

# Ido Berniker Launches Global Housing Awareness Pledge

Ido Berniker of New York calls for greater public understanding of global real estate trends and market imbalances.

**Miami, Florida May 6, 2026 ([IssueWire.com](https://www.issuewire.com))** - Luxury real estate broker Ido Berniker has announced the launch of a personal pledge aimed at increasing awareness around global housing market imbalances, particularly in the luxury sector where shifts in supply, demand, and capital flow often signal broader economic trends.

Berniker, a founding member of Mercer Partners International, says the pledge is driven by patterns he has observed across major cities like New York and London.

“This is not just about one city,” Berniker said. “Capital moves globally. What happens in London can affect New York, and vice versa.”

He also pointed to recent changes in market conditions. “In 2016 the market was floating with cash. Now the market is not floating with cash anymore and in America it is very tight.”

At the same time, supply differences across cities remain stark. “There’s too much inventory for that luxury and less foreign money,” he said of New York, while noting that London continues to face limited supply.

Berniker believes these shifts highlight the need for individuals to better understand how global housing markets function.

## Why This Matters Right Now

- Manhattan’s luxury housing inventory has remained elevated, with some estimates suggesting years of supply at current sales pace
- London faces long-term supply constraints due to strict planning regulations limiting new development
- Global wealth migration continues to influence property demand across major cities
- Policy changes and economic shifts have increased volatility in high-end housing markets

## The Pledge: 7 Personal Commitments by Ido Berniker

Berniker’s pledge outlines clear actions he will take:

- Share data-driven insights on global housing markets regularly
- Explain supply and demand trends in simple, clear terms
- Compare international markets to provide broader context
- Avoid hype and focus on long-term market realities
- Highlight how global capital impacts local housing conditions
- Encourage thoughtful, informed decision-making
- Stay consistent in messaging across changing market cycles

## Do It Yourself Toolkit: 10 Free Actions Anyone Can Take

- Read housing and economic news from trusted sources weekly

- Compare property trends between two global cities
- Track inventory levels in your local market
- Learn how interest rates affect housing demand
- Follow major policy changes that impact real estate
- Observe how global events influence local pricing
- Avoid making assumptions based on headlines alone
- Discuss housing trends with others to build awareness
- Focus on long-term patterns instead of short-term spikes
- Keep notes on what trends you notice over time

### **30-Day Awareness Tracker**

**Week 1:** Read daily housing news (5–10 minutes)

**Week 2:** Compare two global markets (e.g., New York vs London)

**Week 3:** Track one local trend (inventory, pricing, or demand)

**Week 4:** Reflect on key insights and patterns

Write down one takeaway each week to build understanding.

### **Call to Action**

Ido Berniker invites individuals to take the Global Housing Awareness Pledge by committing to better understanding how real estate markets work. Readers are encouraged to share this toolkit and start conversations about how global trends shape local communities.

To read the full interview, visit the website [here](#).

### **About Ido Berniker**

Ido Berniker is a luxury real estate broker and founding member of Mercer Partners International, specialising in ultra-high-end residential properties in New York City and global markets. He has represented clients in landmark transactions including residences at 220 Central Park West and 1 Hyde Park in London, and is known for his insights into global housing trends.

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