

PINELLAS REAL ESTATE MARKET STATS

July

2025



The Way Real Estate Should Be™

We know Realtors have a reputation.
We are changing that.

The stereotype for the real estate industry is to only highlight the good while ignoring, not looking into, or hiding the bad.

At Ashlar Home Team, we believe that the only way you can make you can make an educated home decision.... is by being informed of both the pros and the cons!

A home buying or selling experience with us feels like a service revolutionbut we simply call it The Way Real Estate Should Be™

Keller Williams St Pete - Ashlar Home Team

360 Central Ave Suite 600, St Petersburg, FL 33701

Telephone

813-323-7396

Website

AshlarRE.com

Recent Market Shifts



March 2023 - Buyers Come Back

Wild Market; Home prices on the rise and multiple offers now common again while inventory maintains its elevated level.

September 2022 - High Rates, Low Demand

Demand drops as interest rates climb to 7%. Home prices going down about \$10,000 per month.

Inventory has ballooned to 3-4x the previous 12 months, as homes are now sitting longer.

July 2022 - Peak of Market

Home prices have climbed at least \$20,000 per month for the previous 6 months.

Interest rates have climbed to 5%, pushing out many investors and buyers.

October 2021 - Inventory Tightens

As a result of way more buyers than people selling their home. Prices begin to climb rapidly as the supply and demand ratio gets to between 3:1 and 5:1.

Interest rates start to climb in November from a low of 2.5%.

June 2020 - Buyers Return, Sellers Don't

3 months after start of Pandemic, buyers return en masse. If they have to be stay home, they want to move to bigger house or different state.

Sellers however have decided to stay put.

Summary

	July 2025	July 2024	% Change
Closed Sales	902	868	3.9%
Cash Sales	326	287	13.6%
Median Sales Price	\$439,000	\$475,000	-7.6%
Average Sales Price	\$579,631	\$640,663	-9.5%
Dollar Volume	\$523M	\$556M	-6.0%
Median % of Org. Price	92.2%	94.0%	-1.9%
Median Time to Contract	42 Days	29 Days	44.8%
Median Time To Sale	76 Days	67 Days	13.4%
New Pending Sales	929	870	6.8%
New Listings	1,175	1,164	0.9%
Active Inventory	3,814	2,976	28.2%
Months Supply	4.6	3.6	25.8%
Foreclosure / REO	1	3	-66.7%
Short Sales	3	0	0.0%

Trend

Demand has returned in February / March 2023 which has lead to increasing home prices again despite both higher inventory and interest rates in the 6%-7% Range.

Overall market indicators are mixed which leads me to believe the market is still trying to decide what it wants to do long term.

Multiple offers are common on almost all homes for sale now, though there is still the ability to negotiate repairs, price reductions, and concessions in most cases during inspections.

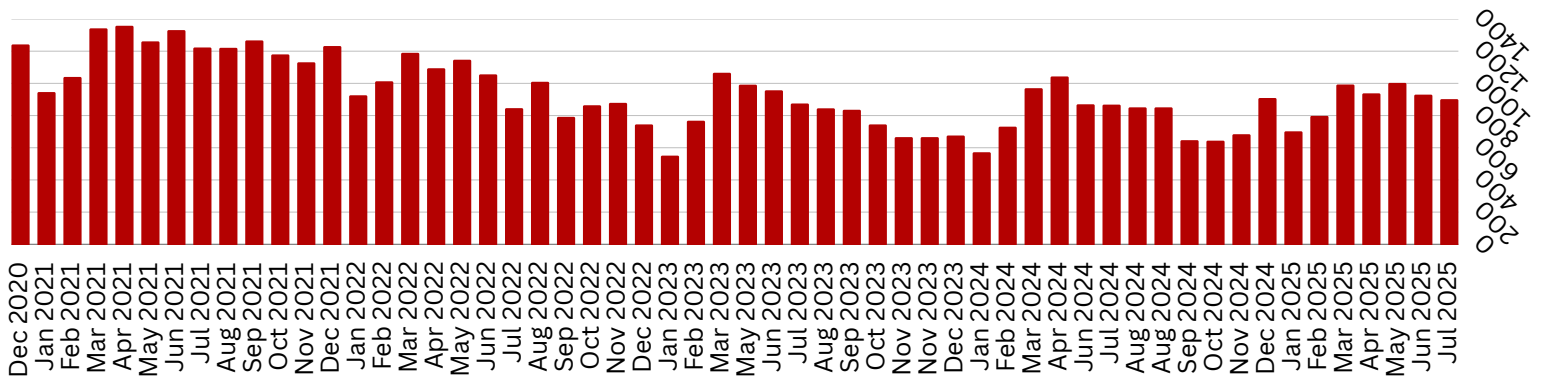
CLOSED SALES

Closed Sales are one of the chief indicators of demand in the real estate market.

