Tonna Gruber
Luxury Market Report

SARASOTA, LAKEWOOD RANCH AND THE BEACHES | AUGUST, 2026

CERTIFIED LUXURY HOME MARKETING SPECIALIST
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KELLERWILLIAMS. REALTY

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Tonna is a trusted Guild Elite Member of The Institute for Luxury Home Marketing, serving Sarasota, its barrier islands, Lakewood Ranch, and the broader Manatee County market. Known for delivering a seamless client experience, she expertly guides buyers and sellers through every stage of the transaction, earning consistent praise for her insight and professionalism.

With hundreds of local sales ranging from $40,000 to $6.2 million, alongside transactions in other markets, Tonna brings both depth and versatility to her practice. Licensed since 1984, she offers a rare combination of experience, precise communication, and market knowledge, supported by an extensive local, national, and international network.

Her expertise spans luxury residential and investment properties, including single-family homes, condominiums, and land, as well as complex transactions such as nationwide bank workouts, commercial assets, and bulk package acquisitions.

As Tonna shares: “Backed by a team with an impressive range of professional designations and negotiation expertise, we are committed to ensuring a successful real estate experience. Let us guide you home.”

Certificates & Designations:

- RRC Certified Residential Real Estate Specialist
- RRC Staging Certified Agent
- RRC Negotiation Certified Agent
- RRC Luxury Listing Certified Agent,
- Real Estate Negotiation Institute Certified Buyer Agent Expert
- Coldwell Banker Global Liuxury Presidents Elite
- Coldwell Banker Realty Presidents Premier
- Coldwell Banker President’s Circle
- Coldwell Banker President’s Sterling Award
- Institute for Luxury Home Marketing Certified Guild Elite and CHLMS Million Dollar Guild since 2006
- Awarded membership in AMERICA’S WHO’S WHO
- Metropolitan Who’s Who, Who’s Who in International Real Estate
- Certified International Property Specialist network member
- 2007 Board Member of the Sarasota Women’s Council of Realtors
- WCR certified AT Home With Diversity
- TRC
- RBAC
- e-Buyer
- Commercial Property Consultant Affiliate Associate
- Resort Property & Second Home Specialist
- WCR Harnessing the Power
- E-Pro®
- Realtors Land Institute 1031 Exchange Certified
- Performance Management Network Certified
- International Consortium of Real Estate Associations (ICREA)
- Realtors Political Action Committee.

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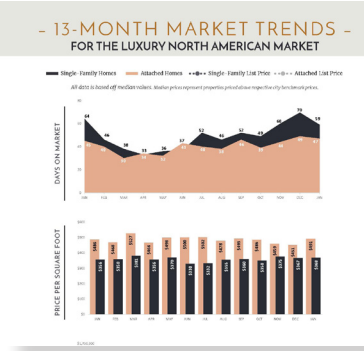


NORTH AMERICAN LUXURY REVIEW

LUXURY DEMAND REMAINS RESILIENT AS SELLERS BEGIN TO RESPOND

July's North American luxury real estate data reinforces a market that continues to demonstrate resilience, even as the summer season traditionally brings a slowdown in activity.

Sales remain ahead of 2025, inventory is still below last year's levels, and the balance between buyers and sellers continues to move in favour of sellers. Yet perhaps the most interesting development is beginning to emerge on the supply side: after months of limited new inventory, there are early signs that sellers may be recognizing the strength of current demand and responding accordingly.

DEMAND CONTINUES TO OUTPACE SUPPLY

Sales of single-family luxury homes increased 9.8% year over year in July, while attached properties recorded an even stronger 15.2% increase. Although sales slowed from June, the decline is consistent with normal seasonal patterns as buyers and sellers take time away during the summer. The more meaningful comparison is with July 2025, and on that basis, demand remains notably stronger.

The strength of sales becomes even more significant when considered alongside inventory. Compared with July 2025, available inventory declined 2.2% for single-family properties and 4.8% for attached properties. Buyers are therefore purchasing more homes while having fewer homes from which to choose.

This imbalance is reflected in the sales ratio. The single-family market moved further into seller territory during July, while the attached market remained balanced but moved closer toward a seller's market. The message is clear: buyers are absorbing a greater proportion of the available supply.

A STRONG MARKET, BUT NOT A FRENZIED ONE

Despite stronger sales and lower inventory, median sold prices and days on market have remained relatively consistent year over year and month over month. This stability offers an important insight into today's luxury buyer.

Affluent purchasers remain willing and able to transact, but they are not buying simply because inventory is limited. They have the financial capacity to wait and are increasingly focused on whether a property represents genuine value.

This helps explain why pockets of inventory can accumulate even while overall supply remains relatively tight. Scarcity alone does not create urgency; scarcity combined with desirability does.

Properties offering exceptional location, turnkey condition, architectural quality, privacy, views, significant land or distinctive lifestyle attributes are attracting stronger demand than those that are dated, require significant work or are priced beyond perceived value.

The result is an increasingly bifurcated market: the strongest properties can attract significant attention, while less compelling inventory remains available despite limited overall supply.

Affluent buyers are not stepping away from the market; they are becoming more selective about where they choose to deploy their capital.

SELLERS MAY BE BEGINNING TO RESPOND

Perhaps the most significant development in July is the early indication that sellers may be responding to stronger demand.

For the first time this year, new single-family listings showed a year-over-year increase – albeit a small one of 1.6%. New attached listings also increased, although they remained 0.6% below July 2025. While one month does not establish a trend, the shift bears watching.

After months of sellers remaining on the sidelines amid mortgage rates, economic uncertainty and pricing concerns, stronger sales, declining inventory and increasing seller leverage may now be encouraging more owners to enter the market.

The critical question is not simply how much inventory comes forward, but what kind. Additional listings will only provide buyers with greater choice if they include desirable, well-located and turnkey properties. Otherwise, dated or overpriced homes could simply add to accumulating inventory while exceptional properties continue to command strong demand.

WEALTH IS SUPPORTING THE RESILIENCE OF LUXURY DEMAND

The continued strength of luxury demand also reflects the very different financial circumstances of affluent buyers.

Unlike the broader housing market, luxury real estate is not driven primarily by mortgage affordability. Many affluent and ultra-high-net-worth buyers have substantial liquidity, diversified portfolios and significant equity in existing properties. Their decisions can therefore be influenced as much by wealth preservation, diversification, lifestyle and long-term value as by borrowing costs.

That distinction is particularly important amid economic and financial-market uncertainty. Rather than being forced out of the market, affluent buyers may simply become more selective about where they deploy capital. Real estate can offer a combination few other assets provide: tangible wealth, lifestyle utility, privacy, family flexibility and potential long-term value.

At the same time, the expansion and transfer of wealth is broadening the pool of luxury purchasers. Younger affluent buyers are bringing different expectations, with greater emphasis on flexibility, wellness, technology, privacy and multi-generational living.

Ultimately, today's luxury buyer is purchasing more than a home, they are buying what the property enables: privacy, time, flexibility, security and lifestyle, while potentially adding a tangible component to a broader wealth strategy.

This makes scarce and difficult-to-replicate characteristics, significant land, exceptional views, architectural distinction, privacy and prime locations, increasingly valuable, particularly when buyers are considering long-term value beyond the current market cycle.

