



500 Contracts Analyzed

What real December 2025 market data reveals about pricing your home

Avg Sale Price: \$608,000
Med Sale Price: \$439,000

Two Pricing Paths. Very Different Results.

Based on the analysis of 500 contracts in our local market as of December 2025, sellers typically fall into one of two pricing paths. The difference isn't subtle, and it directly impacts time, stress, and money.

STRATEGIC PRICING

42% / 204 properties

37 days average DOM
Zero price reductions
70% sold in first 30 days

These homes captured buyer attention early, created urgency, and sold while demand was strongest.

MARKET-CHASING PRICING

55% / 267 properties

106 days average DOM
\$51,626 average reduction
47% became stale (90+ days)

Once buyer momentum is lost, sellers are often forced into reductions to regain attention.

The Real Cost of Waiting

Every extra month on the market adds real expenses.

**Price Reduction: \$51,626 +
Carrying Costs (for 69 extra days):**

Mortgage: \$5,750
Property Tax: \$1,915
Insurance: \$460
Utilities: \$690
Maintenance: \$460

Total Cost: \$60,901

This is what overpricing costs sellers. Real money they don't have to lose.

The Velocity Difference

First 30 Days Performance

