

INSTITUTE *for*
LUXURY HOME
MARKETING®

Home of the CLHMS™

AUGUST
2024

SOUTH WALTON

FLORIDA

www.LuxuryHomeMarketing.com

SOUTH WALTON

SINGLE-FAMILY HOMES
Luxury Benchmark Price¹: **\$1,300,000**

LUXURY INVENTORY VS. SALES | JULY 2024

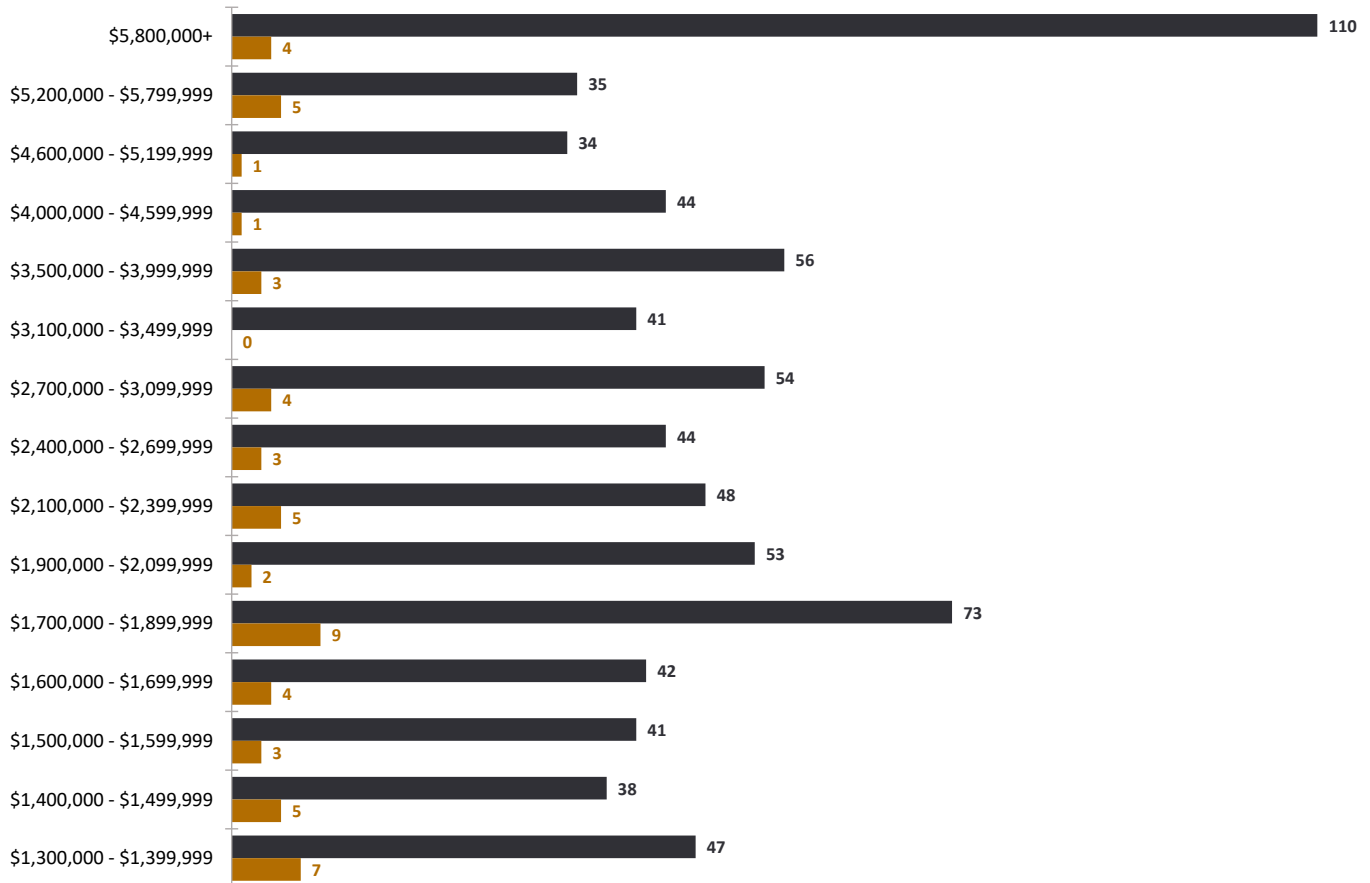
Total Inventory: **760**

Total Sales: **56**

Total Sales Ratio²: **7%**

Buyer's Market

Inventory Sales



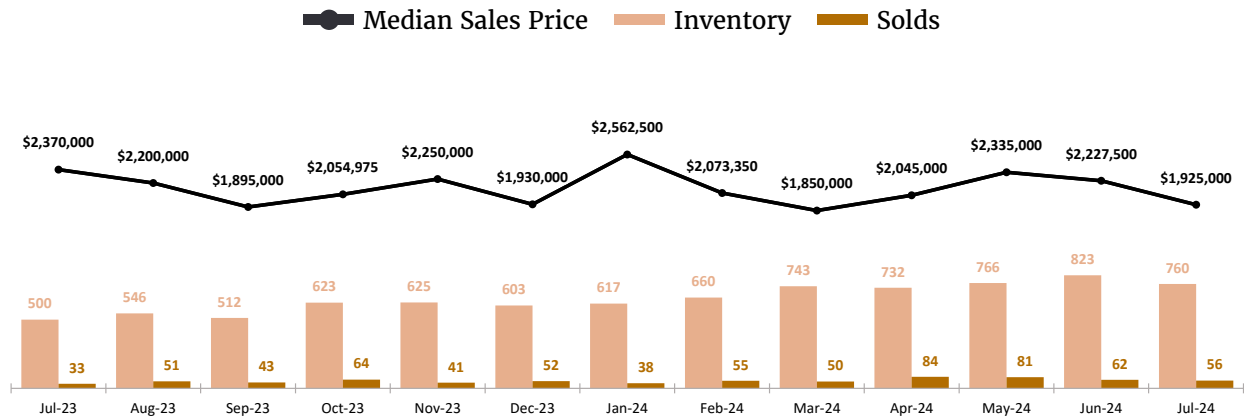
Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,675,000	4	4	22	295	7%
3,000 - 3,999	\$1,820,000	4	5	21	229	9%
4,000 - 4,999	\$2,900,000	5	5	3	108	3%
5,000 - 5,999	\$5,425,000	6	8	6	78	8%
6,000 - 6,999	\$5,750,000	6	9	2	31	6%
7,000+	\$15,600,000	7	9	2	19	11%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

SOUTH WALTON

SINGLE-FAMILY HOMES
Luxury Benchmark Price¹: **\$1,300,000**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2023 Jul. 2024
500 **760**

VARIANCE: **52%**

TOTAL SOLDS

Jul. 2023 Jul. 2024
33 **56**

VARIANCE: **70%**

SALES PRICE

Jul. 2023 Jul. 2024
\$2.37m **\$1.93m**

VARIANCE: **-19%**

SALE PRICE PER SQFT.

Jul. 2023 Jul. 2024
\$716 **\$646**

VARIANCE: **-10%**

SALE TO LIST PRICE RATIO

Jul. 2023 Jul. 2024
96.65% **95.48%**

VARIANCE: **-1%**

DAYS ON MARKET

Jul. 2023 Jul. 2024
20 **53**

VARIANCE: **165%**

SOUTH WALTON MARKET SUMMARY | JULY 2024

- The single-family luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **95.48% of list price** in July 2024.
- The most active price band is **\$1,300,000-\$1,399,999**, where the sales ratio is **15%**.
- The median luxury sales price for single-family homes is **\$1,925,000**.
- The median days on market for July 2024 was **53** days, up from **20** in July 2023.

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.

