

SPOTLIGHT SERIES ON LUXURY RESIDENTIAL REAL ESTATE

Succession Advisors is excited to have the opportunity to bring to our members the Spotlight Series on Luxury Residential Real Estate, based off of the report created by REALM and Wealth-X entitled “Spotlight on the World’s Leading Markets for the Wealthy: Residential Real Estate 2021.”

As we welcome 2021, REALM is honored to partner with Wealth-X to examine how the events of the past year impacted the luxury residential real estate market. We’ll look at how new priorities of HNW and UHNW consumers are inspiring a historic migration of this population and explore an evolution in primary and secondary home markets that represents new core values, including health and well-being.

2020 was a year of incredible uncertainty and unrest on a scale never-before encountered. We watched as the psychology of the world shifted, driven by a global pandemic, social and geopolitical unrest, and deep economic uncertainty that in turn dramatically shifted the very definition of luxury itself. HNW and UHNW consumers prioritized peace of mind and safety over formerly prized shared experiences.

Throughout time, the greatest adversity has yielded the most positive change. While there are sure to be long-lasting effects of the challenges of 2020, our return to family and more organic values have placed a greater emphasis on ‘home’. New goals for where and how we live have

never been clearer. Science, technology and business models are speedily evolving, offering greater freedom of choice in where and how people live, especially amongst the HNW and UHNW sectors.

There is no doubt that at this time in our collective history it is critical that we develop a deeper understanding about how these trends in housing and lifestyle are shaping the future in the wider world. We are in historic times and the lessons of tomorrow will be defined by how we live today.

REALM is the first globally collaborative real estate platform that combines real-time data with human experience and networking, and its membership is comprised of the most accomplished real estate professionals ever assembled. A REALM membership is a relationship enhancer, and includes a game-changing technology platform that will enhance client data, provide a lifestyle profile for a member's clients, and then matches elite REALM members anywhere in the world based on the clients they represent and the listings they have. To learn more, go to www.realm-global.com

The global leader in wealth information and insight, Wealth-X partners with leading prestige brands across the financial services, luxury, not-for-profit and higher-education industries to fuel strategic decision-making in sales, marketing and compliance. Wealth-X boasts the world's most extensive collection of records on wealthy individuals and produces unparalleled data analysis to help organizations uncover, understand and engage their target audience, as well as mitigate risk. Founded in 2010, with staff across North America, Europe and Asia, Wealth-X provides unique data, analysis and counsel to a growing roster of more than 500 clients worldwide.

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