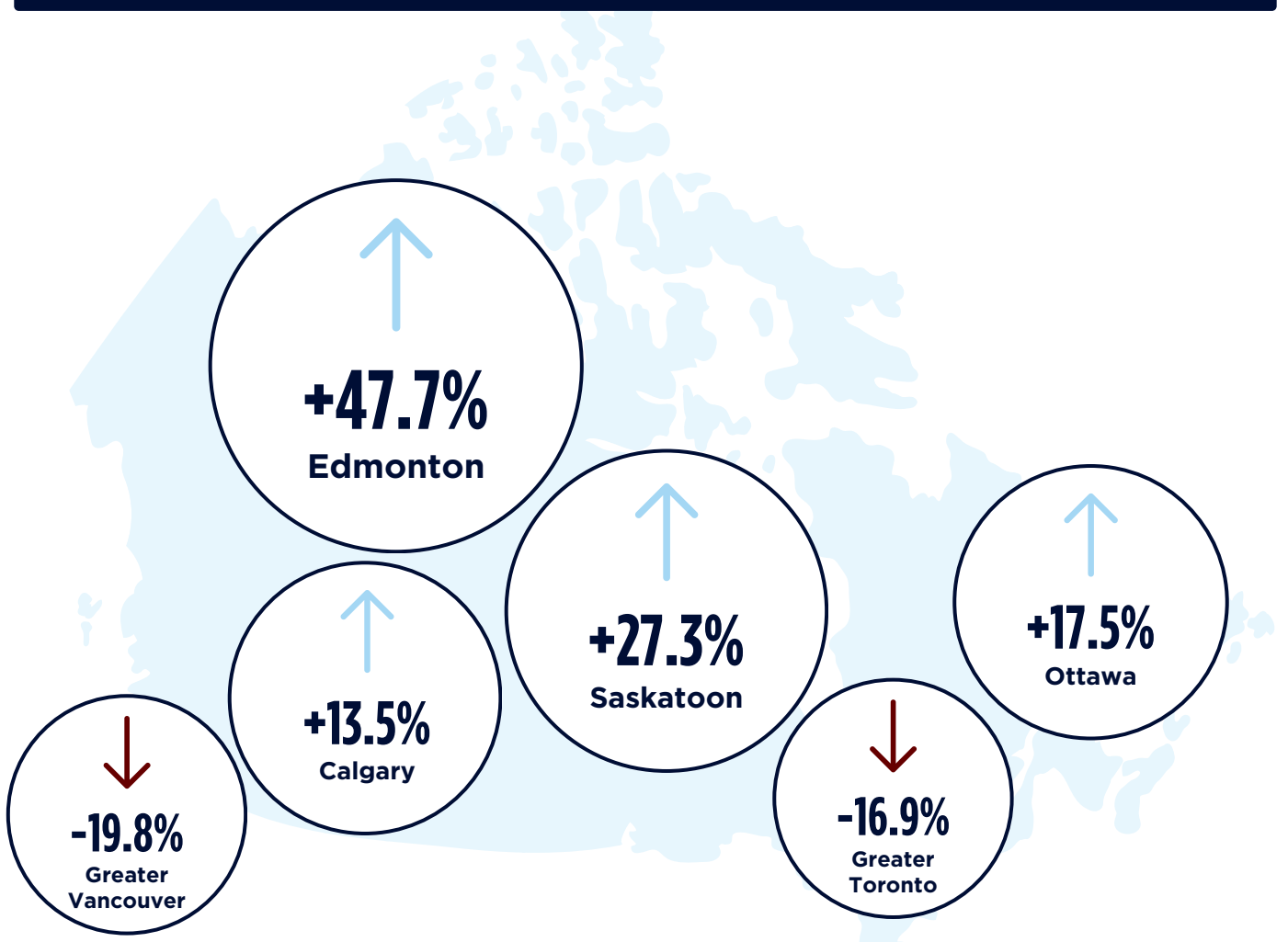


Where demand is shifting—and how to win in today’s market



LUXURY IS DECENTRALIZING

Luxury real estate is moving beyond the traditional powerhouses of Toronto and Vancouver. Shifting preferences for lifestyle, affordability, and emerging economic hubs are driving demand across cities, markets, and regional centers, reshaping the definition of premium living.

LUXURY IS NO LONGER DEFINED BY MAJOR URBAN CENTRES.

2026 ACTIVITY*

TOP GROWTH MARKETS

EDMONTON

+47.7%

SASKATOON

+27.3%

OTTAWA

+17.5%

CALGARY

+13.5%

MAJOR HUBS SLOWING

GREATER TORONTO AREA

-16.9%

GREATER VANCOUVER

-19.8%

STABLE OR IMPROVING

conditions were reported in Halifax, Winnipeg, London, Montreal and St. John’s, supported by economic diversification, population growth, limited inventory in sought-after neighbourhoods and continued demand for lifestyle-oriented properties.

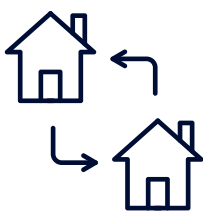
*Luxury home sales Jan. 1 - Apr. 30, 2026. Year-over-year comparison.



Confidence leads luxury decisions.



Affordability is reshaping demand.



Migration is driving market growth.



Lifestyle is a top priority.

LISTING LUXURY IN 2026

- Position emerging markets for high-growth investment.
- Focus on lifestyle and buyer-centric features.
- Emphasize buyer selectivity and due diligence.
- Differentiate properties with unique value propositions.