Looking at percentage change is usually a bit more helpful than looking at pur number as that generally indicates the trend the market is taking compared to the previous year.

Closed sales do naturally vary month to month.

		% Change Year over Year
12 Month Average	833	2.1%
July 2025	902	3.9%
June 2025	930	6.9%
May 2025	1,003	2.8%
April 2025	938	-10.1%
March 2025	993	2.4%
February 2025	798	9.2%
January 2025	702	22.7%
December 2024	909	34.5%
November 2024	684	2.7%
October 2024	644	-13.6%
September 2024	647	-22.6%
August 2024	851	0.7%
July 2024	868	-0.8%

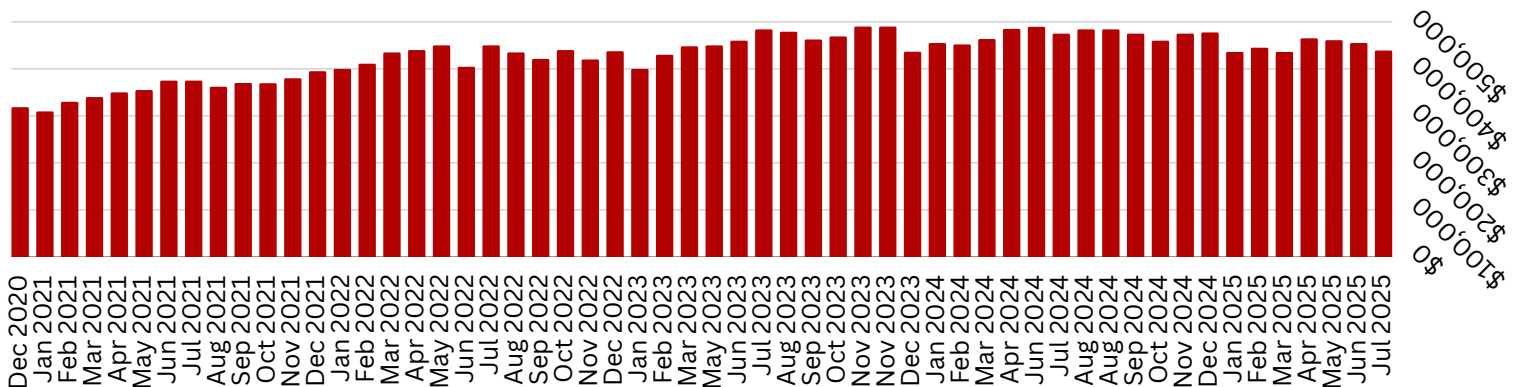


MEDIAN SALE PRICE

The Median Sales Price is the point at which half of the sales were above and half of the sales were below.

Unlike Average Sales Price, Median Price is not affected as much by a lot of high or low priced home sales in a particular month.

		% Change Year to Year
12 Month Average	\$459,042	-2.4%
July 2025	\$439,000	-7.6%
June 2025	\$455,000	-7.0%
May 2025	\$461,000	-4.9%
April 2025	\$465,000	-4.1%
March 2025	\$436,000	-5.9%
February 2025	\$445,000	-1.5%
January 2025	\$436,000	-4.2%
December 2024	\$477,500	9.4%
November 2024	\$475,000	-3.1%
October 2024	\$460,000	-1.9%
September 2024	\$475,000	2.7%
August 2024	\$484,000	1.0%
July 2024	\$475,000	-1.9%



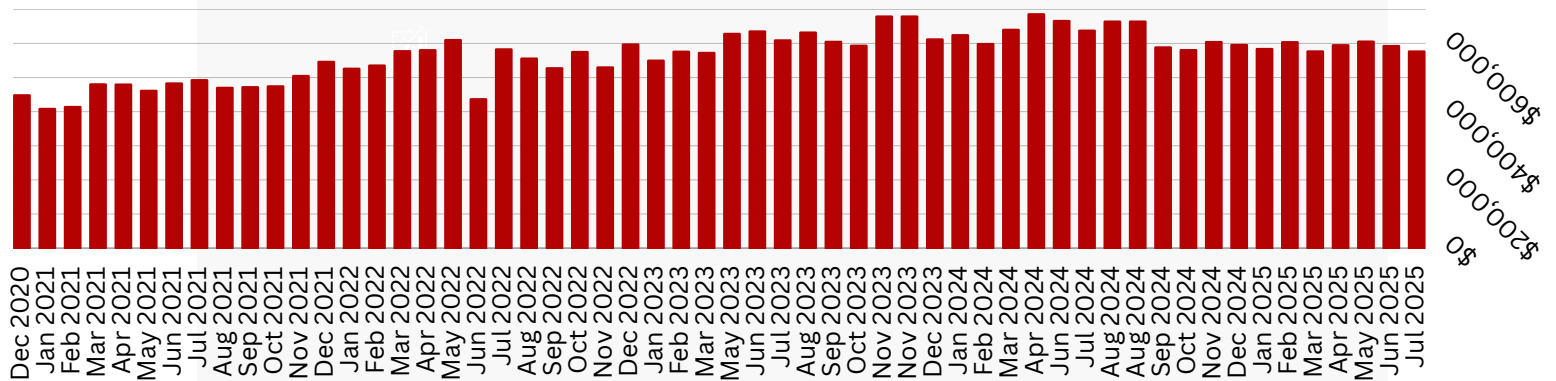
AVERAGE SALE PRICE

Median Sales Price is generally preferred to Average since Average Sales Price is subject to influence by the extreme low or high end of the market.

