

KELLY BROADDUS

LUXURY MARKET REPORT

FLAGSTAFF | AUGUST 2025





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Kelly Broaddus founded Broaddus Properties to enable her clients and agents to find success. With over a half-billion dollars in sales spanning over the duration of her career, and a professional career of over 23 years, it is clear she fully understands the Flagstaff/Sedona real estate market, what her clients are looking for, and the industry's potential.

Kelly was, quite literally, born into the real estate industry. Her father became a self-made millionaire by the time he was thirty and proceeded to act as Kelly's mentor as she honed her skills in real estate development, sales, and acquisitions. Growing up on a thoroughbred horse ranch in Rancho Santa Fe and spending summers at her parent's beach house in Del Mar gave Kelly the innate ability to seek and identify the characteristics that make a house a beautiful, peaceful haven to call home. Her command of the real estate industry expanded when Kelly delved into the mortgage business, becoming a widely sought-after expert in handling difficult loans, and running a mortgage company for over 12 years, where she often advised colleagues around the state. She still draws on this experience and insight to negotiate the optimal price for her clients.

In addition to hard skills, Kelly's father taught her the soft skills involved in managing relationships, delivering on expectations, and visualizing what is possible. Her undeniable work ethic and endless drive are due to the resilience she has been required to show in her personal life.

With seven children under the age of fifteen, Kelly was left a single mother and had no choice but to work hard and find substantial success in real estate. Within four years of having her life turned upside down, she was able to purchase a 300-acre ranch and achieve her dream of raising her children in the same way as she was.

Her notable achievements to date include:

- 2018-2021 eXp Realty ICON Agent
- 2021 Top Producing RE Team in Northern AZ, \$64,000,000 Sales Volume
- 2020 - 2021 Homelight TOP PRODUCER
- 2021 Homelight TOP NEGOTIATOR
- 2016-2021 SEVEN STAR AWARD BROKER AGENT ADVISOR
- 2016 RE/MAX Hall of Fame Award
- 2016 RE/MAX Chairman's Club Award
- CHLMS & Million Dollar Guild Member
- Member of "Who's who in Luxury Real Estate"

MORE OF KELLY'S RECOGNITION & AWARDS

Today, Kelly is blessed to work with two of her children and one son-in-law as she continues to pass down the family business and the art of real estate.

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NORTH AMERICAN LUXURY REVIEW

STABILITY MEETS SELECTIVITY

The luxury real estate market in North America in 2025 is a study in contrasts. While single-family homes continue to show resilience and even modest growth, the attached property market, encompassing condominiums and townhomes, has been moving at a slower pace.

Beneath these headline trends lie a set of deeper market forces: changes in inventory flow, evolving buyer expectations, and the continued importance of quality over sheer quantity.

This is not a market in decline, nor is it one experiencing runaway growth. Instead, it is operating in a space of stability, where affluent buyers remain active, but are deliberate in their choices, and sellers must align their offerings closely with current lifestyle and quality demands.

SINGLE-FAMILY HOMES: GROWTH WITH A SHIFT IN PACE

July's market data shows that the single-family luxury segment remains strong compared to the past two years. Sales were 3.9% higher than July 2024 and 15.6% higher than July 2023. The sales ratio continues to favor sellers, although it is gradually moving toward balanced conditions.

One of the key contributors to this performance has been the increase in available inventory. Total supply for single-family homes was 21.7% higher year over year, with new listings up 12.2%, giving buyers more options and sellers more opportunities to connect with qualified prospects.

Despite this growth in supply, the median sold price has stayed consistent at approximately \$1.3 million, both when compared to 2023 and 2024. This reflects an important reality of the luxury segment: when properties meet the high standards of today's affluent buyers, they hold their value even when more inventory comes onto the market. The main sign of a shift is in the pace of sales, with days on market up 20% compared to last year. Buyers are clearly taking their time, evaluating multiple options before committing.

ATTACHED PROPERTIES: COOLING SALES BUT STABLE PRICES

The story is different in the attached property segment. In July, sales were 9.2% lower than the same month in 2024 and 0.6% lower than July 2023. The sales ratio is showing a steady tilt toward buyer-friendly conditions, with demand softening over recent months.

Inventory for attached homes is also in a different position compared to single-family properties. While there has been a year-over-year increase of 16.3%, the pace of new listings is slowing sharply. In June, attached homes saw new listings up 5.3% year over year, but by July, the growth rate had dropped to just 0.3%. This indicates that sellers in this segment are becoming more cautious, possibly waiting for stronger signals of buyer activity before bringing their properties to market.

Median sold prices for attached properties have stayed on par with previous years, which means that while sales volume has slowed, buyers are still willing to pay for the right property. As with single-family homes, attached properties that do not meet current luxury expectations are taking longer to sell.

INVENTORY TRENDS: QUANTITY AND QUALITY

Inventory is an important driver in both segments, but in the luxury space, more listings do not necessarily mean better opportunities. While overall availability is up 21.7% for single-family homes and 16.3% for attached properties, the real question is whether the inventory matches what buyers are looking to purchase.

Today's affluent clients are not willing to compromise on key features. They are looking for exclusivity, thoughtful design, sustainability, state-of-the-art amenities, and exceptional craftsmanship.



These buyers are not just purchasing a home; they are investing in a lifestyle that reflects their personal values and aspirations. A property that falls short of delivering this will often remain on the market until it is repositioned, either through pricing adjustments or significant enhancements to its presentation.

PRICE STABILITY DESPITE HIGHER SUPPLY

Typically, rising inventory puts downward pressure on pricing, but the luxury market often resists this pattern. In comparison to last year, as reported by Zillow in June, the median sold price for the top 10% of the market has risen nearly 2.7%, even with inventory levels up by as much as 30–35% year over year in some areas.

Part of the reason is that high-end inventory remains low from a historical perspective, and the pool of wealthy buyers continues to grow. As of July, the sold-to-list price ratio was 98.33% for single-family homes and 98.34% for attached properties, underscoring the fact that well-positioned luxury properties are selling very close to their asking price.



MARKET RESILIENCE AND BUYER BEHAVIOR

The data from July, showing both an increase in inventory and solid sales, points to a market where confidence is still present on both sides of the transaction. However, if inventory continues to grow without a matching rise in sales, certain properties, especially those that have been on the market longer, may need price adjustments to attract buyer attention.

