



LUXEGLOBAL

Luxury Real Estate Market Report North America September 2025

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

Snapshot & Sentiment

The market remains classified as a seller's market, with a luxury sales ratio of ~23.32 %.

Luxury homes on average sold for 97.82% of list price, indicating continued strong pricing (though slightly softer than the absolute peak).

The median luxury home sale price was \$1,351,444 (single-family) in September.

The median list price for single-family luxury homes rose to ~\$1,500,000, from ~\$1,484,000 in August.

Year-Over-Year & Trend Comparisons

Compared to September 2024, the luxury market shows moderate price growth, especially in prime locations, even amid broader market headwinds.

Inventory has expanded, but new listing growth is showing signs of moderation—some sellers are holding off listing in hopes of better timing.

In attached / condo / townhome luxury sectors, the gap between supply and demand is narrowing, with stabilization in some high-end condo markets.



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.

September 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**

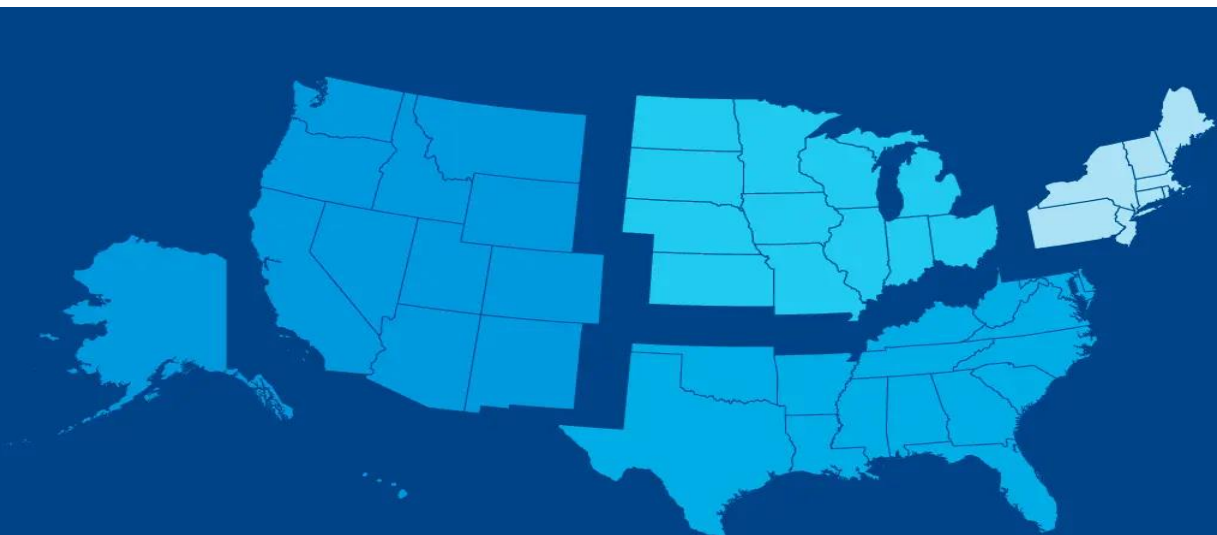
- 1. Alabama** — Stable • Recovering • *Huntsville suburbs*
- 2. Alaska** — Stable • Tight at premium coastal pockets • *Anchorage high-end waterfront*
- 3. Arizona** — Cooling (market normalizing) • Recovering • *Tucson luxury foothills*
- 4. Arkansas** — Stable • Recovering • *Little Rock River Market 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

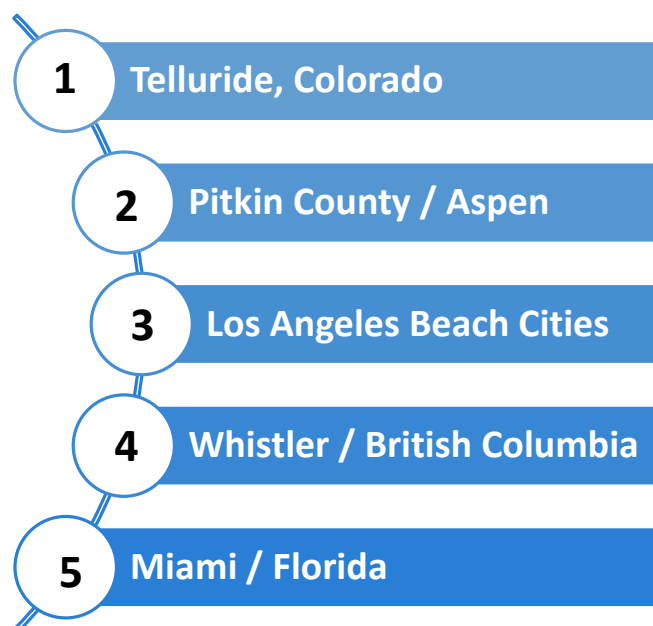
The luxury real estate market remains dynamic, with strong regional variations. Investors should monitor tax policies, climate risks, and tech-driven migration patterns for optimal opportunities.

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

TOP 5 U.S. & Canada cities with the most expensive homes as of September 2025

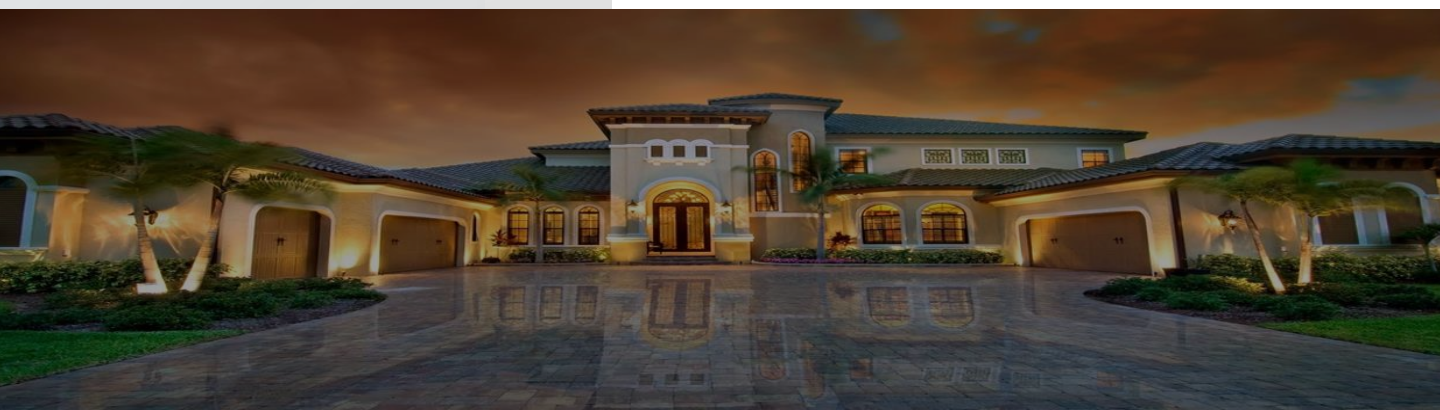
TOP 5 U.S & Canada. cities with the most expensive homes.

Based on median luxury home prices (properties \$1M+)



The report identifies top median luxury prices: Telluride (~\$8,425,000), Pitkin (~\$7,850,000), L.A. Beach Cities (~\$4,350,000), and Whistler (~\$4,000,000).

Some luxury markets in smaller counties also saw very high sales ratios (e.g. Morris County, NJ; Cleveland Suburbs; Central Connecticut).



LUXURY MARKET REPORT





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