

**BERKSHIRE
HATHAWAY**
HOMESERVICES

Luxury Landscape

2026 / 2027 REAL ESTATE REPORT

In Partnership With
MANSION GLOBAL
CUSTOM STUDIOS

The state of luxury real estate: Navigating a shifted landscape

If you're looking to make sense of the luxury real estate market, you've come to the right place. In the pages that follow, we unpack the most impactful trends shaping the global housing market today, offering you the insights you need to navigate a rapidly evolving landscape.

The Great Wealth Transfer & generational shifts

We are currently witnessing the Great Wealth Transfer—a massive, \$83 trillion shift in private wealth that is profoundly impacting the real estate sector. According to UBS, roughly 1,200 new millionaires are created every day. This influx of capital is changing how and why people buy. Affluent buyers are increasingly buoyed by family funds, frequently purchasing multigenerational properties with larger, more versatile footprints. Furthermore, to mitigate future tax burdens, families are proactively structuring their real estate assets much earlier. Today, real estate is no longer just a place to live; it is a foundational pillar of generational wealth.

The rise of nest investing

Modern luxury buyers think with their hearts, their heads, and their balance sheets. While owning a home in an exclusive destination like Jackson Hole, Los Cabos, or Palm Springs offers an unparalleled lifestyle, it is also a deliberate financial strategy.

We call this nest investing—ensuring a primary or secondary residence works dynamically for a family's portfolio over time. Today's buyers carefully weigh long-term implications, from tax optimization and resale value to estate planning. For international buyers, premium U.S. real estate remains a vital vehicle for capital preservation and a reliable hedge against inflation and equity market volatility.

The live-where-you-play movement

The desire for a lifestyle-first existence has given rise to a new generation of luxury markets. Communities built around recreation, culture, and natural beauty—rather than proximity to a traditional corporate office—are among the fastest-growing enclaves in the United States and Europe.

The demand for turnkey convenience

The appetite for move-in ready homes has reached an all-time high. Driven by a generational preference for immediacy and the logistical realities of managing multiple properties, buyers are placing a premium on turnkey convenience. They want the transition to be effortless—a trend we expect to dominate the market for years to come.

Next-gen privacy, security, and AI

For the ultra-high-net-worth buyer, privacy and safety are the absolute foundation of a property purchase. Security systems are no longer just an afterthought; they are invisible, deeply integrated, and enhanced by artificial intelligence. From hidden technology and advanced gated infrastructures to sophisticated safe rooms, security is being built into the bones of the modern estate.

Beyond security, we also take a forward-looking glance at how artificial intelligence is reshaping home automation and daily living.

We have designed this report to show you exactly how and why these trends are unfolding—empowering you to make your next real estate move with absolute confidence. ●

Table of Contents



2

The Great Wealth Transfer's effect on real estate can't be overstated—and it's just beginning



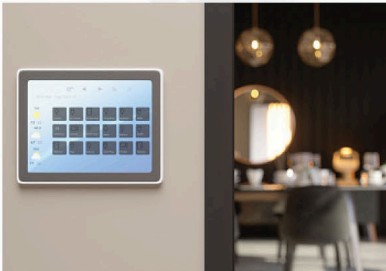
9

Nest investing: For savvy buyers, both primary and secondary homes are part of a sharp financial strategy



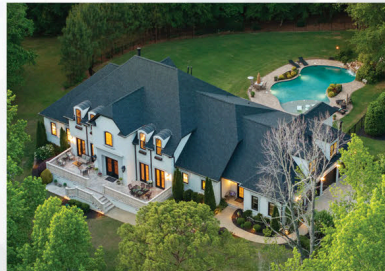
13

Small towns, big returns: The live-where-you-play movement is creating a new generation of luxury markets



19

Thanks to new, high-end technologies, wealthy homeowners get the privacy and security they need



23

Want a house to sell quickly? Make sure it's move-in ready



26

Artificial intelligence and the luxury home

Photo credits: row 1, from left Berkshire Hathaway HomeServices Robert Paul Properties; Berkshire Hathaway HomeServices Baja Real Estate; Getty Images; row 2, from left Getty Images; Berkshire Hathaway HomeServices Carolinas Realty; Getty Images. Cover and background: Getty Images

The Great Wealth Transfer's effect on real estate can't be overstated—and it's just beginning





The Great Wealth Transfer has been brewing for decades, but now the shift of an estimated USD\$83 trillion in private wealth is well under way, according to UBS's Next Gen report, published in June 2026.

It's "the largest transfer of wealth in modern history," according to UBS. In the U.S., over 1,200 people now become newly minted millionaires per day, an increase of 1.9% over 2024, according to a separate report by UBS, also released in June.

"When I think about the Great Wealth Transfer, I think about the staggering amount of money—in the order of magnitude of trillions of dollars—that is going to move not only from the baby boomers, but from what is left of the Silent Generation into the hands of Generation X, the millennials, and the younger generations," said Kate Phelan, director of wealth planning and trust advisory for U.S. Bank.

This massive movement of money will reverberate throughout the real estate and financial industries, she added.

← Second-home locations—such as Wareham, Massachusetts, shown here—are already seeing the effects of older Americans passing their wealth down to their children.

It has tax implications for both the parents and their heirs, which include what to do with major real estate assets to avoid substantial capital gains taxes, as well as what vehicle should be used to transfer the wealth—will it be a trust? A lump sum?—and the personal situation of the beneficiary.

"Transferring money is not really that simple," Phelan explained. "It's not just, 'Oh, I'm going to give this money to my kids.' What tax bracket are they in? Do they have a substantial amount of their own wealth where receiving your wealth creates a tax problem for them? It doesn't matter how big the balance sheet is, knowing that your kids are prepared to receive it and that you're not inadvertently creating problems for them is really important."

The transfer is also likely to shake things up for the Internal Revenue Service, given the new revenue potentially generated by these money moves, she noted. In addition, as a new generation comes into money, some will likely want to work with different advisors than their parents, which will undoubtedly create change within the financial industry, she added. Then there are the financial readiness implications.

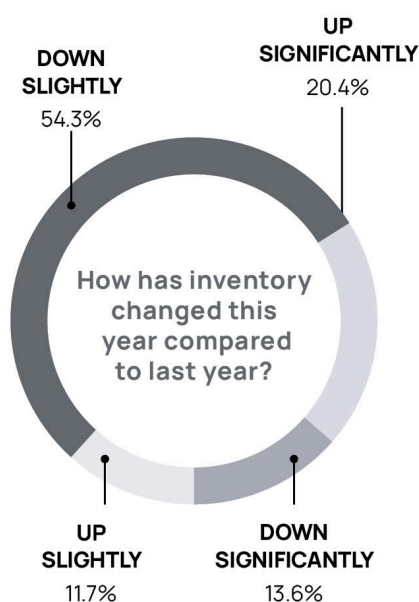
Photo credit: Getty Images



← This iconic beachfront estate stands as one of the finest properties on all of Cape Cod. Located in the heart of Hyannis Port, the stately colonial residence is perfectly set on magnificent grounds designed by the Olmsted Brothers, who designed Central Park.

Inventory snapshot

Most Berkshire Hathaway HomeServices network members polled said there's been a slight decrease in inventory in their regions year over year.



Source: Berkshire Hathaway HomeServices 2026 Luxury Landscape Market Report Survey

"You are moving money into the hands of younger people, people who maybe have not experienced financial success yet and maybe don't have the financial aptitude to manage and steward the assets," Phelan explained.