Affluent buyers are approaching their purchases with both strategic and emotional considerations. They expect agents to offer deep market insight, innovative marketing strategies, and a clear understanding of how to match properties with their exact needs. Increasingly, this includes leveraging technology such as AI-driven analytics and immersive digital presentations to identify and evaluate homes before ever stepping inside.

For these buyers, real estate remains one of the most dependable long-term investments. Beyond the financial returns, a luxury home offers something harder to quantify: a sense of security, a personal sanctuary, and a foundation for a desired lifestyle. This dual benefit, financial

stability and personal fulfillment, continues to make high-end real estate an attractive choice, even in a market that is more measured than in previous years.

A MARKET IN REFINED EQUILIBRIUM

The North American luxury market is positioned in what could be called a refined equilibrium. Single-family homes are likely to maintain steady demand, supported by expanded inventory and stable pricing, though longer selling times may become the norm. The attached property segment may continue to face headwinds, with sales volume under pressure even as prices remain firm, a sign of ongoing but selective demand.

Inventory will remain a central factor, but success in this space will depend on more than the number of listings - quality will be the true differentiator. Buyers will continue to seek properties that align precisely with their lifestyle, design, and location requirements, while sellers who adapt to these expectations will be best positioned to achieve strong results.

In short, 2025's luxury real estate market is not one of dramatic swings, but of careful alignment. The balance between availability and selectivity, between steady prices and slower timelines, is defining the current landscape and will likely continue to do so for the remainder of the year.

IN CONCLUSION

Whether you're investing, buying, or selling locally or globally in 2025, understanding market data and trends are essential to making smart, strategic decisions in an evolving luxury real estate landscape.

Working with a trusted luxury property specialist is key to gaining insight into what's truly happening in your local market.

The art of buying and selling in this environment demands a critical and analytical approach. Setting realistic expectations and staying grounded in current realities will help ensure your goals are met with confidence and clarity.

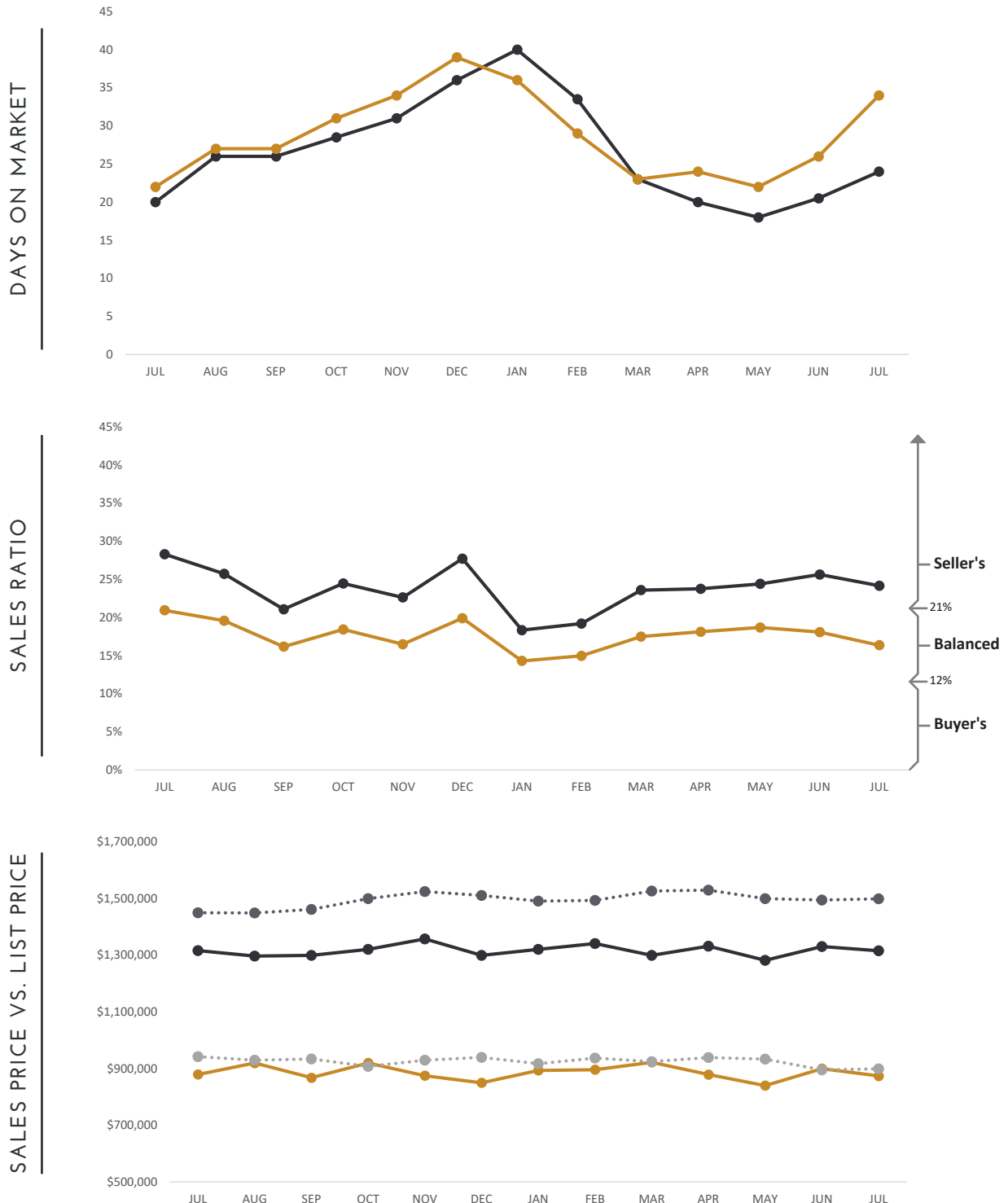


- 13-MONTH MARKET TRENDS -

FOR THE LUXURY NORTH AMERICAN MARKET

— Single-Family Homes
— Attached Homes
••• Single-Family List Price
••• Attached List Price

All data is based off median values. Median prices represent properties priced above respective city benchmark prices.



- LUXURY MONTHLY MARKET REVIEW -

A Review of Key Market Differences Year over Year

July 2024 | July 2025

SINGLE-FAMILY HOMES

	July 2024	July 2025		July 2024	July 2025
Median List Price	\$1,450,000	\$1,499,500	Total Inventory	68,516	83,356
Median Sale Price	\$1,316,500	\$1,316,027	New Listings	21,810	24,460
Median SP/LP Ratio	98.81%	98.33%	Total Sold	19,398	20,147
Total Sales Ratio	28.31%	24.17%	Median Days on Market	20	24
Median Price per Sq. Ft.	\$397	\$404	Average Home Size	3,254	3,286

Median prices represent properties priced above respective city benchmark prices.