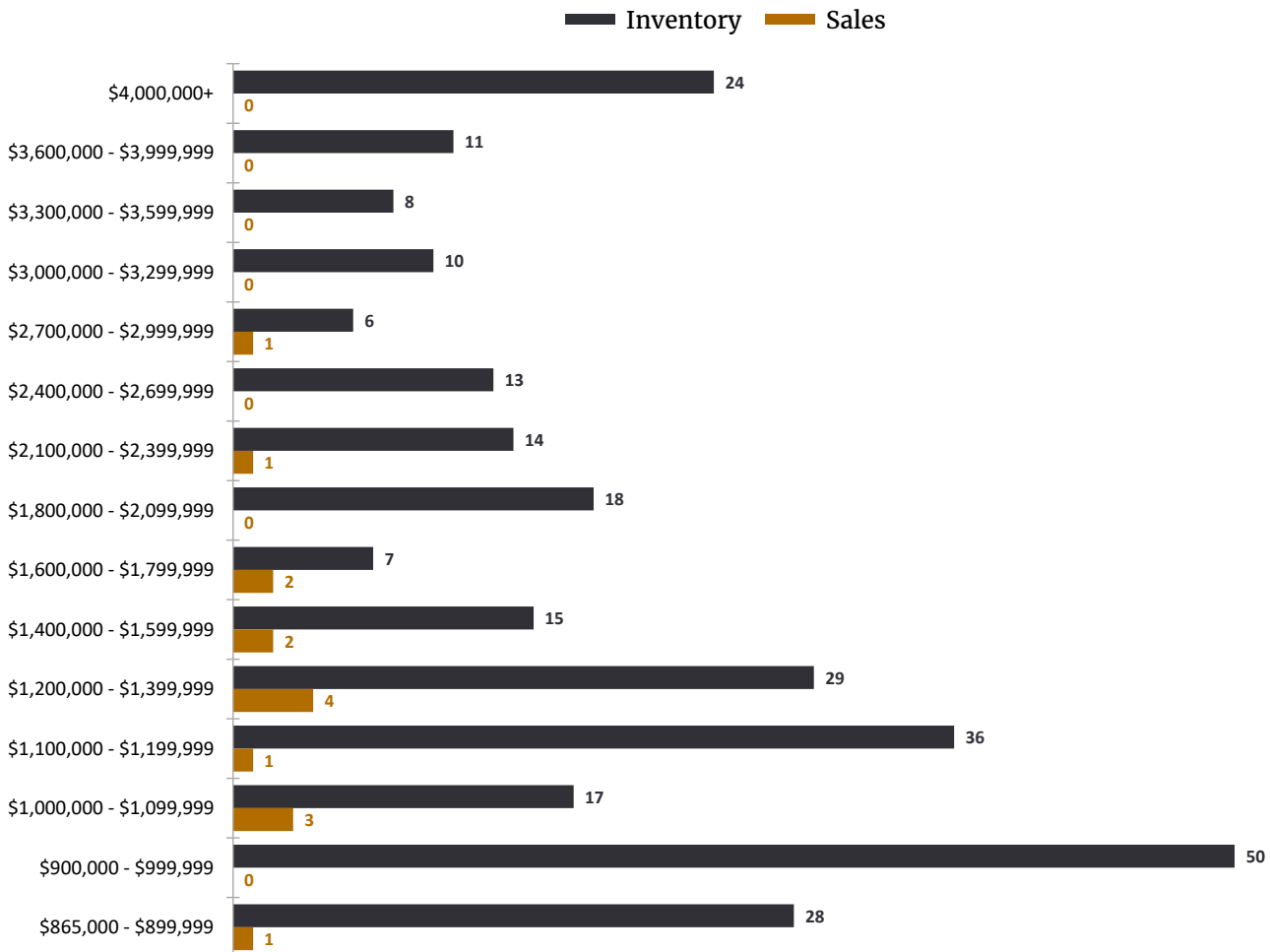
LUXURY INVENTORY VS. SALES | JULY 2024

Total Inventory: **286**

Total Sales: **15**

Total Sales Ratio²: **5%**

Buyer's Market



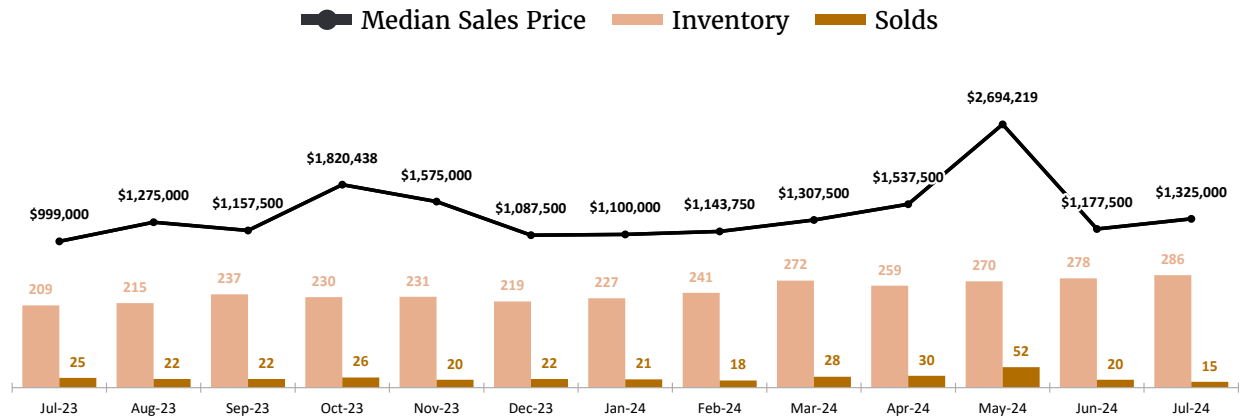
Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$1,050,000	2	2	5	87	6%
1,500 - 1,999	\$1,337,500	3	3	4	96	4%
2,000 - 2,499	\$1,656,250	3	3	4	60	7%
2,500 - 2,999	\$2,200,000	3	4	1	25	4%
3,000 - 3,499	\$1,190,000	4	4	1	4	25%
3,500+	NA	NA	NA	0	14	0%

¹The luxury threshold price is set by The Institute for Luxury Home Marketing. ²Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS[®] data reported previous month's sales exceeded current inventory.

SOUTH WALTON

ATTACHED HOMES
Luxury Benchmark Price³: **\$865,000**

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2023 Jul. 2024
209 **286**

VARIANCE: **37%**

TOTAL SOLDS

Jul. 2023 Jul. 2024
25 **15**

VARIANCE: **-40%**

SALES PRICE

Jul. 2023 Jul. 2024
\$999k **\$1.33m**

VARIANCE: **33%**

SALE PRICE PER SQFT.

Jul. 2023 Jul. 2024
\$694 **\$841**

VARIANCE: **21%**

SALE TO LIST PRICE RATIO

Jul. 2023 Jul. 2024
98.16% **94.59%**

VARIANCE: **-4%**

DAYS ON MARKET

Jul. 2023 Jul. 2024
35 **71**

VARIANCE: **103%**

SOUTH WALTON MARKET SUMMARY | JULY 2024

- The attached luxury market is a **Buyer's Market** with a **5% Sales Ratio**.
- Homes sold for a median of **94.59% of list price** in July 2024.
- The most active price band is **\$1,600,000-\$1,799,999**, where the sales ratio is **29%**.
- The median luxury sales price for attached homes is **\$1,325,000**.
- The median days on market for July 2024 was **71** days, up from **35** in July 2023.

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.