It's not just the "black and white" economic impacts either, she said.

"You're going to see a very marked uptick in the amount of money that's in the hands of women," Phelan noted. "You're going to see some changes in the ways that people steward money. We see the younger generations care more about the moral fiber of the companies that they do business with... the Great Wealth Transfer is going to have economic impacts, but it's also going to have societal impacts."

George Patsio, managing partner at Berkshire Hathaway HomeServices Commonwealth Real Estate in

Massachusetts, is already seeing shifts firsthand as assets are handed down from older generations to millennial and Gen X investors.

"It's become one of the defining themes of this market," he said. "The two concerns we hear consistently across our offices are taxes, particularly how Massachusetts treats estates, and how families handle a primary asset, the home, that can't be easily divided among heirs...the brokerage is now part of that planning conversation earlier than it used to be, alongside the attorney and the financial advisor, because the home is so often the largest asset in the estate and the hardest one to divide cleanly."

Buyers buoyed by family funds

Conversations on how to transfer wealth have never been more important, and Patsio said he's seeing that play out



← Today, more big real estate decisions are made across generations.

generations, according to Robert E. Dawson, owner of Berkshire Hathaway HomeServices Dawson Ford Garbee & Co., REALTORS®. Plus, many first-time home buyers are older than they have been historically.

“Parents and grandparents today want to see their children and grandchildren enjoy the fruits of their labor, so they are transferring that wealth so that the children can buy a bigger house,” Dawson said. “A lot of those people are buying multigenerational housing so that those parents or grandparents can live with them, at least for a certain amount of time.”

Clients have had more time to save for a “substantial down payment” and are skipping the starter home.

“I’m seeing people that are 35 to 40, who are first-time home buyers, spending \$600,000 to \$800,000, which is huge in our market,” Dawson said.

However, not everyone needs the influx of cash, according to Emmett Laffey, CEO of Berkshire Hathaway HomeServices Laffey International Realty, whose market includes the affluent areas of Long Island’s Gold Coast and the Hamptons. His clients

with his clients. “We’re seeing decisions made more often by two generations together rather than one.”

Real estate is increasingly becoming a “part of a family’s long-term financial strategy rather than simply a place to live,” according to Patsio. “The luxury buyer today is strategic and focused on durability of value and legacy.”

Families are also evolving away from some old-school estate planning advice.

“More families are acting during their lifetimes rather than waiting, which I read as tax-driven,” Patsio explained.

For example, passing on a home instead of selling it allows the original buyers of the property to defer capital gains taxes on that property.

“Another potential indication of generational wealth in play is the rise in all-cash purchases—transactions that require no financing at all,” he said. “When buyers can close without a mortgage, it tells you the capital moving through this market is substantial, and increasingly it’s being deployed that way.”

In Central Virginia, buyers are also getting infusions of cash from older

Photo credits, from left: Berkshire Hathaway HomeServices Robert Paul Properties; Getty Images

→ Cash gifts from older generations are helping pay for many properties in Virginia, says Robert E. Dawson. Here, a 12,000-square-foot Georgian Revival home in Lynchburg, Virginia.



make significant salaries working in finance, healthcare, or other lucrative fields, and have done well with investments, especially given Wall Street's strength.

"They have their own money," Laffey said. "And the home they bought in 2012 for a million bucks is now trading at \$2.5 million, so they have lots of equity."

The luxury market has remained strong in areas around New York and Boston, but it's not the upper echelon that's performing the best. Laffey noted the "meat" of the market is residences in the \$3 million to \$7 million range.

"Over the past year, the very top of the market in the established luxury-belt towns has softened, while the tier just below it has stayed intensely competitive," Patsio said.

"That divergence tells me the wealth transfer is already influencing where capital is going."

Implications of the Great Wealth Transfer

Although one might expect an uptick in inventory as current owners age, that's not necessarily the case. Some older homeowners are staying in place, in part because of the low mortgage rates they got during the pandemic, according to Laffey.

Others intend to keep their family homes in the family, according to Scott Bennett, head of specialty asset management at Wells Fargo.

"These are generally viewed as generational assets, especially for the high-net-worth and ultra-high-net-worth families," he said. "The house has family memories and is part of the legacy...I think that the inclination is going to be to hang on to it."

But with so many people in line for an influx of cash via inheritance, demand for luxury homes will remain strong. Low inventory and high demand means prices will continue on their upward trajectory.

"I would expect to see support for price appreciation where it is today to continue because of that wealth transfer," Bennett said.

Many homeowners may not want to sell because of tax implications. If their property has appreciated significantly, that means a hit on capital gains taxes—and not just on the federal level.

"Massachusetts has its own estate tax with a \$2 million exemption, far below the federal level of \$15 million," Patsio noted. "In the markets we serve, the house alone can be enough to put an estate over that line, so a family that owes nothing federally can still face a real liability here at home. And because the state threshold isn't indexed to

The new home aesthetic



When it comes to home styles, bigger isn't necessarily better for younger buyers. "They're not

necessarily getting bigger houses, which was a thing for a while," said Don Bobeda, owner of Berkshire Hathaway HomeServices Rocky Mountain, REALTORS®. "Instead they are mainly prioritizing newer, higher quality houses with more features."

Maintenance is not something his clients want, Bobeda said. "They want something newer," he said. "Most millennials want something that is not a hassle to take care of. It's kind of like getting a new car every five years. The same kind of folks will get a new house every 10 years. They're more likely to do that than other generations."

On Long Island, where new construction is not nearly as common as in states like Colorado, Texas, or Florida, homes that have been maintained and updated sell quickly with multiple bids, Emmett Laffey noted.

"Where I see the frenzy and the bidding wars is on properties in super well-maintained condition," he said. "The clients that kept up these homes are getting the premiums."

That means makeovers at least every 20 years, he added. "A house has to

be renovated, especially kitchens and bathrooms. If you don't do it, you don't get the price."

This is especially important now, as "younger buyers lean strongly toward turnkey," according to George Patsio. "They'll pay a premium for move-in ready rather than take on a renovation and a contractor backlog."

In terms of amenities, wellness features, privacy, outdoor living, and architectural quality are at the top of buyers' "must have" lists, Patsio noted.

"In our coastal markets that translates directly into water access and indoor-outdoor living," he said. "The minimalist look has cooled in favor of warmth and spaces that serve more than one purpose. In industry terms, the quiet-luxury moment is giving way to something more expressive."



↑ Homes that feel move-in ready, like this Brookstone Custom Homes house in Boise, appeal to a younger generation.

Younger buyers are also known for being more savvy than previous generations, who, until relatively recently, did not have the same access to property records as real estate websites now provide.

"As this capital changes hands, it doesn't just sustain demand at the top, it reshapes it," Patsio said. "The money is landing with buyers who want move-in ready residences, who do their homework, and who treat the home as an asset, and that's going to steer where the premium sits in the years ahead." ●

Photo credit: Berkshire Hathaway HomeServices Idaho Realty

What would you tell someone who's newly in charge of wealth?

Wealth creates opportunities, but it also creates responsibility. The most successful stewards of wealth focus on preserving what they've built, making thoughtful decisions, and ensuring their resources support both their future and the legacy they want to leave behind.

Danielle Fraser, Berkshire Hathaway HomeServices Florida Network

Go slow, protect their money, surround themselves with experienced and trustworthy advisors.

Lora L. and Scott Nordby, Berkshire Hathaway HomeServices Colorado Properties

Real estate is one of the best assets for growing wealth; it is not your most liquid investment, but it can provide a good return, with capital gains benefits or 1031 options.