WHAT JULY MEANS FOR THE SECOND HALF OF 2026

The July data suggests that the luxury market may be entering a subtle transition.

The first half of the year was characterized by resilient demand, limited inventory and increasingly selective buyers. July provides the first indication that sellers may be beginning to respond to those conditions.

The next several months will determine whether that response develops into a meaningful increase in supply.

New listings will reveal whether seller confidence is returning. Sales absorption will show whether buyers can accommodate additional inventory. Days on market and price reductions will indicate whether sellers are pricing in line with increasingly sophisticated buyer expectations. And the sales ratio will continue to reveal where the balance of power is shifting.

Perhaps most revealing will be the performance gap between exceptional and ordinary inventory.

If new supply increases and sales continue to absorb it, the

market could gradually move toward greater balance. If inventory begins to accumulate while exceptional properties continue to transact quickly, the message will be different: demand remains healthy, but buyers are becoming increasingly selective about where they place their capital.

That would reinforce one of the defining characteristics of the 2026 luxury market: it is not moving uniformly.

A MARKET DEFINED BY SELECTIVITY

July's numbers point to a luxury market that remains fundamentally healthy, but increasingly nuanced. Sales are up, inventory remains below last year, the sales ratio is strengthening, while prices and days on market remain stable. At the same time, sellers may finally be beginning to respond to stronger demand.

Together, these indicators do not point clearly toward either a buyer's or seller's market. Instead, leverage is becoming increasingly property-specific, shaped by quality, scarcity, location and pricing.

For sellers, demand exists, but buyers expect properties to justify their price. For buyers, patience remains valuable, but the right property can still command strong competition.

For luxury professionals, the headline numbers are only part of the story. The greater opportunity lies in understanding what is driving the properties that outperform and what those transactions reveal about today's affluent buyer.

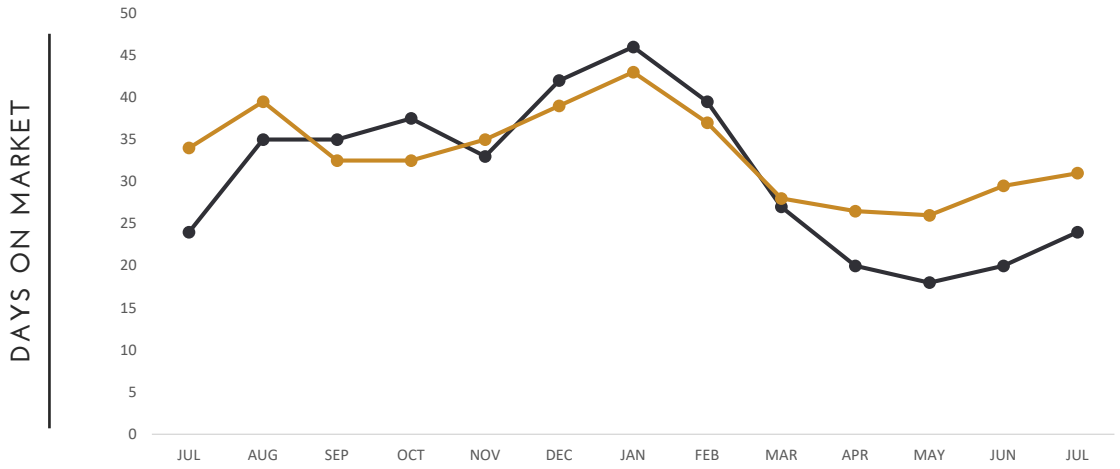
As the second half of 2026 unfolds, the key question is not simply whether more inventory comes to market, but whether sellers bring forward the properties today's luxury buyer is prepared to buy, and at values that align with increasingly sophisticated wealth and lifestyle priorities.

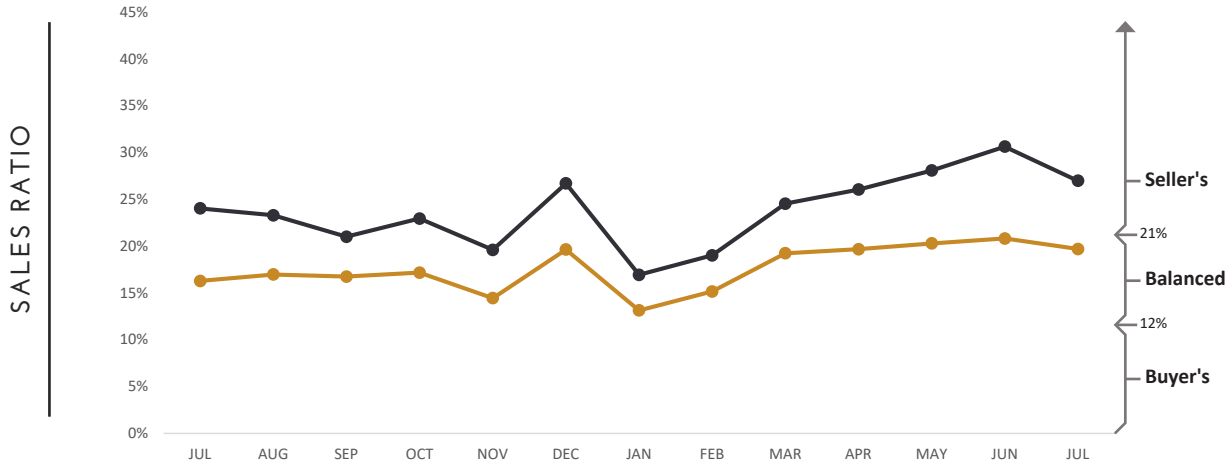
- 13-MONTH MARKET TRENDS -

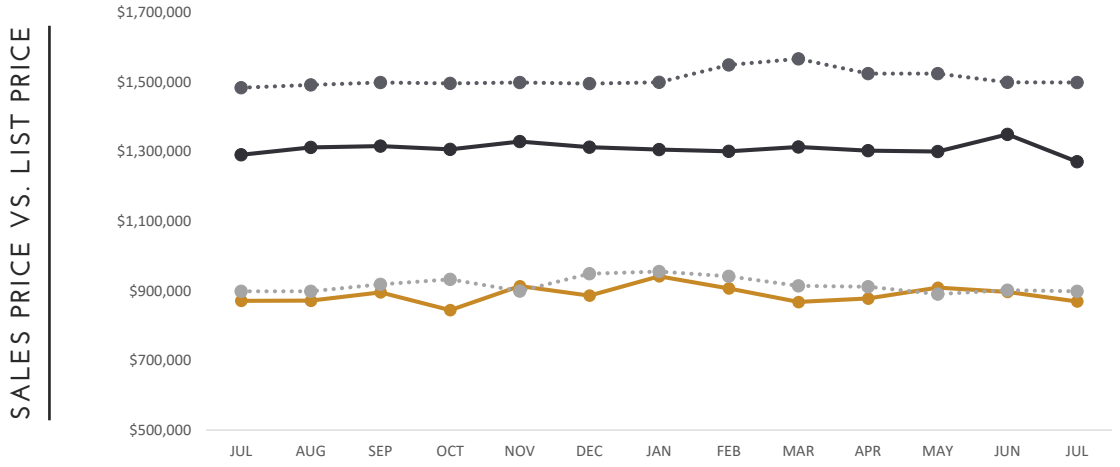
FOR THE LUXURY NORTH AMERICAN MARKET

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 2025 | July 2026

SINGLE-FAMILY HOMES

	July 2025	July 2026
Median List Price	**$1,484,750**	**$1,499,500**
Median Sale Price	**$1,291,527**	**$1,272,000**
Median SP/LP Ratio	**98.33%**	**98.40%**
Total Sales Ratio	**24.04%**	**26.99%**
Median Price per Sq. Ft.	**$394**	**$390**

	July 2025	July 2026
Total Inventory	**82,297**	**80,524**
New Listings	**23,979**	**24,358**
Total Sold	**19,786**	**21,732**
Median Days on Market	**24**	**24**
Average Home Size	**3,294**	**3,343**

Median prices represent properties priced above respective city benchmark prices.