These are also only the sales price of homes that sold during the month, not the overall market as a whole.

Despite that, it can useful bit of information for overall trends.

		% Change Year over Year
12 Month Average	\$600,352	-12.8%
July 2025	\$579,631	-9.5%
June 2025	\$595,643	-11.0%
May 2025	\$608,653	-5.9%
April 2025	\$598,015	-13.2%
March 2025	\$579,827	-9.8%
February 2025	\$606,891	0.9%
January 2025	\$586,973	-6.4%
December 2024	\$598,808	-2.6%
November 2024	\$607,321	-11.0%
October 2024	\$583,597	-2.2%
September 2024	\$591,581	-2.7%
August 2024	\$667,288	5.1%
July 2024	\$640,663	4.7%



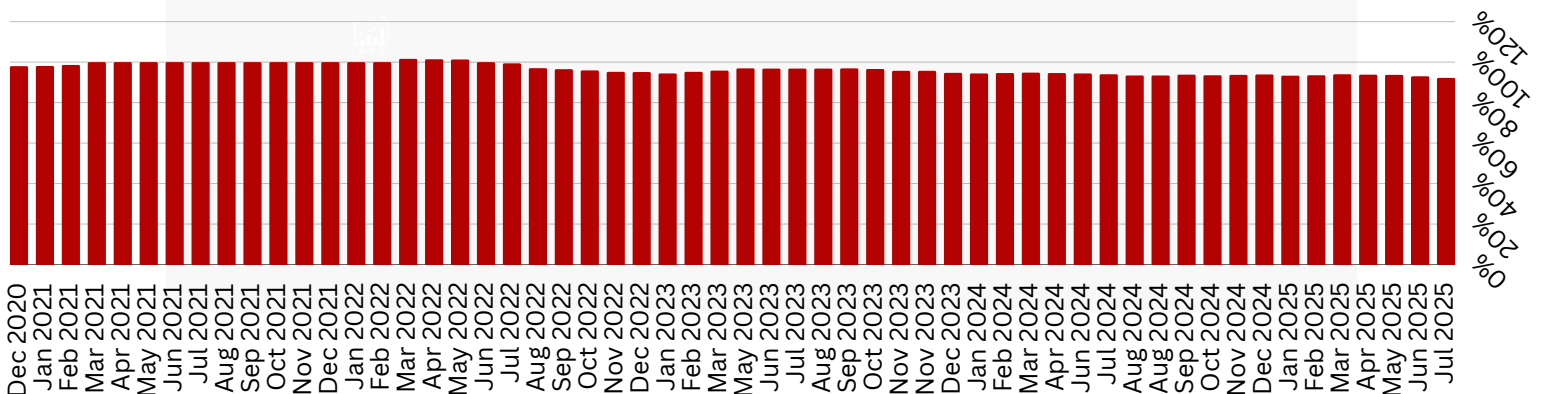
MEDIAN % OF ORIGINAL LIST PRICE RECEIVED

Indicates what percentage of the original asking price the property eventually sells for.

This is typically a lagging indicator, meaning it can be used to confirm trends detected in other metrics.

Is also a good indicator for overall market consumer sentiment.

		% Change Year to Year
12 Month Average	93.5%	-1.8%
July 2025	92.2%	-1.9%
June 2025	93.0%	-1.5%
May 2025	93.7%	-0.7%
April 2025	93.8%	-0.8%
March 2025	94.0%	-0.8%
February 2025	93.5%	-1.2%
January 2025	93.3%	-1.2%
December 2024	93.9%	-0.8%
November 2024	93.7%	-2.1%
October 2024	93.5%	-3.2%
September 2024	93.8%	-3.2%
August 2024	93.4%	-3.5%
July 2024	94.0%	-2.9%