Claire Gillam, Berkshire Hathaway HomeServices Montana Properties

Real estate can be a powerful legacy asset, but it should be managed with discipline like any other investment. Surround yourself with an experienced real estate advisor, CPA, attorney, insurance advisor, and wealth manager.

Melanie Weidenbach, Berkshire Hathaway HomeServices Northwest Real Estate

The real estate decisions people regret are almost always the ones made under pressure or without local context...Wealth that lasts comes from patient, informed decisions—not speed, and not chasing the first opportunity that feels exciting or has the most “glam.”

Christina Galbreath-Gonzalez, Berkshire Hathaway HomeServices Hilton Head Bluffton Realty



↑ This mountain retreat nestled in the heart of Wintergreen Resort, Virginia, is well suited for multigenerational living.

inflation, it hasn't kept pace with how much homes have appreciated, which means more families get pulled in every year without realizing it.”

The impact of the Great Wealth Transfer is going to be enormous—and still is largely unknown. It's crucial to have the right support, Patsio said.

“Bring in the right professionals early: an estate planning attorney, a financial advisor you trust, and a brokerage that knows these markets,” he said. “We're real estate professionals, not tax advisors, but an accurate sense of what the home is truly worth is what every other decision depends on, and that's what we bring. The families who do best plan ahead with seasoned advisors across all three areas rather than waiting and guessing.” ●

Photo credit: Berkshire Hathaway HomeServices Dawson Ford Garbee & Co., REALTORS®

Source: Berkshire Hathaway HomeServices 2026 Luxury Landscape Market Report Survey



← Casa Margaux in Mexico offers an investment opportunity.

↓ This ultra-exclusive Waldorf Astoria Las Vegas penthouse is a rare real estate opportunity in the tourist-heavy city.



While owning a home in a high-end destination like Jackson Hole, Los Cabos, or Palm Springs undoubtedly provides a desirable lifestyle, today's buyers of both primary and secondary residences think not just with their hearts, but with their heads—and their balance sheets—carefully considering the long-term financial implications of their purchases, from taxes to resale value to the home's place within long-term family wealth planning.

"Whether the original impetus to buy a luxury home is financial or lifestyle-driven, it usually becomes a bit of both," said Mark Fleming, chief economist for First American Financial, a real estate financial services company. "In most markets, homes are a stable asset and a way to diversify wealth with the benefit of being able to live in it."

For many international buyers with properties within the U.S., real estate provides a major vehicle to move money from a potentially unstable country, he

Nest investing: For savvy buyers, both primary and secondary homes are part of a sharp financial strategy

Photo credits from left: Berkshire Hathaway HomeServices Baja Real Estate; Berkshire Hathaway HomeServices Arizona Properties, California Properties & Nevada Properties



← Set in Henderson, Nevada, this home is sited to capture sunrise over the water and sunset across the McCullough Range.

said. In addition, owning property can be a hedge against inflation and volatile stock markets.

“Luxury home buyers didn’t get where they got without being financially savvy,” said Troy Reiersen, Las Vegas-based CEO of Berkshire Hathaway HomeServices Arizona Properties, California Properties & Nevada Properties. In Las Vegas, for example, he said, savvy buyers see luxury homes “flying off the shelves and they want in on that. We’ve always had a lot of California buyers moving here because of taxes, but now we have more from Washington state buying property here because of the millionaires tax they passed there.”

High-net-worth individuals from around the globe who purchase homes within his area in Mexico tend to be focused on controlling their future with a diversified portfolio of homes, said Ian Gengos, owner and designated broker for Berkshire Hathaway HomeServices Baja Real Estate in San José del Cabo, Mexico.

“The Cabo lifestyle tends to draw them in first, then they start looking for other property investment opportunities to diversify their portfolios,” Gengos said. “One client, for example, purchased a principal home for vacations and is now acquiring more homes here for short-term rental income and long-term appreciation.”

Cabo has become a popular market for “second primary homes,” Gengos added, typically purchased by people downsizing in the U.S. who want a larger vacation home that they use half the year.

Motivation: Tax mitigation

While Wyoming’s spectacular scenery and outdoorsy lifestyle are the main draw for property buyers there, the state’s reputation as “one of the top three most tax-friendly states” really entices high-net-worth buyers, according to Kurt Harland, associate broker and majority owner of Berkshire Hathaway HomeServices

Brokers of Jackson Hole Real Estate in Jackson, Wyoming.

“Wyoming doesn’t have a state personal or corporate income tax, capital gains tax, inheritance, gift or estate tax, or a tax on out-of-state retirement income,” Harland said. “Property taxes are low and there’s no extra state tax on food or gas, either. Plus, the state doesn’t require a minimum number of days in-state to be a resident.”

Harland said many buyers choose to move to Wyoming from California for tax savings, but they need to follow California rules to change their residency, which can be complex.

“Some California buyers saved so much on taxes that it ultimately paid for their luxury home in Wyoming,” Harland said. “Most of our buyers own multiple homes in different places and then choose to establish residency in Wyoming if they can for the tax savings.”

Nevada, another tax-friendly state, doesn't have personal or corporate state income tax, inheritance or estate taxes, or a state capital gains tax, according to Reiersen.

"Most luxury buyers in Las Vegas own multiple homes in multiple states, but they call Las Vegas their primary home for tax residency," he said.

However, Fleming recommends that buyers consider location and accessibility before committing to establishing residency in a new state.

"Owning property in a state with lower tax rates can make sense for residents of a high tax state, but not if they buy in a place that's too difficult to get to," Fleming said.

Fleming also stressed that owners of multiple homes need financial advice to manage evolving tax rules on second homes.

Tax considerations influence buyers in Cabo, too, where there's no inheritance tax and no citizenship tax, Gengos said.

"Property taxes and operating costs are lower in Cabo than in the U.S., too, plus we have a tax treaty with the U.S. so there's no dual taxation of income," Gengos said. "You can get residency status in Mexico if you own property there."

Borderless investing

Generally, buyers from Latin America, Canada, and Eastern Europe are attracted to property in Miami because of the convenience and culture there, while the West Coast, particularly California, appeals to people from China and the rest of Asia because it's easier to get to, Fleming said.

"There's a cost to holding a home as an asset because you have maintenance and operating costs,

“

Real estate has proven to be such a safe investment, proven over decades and centuries. Making this investment first means that a foundation of your portfolio has been achieved.”

—**Rolston Audain**, Berkshire Hathaway HomeServices RW Towne Realty

but the appreciation in value typically increases enough eventually to offset that,” Fleming said.

In Mexico, some global investors are purchasing homes for themselves and then buying undeveloped land for future development opportunities, Gengos said.

"One of my clients sold a home in Aspen and opted to buy a preconstruction branded St. Regis residence for a future retirement home," he said. "The branded residence concept has gained traction here in Cabo over the last decade or so because people like the certainty of



← Homes in California, like this custom new home in Palm Springs, appeal to buyers from Asia because they're relatively convenient to get to.

Photo credits: Berkshire Hathaway HomeServices Arizona Properties, California Properties & Nevada Properties (2)

Pricing snapshot

Most Berkshire Hathaway HomeServices network members polled said prices are up slightly this year.



Source: Berkshire Hathaway HomeServices 2026 Luxury Landscape Market Report Survey

↓ Los Cabos has become a popular market for second primary homes. This penthouse is part of 1 Homes & Hotels.



the experience. Luxury investors are especially interested because there's a guaranteed upside over time and a large luxury rental base for income."