▲ **379** *New Listings*

▲ **1,946** *Total Sold*

▼ **$19,527** *Med. Sale Price*

– **0** *Days on Market*

▲ **2.95%** *Sales Ratio*

SINGLE-FAMILY HOMES MARKET SUMMARY | JULY 2026

- Official Market Type: **Seller's Market** with a **26.99% Sales Ratio.**[1]
- Homes are selling for an average of **98.40% of list price.**
- The median luxury threshold[2] price is **$912,500**, and the median luxury home sales price is **$1,272,000.**
- Markets with the Highest Median Sales Price: **Telluride** ($9,500,000), **Silicon Valley** ($5,780,000), **Eagle County** ($4,850,000), and **Paradise Valley** ($4,600,000).
- Markets with the Highest Sales Ratio: **San Francisco** (150.8%), **Howard County** (96.5%), **Central Connecticut** (92.0%), and **Marin County** (84.5%).

[1]Sales 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. [2]The 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 2025 | July 2026

ATTACHED HOMES

	July 2025	July 2026
Median List Price	$899,225	$899,225
Median Sale Price	$872,000	$870,000
Median SP/LP Ratio	98.23%	98.42%
Total Sales Ratio	16.28%	19.70%
Median Price per Sq. Ft.	$465	$482

	July 2025	July 2026
Total Inventory	27,405	26,091
New Listings	7,129	7,089
Total Sold	4,462	5,139
Median Days on Market	34	31
Average Home Size	1,946	1,924

Median prices represent properties priced above respective city benchmark prices.

▼ **40** *New Listings*

▲ **677** *Total Sold*

▼ **$2,000** *Med. Sale Price*

▼ **3** *Days on Market*

▲ **3.42%** *Sales Ratio*

ATTACHED HOMES MARKET SUMMARY | JULY 2026

- Official Market Type: **Balanced Market** with a **19.70% Sales Ratio.**[1]
- Attached homes are selling for an average of **98.42% of list price.**
- The median luxury threshold[2] price is **$700,000**, and the median attached luxury sale price is **$870,000.**
- Markets with the Highest Median Sales Price: **Maui** ($2,962,500), **San Francisco** ($2,500,000), **Naples** ($2,487,500), and **Whistler** ($2,193,000).
- Markets with the Highest Sales Ratio: **San Francisco** (104.3%), **Morris County** (96.9%), **Marin County** (65.4%), and **Arlington & Alexandria** (62.5%).

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

- LUXURY MONTHLY MARKET REVIEW -

		SINGLE FAMILY HOMES					ATTACHED HOMES				
State	Market Name	List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
AB	Calgary	$1,450,000	$1,416,250	21	32.1%	Seller's	$899,450	$875,000	24	27.1%	Seller's
AZ	Chandler and Gilbert	$1,150,000	$1,035,000	41	26.1%	Seller's	-	-	-	-	-
AZ	Flagstaff	$1,585,000	$1,200,000	63	12.4%	Balanced	-	-	-	-	-
AZ	Fountain Hills	$2,850,000	$2,345,000	190	5.6%	Buyer's	$690,000	$750,000	33	6.7%	Buyer's
AZ	Mesa	$897,000	$875,000	73	23.4%	Seller's	-	-	-	-	-
AZ	Paradise Valley	$5,990,000	$4,600,000	67	26.8%	Seller's	-	-	-	-	-
AZ	Phoenix	$899,000	$849,000	48	30.9%	Seller's	-	-	-	-	-
AZ	Scottsdale	$2,200,000	$1,762,500	83	27.1%	Seller's	$874,000	$820,000	80	18.0%	Balanced
AZ	Tucson	$699,000	$664,000	41	23.6%	Seller's	-	-	-	-	-
BC	Vancouver	$3,900,000	$3,310,000	21	10.5%	Buyer's	$1,888,000	$1,713,500	20	13.6%	Balanced
BC	Whistler	$6,400,000	$4,080,000	77	1.3%	Buyer's	$2,299,000	$2,193,000	9	7.0%	Buyer's
CA	Central Coast	$2,595,000	$2,410,000	38	18.7%	Balanced	$1,099,000	$1,115,000	45	16.5%	Balanced
CA	East Bay	$1,998,000	$1,965,000	13	53.0%	Seller's	$1,089,999	$1,092,500	22	29.7%	Seller's
CA	El Dorado County	$1,867,500	$1,750,000	34	19.9%	Balanced	-	-	-	-	-
CA	Greater Palm Springs	$1,850,000	$1,750,000	67	22.6%	Seller's	-	-	-	-	-
CA	Lake Tahoe	$2,590,000	$1,840,000	13	29.5%	Seller's	$1,799,999	$1,400,000	29	12.3%	Balanced
CA	Los Angeles Beach Cities	$6,299,000	$3,900,000	34	17.4%	Balanced	$1,850,000	$1,900,000	26	23.8%	Seller's
CA	Los Angeles City	$4,995,000	$3,825,000	24	13.6%	Balanced	$1,599,700	$1,580,000	47	14.6%	Balanced
CA	Los Angeles The Valley	$2,495,000	$2,145,000	29	19.6%	Balanced	$799,999	$780,000	42	26.9%	Seller's
CA	Marin County	$3,991,500	$3,050,000	18	84.5%	Seller's	$1,295,000	$1,400,000	28	65.4%	Seller's
CA	Napa County	$2,985,000	$2,502,500	79	8.6%	Buyer's	-	-	-	-	-
CA	Orange County	$2,750,000	$2,175,000	25	32.0%	Seller's	$1,195,000	$1,150,000	24	28.4%	Seller's
CA	Placer County	$1,197,000	$1,152,000	15	30.0%	Seller's	-	-	-	-	-
CA	Sacramento	$965,000	$920,000	19	37.9%	Seller's	-	-	-	-	-
CA	San Diego	$2,395,000	$1,920,000	13	38.9%	Seller's	$1,175,000	$1,088,000	23	31.3%	Seller's
CA	San Francisco	$3,798,000	$3,515,000	10	150.8%	Seller's	$3,072,500	$2,500,000	11	104.3%	Seller's
CA	San Luis Obispo County	$1,885,000	$1,470,000	33	27.9%	Seller's	-	-	-	-	-
CA	Silicon Valley	$6,344,000	$5,780,000	9	61.7%	Seller's	$1,798,000	$1,744,000	25	29.1%	Seller's
CA	Sonoma County	$2,295,000	$1,785,000	45	19.6%	Balanced	$785,000	$740,000	31	11.6%	Buyer's
CA	Ventura County	$2,175,000	$1,805,000	55	20.2%	Balanced	$780,000	$735,000	51	24.3%	Seller's
CO	Boulder	$2,197,450	$1,620,000	55	21.0%	Seller's	$815,000	$800,000	35	20.6%	Balanced
CO	Colorado Springs	$927,500	$880,000	21	22.0%	Seller's	$580,500	$615,000	28	19.7%	Balanced
CO	Denver	$1,500,000	$1,362,500	21	29.2%	Seller's	$839,950	$892,478	39	17.2%	Balanced
CO	Douglas County	$1,297,000	$1,195,000	28	29.0%	Seller's	$575,000	$560,000	48	25.5%	Seller's
CO	Eagle County	$5,400,000	$4,850,000	26	8.7%	Buyer's	$2,475,000	$2,135,000	18	9.3%	Buyer's
CO	Summit County	$2,895,000	$2,400,000	38	15.1%	Balanced	$1,200,000	$1,505,000	27	13.5%	Balanced
CO	Telluride	$6,495,000	$9,500,000	403	5.6%	Buyer's	$2,199,000	$1,700,000	134	10.8%	Buyer's
CT	Central Connecticut	$699,000	$654,769	5	92.0%	Seller's	-	-	-	-	-

