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Luxury Real Estate Market Report North America August 2025

U.S. Luxury Real Estate Market Report — August 2025

Scope: national + regional analysis, then 50-state highlights (trend direction, inventory note, one emerging hotspot per state).

Where possible I prioritized August datapoints; where only July releases were available I used the most recently published figures and market commentary for August context.

Executive Summary

Prices broadly stable but cooling in many metros: National home values are essentially flat to slightly up year-over-year (Zillow's typical home value showed small YoY gains in mid-2025), while Redfin and other trackers report modest monthly softening in many top metros.

Luxury segments remain resilient in top gateway and amenity-rich markets, but price momentum is uneven.

Regional variance matters for luxury: High-end coastal and resort markets (parts of California, Florida, Hawaii, and select Northeastern towns) still command strong pricing and low inventory; however, several midwestern and secondary-market metros are emerging as hotspots due to affordability, quality-of-life, and inbound corporate hiring.



Market Performance by Region

Northeast

Trend: Luxury demand remains concentrated in prestige suburbs, small coastal towns, and amenity-rich hamlets near NYC/Boston. Inventory slowly rising, but premier properties still take longer to hit market and often sell at/near list.

Strategy for agents: Emphasize ultra-targeted marketing (private networks, off-market exposure) and use LUXE GLOBAL tools to reach international buyers.

Mid-Atlantic / Southeast

Trend: Florida remains bifurcated — luxury waterfront and certain Inland markets remain active while oversupply pressures cool some sunbelt hot spots. Southern metros with job growth (Charlotte, Nashville) show strong upper-tier buyer interest.

Strategy: Leverage relocation/investor pipelines and highlight tax & lifestyle advantages in marketing.

Midwest

Trend: Affordability-driven hotspots (Milwaukee, Buffalo, Columbus, parts of Ohio/Michigan) are accelerating. Luxury suburban enclaves near strong job markets are gaining traction as buyers seek value.

Strategy: Position high-end listings as value propositions vs. coastal competition and target buyers seeking space + quality of life.

South & Texas

Trend: Texas metros (Austin, Dallas, Houston) remain important luxury hubs — Austin cooling from peak but still strong in high-end neighborhoods; secondary Texas markets show steady luxury demand tied to corporate relocations.

Strategy: Network with corporate relocation teams and highlight high-end

West & Pacific

Trend: California luxury stays resilient in prime neighborhoods, though statewide dynamics vary by metro and price band. Pacific islands / resort markets (Hawaii) show elevated median prices but longer days-on-market for non-premier properties.

Strategy: For resort and coastal luxury, focus on international buyers, year-round marketing, and property management value-adds.

August 2025 — 50-state highlights (concise; each state = trend direction + inventory note + one emerging hotspot)

Format: **State — trend (Up / Stable / Cooling) • Inventory** (Tight / Recovering / Elevated) • **Emerging luxury hotspot**