SINGLE-FAMILY HOMES MARKET SUMMARY | JULY 2025

- Official Market Type: **Seller's Market** with a **24.17% Sales Ratio**.¹
- Homes are selling for an average of **98.33% of list price**.
- The median luxury threshold² price is **\$900,000**, and the median luxury home sales price is **\$1,316,027**.
- Markets with the Highest Median Sales Price: **Pitkin County** (\$11,800,000), **Eagle County** (\$6,925,000), **Whistler** (\$5,600,000), and **Ft. Lauderdale** (\$4,574,500).
- Markets with the Highest Sales Ratio: **Cleveland Suburbs** (115.1%), **St. Louis** (88.8%), **Central Connecticut** (85.4%), and **DuPage County** (70.9%).

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

- LUXURY MONTHLY MARKET REVIEW -

A Review of Key Market Differences Year over Year

July 2024 | July 2025

ATTACHED HOMES

	July 2024	July 2025		July 2024	July 2025
Median List Price	\$942,450	\$899,000	Total Inventory	23,627	27,482
Median Sale Price	\$879,500	\$874,000	New Listings	7,209	7,230
Median SP/LP Ratio	99.13%	98.34%	Total Sold	4,951	4,495
Total Sales Ratio	20.95%	16.36%	Median Days on Market	22	34
Median Price per Sq. Ft.	\$482	\$471	Average Home Size	1,888	1,946

Median prices represent properties priced above respective city benchmark prices.



ATTACHED HOMES MARKET SUMMARY | JULY 2025

- Official Market Type: **Balanced Market** with a **16.36% Sales Ratio**.¹
- Attached homes are selling for an average of **98.34% of list price**.
- The median luxury threshold² price is **\$700,000**, and the median attached luxury sale price is **\$874,000**.
- Markets with the Highest Median Sales Price: **Whistler** (\$2,850,000), **Pitkin County** (\$2,778,250), **San Francisco** (\$2,300,000), and **Ft. Lauderdale** (\$2,200,000).
- Markets with the Highest Sales Ratio: **Fairfax County, VA** (97.9%), **Arlington & Alexandria, VA** (78.2%), **McLean & Vienna, VA** (69.0%), and **Anne Arundel County, MD** (66.1%).

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

- LUXURY MONTHLY MARKET REVIEW -

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
AB	Calgary	\$980,000	\$970,000	22	34.5%	Seller's	\$795,000	\$694,800	26	27.3%	Seller's
AZ	Chandler and Gilbert	\$1,096,825	\$1,065,000	64	27.2%	Seller's	-	-	-	-	-
AZ	Flagstaff	\$1,494,500	\$1,525,000	103	16.0%	Balanced	-	-	-	-	-
AZ	Fountain Hills	\$2,699,000	\$2,190,667	46	6.5%	Buyer's	\$682,500	\$612,500	85	20.0%	Balanced
AZ	Mesa	\$899,000	\$840,000	56	22.9%	Seller's	-	-	-	-	-
AZ	Paradise Valley	\$5,995,000	\$4,270,000	58	30.9%	Seller's	-	-	-	-	-
AZ	Phoenix	\$865,900	\$850,000	61	25.4%	Seller's	-	-	-	-	-
AZ	Scottsdale	\$2,200,000	\$1,647,000	78	19.8%	Balanced	\$899,000	\$847,500	65	14.0%	Balanced
AZ	Tucson	\$699,000	\$686,750	46	21.2%	Seller's	-	-	-	-	-
BC	Okanagan Valley	\$1,799,000	\$1,490,000	53	5.9%	Buyer's	-	-	-	-	-
BC	Vancouver	\$3,988,000	\$3,256,500	20	7.0%	Buyer's	\$1,850,000	\$1,782,000	20	11.3%	Buyer's
BC	Whistler	\$4,997,500	\$5,600,000	21	3.7%	Buyer's	\$2,644,500	\$2,850,000	45	5.6%	Buyer's
CA	Central Coast	\$2,950,000	\$2,265,000	16	21.5%	Seller's	\$1,195,000	\$1,072,000	45	17.0%	Balanced
CA	East Bay	\$2,064,944	\$1,962,500	14	54.0%	Seller's	\$1,099,894	\$1,133,000	21	35.4%	Seller's
CA	Greater Palm Springs	\$1,749,000	\$1,675,000	58	18.2%	Balanced	-	-	-	-	-
CA	Lake Tahoe	\$2,299,000	\$1,650,000	28	18.5%	Balanced	\$1,345,000	\$1,350,000	14	5.3%	Buyer's
CA	Los Angeles Beach Cities	\$5,939,000	\$4,362,500	21	17.0%	Balanced	\$1,850,000	\$1,742,500	24	12.5%	Balanced
CA	Los Angeles City	\$4,849,500	\$3,525,000	28	16.6%	Balanced	\$1,562,000	\$1,415,000	36	10.8%	Buyer's
CA	Los Angeles The Valley	\$2,495,000	\$2,150,000	37	18.5%	Balanced	\$829,900	\$800,000	39	24.4%	Seller's
CA	Marin County	\$3,995,000	\$3,335,000	32	46.3%	Seller's	\$1,485,000	\$1,080,000	65	25.0%	Seller's
CA	Napa County	\$2,945,000	\$2,450,000	56	8.6%	Buyer's	-	-	-	-	-
CA	Orange County	\$2,799,000	\$2,200,000	28	25.6%	Seller's	\$1,295,000	\$1,130,000	29	29.5%	Seller's
CA	Placer County	\$1,199,000	\$1,125,000	23	31.0%	Seller's	-	-	-	-	-
CA	Sacramento	\$949,900	\$915,000	20	38.0%	Seller's	-	-	-	-	-
CA	San Diego	\$2,210,000	\$1,800,000	18	24.2%	Seller's	\$1,149,000	\$1,111,901	24	22.5%	Seller's
CA	San Francisco	\$4,722,500	\$3,343,500	13	63.8%	Seller's	\$3,000,000	\$2,300,000	28	40.3%	Seller's
CA	San Luis Obispo County	\$1,872,000	\$1,350,000	26	25.9%	Seller's	-	-	-	-	-
CA	Silicon Valley	\$3,999,000	\$3,420,250	11	62.9%	Seller's	\$1,659,000	\$1,630,000	14	44.0%	Seller's
CA	Sonoma County	\$2,250,000	\$1,750,000	53	16.5%	Balanced	\$751,995	\$734,500	58	20.0%	Balanced
CA	Ventura County	\$2,196,500	\$1,688,000	63	22.1%	Seller's	\$785,000	\$740,000	53	22.2%	Seller's
CO	Boulder	\$2,250,000	\$1,875,000	45	16.5%	Balanced	\$899,450	\$870,000	78	11.3%	Buyer's
CO	Colorado Springs	\$924,500	\$910,000	15	21.3%	Seller's	\$581,818	\$610,000	12	24.2%	Seller's
CO	Denver	\$1,474,900	\$1,355,000	22	23.0%	Seller's	\$824,900	\$797,150	28	14.9%	Balanced
CO	Douglas County	\$1,247,450	\$1,164,750	33	21.4%	Seller's	\$577,500	\$559,400	34	24.5%	Seller's
CO	Eagle County	\$4,950,000	\$6,925,000	84	6.6%	Buyer's	\$2,750,000	\$1,945,000	21	10.2%	Buyer's
CO	Pitkin County	\$15,125,000	\$11,800,000	140	4.9%	Buyer's	\$3,600,000	\$2,778,250	61	5.3%	Buyer's
CO	Summit County	\$2,712,000	\$2,650,000	22	9.6%	Buyer's	\$1,242,000	\$1,095,000	42	13.2%	Balanced
CO	Telluride	\$5,500,000	\$2,775,000	76	6.0%	Buyer's	\$2,350,000	\$1,950,000	153	4.1%	Buyer's

