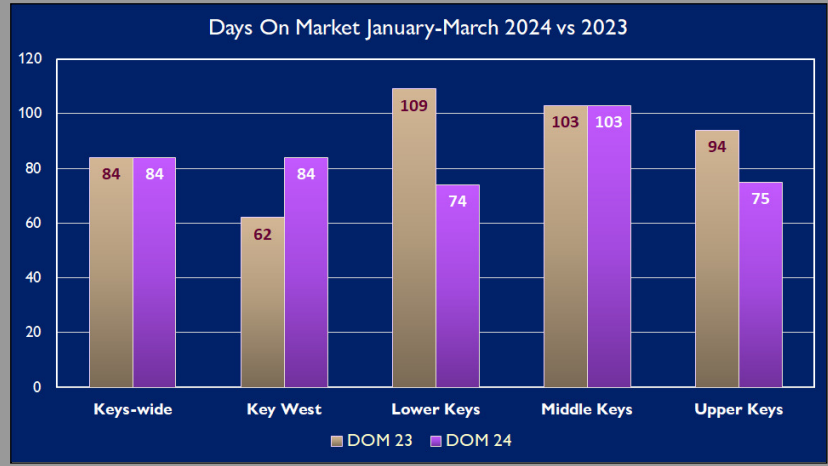
# SUBMARKET ANALYSIS

Luxury residential sales were down -8% Keys-wide for the first 3 months of 2024 from 2023. The greatest decline came in Key West, down 25%. Elsewhere, the Middle Keys was off 9% while sales in the Lower Keys sales were unchanged and the Upper Keys increased 22%. The average sale price increased 14% Keys-wide. The Middle Keys was the only submarket to post a loss, down 8%. Key West gained 13%, the Upper Keys, 24%, and the Lower Keys rose 35%.



The number of new luxury listings jumped 20% Keys-wide. The increase was only 5% in Key West and 9% in the Upper Keys, but it was 42% in the Middle Keys and 83% in the Lower Keys. The average list price fell 8% in the Lower Keys. Key West was up 3%, the Middle Keys, 5%, and the Upper Keys by 16%.

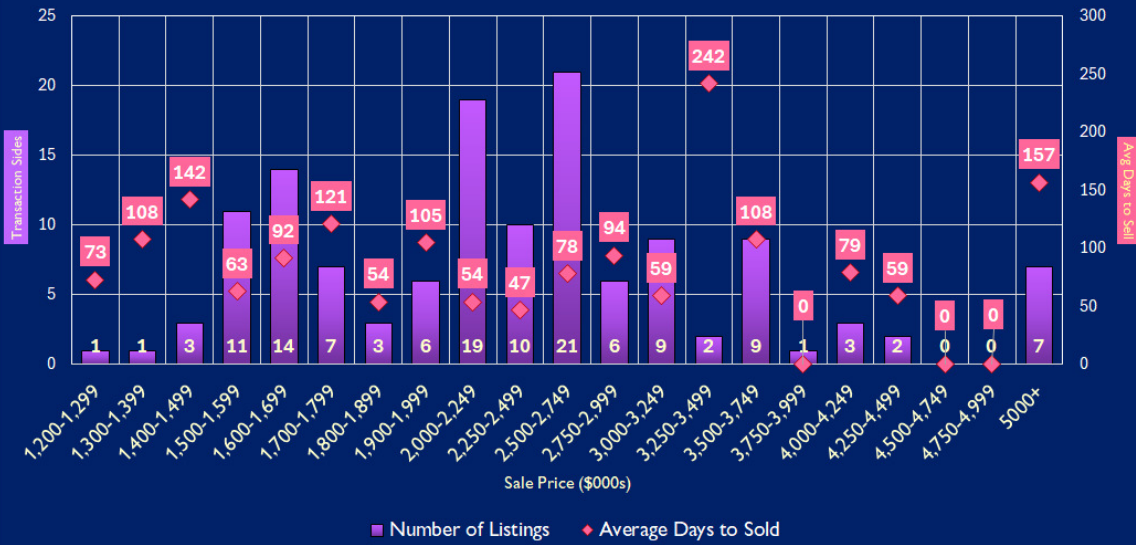
The number of days on market was unchanged Keys-wide, as it also was for the Middle Keys. Days on market shortened in Key West, down 26%, however, the Upper Keys was up 25% and the Lower Keys rose 47%. The current months of inventory, also known as the absorption rate, range from 12.2 months in Key West to 13.9 in the Middle Keys. The Keys-wide figure is 12.7 months.