Some investors buy three or four condos in a branded residence or mixed-use resort for rental income and appreciation, Gengos said.

Lifestyle was the prime driver of home purchases in Mexico during the pandemic, Gengos said, but after 2022, as interest rates rose, and economies shifted, financial strategizing became more important.

"People from the U.S. are the biggest investors in Mexico, but now we're seeing more borderless investing, with one in five buyers born outside the U.S. and Mexico," he said. "People are coming here from India, China, Europe, and other countries in Latin America for global diversification of assets."

Whether they are U.S. residents or from overseas, global investors look for properties in proximity to a major

airport for easy access for themselves and future buyers, Reiersen said.

"Homes in our markets including Las Vegas, Scottsdale, and Palm Springs, are rarely someone's only home," he said. "They want access to it, but the property is also purchased as an additional asset to diversify their portfolio."

Wealth transfer planning

Some ultra-high-net-worth individuals use real estate as a financial planning tool to pass wealth to their heirs.

"Residential real estate can be another asset to transfer to younger generations, whether by purchasing a home now for adult children to use, or as a legacy property," Fleming said.

In Mexico, "larger homes offer opportunities for multigenerational gatherings and as a property younger generations can leverage for rental income, long-term appreciation, or as part of their tax structure," Gengos said.

Buyers in Las Vegas tend to be attracted by the city's global reputation as a sports and entertainment capital, Reiersen said, but "still, lots of buyers here own multiple properties around the world and run their lives and their family's lives like a business," he said. "They have a family office that handles everything and knows how to optimize property purchases for asset accumulation and as part of their estate planning." ●

Photo credit: Berkshire Hathaway HomeServices Baja Real Estate

Small towns, big returns: The live-where-you-play movement is creating a new generation of luxury markets



← This six-bedroom coastal home is in Isle of Palms, a top vacation destination with a mix of part-time and full-time residents. The barrier island is a convenient 25-minute drive to Charleston.

Three years ago, a film executive and a teacher visited Charleston, South Carolina, staying with friends on one of the city's barrier islands. Taking advantage of a long weekend, the Raleigh, North Carolina-based couple explored the historic colonial downtown, ate at award-winning restaurants, and walked the waterfront promenade. On Sunday, they contacted the office of broker Sean Leighton at Berkshire Hathaway HomeServices Carolina Sun

Real Estate to see some properties "just for fun," said Luxury Collection Specialist Elizabeth Shirley. The culturally vibrant, architecturally rich port city with easily accessible seafaring and land-based recreational opportunities charmed the couple. They also loved its tight-knit, year-round community. "Within months, they found a home that was perfect for their family," Shirley said. "Within a few years, the second home became their primary residence."

"It's a story we see repeatedly," she said. "People come for a visit, but they stay because Charleston offers a quality of life that is increasingly difficult to find. We've even had clients purchase after visiting Charleston as a cruise port of call." Rising home prices

Photo credit: Berkshire Hathaway HomeServices
Carolina Sun Real Estate

over the past half-decade reflect the region's emergence as one of America's newest magnet cities, where natural beauty and a relaxed luxury lifestyle are attracting a mix of executives, entrepreneurs, retirees, and remote professionals.

According to exclusive data from Realtor.com, the median sales price in Charleston rose from \$379,824 in March 2022 to \$465,000 in March 2026. The top 10% of sales grew to \$1.43 million in March 2026, from \$1.1 million in March 2022.

And it's not just Charleston. Communities built around lifestyle, rather than just work, are some of the fastest-growing luxury markets across the United States and Europe. "Increasingly, buyers are making housing decisions based on how and where they want to live, not simply where they work," said Melanie Weidenbach, president and CEO of Berkshire Hathaway HomeServices Northwest Real Estate, serving Washington and

Oregon. "They're prioritizing access to recreation, community, safety, schools, and overall quality of life."

Boomtown balance

Areas that balance preserving small-town charm and natural resources with intentional growth are seeing not only increased property values, but also

↑ Bend, Oregon, offers buyers easy access to outdoor recreation, including skiing at Mount Bachelor and water sports along the Deschutes River, shown above.

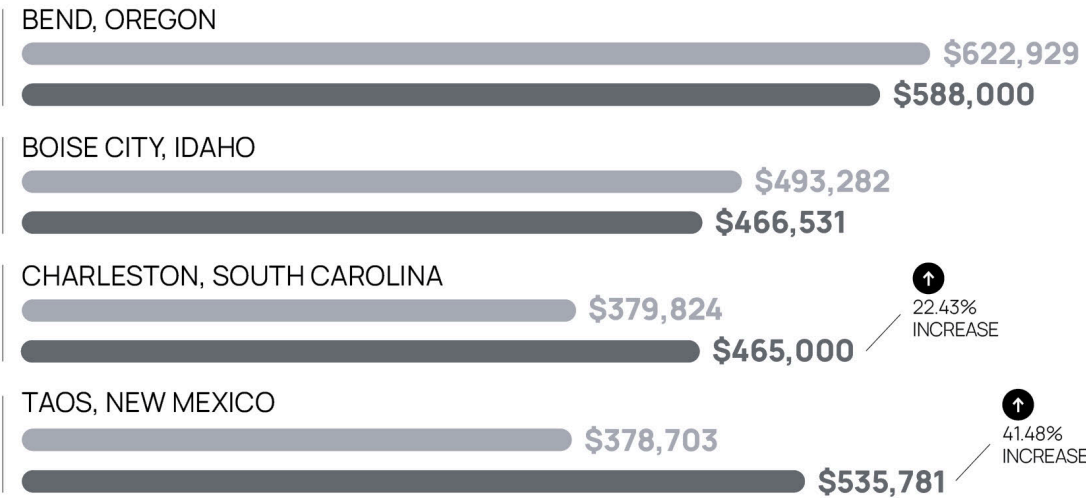


Photo credit: Getty Images

A 5-Year Snapshot of Sales Prices

Median sales prices across the U.S. have mostly increased, in some places more than others.

- 2022
- 2026



Source: Realtor.com exclusive data

5-Year Listing Price Snapshot: Charleston

We took a look at listing price changes over the last 5 years—across the luxury market in Charleston, South Carolina, from the the top 10% to the top 1%—as well as days on market.

CHARLESTON, SC	2022	2026
MEDIAN LISTING PRICE	\$516,238	\$497,000 ↓
TOP 1% LISTING PRICE	\$6,732,350	\$7,079,800 ↑
TOP 5% LISTING PRICE	\$3,991,500	\$3,200,000 ↓
TOP 10% LISTING PRICE	\$2,800,000	\$2,072,983 ↓
OVERALL DAYS ON MARKET	16 DAYS	46 DAYS ↑

Source: Realtor.com exclusive data

5-Year Listing Price Snapshot: Bend

We took a look at listing price changes over the last 5 years—across the luxury market in Bend, Oregon, from the the top 10% to the top 1%—as well as days on market.

BEND, OR	2022	2026
MEDIAN LISTING PRICE	\$683,009	\$699,125 ↑
TOP 1% LISTING PRICE	\$5,443,050	\$4,994,550 ↓
TOP 5% LISTING PRICE	\$2,406,250	\$2,415,700 ↑
TOP 10% LISTING PRICE	\$1,684,000	\$1,799,680 ↑
OVERALL DAYS ON MARKET	34 DAYS	52 DAYS ↑

Source: Realtor.com exclusive data

rising standards of living. Weidenbach cited Bend, Oregon, as a success story in the growing live-where-you-play movement. “Bend has evolved into one of the Pacific Northwest’s premier luxury markets, but lifestyle remains the primary driver,” she said of the city with easy access to outdoor recreation, including skiing at Mount Bachelor and water sports along the Deschutes River. But it’s more than just a recreation market, she said. “The city has done a strong job investing in the infrastructure needed to support growth, including transportation, utilities, parks, and community amenities,” Weidenbach said.