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

- LUXURY MONTHLY MARKET REVIEW -

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
CT	Central Connecticut	\$739,450	\$630,000	5	85.4%	Seller's	-	-	-	-	-
CT	Coastal Connecticut	\$2,099,000	\$1,829,000	14	59.0%	Seller's	\$925,000	\$717,500	15	52.7%	Seller's
DC	Washington D.C.	\$3,795,000	\$2,762,500	39	27.8%	Seller's	\$1,747,000	\$1,680,000	18	28.7%	Seller's
DE	Sussex County	\$1,550,000	\$1,211,278	19	21.5%	Seller's	\$790,000	\$987,500	66	10.4%	Buyer's
FL	Boca Raton/Delray Beach	\$2,850,000	\$2,040,000	38	16.6%	Balanced	\$982,500	\$657,500	46	9.5%	Buyer's
FL	Brevard County	\$846,000	\$739,000	54	18.3%	Balanced	\$713,500	\$724,975	81	10.2%	Buyer's
FL	Broward County	\$1,760,000	\$1,498,000	39	10.6%	Buyer's	\$672,500	\$657,500	61	6.2%	Buyer's
FL	Coastal Pinellas County	\$2,250,000	\$2,300,000	79	7.4%	Buyer's	\$1,250,000	\$1,150,000	59	4.7%	Buyer's
FL	Ft. Lauderdale	\$4,925,000	\$4,574,500	95	7.2%	Buyer's	\$2,510,000	\$2,200,000	107	3.1%	Buyer's
FL	Jacksonville	\$815,308	\$775,000	29	22.8%	Seller's	\$600,000	\$785,000	70	10.7%	Buyer's
FL	Jacksonville Beaches	\$1,299,000	\$1,100,000	50	22.3%	Seller's	\$999,498	\$1,050,000	34	6.4%	Buyer's
FL	Lee County	\$1,399,000	\$1,210,000	86	6.6%	Buyer's	\$799,950	\$885,000	70	3.5%	Buyer's
FL	Marco Island	\$2,799,000	\$1,800,000	105	10.8%	Buyer's	\$1,594,500	\$1,500,000	64	5.7%	Buyer's
FL	Miami	\$1,895,000	\$1,412,500	50	8.2%	Buyer's	\$1,489,000	\$1,400,000	76	3.4%	Buyer's
FL	Naples	\$4,995,000	\$4,325,000	82	5.2%	Buyer's	\$2,349,750	\$2,000,000	117	7.2%	Buyer's
FL	Orlando	\$1,242,450	\$1,200,000	39	15.0%	Balanced	\$569,900	\$647,000	34	9.9%	Buyer's
FL	Palm Beach Towns	\$4,465,000	\$2,450,000	73	6.9%	Buyer's	\$2,162,500	\$1,354,375	106	7.3%	Buyer's
FL	Sarasota & Beaches	\$2,350,000	\$1,637,500	62	7.7%	Buyer's	\$1,695,000	\$1,125,000	132	4.4%	Buyer's
FL	South Pinellas County	\$1,475,000	\$1,200,000	63	10.2%	Buyer's	\$992,000	\$1,200,000	45	9.3%	Buyer's
FL	South Walton	\$4,114,500	\$4,075,000	82	6.9%	Buyer's	\$1,812,000	\$1,547,500	50	7.6%	Buyer's
FL	Tampa	\$759,900	\$705,000	34	18.5%	Balanced	\$815,000	\$740,000	40	12.1%	Balanced
GA	Atlanta	\$1,499,000	\$1,225,000	14	31.3%	Seller's	\$699,674	\$665,000	26	14.7%	Balanced
GA	Duluth	\$1,612,500	\$1,225,000	10	11.4%	Buyer's	-	-	-	-	-
HI	Island of Hawaii	\$1,812,500	\$1,350,000	71	9.5%	Buyer's	\$1,599,000	\$1,275,000	19	9.7%	Buyer's
HI	Kauai	\$2,945,000	\$1,975,000	68	11.9%	Buyer's	\$1,387,000	\$1,485,000	54	11.6%	Buyer's
HI	Maui	-	-	-	-	-	-	-	-	-	-
HI	Oahu	\$2,850,000	\$2,140,000	11	11.5%	Buyer's	\$1,098,000	\$1,018,500	47	13.1%	Balanced
IA	Greater Des Moines	\$669,500	\$647,450	14	18.6%	Balanced	-	-	-	-	-
ID	Ada County	\$799,880	\$755,417	18	32.0%	Seller's	\$634,500	\$669,900	24	20.2%	Balanced
ID	Northern Idaho	\$1,295,000	\$1,122,850	69	13.6%	Balanced	-	-	-	-	-
IL	Chicago	\$1,749,000	\$1,350,000	9	65.8%	Seller's	\$1,199,000	\$947,500	12	38.4%	Seller's
IL	DuPage County	\$1,225,000	\$950,000	8	70.9%	Seller's	\$735,000	\$640,000	9	35.3%	Seller's
IL	Lake County	\$1,245,000	\$940,000	8	56.7%	Seller's	-	-	-	-	-
IL	Will County	\$675,000	\$650,000	14	61.8%	Seller's	-	-	-	-	-
IN	Boone County	\$1,324,000	\$1,112,500	7	48.1%	Seller's	-	-	-	-	-
IN	Hamilton County	\$850,000	\$798,000	6	62.1%	Seller's	-	-	-	-	-
KS	Johnson County	-	-	-	-	-	-	-	-	-	-
MA	Cape Cod	\$2,449,000	\$1,815,500	51	15.2%	Balanced	\$1,071,250	\$1,033,000	45	17.6%	Balanced