In Q1 2024, sellers of luxury homes received 89.3% of the original list price, and 92.8% of the final list price on a Keys-wide basis. In Q1 2023, they received a similar percentage of the original list price but 94.1% of the final list price. The average price reduction between original and final list prices was 3.5% Keys-wide and it ranged between 2.8% and 4.9% in the submarkets.

# MARKET ANALYSIS: PRICE RANGE REPORT

Price Range Report with Transaction Sides & Average Days to Sell:  
January-March 2024

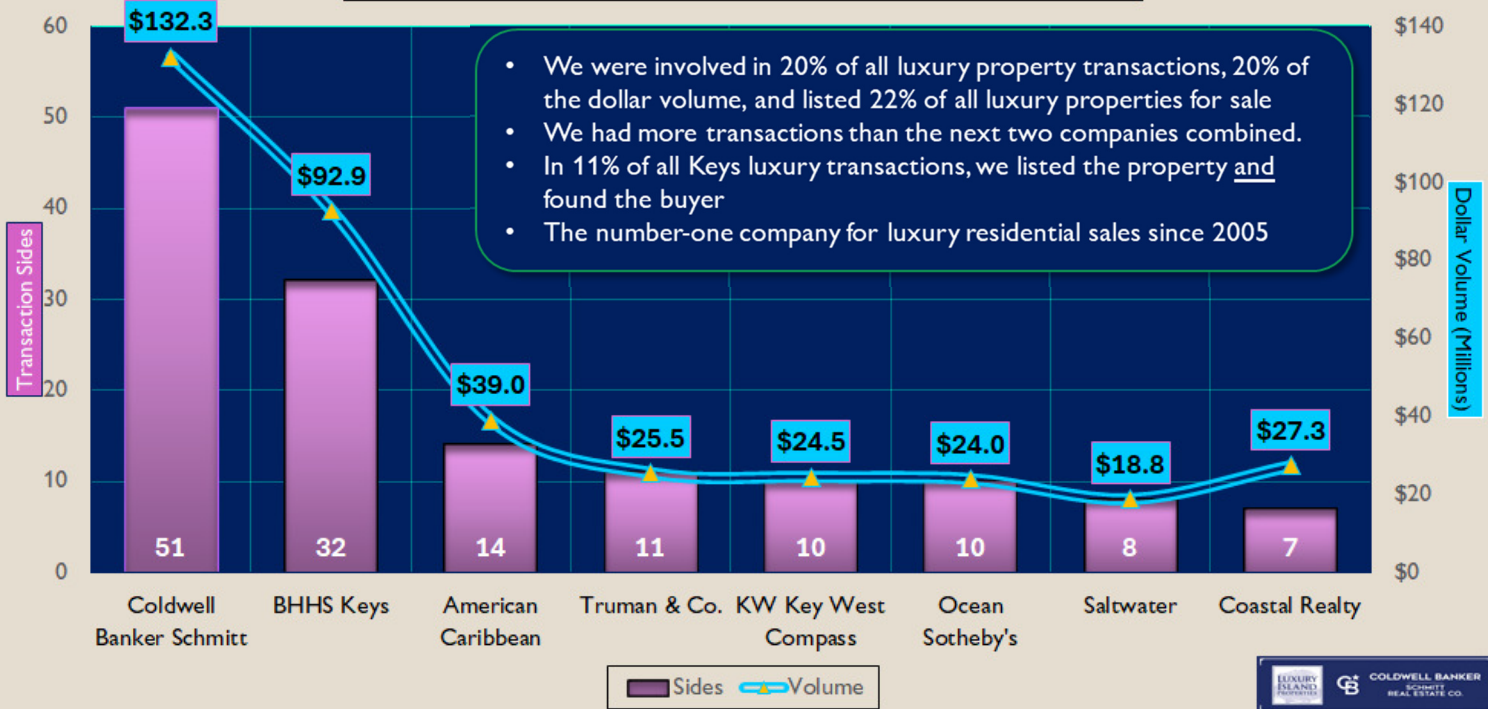


During the January-March 2024 time frame, 135 residences listed at \$1.5 million and higher were sold.

- The average price for the 135 properties was \$2,568,301.
- The highest sale price was \$6,900,000.
- The median price was \$2,300,000.
- The lowest price was \$1,200,000.
- The average market time was 84 days.

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

Luxury Residential Transaction Sides Listed at \$1.5+ Million  
Key West to Key Largo: January-March 2024  
Information from Florida Keys MLS



- We were involved in 20% of all luxury property transactions, 20% of the dollar volume, and listed 22% of all luxury properties for sale
- We had more transactions than the next two companies combined.
- In 11% of all Keys luxury transactions, we listed the property and found the buyer
- The number-one company for luxury residential sales since 2005

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