

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

JULY  
2021



CHARLOTTE

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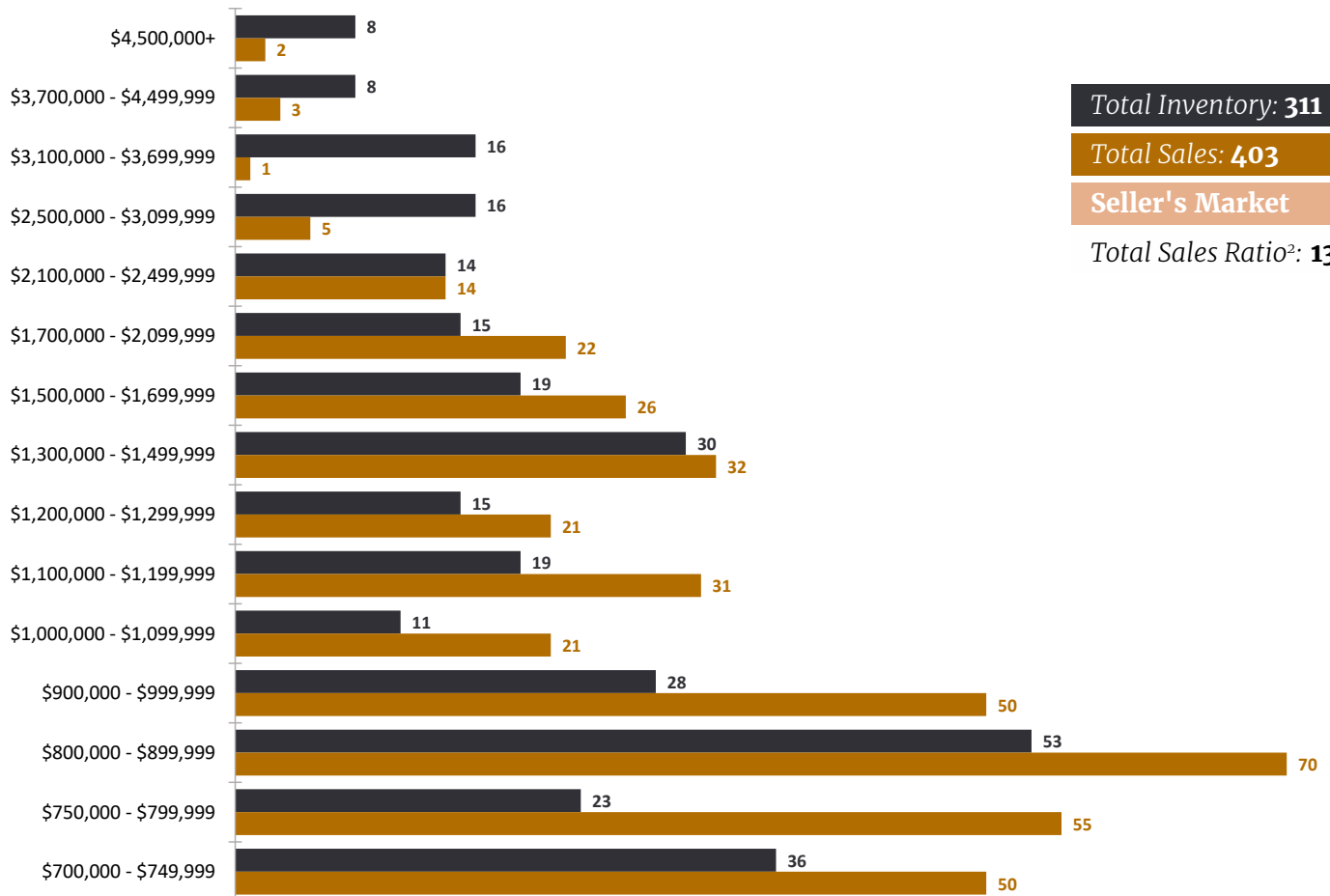
NORTH CAROLINA