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

- LUXURY MONTHLY MARKET REVIEW -

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
MA	Greater Boston	\$3,399,000	\$2,521,000	21	31.8%	Seller's	\$2,395,000	\$1,975,000	29	19.8%	Balanced
MA	South Shore	\$1,725,000	\$1,308,053	23	32.8%	Seller's	\$859,999	\$1,009,500	22	32.7%	Seller's
MD	Anne Arundel County	\$1,101,900	\$952,808	9	47.8%	Seller's	\$600,000	\$575,000	6	66.1%	Seller's
MD	Baltimore City	\$999,250	\$890,000	14	60.7%	Seller's	\$675,000	\$670,000	19	23.4%	Seller's
MD	Baltimore County	\$976,747	\$910,000	15	34.3%	Seller's	\$589,495	\$571,914	14	63.6%	Seller's
MD	Frederick County	\$957,500	\$920,000	14	32.4%	Seller's	-	-	-	-	-
MD	Howard County	\$1,229,990	\$1,035,000	8	57.8%	Seller's	\$642,450	\$635,000	6	59.4%	Seller's
MD	Montgomery County	\$1,990,000	\$1,585,000	12	48.5%	Seller's	\$795,000	\$750,000	8	52.7%	Seller's
MD	Talbot County	\$2,035,000	\$2,275,000	22	22.2%	Seller's	-	-	-	-	-
MD	Worcester County	\$950,000	\$732,314	33	15.1%	Balanced	\$672,500	\$650,000	53	14.4%	Balanced
MI	Grand Traverse	\$1,325,000	\$1,324,000	47	15.8%	Balanced	-	-	-	-	-
MI	Livingston County	\$739,900	\$702,000	14	50.4%	Seller's	-	-	-	-	-
MI	Monroe County	\$649,900	\$621,000	21	17.8%	Balanced	-	-	-	-	-
MI	Oakland County	\$782,500	\$675,000	10	46.9%	Seller's	\$627,450	\$565,000	21	22.6%	Seller's
MI	Washtenaw County	\$899,450	\$740,000	33	36.0%	Seller's	\$648,500	\$652,500	30	23.8%	Seller's
MI	Wayne County	\$700,000	\$650,000	7	56.9%	Seller's	\$675,000	\$564,500	21	14.0%	Balanced
MN	Olmsted County	\$899,450	\$740,000	19	29.2%	Seller's	-	-	-	-	-
MN	Twin Cities	\$1,250,000	\$1,033,641	18	27.5%	Seller's	-	-	-	-	-
MO	St. Louis	\$725,000	\$675,000	7	88.8%	Seller's	-	-	-	-	-
NC	Asheville	\$975,000	\$920,000	35	14.5%	Balanced	\$750,000	\$880,000	35	9.7%	Buyer's
NC	Charlotte	\$1,000,000	\$975,000	7	35.6%	Seller's	\$620,000	\$617,500	36	18.1%	Balanced
NC	Lake Norman	\$1,189,000	\$1,087,500	23	21.3%	Seller's	\$587,720	\$577,500	48	25.4%	Seller's
NC	Raleigh-Durham	\$1,100,000	\$960,425	5	38.0%	Seller's	-	-	-	-	-
NH	Rockingham County	\$1,500,000	\$1,355,203	6	41.4%	Seller's	\$845,250	\$912,500	5	56.7%	Seller's
NJ	Morris County	\$1,559,500	\$1,410,000	15	67.6%	Seller's	\$919,000	\$850,000	21	45.7%	Seller's
NJ	Ocean County	\$975,000	\$835,000	24	25.4%	Seller's	\$824,999	\$771,000	24	39.3%	Seller's
NJ	Somerset County	\$1,599,000	\$1,400,000	18	59.2%	Seller's	\$891,918	\$775,000	19	43.3%	Seller's
NM	Taos	\$1,100,000	\$880,000	82	8.8%	Buyer's	-	-	-	-	-
NV	Lake Tahoe	\$3,498,000	\$2,837,500	54	9.9%	Buyer's	\$1,250,000	\$1,205,000	98	17.4%	Balanced
NV	Las Vegas	\$1,695,000	\$1,418,500	48	13.2%	Balanced	-	-	-	-	-
NV	Reno	\$1,867,500	\$1,599,000	60	16.5%	Balanced	-	-	-	-	-
NY	Dutchess & Putnam Counties	-	-	-	-	-	-	-	-	-	-
NY	Rockland, Orange, & Ulster	-	-	-	-	-	-	-	-	-	-
NY	Staten Island	-	-	-	-	-	-	-	-	-	-
NY	Westchester County	-	-	-	-	-	-	-	-	-	-
OH	Cincinnati	\$825,000	\$775,000	2	48.0%	Seller's	-	-	-	-	-
OH	Cleveland Suburbs	\$775,000	\$686,000	21	115.1%	Seller's	-	-	-	-	-
OH	Columbus	\$799,945	\$746,500	8	38.8%	Seller's	\$677,900	\$645,000	34	24.8%	Seller's