Intentional growth has created a positive feedback loop expanding Bend’s appeal rather than diluting it. Buyers might arrive for the outdoor lifestyle, but find themselves staying for the dining scene, the social atmosphere, and an overall quality of life that keeps surprising them. “Bend has experienced tremendous growth over the last three decades,

but buyers don’t feel that it’s diminished the lifestyle that attracted them in the first place.”

An influx of all-cash buyers from larger coastal cities, along with second-home owners upsizing to full-time residences, is fueling market demand.

But according to Realtor.com, Bend’s median sales price actually fell to \$588,000 in March 2026 from \$622,929 in March 2022. On the luxury side, sales prices mostly stayed the same.

“Bend still maintains much of the small-town feel that residents value,” Weidenbach said. “It’s become a place where people can build lives around the lifestyle they want.”

The reverse commute

Companies are taking notice. “It’s not just people; industry and businesses are relocating here as well,” said Tracy Kasper, broker-owner of

“

Today’s buyers want move-in ready: updated kitchens, bathrooms, modern finishes. No projects. Location still rules, but now includes walkability, good schools, and amenities. Bonus points for outdoor space, a home office, and energy efficiency.”

—Olivia Casa Monday, Berkshire Hathaway HomeServices Colorado Real Estate



← This custom home is part of Lone Star Ranch, in Nampa, Idaho, a short drive from Boise.

→ In New Mexico, many vacationers decide to double down on the lifestyle, moving from part-time to full-time residents.

“

Homes are long-term investments, which historically have provided significant financial returns over time, especially when considering the tax advantages that your personal residence provides. Invest as much as you feel financially comfortable.”

—Ron Shuffield, Berkshire Hathaway HomeServices EWM Realty

Berkshire Hathaway HomeServices Silverhawk Realty in Boise. The region's unparalleled access to mountain sports and relaxed city life has always attracted outdoor enthusiasts. However, beginning in 2014, targeted business incentives combined with an existing low tax structure made the state a regional competitor, triggering a broader economic transformation.

According to the Boise Valley Economic Partnership, “successful business expansions are following the flow of talent into the region.” Taking advantage of both talent and financial incentives, Meta Platforms built a data center in nearby Kuna, and Micron Technology announced a \$15 billion investment in semiconductor manufacturing outside Boise. Lower tax rates are also attracting smaller regional businesses. “Companies are relocating because they can cross our border and save thousands of dollars just by operating their business in Idaho,” Kasper said.

According to Realtor.com, the median sales price in Boise was \$466,531 in March 2026, down slightly from \$493,281 in March 2022. The top 10%, 5%, and 1% sales prices were all up significantly. In the case of the top 1%, prices rose the most—to \$3,778,740 from \$1,349,213 in March 2022.

“When people think of Idaho, they think of fishing and potatoes,” Kasper said. “What they don't expect is how truly beautiful it is, our growing food and wine scene, and that, no matter what you love to do outdoors, you're going to find it.”

The pros and cons of keeping luxury low-key

In the nearby Sawtooth Mountains, Sun Valley's “quiet wealth” has attracted ultra-high-end buyers for generations. John Sofro, broker principal of Berkshire Hathaway HomeServices Sun Valley Properties in Ketchum, said the area's strict conservation easements and

5-Year Listing Price Snapshot: Boise

We took a look at listing price changes over the last 5 years—across the luxury market in Boise, Idaho, from the the top 10% to the top 1%—as well as days on market.

BOISE CITY, ID	2022	2026
MEDIAN LISTING PRICE	\$592,495	\$625,000 ↑
TOP 1% LISTING PRICE	\$2,912,540	\$3,547,000 ↑
TOP 5% LISTING PRICE	\$1,667,863	\$1,921,100 ↑
TOP 10% LISTING PRICE	\$1,251,205	\$1,394,180 ↑
OVERALL DAYS ON MARKET	26 DAYS	37 DAYS ↑

Source: Realtor.com exclusive data

5-Year Listing Price Snapshot: Taos

We took a look at listing price changes over the last 5 years—across the luxury market in Taos, New Mexico, from the the top 10% to the top 1%—as well as days on market.

TAOS, NM	2022	2026
MEDIAN LISTING PRICE	\$478,500	\$588,250 ↑
TOP 1% LISTING PRICE	\$3,441,950	\$3,512,500 ↑
TOP 5% LISTING PRICE	\$1,903,000	\$2,096,000 ↑
TOP 10% LISTING PRICE	\$1,593,300	\$1,418,500 ↓
OVERALL DAYS ON MARKET	128 DAYS	126 DAYS ↓

Source: Realtor.com exclusive data

a culture of respecting residents’ privacy have protected both the views and small-town charm. “Sun Valley is attracting residents fleeing other, bigger four-season resort towns because they’ve gotten too crowded,” Sofro said. “Cities are living organisms; they either grow or they die. Yet, if you’re not careful, you can end up with

a community that doesn’t reflect the values that brought you there.”

However, keeping the small in these small towns has its drawbacks. Jim Pitts, president of Berkshire Hathaway HomeServices New Mexico Properties, explained that people come to New Mexico’s luxury corridor “for the

skiing, the outdoor life, and especially the remoteness.” Yet, that same remoteness can also spur longtime residents to leave. “There’s just no ability to grow,” he explained of the area bounded by the Carson National Forest, Pueblo lands, and multiple canyons.

Yet, in New Mexico’s mountain communities, the same trajectory that turns vacationers into part-time and then full-time residents has continued to attract new residents for decades. “The majority of buyers come because they love it and want to end up here,” Pitts said. The relative affordability of New Mexico’s luxury corridor, which includes Taos and the mountain community of Angel Fire, is drawing buyers priced out of other Western mountain towns. “The average sales price in Aspen is \$12.5 million,” Pitts said.



Photo credits, from left: Berkshire Hathaway HomeServices Silverhawk Realty; Getty Images



← Lifestyle factors are credited for turning Italian tourists into homeowners.

↙ For those looking for an Italian estate, Tenuta Borgomasca in Val Trebbia comprises a 17th-century villa, seven farmhouses, and functional outbuilding—all renovated and nestled within a private park.

“For \$2 million to \$3.5 million, you can buy a luxury property here with acreage, extraordinary views, privacy, adobe construction, and high-end finishes.”

Italy for living

“People arrive here as tourists and leave as homeowners,” said Marina Rizzotto Yakovleva, founder of Berkshire Hathaway HomeServices Palazzo Estate. The draw isn’t difficult to understand. In villages dotting the Italian countryside and lakeshores, beauty, affordability, food, culture, and an unhurried, centuries-old way of living converge. Residents can spend a morning boating, enjoy a leisurely lunch in a village piazza, and still make a Zoom call before dinner. “Italy is a small country,” Yakovleva said, “but you can find everything here—lakes, seashores, mountains.”

