

Scottsdale Perspective on the 2026 Coldwell Banker Global Luxury Trend Report

Prepared as a companion overview for website publication

The 2026 Coldwell Banker Global Luxury Trend Report highlights several themes shaping today's high-end real estate market, including resilience, lifestyle-driven purchasing, turnkey condition, architectural quality, privacy, and long-term wealth preservation through real estate. Those themes are highly relevant in Scottsdale, where buyers continue to place a premium on homes that offer strong design, livability, and a complete lifestyle experience.

At the broad market level, Scottsdale entered 2026 as a balanced market, according to the January 2026 Scottsdale REALTORS® report. The report shows 5.61 months of inventory, a 96.7% sold-to-list price ratio, and a median sold price of \$976,900, along with 2,948 active listings, 1,212 new listings, and 470 closed sales for the month. That combination points to a market with meaningful activity, but also enough supply to keep buyers selective and pricing discipline important.

That selectivity mirrors the Trend Report closely. In Scottsdale, well-prepared homes with privacy, refined finishes, strong indoor-outdoor living, and move-in-ready condition are positioned to perform best. Buyers are still active, but they are more deliberate. In a balanced market, presentation and pricing matter more than ever, especially in competitive luxury communities where buyers can compare quality, location, and overall value across multiple options.

Where the conversation becomes more nuanced is in the upper luxury tiers. The Scottsdale REALTORS® report is useful for citywide market direction, but it does not break the market into separate public segments such as \$5 million, \$10 million, and above. That matters because homes in those price categories do not behave like the median Scottsdale property. A citywide median sold price of \$976,900 is helpful for understanding the overall market, but properties at \$5 million and above sit in a far thinner, more specialized segment where scarcity, design quality, lot placement, privacy, and buyer profile have a much greater influence on performance.

At the ultra-luxury level, broader market evidence supports the Trend Report's view that the top end remains resilient. Compass reported that the combined Scottsdale/Phoenix market recorded 13 sales at \$10 million and above in 2025, compared with none in 2019, and noted that approximately 75 ultra-luxury homes are under construction across that broader market. While that data is not limited to Scottsdale alone, it is still a meaningful

indicator of continued confidence in the region’s ultra-luxury segment and the lifestyle appeal of the Scottsdale/Phoenix market.

For homes in the \$5 million range, the market often sits between those two dynamics. This tier remains firmly in the luxury category, but it is generally more exposed to comparison shopping, negotiation, and buyer scrutiny than the very top of the market. These properties typically need to justify pricing through condition, architecture, location, and amenities in a very clear way. In other words, the closer a property is to the broader luxury market, the more pricing strategy and presentation influence the outcome; the further a property moves into the ultra-luxury space, the more rarity and exclusivity begin to drive performance. That is consistent with the balanced conditions shown in Scottsdale’s January 2026 market data and with the continued strength reported at the \$10 million-plus level in the broader Scottsdale/Phoenix market.

In Scottsdale, the themes outlined in the 2026 Coldwell Banker Global Luxury Trend Report are not theoretical. They are visible in the market today. Luxury buyers continue to prioritize privacy, design, lifestyle, and move-in-ready quality, while balanced local conditions make pricing and presentation increasingly important. At the highest end of the market, Scottsdale and the greater Phoenix area continue to show meaningful strength, reinforcing the region’s position as an important destination for luxury and ultra-luxury real estate.

Note on Market-Time Terminology

The Scottsdale REALTORS® report labels one market-time figure as “**Days in RPR.**” Readers should understand that this may differ from other days-on-market calculations depending on reporting methodology.

Sources

- Scottsdale REALTORS®. [Scottsdale Residential Market Report: Scottsdale, Arizona — January 2026](#). Published February 11, 2026.
- Coldwell Banker Global Luxury. [The Trend Report 2026](#).
- Compass. [Compass 2025 Ultra-Luxury Report: \\$10M-Plus U.S. Home Sales Re-Accelerate to \\$31.4 Billion as Wealth Spreads Across and Beyond Top Metros](#). Published January 29, 2026.