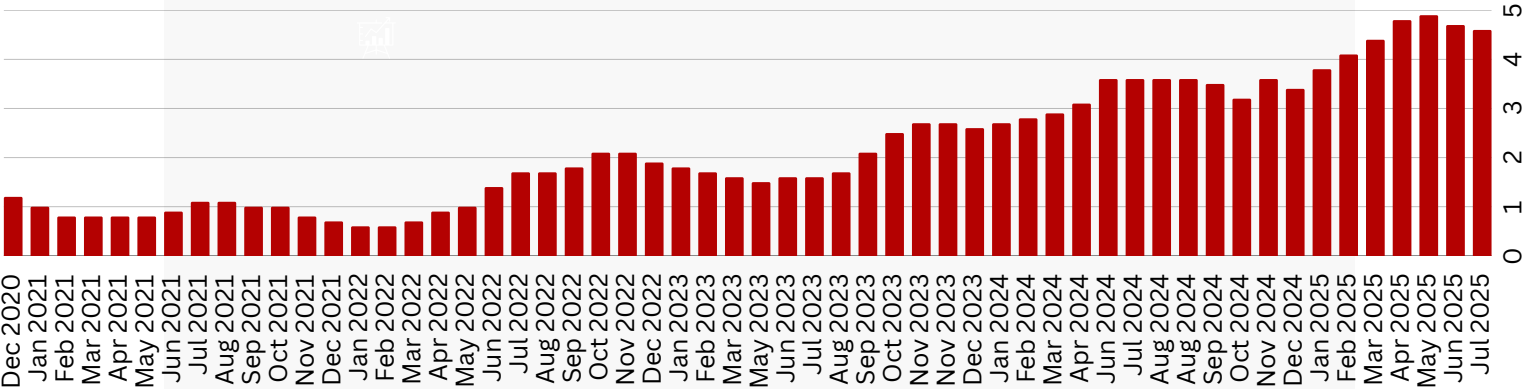
MONTHS SUPPLY

Also known as Absorption Rate.

An estimate of the number of months it will take at the current rate of sales to exhaust current inventory.

A Balanaced Market is generally considered to be 5 months. A Seller’s Market would be 0-4 months, and a Buyers Market 6 or more months.

		% Change Year over Year
12 Month Average	4.0	44.0%
July 2025	4.6	25.8%
June 2025	4.7	28.5%
May 2025	4.9	43.6%
April 2025	4.8	55.2%
March 2025	4.4	50.8%
February 2025	4.1	47.7%
January 2025	3.8	40.4%
December 2024	3.4	33.5%
November 2024	3.6	30.8%
October 2024	3.2	31.7%
September 2024	3.5	66.7%
August 2024	3.6	110.2%
July 2024	3.6	128.1%

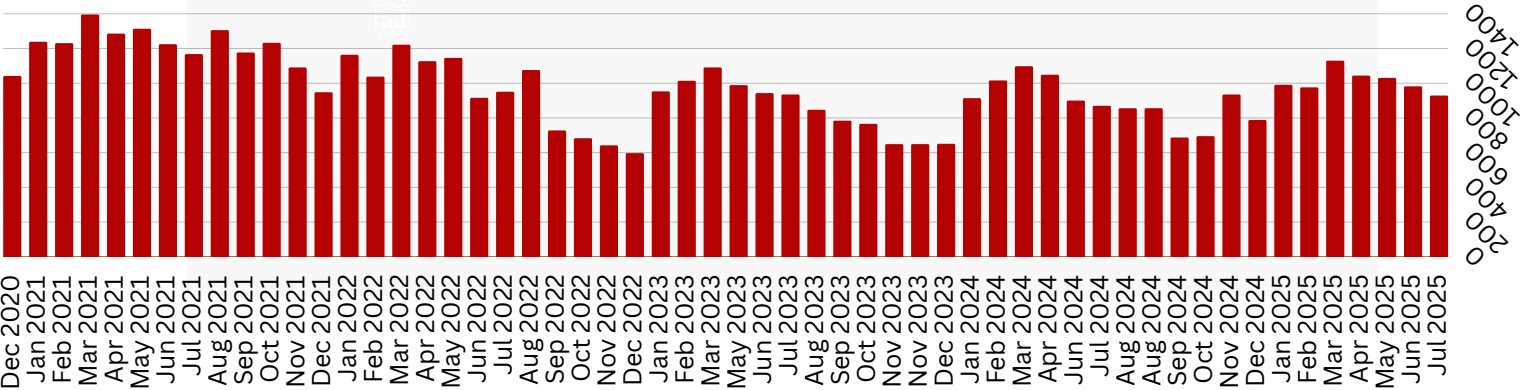


NEW PENDING SALES

New pending sales are the number of homes that went under contract in the month.

Useful to predict potential future sales, due to the fact that most contracts generally take 3-6 weeks and can provide some leading indication of where the market is heading as well as changes in demand.

