**February’s Highlights for Luxury Market Report**

*Review the North American report and note the following key factors in your posts and email comments to grab the attention of your clients, customers, friends and readership:*

* The report is a guide to the luxury real estate market in North American.  It provides an overall analysis with trends and highlights comparative data on the top-residential markets throughout Canada and the United States.
* This month’s report displays the market statistics for North America month over month as well as the 13-month trend.
* As we step into 2024, the luxury real estate market now stands at another fascinating juncture. Known for its resilience and capacity to set trends, will the luxury market once more take the lead and steer us towards a stronger year for sales?
* After a period of stagnation, the luxury market saw a shift in the last quarter of 2023 that, together with more positive economic indicators, translated into a show of confidence with both inventory and sales increasing.
* We review whether these parameters are still holding true during the first month of 2024 and if there are any contradictions what they mean for the upcoming spring market.
* Our review analyses the catalysts of change that are currently in play to understand why the luxury market may continue to see activity increase.
* We investigate with positive influences as well as the potential disruptors while assessing the expectations and considerations needed by buyers and sellers for the upcoming year.
	+ How will the roles of technology and sustainability interconnect and impact choices in 2024?
	+ Will global economic influences continue to influence the decisions of the affluent?
	+ And how are local market variations likely to change behaviour patterns and the strategies of the affluent?
* Discover why 2024 will be a year of opportunity but also one that must be tempered by strategic decisions and careful navigation.
* As always it is important to understand that the art of selling and buying should always include an analytical approach to truly appreciate the realities within your local market, as they may differ from the viewpoint at the national level.
* For homeowners looking to sell or buy their luxury home in today’s market we recommend working with a realtor who can provide you with critical knowledge about your local market, maintain a high level of security during the transaction and knows how to leverage technology to provide maximum exposure and assistance.
* It is my responsibility as your REALTOR to ensure that when others around you are lowering their expectations, that this becomes the time for us to switch gears and discover how to leverage the market effectively to achieve your goals.

*Then look at your local City Report and provide relevant insight.*