Italy’s enduring appeal has grown sharply in the past two years. Seeking out the temperate climate and la dolce vita, buyers are coming from Northern Europe, the Middle East, India, and—increasingly—the U.S., which now represents 30% of Yakovleva’s client base. Introduced in 2017, Italy’s €300,000 flat tax on all foreign-sourced income has drawn entrepreneurs, executives, and investors. “The flat tax gets people on the plane,” Yakovleva said. “But Italy gets them to stay.” ●



Photo credits, from top: Getty Images; Berkshire Hathaway HomeServices Palazzo Estate



Thanks to new, high-end technologies, wealthy homeowners get the privacy and security they need

Luxury home buyers are increasingly focused on creating the utmost privacy and security in their homes, and with the advent of high-end tech, their estates are becoming more secure than ever.

"Privacy and security have gone from being an option to a necessity," said Brent Consedine, president of Berkshire Hathaway HomeServices California Properties.

The global home security systems market was valued at \$72 billion in 2025, up from \$67 billion in 2024, according to a study by analytics firm Markets and Markets. The market is expected to reach \$109 billion by 2030, according to the research, as people feel growing concern about their home safety and increasingly want to adopt smart-home automation equipment.

Already 61% of households in the U.S. have at least one security camera in their homes, according to a February 2026 survey of over 2,400 Americans by the home surveillance company Safe Home, up from 52% just two years prior. And 28% of users have AI person or package detection systems as well.

While the overall market is increasingly attentive to home security, high-net-worth buyers are understandably even more concerned, said Consedine, especially those with public-facing lives.

Discreet high-tech

Beth Mulholland, team leader and sales associate at Berkshire Hathaway HomeServices Fox & Roach, REALTORS®, based in Pennsylvania, noted that buyers and homeowners

are increasingly looking for advanced smart-home applications to monitor both the interior and exterior of their estates.

Discretion is also key: "From the street, there doesn't appear to be any additional security barriers," she said, "though these properties are heavily backed by private security teams and constant monitoring."

In the years since people have begun working remotely more of the time, investments have surged into estate fencing, electronic gates, and extensive landscaping to buffer noise from neighbors and nearby traffic, and create more privacy.

Photo credit: Getty Images

“

A desirable home should have high-quality finishes, good energy performance, smart technology, security, and spaces that support daily well-being...In short, the modern dream home combines location, convenience, privacy, sustainability, and a strong sense of lifestyle.”

—Ana Lopes, Berkshire Hathaway HomeServices Atlantic Portugal

↓ Long driveways like this one help homes feel private. This seven-bedroom home in Rancho Santa Fe, California, is also situated behind the gates of The Bridges, a golf community.



“We’re seeing more and more cameras, both visual and audio, picking up neighboring properties as well,” she said.

Security and privacy have always been important with high-net-worth buyers, she said, but equipment is fast evolving to be more encompassing and include AI features.

“It’s increasingly common, even in more moderate markets, to see a lot of smart homes,” she said. “People want all the bells and whistles to monitor their homes.”

A complete security apparatus

Jim Bernard, president of Berkshire Hathaway HomeServices Bahamas Real Estate, said high-net-worth individuals relocating to the Bahamas are significantly escalating their property security measures.

“Gated communities are key,” he said, pointing to perimeter gating, 24/7 security patrols, staffed gates, and military-level camera

surveillance. “These systems are now commonplace,” he added. Strict monitoring of who comes in and out of the estate—with IDs checked—are a regular fixture, he said.

Motion lighting and sensors, drone radar detection, fortified marina entries, and safe rooms are also becoming more commonplace.

“Twice in the past year I’ve seen people install these security rooms in their homes, with a false cabinet that can be opened and reveals a large ballistic-proof room. I’d never seen them before,” he said.

Homes are now fitted with security dashboards, unified smartphone monitoring systems, and impact windows.

Some individuals bring their own head of security to viewings to gauge features, and decide if they keep the current layout or plan retrofittings.

“Privacy and safety are the foundation of a house purchase,” he said. “Everything is built around it,” he said.

A layered ecosystem

Back in California, Consedine has noticed that buyers are increasingly focused on multilevel security, with different zones of the estate giving access to different people, from the close-knit family to the contractors and landscape artists, who need identification to get through the gates.

Photo credit: Berkshire Hathaway HomeServices California Properties

With fame comes extra layer of security



Athletes and celebrities have unique needs when it comes to privacy and security, as their

high profiles mean they often want even more discreet surroundings and high-tech security fixtures than other high-net-worth buyers to protect their privacy.

Some high-profile individuals will come to a home purchase with their own security teams, something not all high-net-worth buyers have. And many will look to retrofit older homes to install the latest privacy and safety features.

Overall, location is usually a top concern. Jim Bernard, who has a dedicated Sports + Entertainment Division designation at Berkshire

Hathaway HomeServices Bahamas Real Estate, has found that celebrities purchase homes in the Bahamas specifically because they know they'll enjoy some privacy there, compared with highly dense cities in the U.S.

A well-known athlete regularly visits the Bahamas, and "nobody bothers him," he said.

In California, the situation differs a bit, especially in highly dense areas.

Brent Consedine said his clientele includes a few former national TV anchors and high-powered attorneys representing clients in the sports and entertainment business.

For them, gated communities and 24/7 security teams are a priority, he said.

They'll also want remote monitoring systems, closed-circuit online connections, and AI-powered detection equipment, similarly to other high-net-worth clients, he said.

But celebrities aren't necessarily looking to hide from their communities either, said Beth Mulholland in Pennsylvania. She has found that high-profile residents—including professional athletes—frequently choose to live in open, high-value enclaves where they feel safe, and will participate in neighborhood traditions, such as trick-or-treating on Halloween.

"Athletes have their own security teams, but they're also very friendly with the community," she said.

Sometimes, they'll want to protect their families by buying homes next to other high-value properties with shared values, she said. And they'll also install monitoring systems that provide security. They'll have "a lot of cameras and monitoring, but it'll all be very discreet," she added. ●

Systems are all on their own closed-circuit network, avoiding the cloud or the internet, for enhanced privacy.

Homeowners are opting for the latest tech, including motion detection, video doorbells, remote monitoring, glass-break sensors, mobile-controlled alarm systems, and remote access capabilities.

"People want systems that feel integrated rather than intrusive," he said. "They also want security systems that are invisible."

"Security is no longer a single system but a layered ecosystem, securing the home and the whole perimeter, as well as fine art, jewelry, vehicles," Consedine said.

Community perks

Consedine has found that the local community itself can act as a safety net, with gated communities, neighborhood watch, invisible cameras, and 24-hour guards helping give a sense of security.

"In the 1990s and 2000s, people got rid of guards as a cost containment

measure,” he said. “Now they’re back.”

As for high-tech equipment, some sellers will be advised to fit those in before they put their properties on the market, to increase the likelihood of selling.

“A lot of buyers are choosing homes that already have those elements built-in,” he said.

“Everyday successful businesspeople have started to take security a lot more seriously, especially in these highly dense areas of L.A.,” Consedine added.

A home that feels off the grid

Bernard added that some homeowners also use natural landscaping to conceal homes.

“You look from the street and it seems like there’s nothing there but shrubbery,” he said, “when in fact there’s a \$20 million villa.”

Besides planting trees to conceal the house, people also pay attention to the house’s online footprint.

They’ll make sure that the entire home is blurred at the street level on Google Maps. And they’ll sometimes request to find a home sold offline, with no online ad or listing.

Earlier this year, Bernard worked on selling a beachfront house, which was on sale for \$32 million, and had never been listed online. “Part of the deal was full discretion,” he said.

Protecting against environmental hazards, too

For other home buyers, it’s the location itself that can provide safety.