		% Change Year to Year
12 Month Average	920	5.1%
July 2025	929	6.8%
June 2025	982	9.1%
May 2025	1,031	7.1%
April 2025	1,044	-0.5%
March 2025	1,130	2.9%
February 2025	976	-3.9%
January 2025	991	8.4%
December 2024	788	21.0%
November 2024	935	44.1%
October 2024	695	-9.3%
September 2024	687	-12.4%
August 2024	856	1.1%
July 2024	870	-7.0%

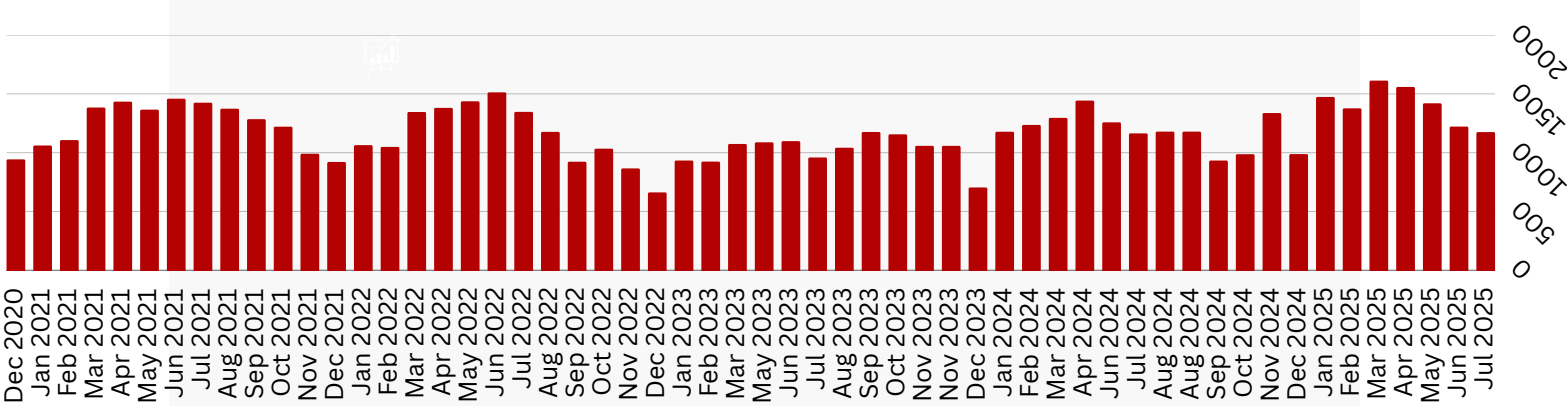


NEW LISTINGS

The number of homes that are listed for sale in a month.

This does not include homes that were taken off the market and then relisted, homes that were under contract and back on the market, and also excludes temporary off market listings.

		% Change Year over Year
12 Month Average	1,272	8.2%
July 2025	1,175	0.9%
June 2025	1,222	-2.9%
May 2025	1,420	1.4%
April 2025	1,559	8.0%
March 2025	1,613	24.5%
February 2025	1,377	11.4%
January 2025	1,474	25.1%
December 2024	988	40.3%
November 2024	1,337	26.4%
October 2024	987	-14.6%
September 2024	933	-20.7%
August 2024	1,179	13.1%
July 2024	1,164	21.4%

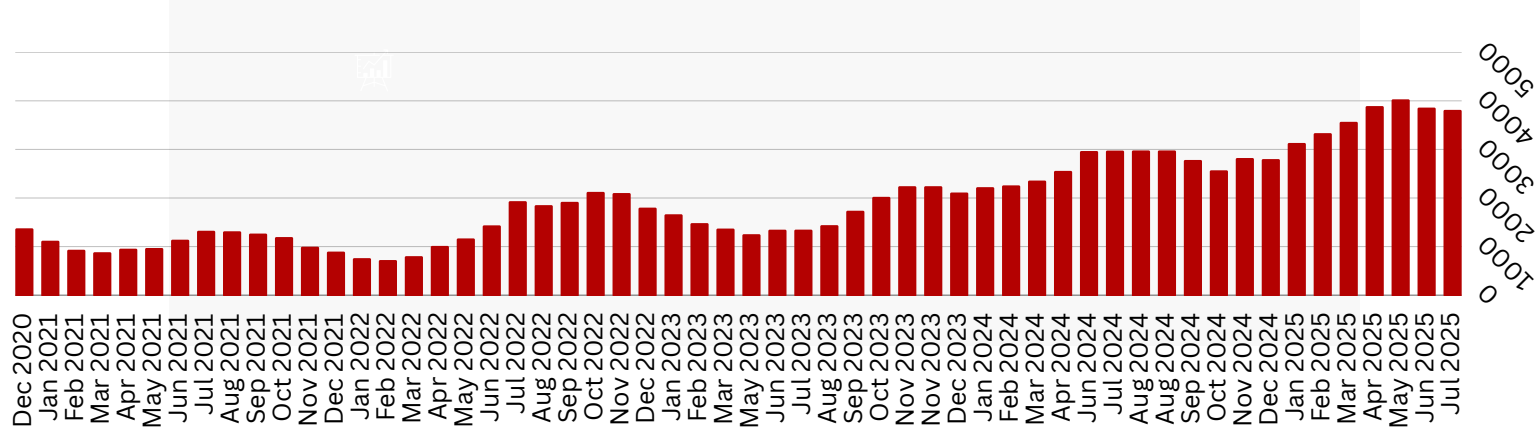


INVENTORY (ACTIVE LISTINGS)

The number of homes that are actively for sale on the last day of the month.