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

- LUXURY MONTHLY MARKET REVIEW -

		SINGLE FAMILY HOMES					ATTACHED HOMES				
State	Market Name	List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
CT	Coastal Connecticut	$2,225,000	$1,903,000	15	55.0%	Seller's	$749,900	$767,500	26	54.6%	Seller's
DC	Washington D.C.	$3,195,000	$2,589,375	16	25.3%	Seller's	$1,707,000	$1,772,500	9	47.7%	Seller's
DE	Sussex County	$1,550,000	$1,404,000	15	23.3%	Seller's	$895,000	$1,137,500	32	21.3%	Seller's
FL	Bay County	$997,000	$795,000	99	11.5%	Buyer's	$750,000	$675,000	105	8.6%	Buyer's
FL	Boca Raton/Delray Beach	$2,898,000	$2,100,000	39	26.9%	Seller's	$1,031,500	$740,000	47	23.9%	Seller's
FL	Brevard County	$880,000	$750,000	24	29.7%	Seller's	$849,000	$724,950	69	12.8%	Balanced
FL	Broward County	$1,850,000	$1,515,000	46	27.0%	Seller's	$699,500	$615,000	55	12.8%	Balanced
FL	Charlotte County	$999,650	$1,049,750	104	14.1%	Balanced	-	-	-	-	-
FL	Coastal Pinellas County	$2,344,000	$2,400,000	118	10.7%	Buyer's	$1,287,500	$1,060,000	98	11.7%	Buyer's
FL	Ft. Lauderdale	$4,800,000	$4,100,000	120	9.7%	Buyer's	$2,910,000	$2,175,000	124	5.7%	Buyer's
FL	Jacksonville	$850,000	$790,000	26	32.3%	Seller's	$649,900	$995,000	17	8.5%	Buyer's
FL	Jacksonville Beaches	$1,390,000	$1,150,000	26	25.6%	Seller's	$1,138,500	$1,485,000	31	12.5%	Balanced
FL	Lee County	$1,500,000	$1,350,000	92	10.4%	Buyer's	$890,000	$825,000	171	8.0%	Buyer's
FL	Marco Island	$3,550,000	$1,875,000	97	14.4%	Balanced	$1,625,000	$1,150,000	58	13.2%	Balanced
FL	Miami	$1,900,000	$1,655,000	57	19.6%	Balanced	$1,499,000	$1,489,600	86	9.3%	Buyer's
FL	Naples	$4,900,000	$3,762,500	76	12.6%	Balanced	$2,100,000	$2,487,500	119	8.2%	Buyer's
FL	Orlando	$1,299,000	$1,150,000	39	21.0%	Seller's	$589,000	$600,000	27	13.3%	Balanced
FL	Palm Beach Towns	$5,395,000	$4,060,063	118	13.0%	Balanced	$2,275,000	$1,625,000	114	8.9%	Buyer's
FL	Sarasota & Beaches	$2,945,000	$1,875,000	116	12.1%	Balanced	$1,735,000	$1,587,500	136	14.5%	Balanced
FL	South Pinellas County	$1,495,000	$1,249,500	69	16.9%	Balanced	$1,160,000	$1,020,000	81	12.2%	Balanced
FL	South Walton	$3,800,000	$3,475,000	57	11.6%	Buyer's	$1,500,000	$1,905,000	66	13.3%	Balanced
FL	Tampa	$775,000	$747,500	36	26.3%	Seller's	$799,000	$730,000	60	16.0%	Balanced
GA	Atlanta	$1,499,999	$1,235,000	14	25.3%	Seller's	$699,000	$650,000	24	13.6%	Balanced
GA	Duluth	$1,280,000	$1,187,500	21	23.3%	Seller's	-	-	-	-	-
HI	Island of Hawaii	$1,800,000	$1,575,000	44	11.1%	Buyer's	$1,448,000	$1,937,500	67	16.1%	Balanced
HI	Kauai	$3,198,000	$2,300,000	40	8.9%	Buyer's	$1,462,500	$1,290,000	55	9.6%	Buyer's
HI	Maui	$2,695,000	$2,362,500	230	4.2%	Buyer's	$1,980,000	$2,962,500	139	4.9%	Buyer's
HI	Oahu	$2,895,000	$2,265,000	21	18.5%	Balanced	$1,126,500	$925,000	30	12.4%	Balanced
IA	Greater Des Moines	$665,000	$614,373	15	24.9%	Seller's	-	-	-	-	-
ID	Ada County	$839,900	$770,000	11	44.1%	Seller's	$639,450	$639,000	34	18.6%	Balanced
ID	Northern Idaho	$1,350,000	$970,000	67	19.4%	Balanced	-	-	-	-	-
IL	Chicago	$1,699,500	$1,399,900	8	81.8%	Seller's	$1,150,000	$960,000	7	56.2%	Seller's
IL	DuPage County	$1,264,900	$927,000	8	58.1%	Seller's	$735,144	$773,500	9	38.2%	Seller's
IL	Lake County	$1,199,000	$990,000	8	68.4%	Seller's	-	-	-	-	-
IL	Will County	$675,000	$655,000	14	45.4%	Seller's	-	-	-	-	-
IN	Boone County	$1,200,000	$1,067,097	5	57.8%	Seller's	-	-	-	-	-
IN	Hamilton County	$827,000	$808,767	5	67.6%	Seller's	-	-	-	-	-
KY	Lexington	$999,900	$1,175,000	16	34.3%	Seller's	-	-	-	-	-