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

### LUXURY INVENTORY VS. SALES | JUNE 2021

Inventory Sales

Luxury Benchmark Price<sup>1</sup>: **\$700,000**



Total Inventory: **311**

Total Sales: **403**

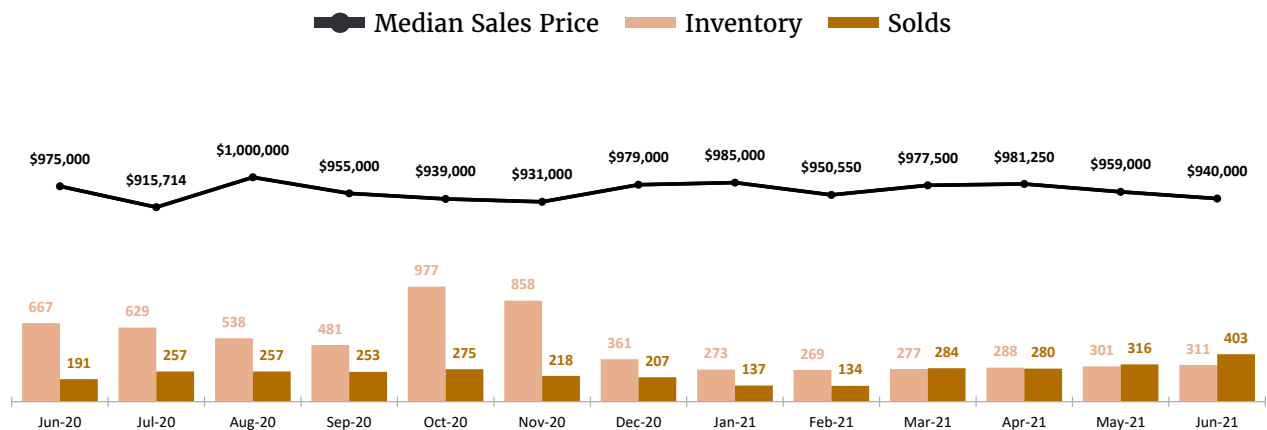
Seller's Market

Total Sales Ratio<sup>2</sup>: **130%**

| Square Feet <sup>3</sup><br>-Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 2,999                           | \$788,250              | 4                     | 3                      | 64              | 61                   | 105%                            |
| 3,000 - 3,999                       | \$850,000              | 4                     | 4                      | 126             | 92                   | 137%                            |
| 4,000 - 4,999                       | \$978,500              | 5                     | 5                      | 104             | 67                   | 155%                            |
| 5,000 - 5,999                       | \$1,212,500            | 5                     | 5                      | 66              | 34                   | 194%                            |
| 6,000 - 6,999                       | \$1,525,000            | 5                     | 7                      | 26              | 21                   | 124%                            |
| 7,000+                              | \$2,410,000            | 5                     | 8                      | 17              | 34                   | 50%                             |

<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 |
|-----------|-----------|
| 667       | 311       |

VARIANCE: **-53%**

#### TOTAL SOLDS

| Jun. 2020 | Jun. 2021 |
|-----------|-----------|
| 191       | 403       |

VARIANCE: **111%**

#### SALES PRICE

| Jun. 2020 | Jun. 2021 |
|-----------|-----------|
| \$975k    | \$940k    |

VARIANCE: **-4%**

#### SALE PRICE PER SQFT.

| Jun. 2020 | Jun. 2021 |
|-----------|-----------|
| \$245     | \$252     |

VARIANCE: **3%**

#### SALE TO LIST PRICE RATIO

| Jun. 2020 | Jun. 2021 |
|-----------|-----------|
| 98.25%    | 101.38%   |

VARIANCE: **3%**

#### DAYS ON MARKET

| Jun. 2020 | Jun. 2021 |
|-----------|-----------|
| 30        | 3         |

VARIANCE: **-90%**

### CHARLOTTE MARKET SUMMARY | JUNE 2021

- The Charlotte single-family luxury market is a **Seller's Market** with a **130% Sales Ratio**.
- Homes sold for a median of **101.38% of list price** in June 2021.
- The most active price band is **\$750,000-\$799,999**, where the sales ratio is **239%**.
- The median luxury sales price for single-family homes is **\$940,000**.
- The median days on market for June 2021 was **3** days, down from **30** in June 2020.

