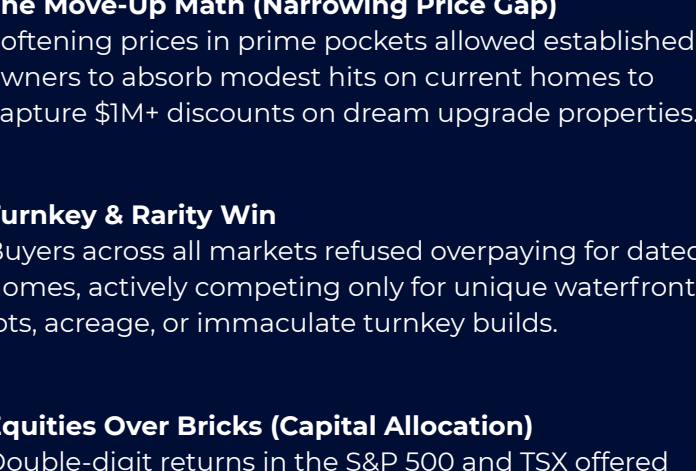


THE GOLDILOCKS LUXURY HOUSING MARKET

THE REMAX COLLECTION®

FALL/WINTER • CANADA • 2026 SPOTLIGHT ON LUXURY

Luxury buyers are moving more selectively on high-end properties. If all elements are just right, particularly in the case of exceptional, highly prized properties, buyers will make the leap with little hesitation. Smaller, resource-rich hubs surge while major metro centres hit pause.



Luxury Housing Sales in Major Canadian Markets

JANUARY 1 - SEPTEMBER 30, 2026

Market	Luxury Price Point	2026	2025	% change
Greater Vancouver *	$3,000,000 plus	594	716	-17.0%
Calgary (City of)***	$1,500,000 plus	563	467	+20.6%
Edmonton	$1,000,000 plus	458	395	+15.9%
Saskatoon	$900,000 plus	83	72	+15.3%
Winnipeg**	$900,000 plus	209	203	+3.0%
London-St. Thomas	$1,100,000 plus	309	320	-3.4%
Oakville	$3,250,000 plus	65	78	-16.7%
Burlington	$2,400,000 plus	72	57	+26.3%
Greater Toronto Area	$3,000,000 plus	841	928	-9.4%
Ottawa***	$1,500,000 plus	240	223	+7.6%
Montreal	$2,000,000 plus	237	246	-3.7%
Halifax-Dartmouth*	$1,000,000 plus	208	209	-0.5%
St. John's CMA**	$800,000 plus	75	62	+21.0%

Based on local board statistics provided by REMAX brokers and sales representatives. (Greater Vancouver Realtors, Calgary Real Estate Board, Realtors Association of Edmonton, Saskatchewan Realtors Association, Winnipeg Regional Real Estate Board, London and St. Thomas Association of Realtors, Toronto Regional Real Estate Board, Ottawa Real Estate Board, Quebec Professional Association of Real Estate Brokers, Nova Scotia Association of Realtors, and NL Association of Realtors).
**Detached homes/Condominiums **Single-family homes ***Residential only*

What qualifies as "Luxury"?
In this report, luxury is defined dynamically as 2X the average home sale price within each individual market.

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3 MARKET SPEEDS

Confidence-Challenged Markets
These are the markets where wealth is abundant, but buyer hesitation is most evident:

· Greater Vancouver Area
· Oakville
· Greater Toronto Area

Characteristics
· Buyers have the capacity to act
· Inventory has improved
· Negotiating power has shifted to buyers
· Economic uncertainty is delaying decisions
· Sales activity remains below previous year's levels despite opportunities

Activity is hampered in these markets, with lower confidence and greater caution.

Stable, Value-Oriented Markets
These markets are seeing activity largely in line with the broader market, with sales that are slightly above year-ago levels, nearly on par or posting a nominal decline year over.

· Winnipeg
· London-St. Thomas
· Montreal
· Halifax

Characteristics
· Demand remains healthy
· Buyers are selective
· Markets are relatively balanced
· Activity is generally close to year-ago levels
Affordability and value continue to attract purchasers

They're not boom markets, but they aren't struggling either.

Momentum Markets
These are the markets benefitting from strong economic fundamentals, population growth, relative affordability, and optimism.

· Burlington
· St. John's
· Edmonton
· Calgary
· Saskatoon
· Ottawa

Characteristics
· Sales activity is meeting or exceeding year-ago levels
· Demand remains broad-based
· Economic narratives are positive
· Luxury is still considered attainable
· Buyers are acting rather than waiting

These markets are carrying much of the positive momentum nationally.

**Based on input from REMAX brokers and agents, and is not intended as investment advice.*

TOP 4 MARKET DYNAMICS RESHAPING DEMAND

The Move-Up Math (Narrowing Price Gap)
Softening prices in prime pockets allowed established owners to absorb modest hits on current homes to capture $1M+ discounts on dream upgrade properties.

Turnkey & Rarity Win
Buyers across all markets refused overpaying for dated homes, actively competing only for unique waterfront lots, acreage, or immaculate turnkey builds.

Equities Over Bricks (Capital Allocation)
Double-digit returns in the S&P 500 and TSX offered strong alternatives to real estate, prompting affluent buyers to keep wealth liquid until conviction returns.

Multigenerational Living & Condos
Downsizing Boomers drove sales for ultra-prime condos while Gen X/Millennial buyers sought expansive layouts for multigenerational living.



The REMAX Canada Fall/Winter 2026 Spotlight On Luxury Report includes data and insights supplied by REMAX brokerages and analyzed by Point Blank Communications. REMAX brokers and agents are surveyed on market activity and local developments. Each REMAX office is independently owned and operated. Responses are meant to capture industry-level information and are not meant to serve as an indication of Real REMAX Group's company-specific growth trends.