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

- LUXURY MONTHLY MARKET REVIEW -

		SINGLE FAMILY HOMES					ATTACHED HOMES				
State	Market Name	List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
LA	Baton Rouge	$975,000	$889,999	67	10.6%	Buyer's	-	-	-	-	-
LA	Lafayette County	$840,720	$835,000	47	15.3%	Balanced	-	-	-	-	-
LA	New Orleans	$1,025,000	$900,000	17	17.0%	Balanced	$757,500	$712,500	85	5.0%	Buyer's
MA	Cape Cod	$2,285,000	$1,975,000	28	22.4%	Seller's	$970,000	$762,500	24	20.0%	Balanced
MA	Greater Boston	$3,495,000	$2,525,000	18	33.2%	Seller's	$2,395,000	$1,975,000	31	22.7%	Seller's
MA	South Shore	$1,762,500	$1,423,000	20	45.9%	Seller's	$1,004,000	$826,433	30	62.2%	Seller's
MD	Anne Arundel County	$1,124,950	$975,000	6	62.7%	Seller's	$578,500	$585,000	11	61.8%	Seller's
MD	Baltimore City	$849,000	$848,500	5	78.3%	Seller's	$650,000	$589,000	18	31.2%	Seller's
MD	Baltimore County	$950,000	$1,000,000	9	47.6%	Seller's	$589,450	$573,310	17	48.4%	Seller's
MD	Frederick County	$938,500	$909,484	11	34.3%	Seller's	-	-	-	-	-
MD	Howard County	$1,290,000	$996,500	7	96.5%	Seller's	$635,000	$637,000	7	57.7%	Seller's
MD	Montgomery County	$1,990,000	$1,750,000	13	52.7%	Seller's	$799,450	$780,000	18	43.3%	Seller's
MD	Talbot County	$2,475,000	$1,895,000	20	21.9%	Seller's	-	-	-	-	-
MD	Worcester County	$977,450	$805,000	42	21.3%	Seller's	$697,950	$645,000	51	15.1%	Balanced
MI	Grand Traverse County	$1,399,000	$1,200,000	43	15.5%	Balanced	-	-	-	-	-
MI	Livingston County	$725,000	$740,000	7	39.3%	Seller's	-	-	-	-	-
MI	Monroe County	$627,000	$630,000	29	28.3%	Seller's	-	-	-	-	-
MI	Oakland County	$799,900	$685,000	9	40.7%	Seller's	$649,000	$635,500	11	21.0%	Balanced
MI	Washtenaw County	$825,000	$714,058	34	36.5%	Seller's	$740,000	$690,000	61	23.2%	Seller's
MI	Wayne County	$699,000	$672,000	7	56.9%	Seller's	$599,900	$559,685	13	26.0%	Seller's
MN	Olmsted County	$825,000	$749,250	31	25.7%	Seller's	-	-	-	-	-
MN	Twin Cities	$1,295,000	$1,113,890	13	30.1%	Seller's	-	-	-	-	-
NC	Asheville	$1,062,500	$890,000	39	12.5%	Balanced	$754,950	$745,000	51	9.2%	Buyer's
NC	Charlotte	$1,110,000	$986,100	12	36.9%	Seller's	$650,000	$650,000	25	17.7%	Balanced
NC	Lake Norman	$1,250,000	$1,175,000	26	27.4%	Seller's	$616,000	$588,000	45	16.7%	Balanced
NC	New Hanover County	$1,499,000	$1,421,000	27	35.6%	Seller's	$1,192,500	$1,160,000	35	17.6%	Balanced
NC	Pitt County	$675,000	$595,000	24	60.0%	Seller's	-	-	-	-	-
NC	Raleigh-Durham	$1,175,000	$980,000	7	33.5%	Seller's	-	-	-	-	-
NH	Rockingham County	$1,550,000	$1,300,500	9	45.8%	Seller's	$899,900	$865,000	6	50.8%	Seller's
NJ	Bergen County	$2,499,000	$1,837,500	16	56.5%	Seller's	$1,299,000	$1,250,000	23	50.5%	Seller's
NJ	Morris County	$1,649,950	$1,450,000	15	68.9%	Seller's	$989,500	$912,204	18	96.9%	Seller's
NJ	Ocean County	$969,950	$850,000	19	32.3%	Seller's	$839,950	$792,000	31	21.4%	Seller's
NJ	Somerset County	$1,597,000	$1,326,000	15	56.3%	Seller's	$895,000	$820,000	21	29.0%	Seller's
NV	Henderson	$2,043,227	$1,200,000	41	11.2%	Buyer's	-	-	-	-	-
NV	Lake Tahoe	$3,449,000	$2,516,000	28	15.8%	Balanced	$1,147,000	$1,170,000	74	24.5%	Seller's
NV	Las Vegas	$1,695,000	$1,380,000	32	13.4%	Balanced	-	-	-	-	-
NV	Reno	$1,825,000	$1,427,500	21	29.7%	Seller's	-	-	-	-	-
OH	Cincinnati	$795,000	$780,000	3	61.6%	Seller's	-	-	-	-	-

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

- LUXURY MONTHLY MARKET REVIEW -

		SINGLE FAMILY HOMES					ATTACHED HOMES				
State	Market Name	List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
OH	Cleveland Suburbs	$816,950	$640,800	20	53.9%	Seller's	-	-	-	-	-
OH	Columbus	$800,000	$750,000	7	39.0%	Seller's	$660,561	$630,000	22	32.2%	Seller's
ON	GTA - Durham	$1,799,000	$1,575,000	35	7.9%	Buyer's	$829,000	$830,000	37	26.7%	Seller's
ON	GTA - York	$2,288,000	$1,865,000	26	10.7%	Buyer's	$768,444	$740,000	42	11.1%	Buyer's
ON	Mississauga	$2,895,000	$2,280,500	19	3.3%	Buyer's	$999,000	$990,500	39	13.7%	Balanced
ON	Oakville	$2,529,990	$2,129,000	34	15.0%	Balanced	$1,149,000	$1,042,250	16	17.9%	Balanced
ON	Toronto	$3,880,000	$3,245,000	23	11.4%	Buyer's	$1,248,500	$1,170,000	28	14.4%	Balanced
ON	Waterloo Region	$1,468,900	$1,260,000	32	17.5%	Balanced	$779,900	$773,250	26	17.4%	Balanced
OR	Portland	$1,325,000	$1,125,000	15	26.4%	Seller's	$685,000	$659,000	43	13.7%	Balanced
PA	Philadelphia	$854,500	$865,000	7	24.5%	Seller's	$750,000	$700,000	16	31.7%	Seller's
PA	Pittsburgh	$1,200,000	$988,500	11	42.5%	Seller's	$722,450	$615,000	35	14.9%	Balanced
SC	Charleston	$1,750,000	$1,550,000	34	28.3%	Seller's	$1,285,000	$1,195,000	26	16.6%	Balanced
TN	Greater Chattanooga	$996,450	$940,000	21	20.6%	Balanced	-	-	-	-	-
TN	Nashville	$1,800,000	$1,475,000	9	26.4%	Seller's	$749,900	$679,000	20	11.9%	Buyer's
TX	Austin	$2,250,000	$1,975,000	31	16.1%	Balanced	$1,232,500	$966,250	37	15.1%	Balanced
TX	Collin County	$749,434	$735,000	35	17.5%	Balanced	-	-	-	-	-
TX	Dallas	$1,399,900	$1,164,000	28	25.1%	Seller's	$699,000	$632,500	38	12.8%	Balanced
TX	Denton County	$799,000	$763,750	31	19.4%	Balanced	-	-	-	-	-
TX	El Paso	$639,350	$620,075	18	16.9%	Balanced	-	-	-	-	-
TX	Fort Worth	$899,999	$800,000	19	23.5%	Seller's	-	-	-	-	-
TX	Greater Tyler	$675,000	$657,450	36	14.9%	Balanced	-	-	-	-	-
TX	Houston	$975,000	$935,000	31	23.0%	Seller's	$649,000	$651,350	38	12.5%	Balanced
TX	Lubbock	$675,000	$676,000	46	23.4%	Seller's	-	-	-	-	-
TX	San Antonio	$799,000	$777,500	40	17.8%	Balanced	$739,500	$950,000	117	1.8%	Buyer's
TX	Tarrant County	$899,000	$805,000	20	21.7%	Seller's	-	-	-	-	-
TX	The Woodlands & Spring	$799,000	$780,000	18	25.8%	Seller's	-	-	-	-	-
UT	Park City	$4,850,000	$2,962,500	17	15.7%	Balanced	$2,670,000	$1,985,000	18	8.4%	Buyer's
UT	Washington County	$1,495,000	$1,284,000	21	6.9%	Buyer's	-	-	-	-	-
VA	Arlington & Alexandria	$2,280,000	$1,875,000	6	54.0%	Seller's	$962,500	$1,050,000	10	62.5%	Seller's
VA	Fairfax County	$2,199,000	$1,452,500	8	49.9%	Seller's	$750,000	$700,000	7	62.1%	Seller's
VA	McLean & Vienna	$2,999,000	$2,300,000	12	35.5%	Seller's	$1,195,000	$1,000,000	7	32.1%	Seller's
VA	Richmond	$819,950	$839,900	8	43.7%	Seller's	$595,858	$608,640	16	35.1%	Seller's
VA	Smith Mountain Lake	$1,599,000	$1,350,000	35	18.3%	Balanced	-	-	-	-	-
VA	Virginia Beach	$1,395,000	$1,250,000	17	25.8%	Seller's	$899,000	$794,950	36	19.8%	Balanced
WA	King County	$1,949,995	$1,729,250	11	28.4%	Seller's	$1,175,000	$1,160,000	27	17.7%	Balanced
WA	Seattle	$2,130,000	$1,615,000	6	42.2%	Seller's	$1,398,500	$1,249,900	32	20.0%	Balanced
WA	Spokane	$1,149,500	$1,135,000	27	14.7%	Balanced	-	-	-	-	-
WA	Vancouver	$1,395,000	$1,200,000	19	15.8%	Balanced	$719,000	$731,840	136	15.1%	Balanced