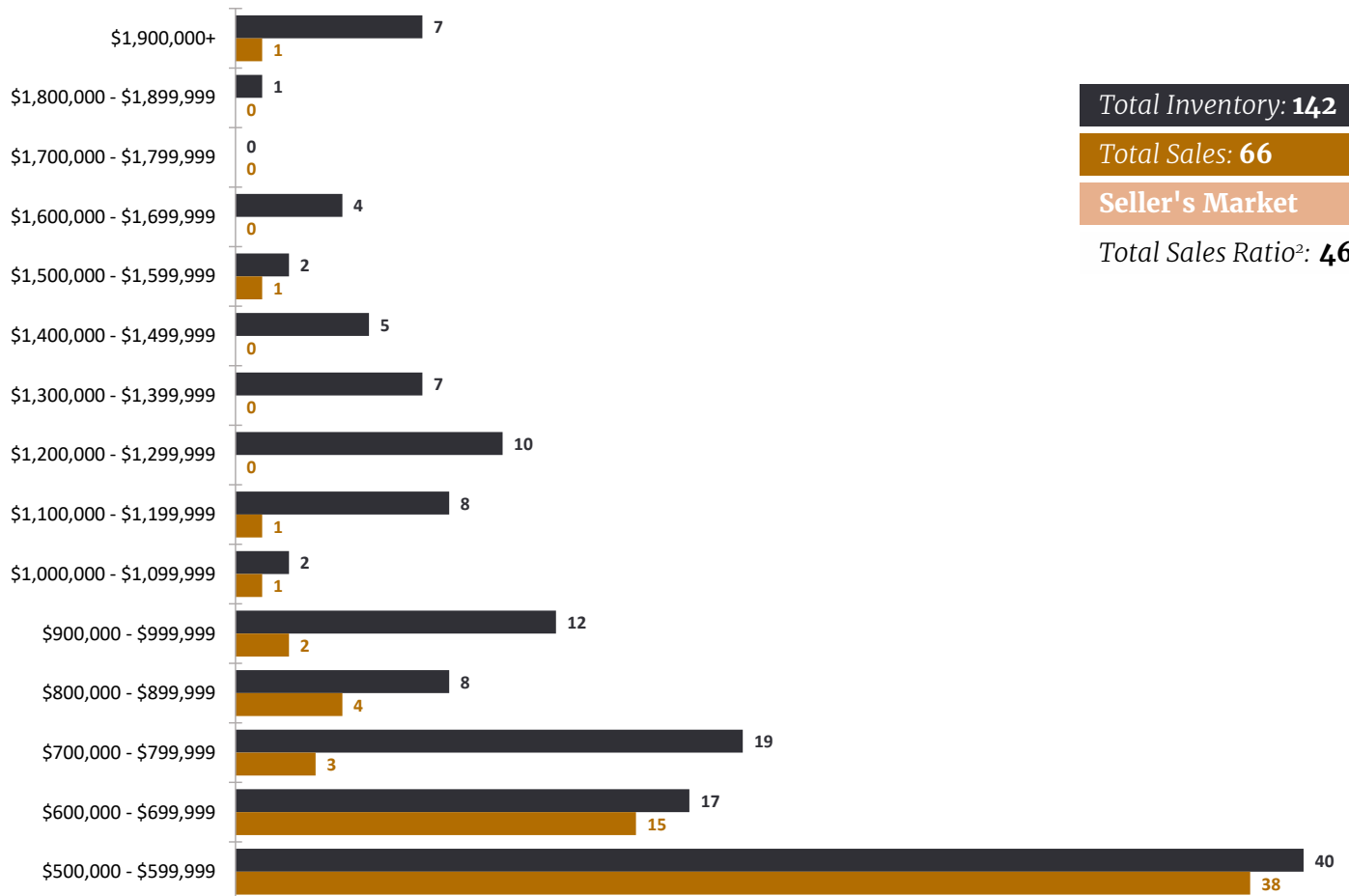
<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<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>: **\$500,000**