Indicates the supply side of the market. Rising inventory generally benefits the buyers, while decreasing inventory will generally benefit the sellers.

		% Change Year to Year
12 Month Average	3,299	42.8%
July 2025	3,814	28.2%
June 2025	3,861	30.1%
May 2025	4,031	43.1%
April 2025	3,892	52.2%
March 2025	3,568	51.3%
February 2025	3,335	47.6%
January 2025	3,133	40.9%
December 2024	2,801	32.6%
November 2024	2,823	25.9%
October 2024	2,570	27.0%
September 2024	2,783	60.1%
August 2024	2,979	106.7%
July 2024	2,976	120.6%



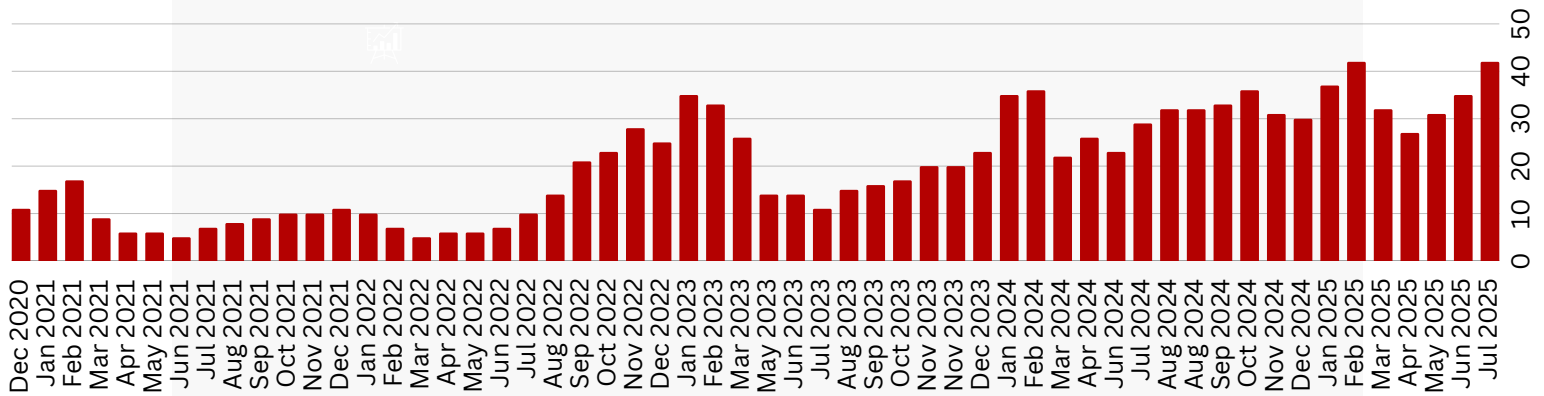
MEDIAN TIME TO CONTRACT

The median amount of time a home is active on the market before an offer is accepted.

This number is only for closed sales and does not include homes that have not sold yet.

Typically 0-60 days is heavily favors Sellers, while more than 90 days would be favorable to Buyers.

		% Change Year over Year
12 Month Average	34.0 Days	41.7%
July 2025	42 Days	44.8%
June 2025	35 Days	52.2%
May 2025	31 Days	19.2%
April 2025	27 Days	3.8%
March 2025	32 Days	45.5%
February 2025	42 Days	16.7%
January 2025	37 Days	5.7%
December 2024	30 Days	30.4%
November 2024	31 Days	55.0%
October 2024	36 Days	111.8%
September 2024	33 Days	106.3%
August 2024	32 Days	113.3%
July 2024	29 Days	163.6%

