**April’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.
* This month we discuss the real estate market trends observed in March, traditionally seen as the start of the spring market.
* We review the complexities of the spring market, highlighting both its strength and variability, as well as how it can give insights into future trends.
* Understand why, even though luxury homes have seen an increase in inventory and sales, it’s still critical to appreciate the impact of active inventory that remains below pre-pandemic levels.
* We discuss why despite ongoing strength in the market there are variations across different regions and property types.
* Market dynamics vary across regions, with some areas favoring buyers and others favoring sellers. Local markets exhibit significant differences, influencing buyer and seller dynamics.
* Understanding statistical data at both macro and local levels is crucial for informed decision-making, providing insights into market trends and inventory levels.
* We emphasise the importance of understanding statistical data and qualitative analysis in the navigation of today’s market.
* And how, by combing both approaches, buyers and sellers can make informed decisions amidst the dynamic and evolving real estate landscape.
* 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.*