Total Inventory: **142**

Total Sales: **66**

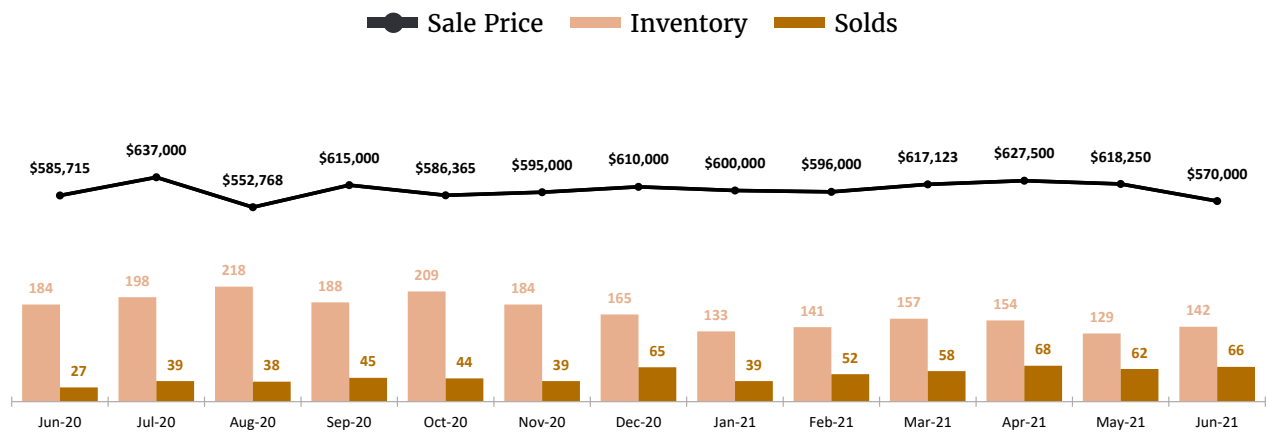
Seller's Market

Total Sales Ratio<sup>2</sup>: **46%**

| Square Feet <sup>3</sup><br>-Range- | Price<br>-Median Sold- | Beds<br>-Median Sold- | Baths<br>-Median Sold- | Sold<br>-Total- | Inventory<br>-Total- | Sales Ratio<br>-Sold/Inventory- |
|-------------------------------------|------------------------|-----------------------|------------------------|-----------------|----------------------|---------------------------------|
| 0 - 1,999                           | \$529,200              | 3                     | 3                      | 20              | 32                   | 63%                             |
| 2,000 - 2,499                       | \$570,000              | 3                     | 4                      | 19              | 40                   | 48%                             |
| 2,500 - 2,999                       | \$675,000              | 3                     | 4                      | 17              | 40                   | 43%                             |
| 3,000 - 3,499                       | \$635,000              | 3                     | 4                      | 7               | 15                   | 47%                             |
| 3,500 - 3,999                       | \$1,044,000            | 4                     | 5                      | 2               | 3                    | 67%                             |
| 4,000+                              | \$812,500              | 3                     | 5                      | 1               | 12                   | 8%                              |

<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  |
| <b>184</b> | <b>142</b> |

VARIANCE: **-23%**

#### TOTAL SOLDS

|           |           |
|-----------|-----------|
| Jun. 2020 | Jun. 2021 |
| <b>27</b> | <b>66</b> |

VARIANCE: **144%**

#### SALES PRICE

|               |               |
|---------------|---------------|
| Jun. 2020     | Jun. 2021     |
| <b>\$586k</b> | <b>\$570k</b> |

VARIANCE: **-3%**

#### SALE PRICE PER SQFT.

|              |              |
|--------------|--------------|
| Jun. 2020    | Jun. 2021    |
| <b>\$268</b> | <b>\$267</b> |

VARIANCE: **0%**

#### SALE TO LIST PRICE RATIO

|               |                |
|---------------|----------------|
| Jun. 2020     | Jun. 2021      |
| <b>99.47%</b> | <b>100.00%</b> |

VARIANCE: **1%**

#### DAYS ON MARKET

|           |           |
|-----------|-----------|
| Jun. 2020 | Jun. 2021 |
| <b>44</b> | <b>9</b>  |

VARIANCE: **-80%**

### CHARLOTTE MARKET SUMMARY | JUNE 2021

- The Charlotte attached luxury market is a **Seller's Market** with a **46% Sales Ratio**.
- Homes sold for a median of **100.00% of list price** in June 2021.
- The most active price band is **\$500,000-\$599,999**, where the sales ratio is **95%**.
- The median luxury sales price for attached homes is **\$570,000**.
- The median days on market for June 2021 was **9** days, down from **44** 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.