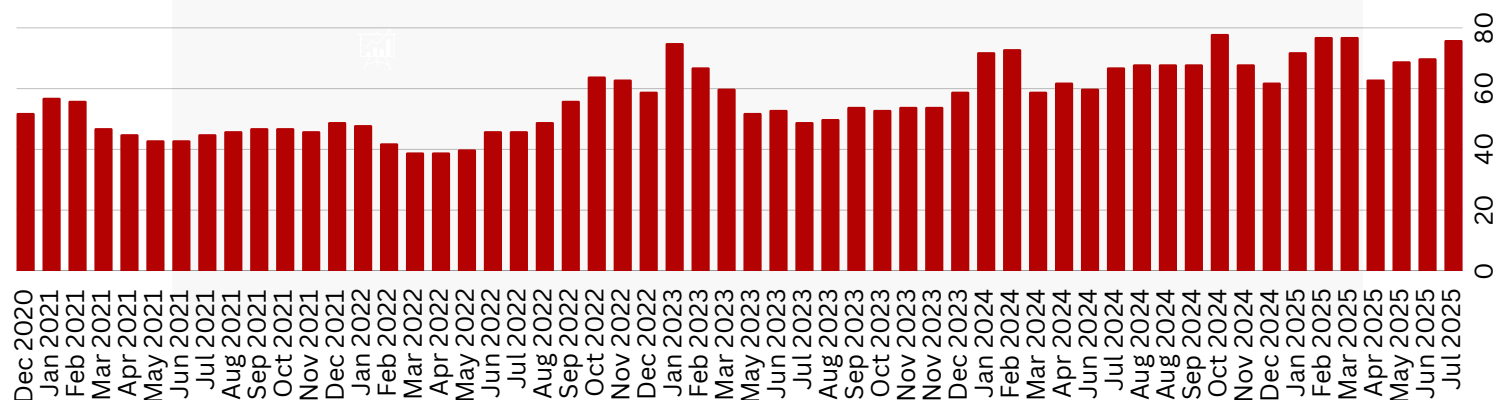


MEDIAN TIME TO SALE

Similar to Time To Contract, Time to Sale is the median time a home takes from initially being listed until the completion of the sale.

This metric is useful to know the typical timeframes that a home takes to sell, and unlike an average, is not overly influenced by a few homes taking a very long time to sell.

		% Change Year to Year
12 Month Average	70.7 Days	16.8%
July 2025	76 Days	13.4%
June 2025	70 Days	16.7%
May 2025	69 Days	9.5%
April 2025	63 Days	1.6%
March 2025	77 Days	30.5%
February 2025	77 Days	5.5%
January 2025	72 Days	0.0%
December 2024	62 Days	5.1%
November 2024	68 Days	25.9%
October 2024	78 Days	47.2%
September 2024	68 Days	25.9%
August 2024	68 Days	36.0%
July 2024	67 Days	36.7%



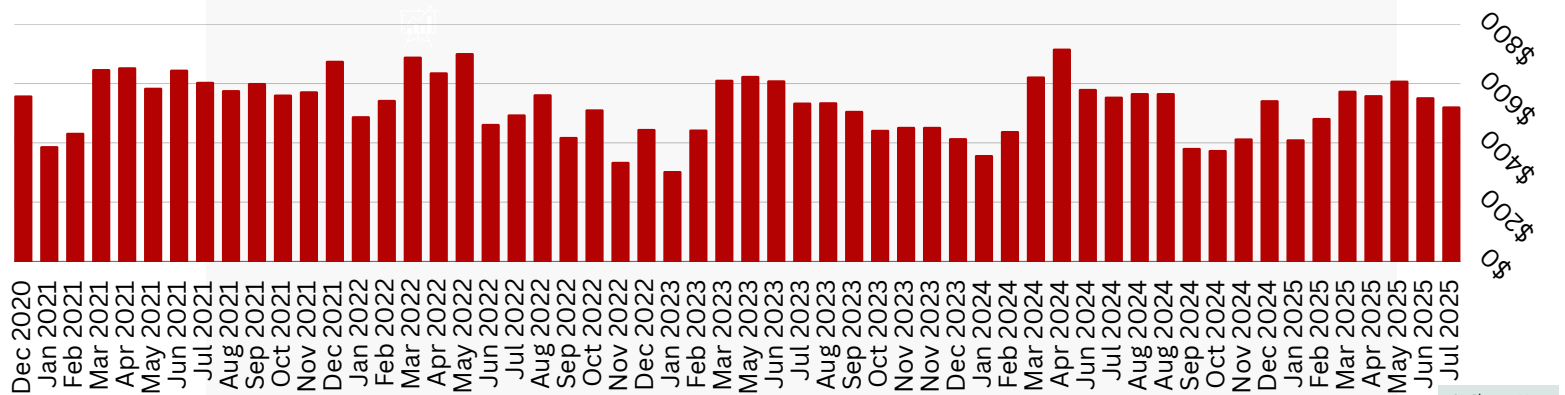
DOLLAR VOLUME

Dollar volume is the sum total of sales prices of all closed transactions.

Useful as a general high level indication of the health and strength of a real estate market relative to previous periods of time.

Other metrics such as number of sales and median and average sales prices are generally more helpful for identifying trends.

		% Change Year over Year
12 Month Average	\$501M	-4.2%
July 2025	\$523M	-6.0%
June 2025	\$554M	-4.8%
May 2025	\$610M	-3.3%
April 2025	\$561M	-21.9%
March 2025	\$576M	-7.7%
February 2025	\$484M	10.1%
January 2025	\$412M	14.8%
December 2024	\$544M	30.9%
November 2024	\$415M	-8.6%
October 2024	\$376M	-15.4%
September 2024	\$383M	-24.7%
August 2024	\$568M	5.8%
July 2024	\$556M	3.8%



