



THE  
**RE/MAX**  
COLLECTION®

2017 MIDWEST  
SPOTLIGHT ON  
LUXURY







Drone photos and videos offer wide views of this \$1.5M home recently sold on Carmel's west side.



Modern, open floorplans were key selling points along with a home automation system.



The home features a large outdoor entertainment space with a salt water pool, fireplace and kitchen.

# INDIANA

## TOP LUXURY MARKETS

- Carmel
- Indianapolis
- Zionsville

## LATEST LUXURY TRENDS

In Indiana's luxury markets there is an increased demand for homes fully integrated with smart technology including hi-tech music and video systems, the ability to remotely regulate the home's energy usage, and advanced security options.

Homes with larger lots for added privacy and plenty of room for outdoor entertaining are moving fast. Seamless access between indoor and outdoor spaces, along with outdoor fireplaces and kitchens are the latest must-haves in Indiana's luxury markets.

Current style and décor are critical when selling a luxury home - with greys and whites still dominating.

To enhance the home's appeal, RE/MAX brokers are connecting clients with interior designers before putting the home on the market. To help best display the features of luxury homes in the area, agents are frequently using virtual reality, video tours and drone footage and traditional photography, a trend that has become increasingly popular in recent years.

## SNAPSHOT OF LUXURY IN INDIANA



Average sales price

**\$711,103**



Most common buyers

Young Professionals and Empty Nesters



Most sought-after amenities

Waterfront and Urban properties, Outdoor Entertainment Space, Walkability to Attractions.



Inventory

Down slightly



Average time on market

116 Days



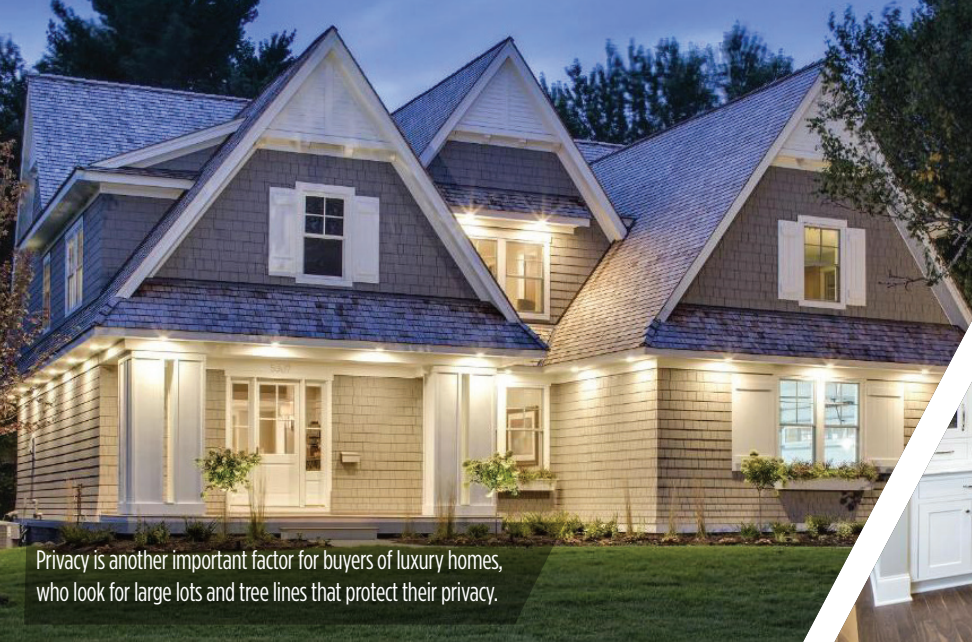
Most expensive home sold by RE/MAX in 2017

**\$1.5 million**

Carmel, Indiana



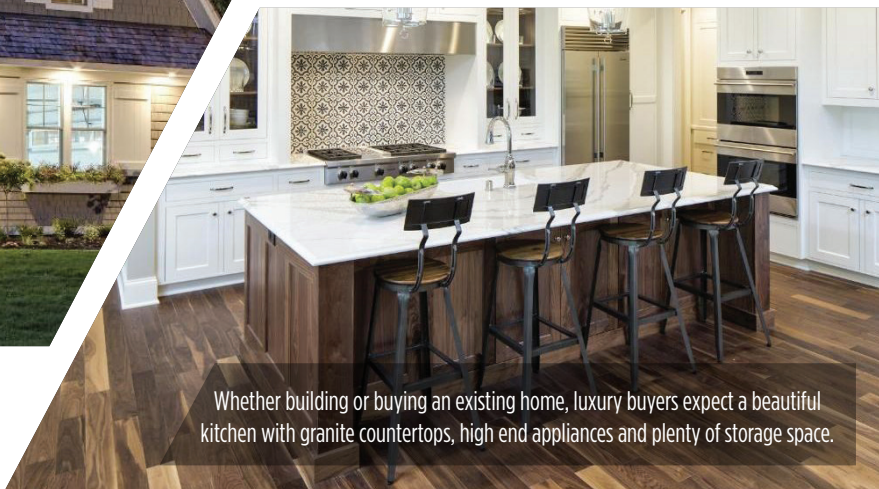




Privacy is another important factor for buyers of luxury homes, who look for large lots and tree lines that protect their privacy.