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

- LUXURY MONTHLY MARKET REVIEW -

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
ON	GTA - Durham	\$1,764,450	\$1,615,000	23	10.7%	Buyer's	\$832,450	\$820,000	46	16.7%	Balanced
ON	GTA - York	\$2,300,000	\$1,975,000	24	11.8%	Buyer's	\$798,400	\$758,000	33	13.3%	Balanced
ON	Mississauga	\$2,862,500	\$2,580,000	38	10.3%	Buyer's	\$971,500	\$908,000	17	9.3%	Buyer's
ON	Oakville	\$2,590,000	\$2,092,500	30	10.5%	Buyer's	\$1,199,000	\$1,067,500	25	16.0%	Balanced
ON	Toronto	\$3,828,800	\$3,000,000	23	12.6%	Balanced	\$1,210,000	\$1,165,000	28	12.0%	Balanced
ON	Waterloo Region	\$1,400,000	\$1,215,000	22	19.2%	Balanced	\$771,000	\$775,000	34	12.5%	Balanced
OR	Portland	\$1,295,000	\$1,090,000	24	20.1%	Balanced	\$692,500	\$625,000	38	14.9%	Balanced
PA	Philadelphia	\$749,900	\$740,000	12	27.0%	Seller's	\$739,000	\$709,900	14	20.8%	Balanced
SC	Charleston	\$1,725,000	\$1,395,000	30	24.8%	Seller's	\$1,375,000	\$874,000	25	14.2%	Balanced
SC	Hilton Head	\$1,809,875	\$1,555,000	50	18.5%	Balanced	\$1,050,000	\$1,307,000	45	14.5%	Balanced
TN	Greater Chattanooga	\$949,000	\$895,000	19	17.7%	Balanced	-	-	-	-	-
TN	Nashville	\$1,750,000	\$1,400,000	14	22.3%	Seller's	\$759,900	\$617,500	28	13.8%	Balanced
TX	Austin	\$2,400,000	\$1,845,000	43	12.8%	Balanced	\$1,150,000	\$1,130,000	45	7.3%	Buyer's
TX	Collin County	\$735,000	\$715,000	34	20.4%	Balanced	-	-	-	-	-
TX	Dallas	\$1,450,000	\$1,210,500	24	24.0%	Seller's	\$699,000	\$705,000	44	10.5%	Buyer's
TX	Denton County	\$798,469	\$775,000	29	21.4%	Seller's	-	-	-	-	-
TX	El Paso	\$650,000	\$599,950	31	14.6%	Balanced	-	-	-	-	-
TX	Fort Worth	\$899,999	\$860,000	21	25.8%	Seller's	-	-	-	-	-
TX	Greater Tyler	\$697,000	\$650,000	18	12.3%	Balanced	-	-	-	-	-
TX	Houston	\$945,000	\$900,000	31	22.4%	Seller's	\$664,900	\$600,000	27	17.1%	Balanced
TX	Lubbock	\$654,950	\$627,450	32	19.7%	Balanced	-	-	-	-	-
TX	San Antonio	\$812,500	\$754,934	47	16.2%	Balanced	\$722,900	\$635,000	59	3.4%	Buyer's
TX	Tarrant County	\$918,895	\$865,000	25	23.5%	Seller's	-	-	-	-	-
TX	The Woodlands & Spring	\$813,500	\$760,500	29	30.7%	Seller's	-	-	-	-	-
UT	Park City	\$4,695,000	\$3,150,000	27	13.6%	Balanced	\$1,999,000	\$2,112,500	26	13.1%	Balanced
UT	Salt Lake City	\$1,199,500	\$1,030,715	31	26.9%	Seller's	\$598,495	\$569,900	48	21.7%	Seller's
UT	Washington County	-	-	-	-	-	-	-	-	-	-
VA	Arlington & Alexandria	\$2,378,500	\$1,735,125	7	43.2%	Seller's	\$1,070,000	\$1,095,500	11	78.2%	Seller's
VA	Fairfax County	\$2,094,000	\$1,491,250	13	48.5%	Seller's	\$744,944	\$710,000	8	97.9%	Seller's
VA	McLean & Vienna	\$2,970,000	\$1,899,000	18	35.8%	Seller's	\$1,229,000	\$1,125,000	6	69.0%	Seller's
VA	Richmond	\$842,475	\$825,000	9	45.4%	Seller's	\$583,355	\$570,950	15	46.1%	Seller's
VA	Smith Mountain Lake	\$1,569,000	\$1,367,500	9	34.0%	Seller's	-	-	-	-	-
VA	Virginia Beach	\$1,399,892	\$1,275,000	20	36.7%	Seller's	\$849,950	\$722,500	30	32.4%	Seller's
WA	King County	\$1,960,000	\$1,700,000	10	35.8%	Seller's	\$1,199,999	\$1,155,000	21	21.5%	Seller's
WA	Seattle	\$1,895,000	\$1,695,439	6	44.0%	Seller's	\$1,298,940	\$1,220,000	21	16.9%	Balanced
WA	Spokane	\$1,192,500	\$1,039,000	14	17.7%	Balanced	-	-	-	-	-
WA	Vancouver	\$1,399,925	\$1,250,000	20	15.3%	Balanced	\$859,000	\$694,750	76	7.3%	Buyer's

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

- LUXURY REPORT EXPLAINED -

The Institute for Luxury Home Marketing has analyzed a number of metrics — including sales prices, sales volumes, number of sales, sales-price-to-list-price ratios, days on market and price-per-square-foot – to provide you a comprehensive North American Luxury Market report.

Additionally, we have further examined all of the individual luxury markets to provide both an overview and an in-depth analysis - including, where data is sufficient, a breakdown by luxury single-family homes and luxury attached homes.

It is our intention to include additional luxury markets on a continual basis. If your market is not featured, please contact us so we can implement the necessary qualification process. More in-depth reports on the luxury communities in your market are available as well.

Looking through this report, you will notice three distinct market statuses, Buyer's Market, Seller's Market, and Balanced Market. A **Buyer's Market** indicates that buyers have greater control over the price point. This market type is demonstrated by a substantial number of homes on the market and few sales, suggesting demand for residential properties is slow for that market and/or price point.

By contrast, a **Seller's Market** gives sellers greater control over the price point. Typically, this means there are few homes on the market and a generous demand, causing competition between buyers who ultimately drive sales prices higher.

A **Balanced Market** indicates that neither the buyers nor the sellers control the price point at which that property will sell and that there is neither a glut nor a lack of inventory. Typically, this type of market sees a stabilization of both the list and sold price, the length of time the property is on the market as well as the expectancy amongst homeowners in their respective communities – so long as their home is priced in accordance with the current market value.

REPORT GLOSSARY

REMAINING INVENTORY: The total number of homes available at the close of a month.

DAYS ON MARKET: Measures the number of days a home is available on the market before a purchase offer is accepted.

LUXURY BENCHMARK PRICE: The price point that marks the transition from traditional homes to luxury homes.