Michael Slevin, president of Berkshire Hathaway HomeServices Colorado Properties, said that the region’s natural geography inherently provides safety, positioning homes up private valleys miles away from traffic.

“We’re super fortunate with our natural boundaries providing the ability to create privacy and thus security,” he said. “That’s a big part of what attracts people here.”

Buyers in Vail and Aspen prioritize environmental security over personal defense, he said. The primary demand is on property preservation, with buyers heavily investing in comprehensive monitoring systems to prevent catastrophic damage while properties sit vacant.

Environmental sensors are installed throughout the house to protect against frozen pipes and detect wildfires.

“Whole-home systems track if there’s a water leak, if it’s the right temperature and can detect fires,” he said. “That’s an important concern.” ●

Photo credit: Berkshire Hathaway HomeServices
California Properties



← The Eagle's Nest is atop one of the highest hills in Rancho Santa Fe, California, on a private, gated street, with 360-degree ocean, golf, and mountain views.



← Recent renovations for this retreat-like property in Wake Forest, North Carolina, include a chef's kitchen and spa-like bathrooms.

Want a house to sell quickly? Make sure it's move-in ready

Today's affluent buyers are busier than ever. They often have multiple businesses, larger property portfolios, and greater-than-ever demands on their time. It's a large part of why move-in ready homes are all the rage.

"Time is more important today for people than money," said Ron Shuffield, CEO and president of Berkshire Hathaway HomeServices EWM Realty.

With ongoing competition in the South Florida luxury market, Shuffield noted that sellers are doing more to make their properties more presentable and ready to sell, which could include anything from a major remodel to staging specific rooms with specific paint colors to help a buyer imagine what an area could look like. He said putting those kinds of investments upfront can yield a higher selling price later.

"Buyers appreciate having all of the work done, and they can bypass permitting, approvals, construction, etc.," he added.

With an influx of inventory in her market, Maria Kazakos, president of Berkshire Hathaway HomeServices Carolinas Realty, said having a "pristine" home can make all the difference between a sale and a pass.

"Luxury consumers value time and peace of mind," she said. "With something that's move-in ready, they don't have to worry about inconveniences."

She's seeing a number of buyers ask for sculleries—a secondary prep room adjacent to a kitchen where homeowners or their staff can hide the mess and toil of daily life, keeping

“

Move-in ready, functional outdoor living spaces, convenient in-town location or privacy, multiple laundry rooms, all en-suite bedrooms, a scullery, and room for a pool are all features that garner excitement.”

—**Maria Kazakos**, Berkshire Hathaway HomeServices Carolinas Realty

Photo credit: Berkshire Hathaway HomeServices Carolinas Realty

Wanted: Move-in ready homes

The vast majority of Berkshire Hathaway HomeServices network members polled say that move-in ready condition is what buyers want now.



Source: Berkshire Hathaway HomeServices 2026 Luxury Landscape Market Report Survey

the main kitchen clean and tidy. It's food-prep ready, as it were.

"People are going nuts for that. It's been funny to see the enthusiasm for sculleries across the buying spectrum," she added.

She went on to note that part of the list of move-in ready upgrades can include multiple laundry hookups in multilevel homes for buyers with large families. There's a price to be paid for the convenience of not having to haul large bins of laundry between floors.

More turnkey on-site amenities in condo buildings

Condos are also part of this broader move-in ready trend. Alex Iskenderian, co-owner of Berkshire Hathaway HomeServices Maui Properties, noted that having a turnkey home

is particularly important in vacation markets where much of the oversight typically happens remotely.

"Buyers don't want to do anything," he said. "Getting the work done of a remodel or upgrade is costlier here and more difficult."

He tends to sell properties fully furnished not because of the added financial value, but because it can take three to six months for a buyer to furnish a property to their liking, especially with limited availability on the islands.

"Furnishings add to a home's selling potential, and often they're custom-made for the property," he said.

Shuffield noted that luxury condo buildings across South Florida are ramping up the on-site amenities.



← This new build in Islamorada, Florida, stands on two private acres of bayfront, offering deepwater dockage with a boat lift, a white sandy beach, and unobstructed, panoramic views.



He cited a couple of buildings that have created full restaurants on-site specifically for owners and their guests. They can cater in purpose-built dining rooms or in the owner's own unit. He's also seeing homeowner associations redo common areas to be more inviting and focused around entertaining in ways that they may not have been in the past.

In Hawaii, Iskenderian pointed to landscaping as something that can now also be turnkey.

"Landscaping can directly affect privacy, and in older homes the landscaping is sometimes more desirable compared to a new build," he said. "The age of the home is not the No. 1 factor anymore."

In a state that averages 3,000 hours of sunshine a year, an amenity like built-in solar panel coverage can also make a difference when it comes to a turnkey offering.

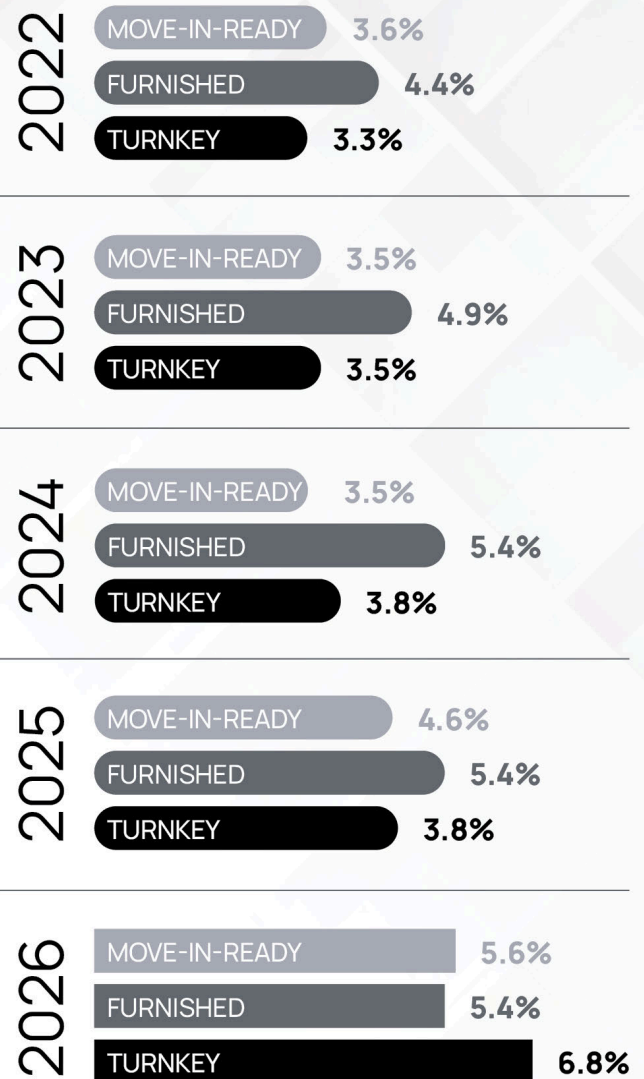
Other times, as Iskenderian noted, it can come down to something as simple as including the golf cart with the sale when in a planned community.

"There's tremendous value when a buyer has to do literally nothing," he said. ●

↑ Set in Cold Water, a lakefront community on Belews Lake in North Carolina, this home offers an open dining and kitchen floor plan that appeals to today's buyers for its ease.

Listings keywords

The percentage of Realtor.com listings with mentions of move-in ready, furnished, and turnkey have increased across the board over the last five years.