Living space that transitions seamlessly from indoor to outdoor is a priority for luxury buyers.



Whether building or buying an existing home, luxury buyers expect a beautiful kitchen with granite countertops, high end appliances and plenty of storage space.

# MINNESOTA

## TOP LUXURY MARKETS

- Minneapolis
- Edina
- Plymouth

## LATEST LUXURY TRENDS

In Minnesota's luxury market there is an increase in demand for smart technology and automation. The expectation is that luxury homes will have integrated audio systems, whole home Wi-Fi and state-of-the-art home security and camera systems, in addition to the ability to control the home's thermostat, lights, locks and garage door from a smartphone.


Planning for their retirement years, more baby boomers are purchasing luxury waterfront properties, but not just for the view. Boomers are looking


for their own sandy lakeshore with boat access and privacy.


Despite higher inventory in the luxury market, some luxury buyers are choosing to build due to continued low interest rates. Buyers may not get as much square footage as an existing home, but have the benefit of selecting materials and customizing the home to their specific needs and wants.


## SNAPSHOT OF LUXURY IN MINNESOTA

 Average sales price  
**\$747,100**

 Most common buyers  
Families with teenage or college-aged children and Baby Boomers

 Most sought-after amenities  
Waterfront or Urban

 Inventory  
Higher than or the same as last year

 Average time on market  
73 Days

 Most expensive home sold by RE/MAX in 2017  
**\$1.975 million**  
Edina, Minnesota







Drone photos capture the 40 acres surrounding this \$1.75M home recently sold in River Falls



Large windows in every room allow for plenty of sun. The home also uses efficient geothermal energy, a draw for luxury buyers.



Along with plenty of outdoor space, this home features a heated, indoor pool for fun in the water year-round.

# WISCONSIN

## TOP LUXURY MARKETS

- Madison
- Mequon
- Middleton

## LATEST LUXURY TRENDS

RE/MAX's luxury real estate agents in Wisconsin this year are seeing a demand for smarter, greener and in some cases smaller homes compared to previous years. Smart technology, in particular, is a high priority on many lists. RE/MAX brokers and agents say that many high-end buyers want home monitoring systems, not just for security reasons, but to also regulate the home's energy usage through their smart phones.


In addition, new homes and those that don't require renovations are in higher demand. Even

more so in the luxury market, homes moving the fastest have high-end appliances, finishes and décor. Like in the traditional home market, the focus is in the kitchen and bathrooms.


Technology is helping to sell luxury homes, and RE/MAX professionals in Wisconsin are using drones, video walkthroughs, professional photography and targeted advertisements on social media as part of their toolbox.


## SNAPSHOT OF LUXURY IN WISCONSIN

 Average sales price  
**\$732,233**

 Most common buyers  
Retirees and Families

 Most sought-after amenities  
Waterfront

 Inventory  
Higher than or the same as last year

 Average time on market  
113 Days

 Most expensive home sold by RE/MAX in 2017  
**\$1.75 million**  
River Falls, Wisconsin





**Tracee Lutes**  
RE/MAX Acclaimed Properties  
Bloomington, IN

**Jennil Salazar**  
RE/MAX Ability Plus  
Carmel, IN

**Chris Rooney**  
RE/MAX Preferred  
Prior Lake, MN

**Bob Reidell & Marti Estey**  
RE/MAX Results  
St. Paul, MN

**Pat Wiebusch**  
RE/MAX Lakes Area Realty  
Nisswa, MN

**Jason Walgrave**  
RE/MAX Advantage Plus  
Savage, MN

**Julie Winter-Paez**  
RE/MAX Property Pros  
Eagle River, WI

**Lisa Fabiano**  
RE/MAX Leading Edge  
Kenosha, WI

**Jo Ann Vetter**  
RE/MAX Gallery  
Mequon, WI



**RE/MAX**  
COLLECTION

**REMAX.COM**

**About RE/MAX INTEGRA, Midwest**

RE/MAX INTEGRA, Midwest is the regional entity for RE/MAX franchises in Indiana, Minnesota and Wisconsin, with headquarters in Indianapolis, IN and Minneapolis, MN. Since its inception in 1985, the region has grown to more than 280 offices with approximately 4,100 sales associates, providing residential and commercial real estate, as well as relocation and referral services.