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cites 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.

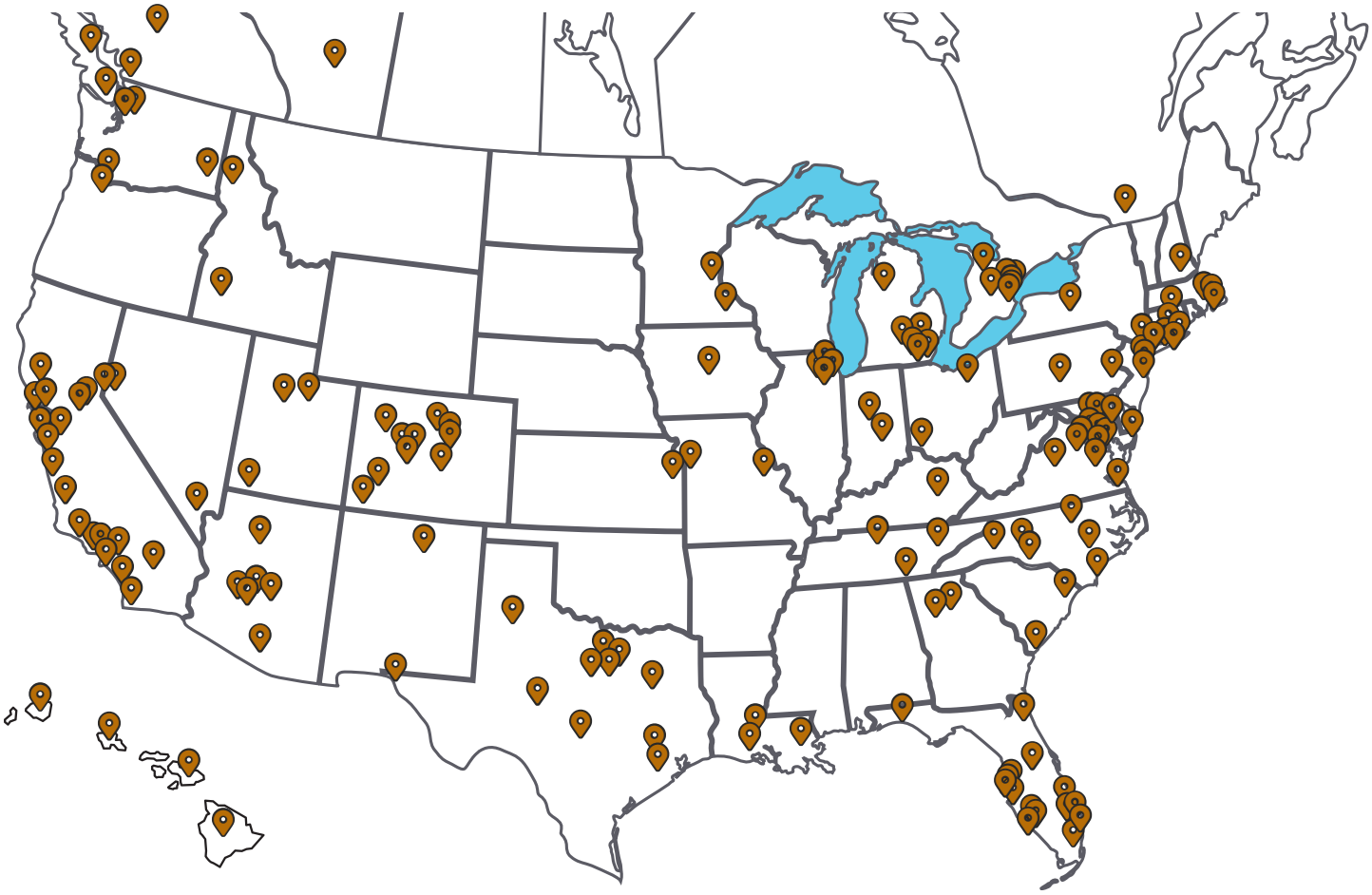
NEW LISTINGS: The number of homes that entered the market during the current month.