- 1. Alabama** — Stable • Recovering • *Huntsville suburbs*
- 2. Alaska** — Stable • Tight at premium coastal pockets • *Anchorage high-end waterfront*
- 3. Arizona** — Cooling (market normalizing) • Recovering • *Tucson luxury foothills*
- 4. Arkansas** — Stable • Recovering • *Little Rock River Market luxury enclaves*
- 5. California** — Mixed (coastal + gateway up; inland cooling) • Tight in premier markets, recovering elsewhere • *Montecito / Carmel-by-the-Sea (coastal) & Sacramento suburbs (value buyers)*
- 6. Colorado** — Up in resort towns • Tight in mountain resort MSA • *Aspen and Vail + affluent Denver suburbs*
- 7. Connecticut** — Up • Tight in Fairfield County (Greenwich, Stamford).
- 8. Delaware** — Stable • Recovering • *Rehoboth Beach luxury market*
- 9. Florida** — Mixed (waterfront luxury strong; some coastal pockets cooling) • Elevated listings in some sunbelt hotspots • *Sarasota / Naples / Palm Beach luxury coastal*
- 10. Georgia** — Up in Atlanta suburbs • Recovering • *Buckhead and north Atlanta luxury enclaves*
- 11. Hawaii** — Cooling overall; top-tier island properties remain resilient • Tight for premier oceanfront • *Maui luxury resort properties / Honolulu elite neighborhoods.*
- 12. Idaho** — Up (secondary migration and amenity seekers) • Tight in resort-adjacent areas • *Sun Valley & Boise high-end suburbs*
- 13. Illinois** — Mixed — Chicago luxury holds but suburbs gaining interest • Recovering • *Chicago Gold Coast + Lakeview & North Shore towns*
- 14. Indiana** — Stable • Recovering • *Carmel / Fishers affluent suburbs*
- 15. Iowa** — Stable • Recovering • *Iowa City / Des Moines upscale neighborhoods*
- 16. Kansas** — Stable • Recovering • *Overland Park luxury subdivisions*
- 17. Kentucky** — Stable • Recovering • *Louisville Highlands / Lexington horse-country estates*
- 18. Louisiana** — Stable • Recovering • *Lakefront New Orleans & suburbs*
- 19. Maine** — Up in coastal luxury • Tight for waterfront properties • *Camden / Bar Harbor summer luxury market*
- 20. Maryland** — Stable to up in affluent suburbs • Tight in close-in counties • *Annapolis / Bethesda high-end pockets*

- 21. Massachusetts** — Up in premium suburbs • Tight in Boston suburbs and Cape Cod • *South Shore / Cape Cod luxury cottages*
- 22. Michigan** — Emerging hotspots (inland lakefront & Detroit suburbs) • Recovering • *Traverse City and Grosse Pointe*
- 23. Minnesota** — Stable • Recovering • *Minneapolis high-end neighborhoods + lake homes*
- 24. Mississippi** — Stable • Recovering • *Oxford / Gulf Coast luxury pockets*
- 25. Missouri** — Stable • Recovering • *Clayton / St. Louis affluent suburbs*
- 26. Montana** — Up in resort/amenity markets • Tight for ranch & mountain properties • *Big Sky & Whitefish luxury*
- 27. Nebraska** — Stable • Recovering • *Omaha affluent neighborhoods*
- 28. Nevada** — Mixed — Las Vegas luxury cooling; Lake Tahoe strong • Recovering • *Reno / Lake Tahoe luxury second-home market*
- 29. New Hampshire** — Up in commutable to Boston towns • Tight in lake/coastal areas • *Portsmouth and Lakes Region estates*
- 30. New Jersey** — Up in shore towns and close-in suburbs • Tight in prime coastal hamlets • *Short Hills / Jersey Shore luxury (e.g., Avalon, Long Beach Island)*
- 31. New Mexico** — Stable, Santa Fe/Albuquerque luxury steady • Recovering • *Santa Fe luxury adobe estates*
- 32. New York** — Mixed — NYC luxury shows mixed signals; suburbs and Hamptons strong • Tight in top enclaves • *Hamptons / Westchester / Hudson Valley luxury estates*
- 33. North Carolina** — Up in Charlotte & Asheville luxury • Recovering in some coastal spots • *Charlotte Myers Park & Asheville mountain estates*
- 34. North Dakota** — Stable • Recovering • *Bismarck / Fargo higher-end pockets*
- 35. Ohio** — Emerging hotspots (Cleveland, Cincinnati suburbs) • Recovering • *Hudson & Shaker Heights luxury neighborhoods*
- 36. Oklahoma** — Stable • Recovering • *Tulsa Midtown & Nichols Hills*
- 37. Oregon** — Mixed — Portland cooling; resort areas tight • Recovering • *Bend & Columbia River Gorge high-end*
- 38. Pennsylvania** — Mixed — Philly suburbs steady; Pittsburgh market improving • Recovering • *Main Line / Bucks County & Pittsburgh riverfront*
- 39. Rhode Island** — Up in Newport & coastal luxury • Tight for waterfront estates • *Newport summer luxury market*
- 40. South Carolina** — Up in resort/coastal markets • Tight for Hilton Head / Charleston historic districts • *Charleston Peninsula & Kiawah/Hilton Head*
- 41. South Dakota** — Stable • Recovering • *Sioux Falls affluent pockets & Black Hills second-home market*
- 42. Tennessee** — Up in Nashville and resort-adjacent areas • Recovering • *Belle Meade (Nashville) & Gatlinburg luxury lodging*

