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REAL ESTATE

9-figure listings on uptick in U.S.

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An aerial view of Indian Creek near Miami Beach, Fla., June 66. Nowhere has more nine figure listings than South Florida, with 11 such homes listed on Zillow in late September. Saul Martinez — The New York Times file

By Ronda Kaysen
The New York Times

Outside Tampa, a French revivalist property listed for $115 million has a bowling alley with a private 1950s-style diner, a car museum and a go-kart circuit. In Los Angeles, a 70,000-square-foot compound asking $400 million with two houses totaling 39 bedrooms, four kitchens, three swimming pools, a Hammam and an airport security-style X-ray machine.

The age of the nine-figure listing is upon us.

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This year has proved to be a record one for $100 million listings, with more homes listed at or above that supersized price tag than at any other time in history, according to Redfin.

From January to August 2026, there were 17 homes listed for sale at $100 million or more, up from nine during the same period in 2025, according to Redfin. In 2019, there were only six such listings during the same period on Redfin.

Interviews with real estate agents in the country's priciest markets — Manhattan, South Florida, Los Angeles, Aspen and the Hamptons — reveal an insatiable demand by the country's wealthiest households for palatial estates that provide extreme privacy and spectacular luxuries.

"It's almost the new billionaire norm — they aren't satisfied with a normal house, they want something special," said Jack Elkins, a Palm Beach, Fla., real estate agent whose $135 million listing, a 35,000-square-foot compound in Manalapan, is under contract.

As the country mints new billionaires at a dizzying pace, their wealth ballooning from of a combination of deep tax cuts, a strong stock market and an AI-fueled tech boom, the desire for trophy properties is growing. "People used to collect art and put it on their walls," said John Gomes, an associate real estate broker in Manhattan. "Now they're collecting real estate to put art on their walls."

While average Americans are struggling to afford starter homes, facing high prices and interest rates that are now above 7%, these buyers operate in an entirely different market. They invariably make all-cash offers so the sales are not contingent on a mortgage. Even still, billionaire buyers often borrow to make the deals, getting separate loans against their vast portfolios from private banks, which offer interest rates of about half what a typical homebuyer would get.

"It's very quick," said Danny Hertzberg, a Miami Beach real estate agent who represented the sellers of 7 Indian Creek Island Road, which sold to Facebook founder Mark Zuckerberg earlier this year for $170 million.

With virtually limitless funds, the appetite for larger properties is growing. In the way that developers often cobble together multiple adjoining lots to build a high rise, billionaires are doing the same with single-family homes — buying one and then plucking up all the ones that surround it to create a compound and insulate themselves from their neighbors. The result is an all-inclusive resort for one, with bowling alleys, wellness centers, multiple pools, tennis courts, gallery space, executive office suites and classrooms for the children.

"The house is not only a home, it's a business center," said Kobi Karp, a Miami architect who designed a Miami Beach home that is on the market for $110 million. "It's a residence, it's a place for business, it's a place for the kids to be educated."

However, just because a home is listed for an eye-popping sum does not mean someone will pay that much. In 2022, a 105,000-square-foot home in Bel Air with 20 bedrooms, five swimming pools, a beauty salon and a 30-car garage was put up for auction after the developer, who had originally hoped to fetch $500 million for the compound, defaulted on loans and debt. (It auctioned for a mere $126 million.)

In late September, a penthouse on West 57th Street in Manhattan listed for $150 million in 2024 was quietly taken off the market after sitting dormant. That marked the second failed attempt to sell the property, which first hit the market in 2021 at the same price point

Some of the supersized pricing "has been for the publicity or for attention and was never taken seriously," said Kurt Rappaport, a Los Angeles real estate agent who has worked with wealthy clients including Larry Ellison, David Geffen, Tom Brady and Adele. Give a home a stunning price tag and it is more likely to receive outsize attention from the media, standing out in an otherwise crowded field.

Despite listings approaching half a billion dollars, no sale has eclipsed what Citadel founder Ken Griffin paid in 2019 for a Manhattan penthouse. He spent $238 million for a combination of two apartments at the top of 220 Central Park South, a tower in New York's so-called Billionaires' Row.

The United States is, to some extent, still a bargain for trophy homes. The most expensive sale in the world happened in 2024 in Monaco when a Ukrainian billionaire paid 471 million euros, roughly $550 million, for a 21-room apartment spanning five floors, Bloomberg reported.

And in April 2026, a Chelsea mansion in London sold for 265 million pounds, or about $350.5 million, shattering the United Kingdom's record for most expensive sale, The Wall Street Journal reported.

Real estate agents insist it is only a matter of time before the American market soars even higher.