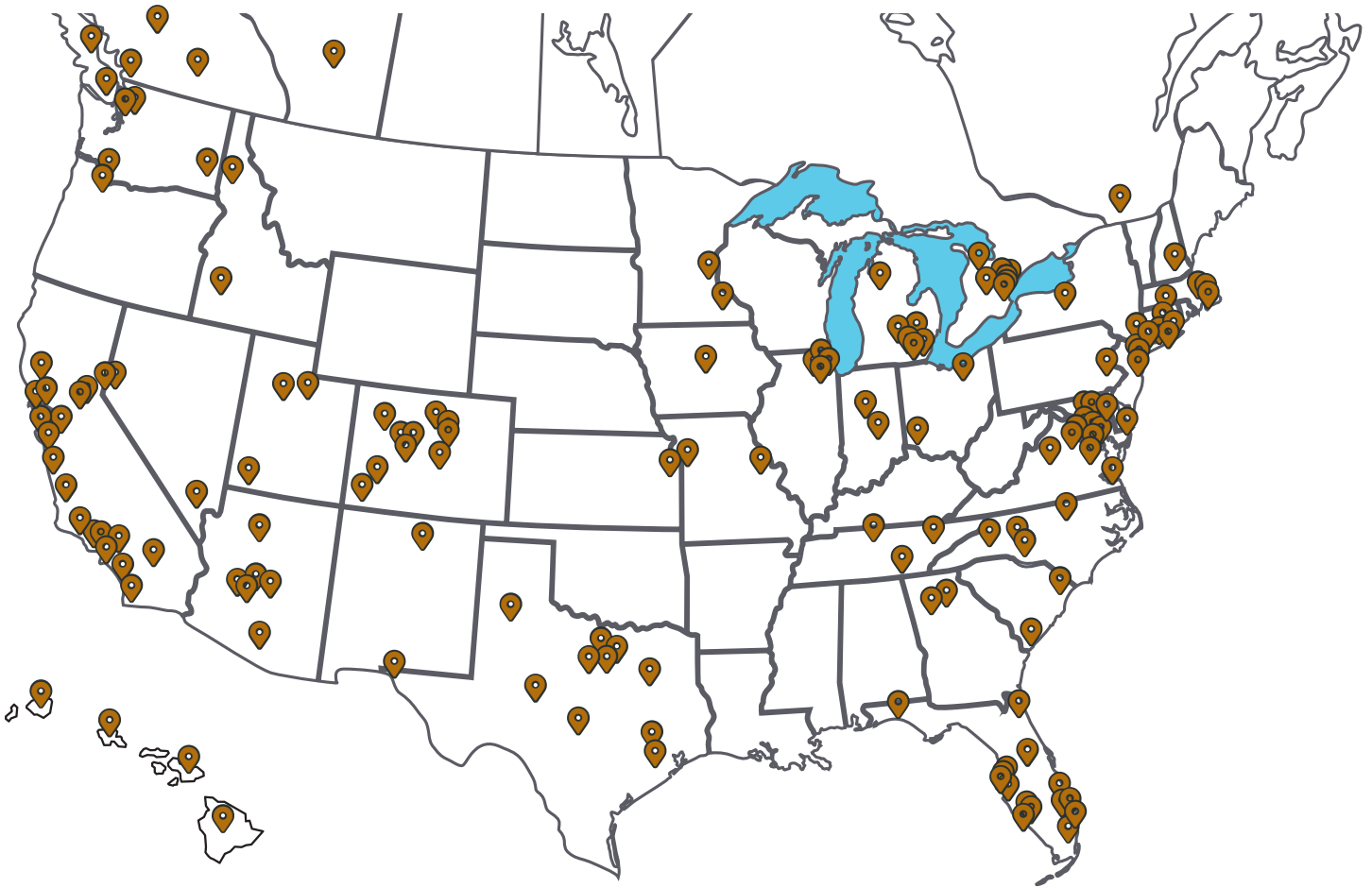
NEW LISTINGS: The number of homes that entered the market during the current month.

PRICE PER SQUARE FOOT: Measures the dollar amount of the home's price for an individual square foot.

SALES RATIO: Sales Ratio defines market speed and determines whether the market currently favors buyers or sellers. A Buyer's Market has a Sales Ratio of less than 12%; a Balanced Market has a ratio of 12% up to 21%; a Seller's Market has a ratio of 21% or higher. A Sales Ratio greater than 100% indicates the number of sold listings exceeds the number of listings available at the end of the month.

SP/LP RATIO: The Sales Price/List Price Ratio compares the value of the sold price to the value of the list price.

LUXURY RESIDENTIAL MARKETS



The Luxury Market Report is your guide to luxury real estate market data and trends for North America. Produced monthly by The Institute for Luxury Home Marketing, this report provides an in-depth look at the top residential markets across the United States and Canada. Within the individual markets, you will find established luxury benchmark prices and detailed survey of luxury active and sold properties designed to showcase current market status and recent trends. The national report illustrates a compilation of the top North American markets to review overall standards and trends.

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The Luxury Market Report is a monthly analysis provided by The Institute for Luxury Home Marketing.

Luxury benchmark prices are determined by The Institute. This active and sold data has been provided by REAL Marketing, who has compiled the data through various sources, including local MLS boards, local tax records and Realtor.com. Data is deemed reliable to the best of our knowledge, but is not guaranteed.