- 43. Texas** — Strong in many high-end pockets but varied by metro • Recovering in some bands • *Westlake (near Fort Worth), River Oaks (Houston), Highland Park (Dallas)*
- 44. Utah** — Up in resort areas and Salt Lake affluent suburbs • Tight for ski-adjacent properties • *Park City & Salt Lake City East Bench*
- 45. Vermont** — Up in ski/resort towns • Tight for mountain estates • *Stowe & Manchester luxury market*
- 46. Virginia** — Up near D.C. suburbs; resort/hamlet demand strong • Tight in close-in commuter counties • *McLean / Middleburg equestrian estates*
- 47. Washington** — Mixed — Seattle luxury holds; resort & wine-country properties strong • Recovering • *San Juan Islands & Bellevue/Medina*
- 48. West Virginia** — Stable • Recovering • *Eastern Panhandle (closer to DC) weekend/second-home demand*
- 49. Wisconsin** — Emerging faster-moving markets (Milwaukee area) • Recovering • *Milwaukee suburbs & Lake Geneva luxury cottages*
- 50. Wyoming** — Up in resort/ranch sectors • Tight for ranch & ski properties • *Jackson Hole & Yellowstone-adjacent luxury ranches*

Note:

The state snapshots above emphasize directional trend + inventory posture + one high-potential hotspot rather than listing single-point medians (which vary by source and are updated monthly).



Emerging Trends

- **Climate-Proof Luxury:** Buyers favor elevated homes, backup power, and fire-resistant materials.
- **Private Communities:** Ultra-high-net-worth buyers seek exclusivity (private islands, gated compounds).
- **AI & VR Tours:** 80% of luxury buyers now use virtual staging before in-person visits.

Forecast for H2 2025

- Continued growth in Sun Belt & Mountain states.
- Inventory shortages may ease slightly in Q3.
- Interest rate stability supports high-end sales.



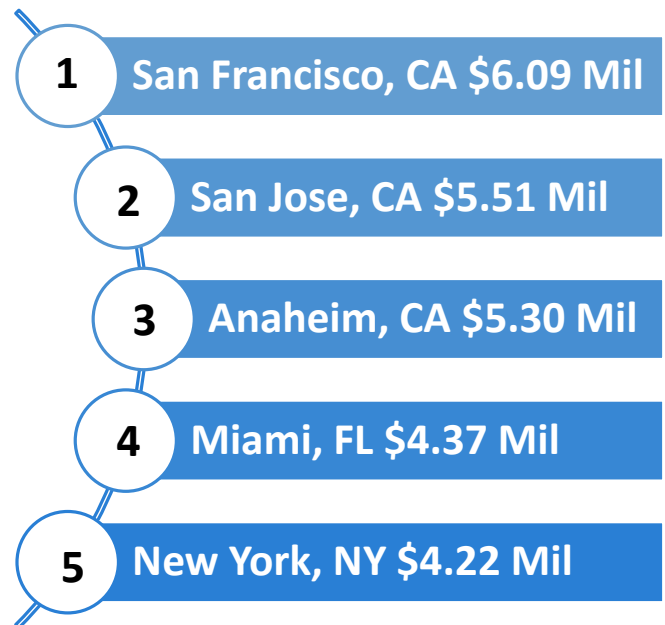
Conclusion

The luxury real estate market remains dynamic, with strong regional variations. Investors should monitor tax policies, climate risks, and tech-driven migration patterns for optimal opportunities.

Data Sources: Realtor.com, Zillow Luxury, Redfin, Local MLS Reports**

TOP 5 U.S. cities with the most expensive homes as of June 2025

TOP 5 U.S. cities with the most expensive homes. Based on median luxury home prices (properties \$1M+)



California dominates (3 of the top 5 are in CA).

Florida rising fast due to tax benefits & lifestyle appeal.

New York remains a global luxury hub, but inventory is tight.



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