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
2026

SARASOTA & SURROUNDING BEACHES

FLORIDA

SIESTA KEY TO ANNA MARIA ISLANDS

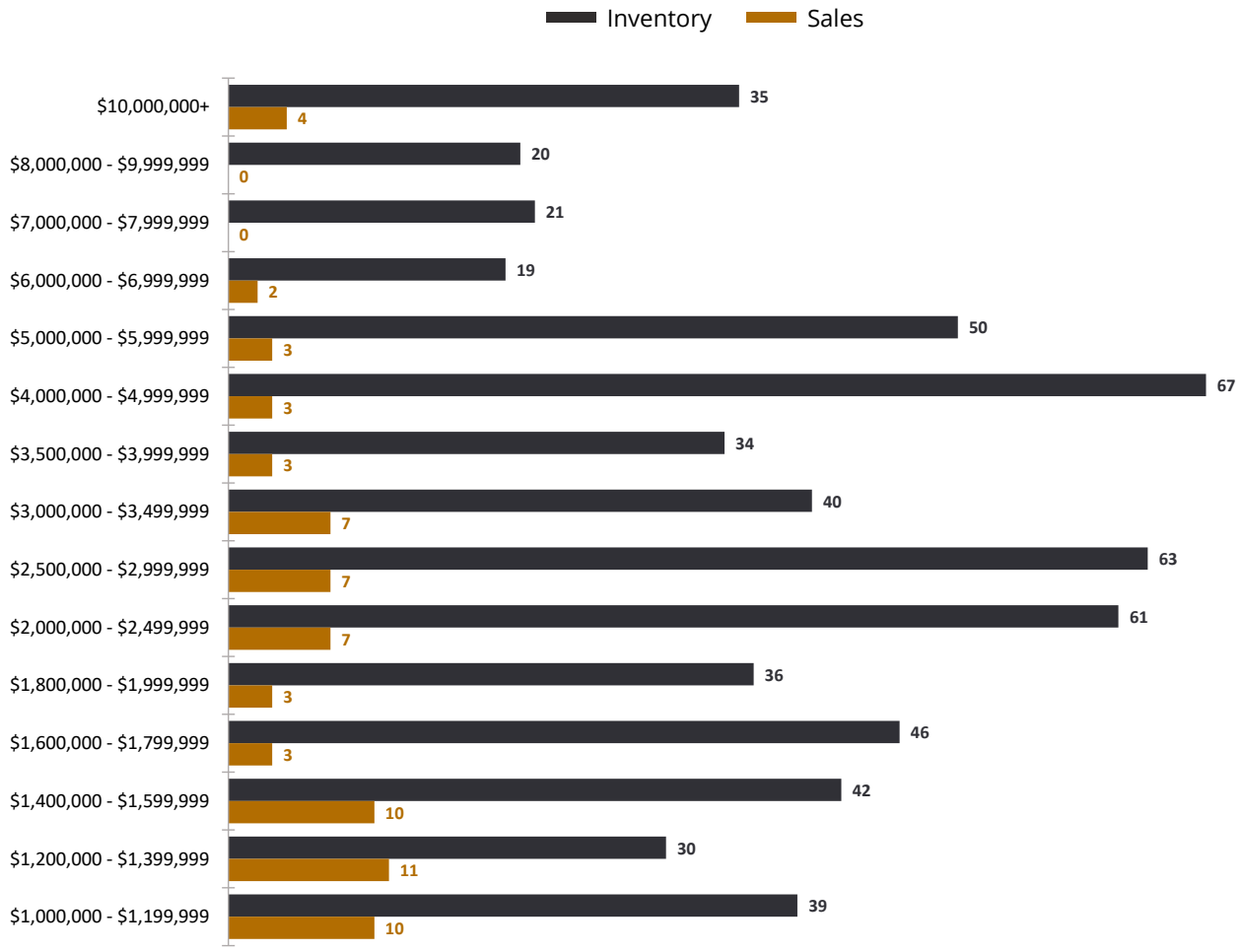
SARASOTA

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]: **$1,000,000**

LUXURY INVENTORY VS. SALES | JULY 2026

Total Inventory: **603**	*Total Sales:* **73**	*Total Sales Ratio*[2]*:* **12%**	**Balanced Market**



Square Feet[3] -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	$1,387,500	3	2	**14**	**106**	**13%**
2,000 - 2,999	$1,545,000	4	3	**22**	**174**	**13%**
3,000 - 3,999	$2,400,000	4	5	**19**	**160**	**12%**
4,000 - 4,999	$3,125,000	5	5	**13**	**98**	**13%**
5,000 - 5,999	NA	NA	NA	**0**	**28**	**0%**
6,000+	$15,000,000	6	9	**5**	**36**	**14%**

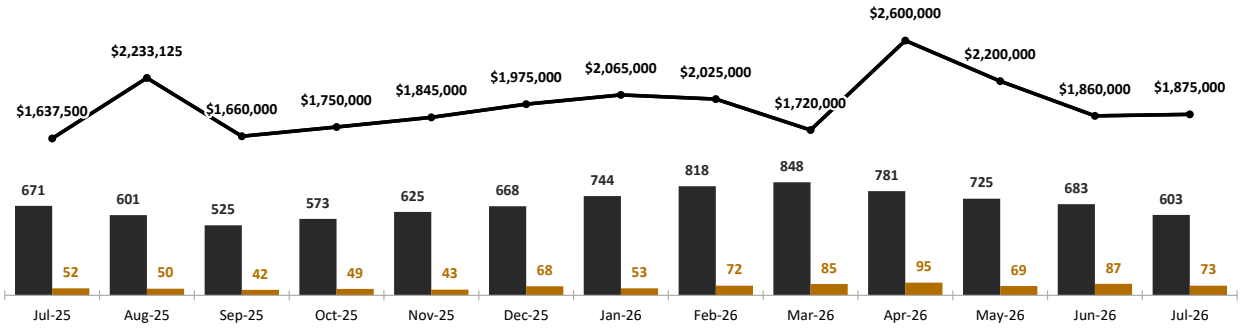
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

SARASOTA

SINGLE-FAMILY HOMES

Luxury Benchmark Price[1]: **$1,000,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2025	Jul. 2026
671	603

VARIANCE: **-10%**

TOTAL SOLDS

Jul. 2025	Jul. 2026
52	73

VARIANCE: **40%**

SALES PRICE

Jul. 2025	Jul. 2026
$1.64m	$1.88m

VARIANCE: **15%**

SALE PRICE PER SQFT.

Jul. 2025	Jul. 2026
$606	$739

VARIANCE: **22%**

SALE TO LIST PRICE RATIO

Jul. 2025	Jul. 2026
91.86%	93.24%

VARIANCE: **2%**

DAYS ON MARKET

Jul. 2025	Jul. 2026
62	116

VARIANCE: **87%**

SARASOTA MARKET SUMMARY | JULY 2026

- The single-family luxury market is a **Balanced Market** with a **12% Sales Ratio**.
- Homes sold for a median of **93.24% of list price** in July 2026.
- The most active price band is **$1,200,000-$1,399,999**, where the sales ratio is **37%**.
- The median luxury sales price for single-family homes is **$1,875,000**.
- The median days on market for July 2026 was **116** days, up from **62** in July 2025.

[3]Square foot table does not account for listings and solds where square foot data is not disclosed.
[4]Data reported includes Active and Sold properties and does not include Pending properties.