Source: Realtor.com exclusive data

Photo credits, from left: Berkshire Hathaway HomeServices Keys Real Estate; Berkshire Hathaway HomeServices Carolinas Realty



Artificial intelligence and the luxury home

Love it or hate it, artificial intelligence (AI) is working its way into many of the existing “smart home” components high-end homeowners have come to rely on, creating more intuitive and customizable luxury and convenience.

“Buyers want everything to be mobile-enabled and connected, and all easily controllable from their phone,” said Brent Consedine, president of Berkshire Hathaway HomeServices California Properties.

“Technology is no longer just a layer that sits on top of the home,” said DeAnn Golden, CEO and president of Berkshire Hathaway HomeServices Georgia Properties. “It’s now expected to be fully embedded into how the home is designed, constructed, and operated over time.”

One example of these systems is Josh.ai, an integrated system that goes beyond standard voice activation models with on-demand automation that doesn’t require sending every

command to the cloud. This leads to faster processing times and the ability to personalize an AI-enhanced experience for every room of the house through one system. Lights blend seamlessly between rooms; interior temperatures stay closer to uniform while roaming through the home.

↑ In many cases, smart-home technology is being powered by artificial intelligence.

Photo credit: Getty Images

Fully automated systems, responding intuitively

Casey Gordon, senior director at MGAC, a project management firm that often oversees residential real estate technology integrations, added that as more high-end homes are built around fully integrated systems, there's a shift happening from automation to systems that can interpret and respond more intuitively with the help of artificial intelligence.

"In practice, that shows up in homes that are fully voice-controlled, with no visible switches, thermostats, or hardware," he said. "AI builds on that by helping these systems operate more seamlessly and personalized to each resident, learning how they actually live."



Clients are increasingly curious about AI-enabled home technology, and the conversation is practical rather than novelty-driven. They want systems that simplify daily life: lighting, climate, security, energy management, irrigation, entertainment, and whole-home automation that can be controlled easily and securely."

—Melanie Weidenbach,
Berkshire Hathaway HomeServices
Northwest Real Estate

How AI helps homeowners



Intuitive Automation

As more high-end homes are built around fully integrated systems, there's a shift to systems that can interpret and respond more intuitively with the help of artificial intelligence. That can mean no visible switches, thermostats, or hardware and systems that are personalized to each resident and how they actually live.



Efficiency & Insurance Issues

AI systems can run in the background to monitor leaks and energy inefficiencies, providing not only peace of mind to homeowners, but a system better equipped to satisfy insurance requirements.



Security & Monitoring

Home security systems are improved by AI, since the technology can separate false alarms from real intruder threats and introduces more robust whole-home monitoring.

How AI helps home professionals



Agent Assistant

AI tools help agents with dense documents, such as contracts and financial information, to help streamline the transaction process. Agentic AI systems will likely eventually learn buyer/seller preferences and streamline tasks, including lease reviews, permitting and zoning research, and more.



Construction/Design Assistant

Architects are using AI to create faster and sharper renderings, while construction managers are building faster and more efficient workflows. AI helps renderings become more lifelike by simulating real-time aspects, such as changes in sunlight.



Virtual Viewings

Beyond still images, AI helps create full virtual "scenes" so clients can visualize what it might be like to live within a certain building or commercial/residential zone. ●

“

Today’s luxury home buyers are seeking move-in ready properties that blend timeless design, smart-home technology, wellness-focused amenities, privacy, energy efficiency, and flexible indoor-outdoor living spaces that support both everyday comfort and elevated entertaining.”

—Jim Zarkadas, Berkshire Hathaway HomeServices Commonwealth Real Estate and Robert Paul Properties

Photo credit: Getty Images

AI as part of the building—and selling—process

AI automation has quickly worked its way into the design and construction of new homes and buildings. Architects are using AI to create faster and sharper renderings, while construction managers are building more efficient workflows. According to a recent story in the Royal Institute of British Architects Journal, larger architecture firms are integrating AI to automate their design processes, building engines that can quickly discern specific kinds of structural components better optimized for individual building projects. AI is also helping renderings become more lifelike with the ability to simulate real-time living aspects like changes in sunlight and the shifting of natural features like landscaping and waterways. Beyond still images,

AI is also helping architects create full virtual “scenes” to help clients visualize what it might be like to live within a certain building or commercial/residential zone.

Agents, builders, buyers, and sellers all have certain tools at their disposal, and each party brings their own perspective on the best way to use an array of powerful technologies that are just starting to emerge. A recent National Association of REALTORS® report highlighted how even simple, free AI tools like Claude and ChatGPT are helping agents combine dense documents, such as contracts and financial information, into seamless packets to help streamline the transaction process. What’s more, agentic AI systems will likely eventually learn buyer/seller preferences and streamline tasks including, lease reviews, permitting, and zoning



← AI helps with convenience, customization, and security across high-end homes.

Dealing with privacy concerns



While having added layers of AI-generated protection is appealing, some

users are concerned about potential sacrifices when it comes to privacy, security, and obsolescence given the rapid evolution of AI technology.

“While buyers are willing to pay for the time saved (both with installation and the actual use of the technology), the privacy concerns of AI are big,” said DeAnn Golden, CEO and president of Berkshire Hathaway HomeServices Georgia Properties.

AI is still a new technology, and despite its advancements, some worry about potential bad actors tapping into an automated system to gain access or alter mechanisms. This can potentially become a nuisance for high-profile clients who need to regularly re-evaluate and update their systems.

What’s more, Casey Gordon of MGAC noted that ultra-luxury buyers might need to allocate as much as 10% of the annual build cost for ongoing technology maintenance and security upgrades.

Clients that need consistent, complex monitoring will likely have to hire their

own consultants to stay on top of the next looming AI-based security threats, but most other homeowners will have to wait for new product updates and releases to try and keep their systems in check. This is particularly relevant for buyers who want seamless integration such as fully concealed, voice-controlled navigation with no visible switches or power outlets. It’s a battle that will only continue as AI breaks through more boundaries at a quicker pace.

“Clients want systems that can evolve without requiring constant disruption,” Gordon said. ●

research among other labor-intensive endeavors.

Security, convenience, and lower insurance premiums

The main drivers for adding AI into a home are increased security and convenience. In the convenience realm, these technologies allow for advanced thermostats that adapt to a resident’s overall lifestyle and will adjust interior temperatures before the homeowner even has to think about it.

Home security systems are also vastly improved, as AI separates false alarms from real intruder threats and introduces more robust whole-home

monitoring whether on a large rural estate or multizoned urban property.

In other cases, AI systems can run in the background to monitor leaks and energy inefficiencies, providing not only peace of mind to homeowners, but an increasingly required system to satisfy insurance requirements.

“Sellers are also realizing the value of adding some of these AI tools that make properties more possible to insure,” Consedine added.

One theory is that with more connectivity, homeowners can catch leaks, fires, and other issues long before they become an insurance claim, potentially reducing rates by

reducing the possibility of having to use insurance with more preventative measures.

With such a new technology, more research is needed to understand the balance between in-home AI and reduced insurance premiums, but one area that is gaining steam is using AI-powered video technology to take stock of all the items in one’s home in the event of a loss. Instead of having to note everything individually, AI can now review video of a particular room and make an initial inventory of everything of value in the space. Of course, the homeowner would need to review the list for accuracy, but it removes the work barrier from what can be a tedious task. ●



BERKSHIRE HATHAWAY HOMESERVICES

©2026–2027 BHH Affiliates, LLC. Real Estate Brokerage Services are offered through the network member franchisees of BHH Affiliates, LLC. Most franchisees are independently owned and operated. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity. 