

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

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JANUARY  
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# RENO

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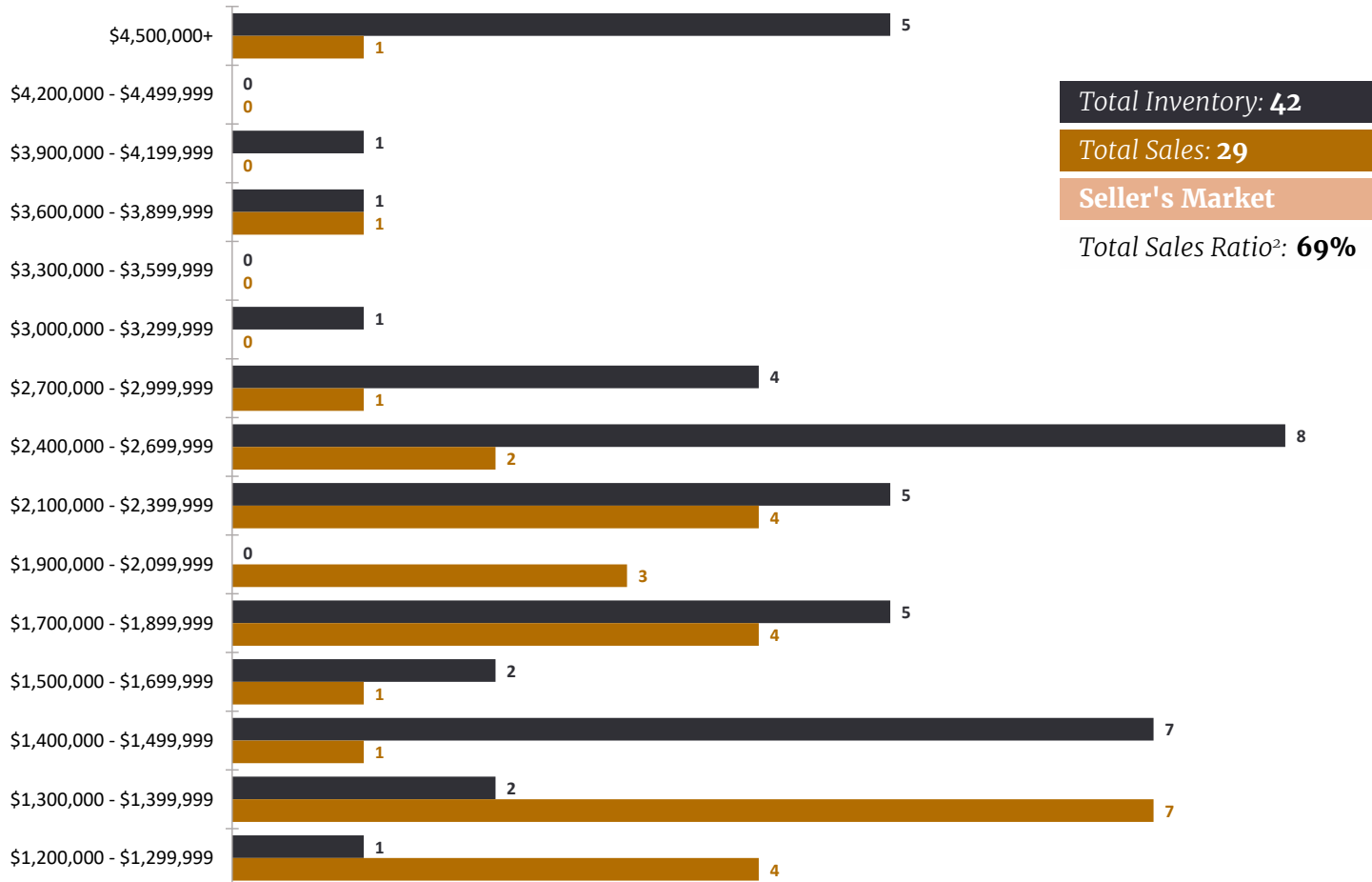
# NEVADA

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

### LUXURY INVENTORY VS. SALES | DECEMBER 2021

Inventory Sales

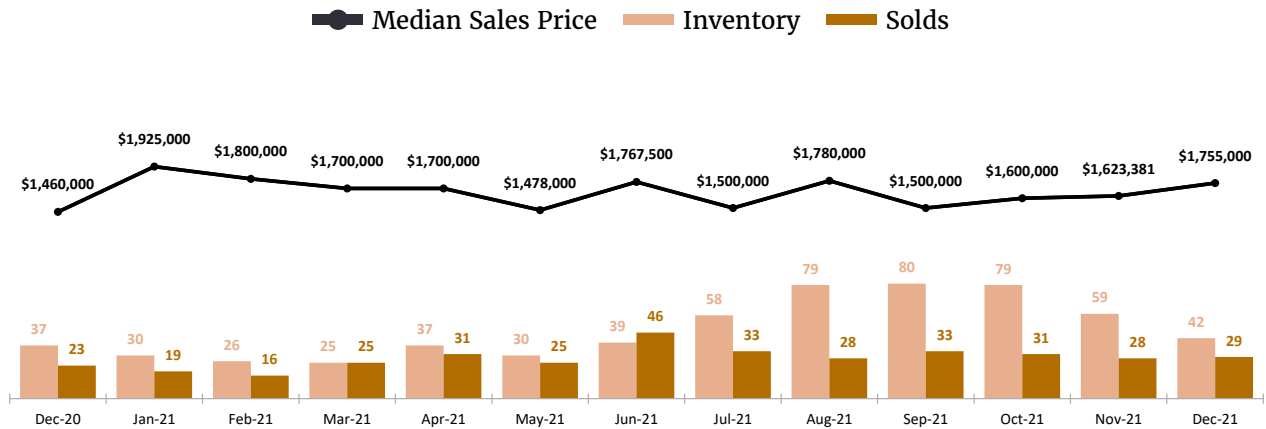
Luxury Benchmark Price<sup>1</sup>: **\$1,200,000**



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,999	\$1,250,000	3	3	4	4	100%
3,000 - 3,999	\$1,480,000	4	4	13	14	93%
4,000 - 4,999	\$1,990,000	4	4	7	11	64%
5,000 - 5,999	\$2,275,000	5	4	2	6	33%
6,000 - 6,999	\$2,245,000	5	5	2	3	67%
7,000+	\$5,000,000	5	9	1	4	25%

<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 | DECEMBER

#### TOTAL INVENTORY

Dec. 2020	Dec. 2021
37	42

VARIANCE: 14%

#### TOTAL SOLDS

Dec. 2020	Dec. 2021
23	29

VARIANCE: 26%

#### SALES PRICE

Dec. 2020	Dec. 2021
\$1.46m	\$1.76m

VARIANCE: 20%

#### SALE PRICE PER SQFT.

Dec. 2020	Dec. 2021
\$392	\$448

VARIANCE: 14%

#### SALE TO LIST PRICE RATIO

Dec. 2020	Dec. 2021
96.25%	96.00%

VARIANCE: 0%

#### DAYS ON MARKET

Dec. 2020	Dec. 2021
71	75

VARIANCE: 6%

### RENO MARKET SUMMARY | DECEMBER 2021

- The Reno single-family luxury market is a **Seller's Market** with a **69% Sales Ratio**.
- Homes sold for a median of **96.00% of list price** in December 2021.
- The most active price band is **\$1,200,000-\$1,299,999**, where the sales ratio is **400%**.
- The median luxury sales price for single-family homes is **\$1,755,000**.
- The median days on market for December 2021 was **75** days, up from **71** in December 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.