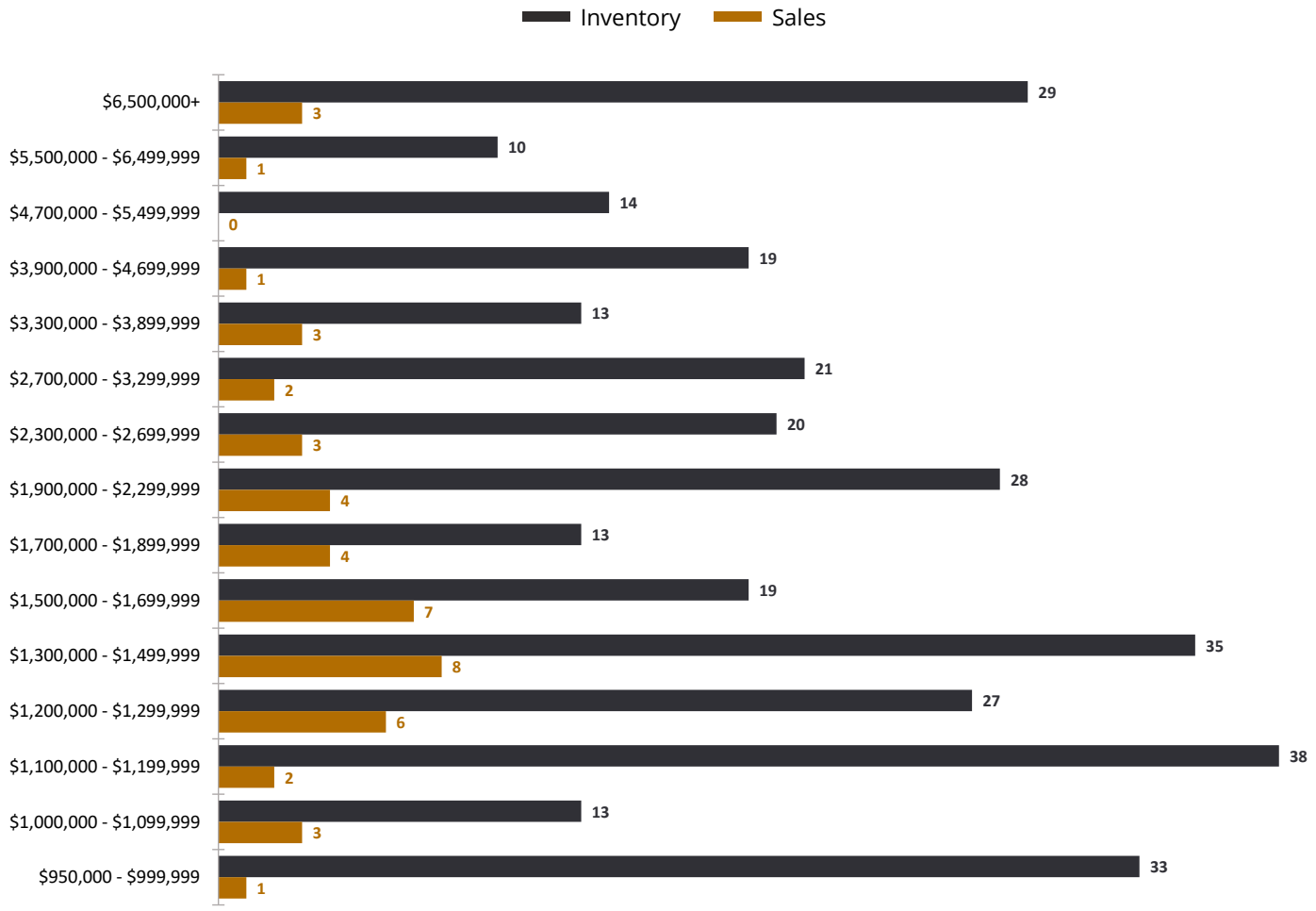
SARASOTA

ATTACHED HOMES

Luxury Benchmark Price[1]: **$950,000**

LUXURY INVENTORY VS. SALES | JULY 2026

Total Inventory: **332**	*Total Sales:* **48**	*Total Sales Ratio*[2]*:* **14%**	**Balanced Market**



Square Feet[3] -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	$1,250,000	2	2	**11**	**89**	**12%**
1,500 - 1,999	$1,425,000	2	3	**7**	**65**	**11%**
2,000 - 2,499	$1,575,000	3	3	**13**	**56**	**23%**
2,500 - 2,999	$1,549,500	3	4	**6**	**34**	**18%**
3,000 - 3,499	$3,600,000	3	4	**5**	**36**	**14%**
3,500+	$5,375,000	3	4	**6**	**52**	**12%**

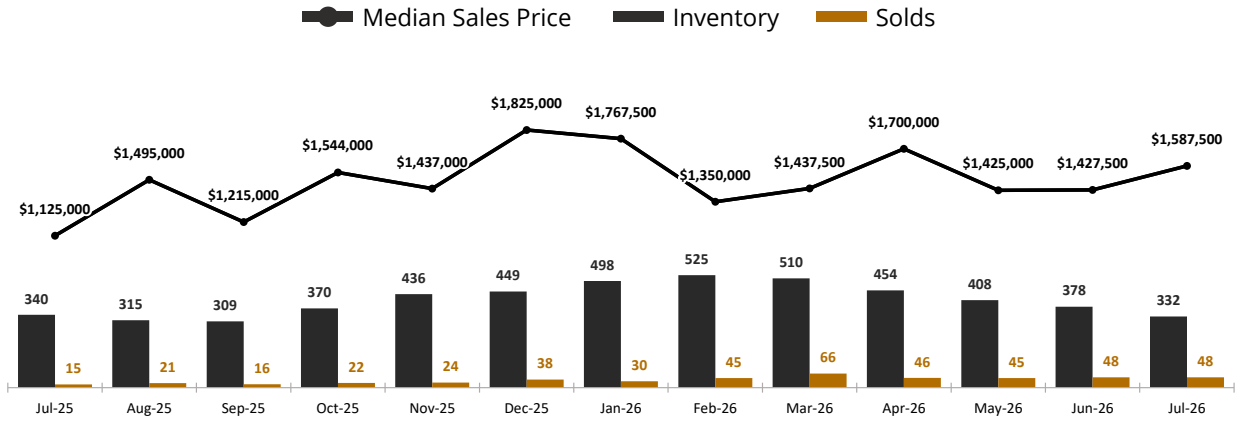
[1] The luxury threshold price is set by The Institute for Luxury Home Marketing. [2]Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS® data reported previous month's sales exceeded current inventory.

SARASOTA

ATTACHED HOMES

Luxury Benchmark Price[1]: **$950,000**

13-MONTH LUXURY MARKET TREND[4]



MEDIAN DATA REVIEW | JULY

TOTAL INVENTORY

Jul. 2025	Jul. 2026
340	332

VARIANCE: **-2%**

TOTAL SOLDS

Jul. 2025	Jul. 2026
15	48

VARIANCE: **220%**

SALES PRICE

Jul. 2025	Jul. 2026
$1.13m	$1.59m

VARIANCE: **41%**

SALE PRICE PER SQFT.

Jul. 2025	Jul. 2026
$814	$858

VARIANCE: **5%**

SALE TO LIST PRICE RATIO

Jul. 2025	Jul. 2026
92.68%	94.72%

VARIANCE: **2%**

DAYS ON MARKET

Jul. 2025	Jul. 2026
132	136

VARIANCE: **3%**

SARASOTA MARKET SUMMARY | JULY 2026

- The attached luxury market is a **Balanced Market** with a **14% Sales Ratio**.
- Homes sold for a median of **94.72% of list price** in July 2026.
- The most active price band is **$1,500,000-$1,699,999**, where the sales ratio is **37%**.
- The median luxury sales price for attached homes is **$1,587,500**.
- The median days on market for July 2026 was **136** days, up from **132** in July 2025.

[3]Square foot table does not account for listings and solds where square foot data is not disclosed.
[4]Data 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 **941.232.8950**.

- Tonna Gruber

TONNA GRUBER

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