AUGUST
2025



FLAGSTAFF
ARIZONA

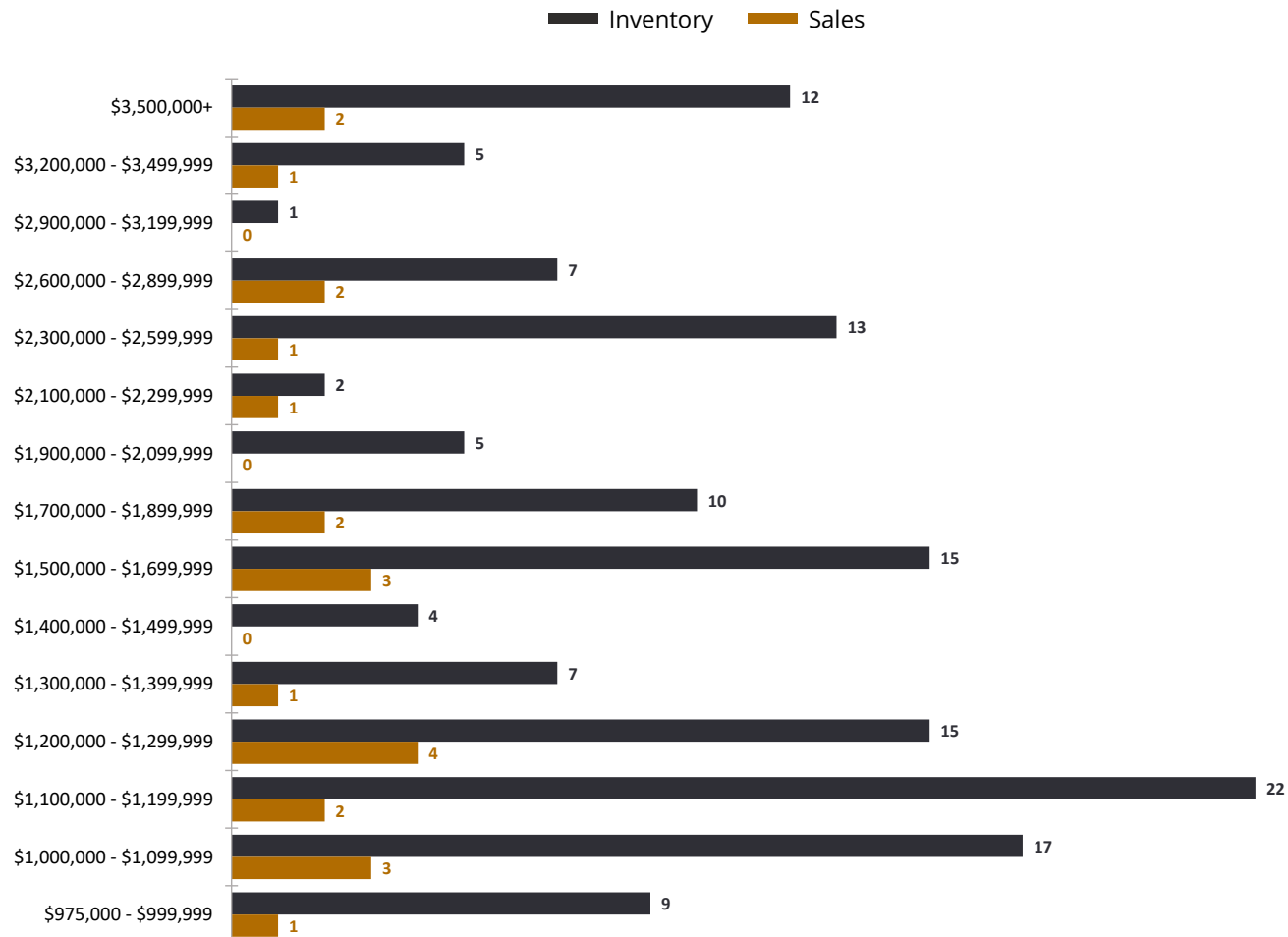
LUXURY INVENTORY VS. SALES | JULY 2025

Total Inventory: 144

Total Sales: 23

Total Sales Ratio²: 16%

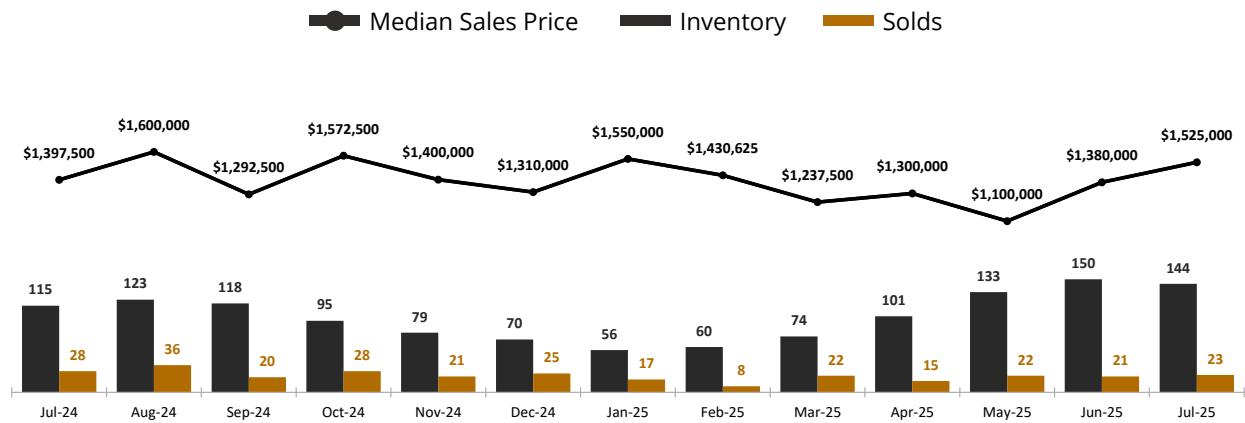
Balanced Market



Square Feet ³ -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 2,499	\$1,125,000	3	2	3	32	9%
2,500 - 2,999	\$1,260,000	4	4	2	42	5%
3,000 - 3,499	\$1,425,000	4	4	8	18	44%
3,500 - 3,999	\$1,687,500	4	4	4	16	25%
4,000 - 4,499	\$3,385,000	4	4	3	15	20%
4,500+	\$1,800,000	4	4	3	21	14%

¹ The luxury threshold price is set by The Institute for Luxury Home Marketing. ² Sales 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.

13-MONTH LUXURY MARKET TREND⁴



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2024: 115
Jul. 2025: 144

VARIANCE: **25%**

TOTAL SOLD

Jul. 2024: 28
Jul. 2025: 23

VARIANCE: **-18%**

SALES PRICE

Jul. 2024: \$1.40m
Jul. 2025: \$1.53m

VARIANCE: **9%**

SALE PRICE PER SQFT.

Jul. 2024: \$514
Jul. 2025: \$499

VARIANCE: **-3%**

SALE TO LIST PRICE RATIO

Jul. 2024: 100.00%
Jul. 2025: 97.22%

VARIANCE: **-3%**

DAYS ON MARKET

Jul. 2024: 75
Jul. 2025: 103

VARIANCE: **37%**

FLAGSTAFF MARKET SUMMARY | JULY 2025

- The single-family luxury market is a **Balanced Market** with a **16% Sales Ratio**.
- Homes sold for a median of **97.22% of list price** in July 2025.
- The most active price band is **\$2,100,000-\$2,299,999**, where the sales ratio is **50%**.
- The median luxury sales price for single-family homes is **\$1,525,000**.
- The median days on market for July 2025 was **103** days, up from **75** in July 2024.

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.

Thank you for taking time to view this report.
For more information about this report and the
services I can offer you and your luxury property,
please give me a call at 928.332.3524

- *Kelly Broaddus*

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