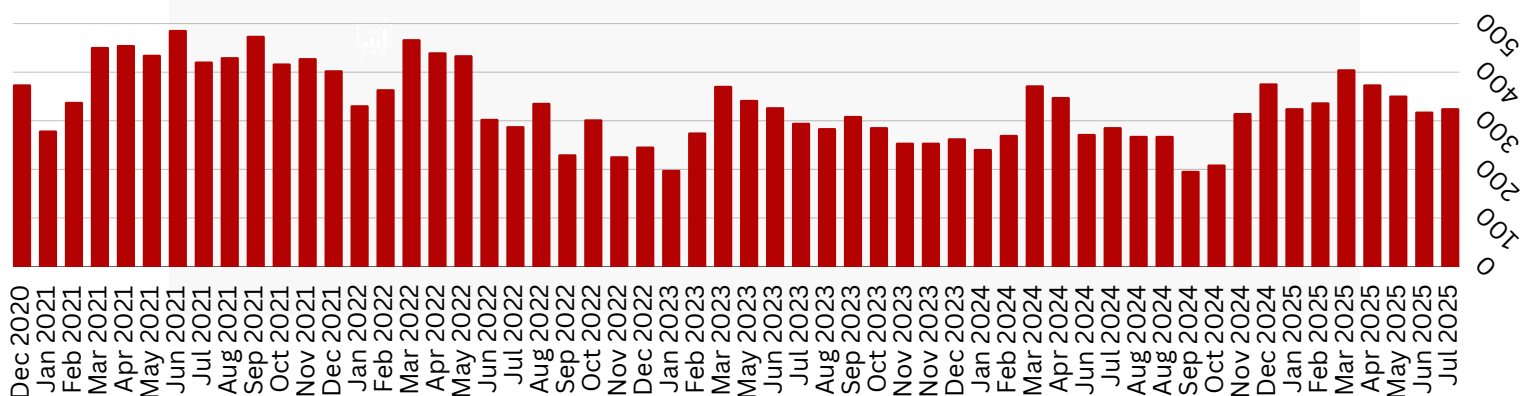
CASH SALES

Buyers paying with cash generally indicates investor activity.

However in times of low inventory Cash Sales can also increase due to Buyers being required to put together extremely competitive offers.

Most home buyers require a mortgage, so any significant change in Cash Sales is of interest.

		% Change Year to Year
12 Month Average	318	7.5%
July 2025	326	13.6%
June 2025	319	16.8%
May 2025	352	1.1%
April 2025	375	7.4%
March 2025	406	8.8%
February 2025	338	24.7%
January 2025	326	34.7%
December 2024	377	42.8%
November 2024	316	23.9%
October 2024	210	-26.8%
September 2024	197	-36.5%
August 2024	269	-5.6%
July 2024	287	-3.0%



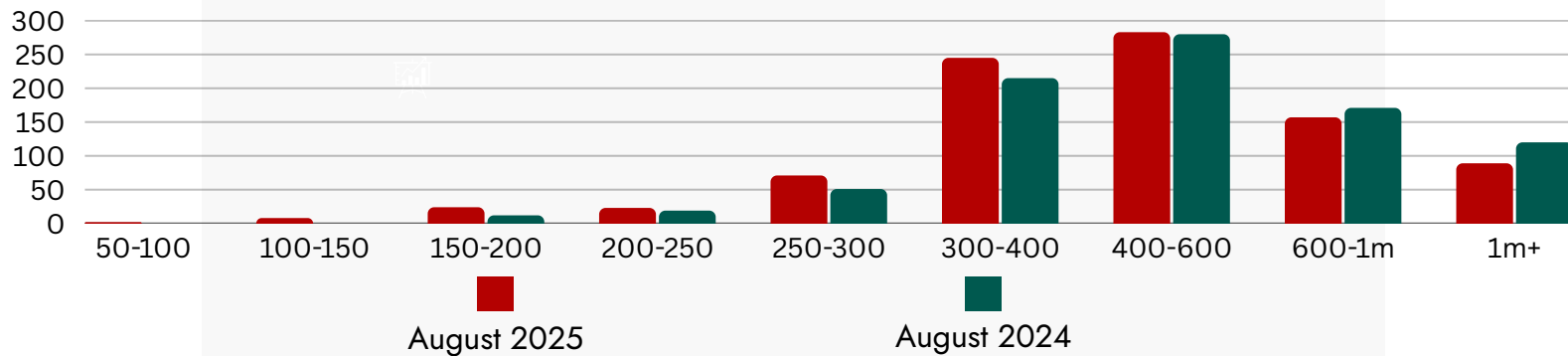
Closed Sales by Price

For better insight into market trends, it is important to look at each price point separately.

While the work of selling a high or low price point is much the same, the timeframes and number of listings can be considerably different.

You also need to be mindful when the number of transactions is very low, such as currently homes under \$150,000.

		% Change Year over Year
Less Than \$50,000	0	0.0%
\$50,000 - \$100,000	2	0.0%
\$100,000 - \$150,000	8	0.0%
\$150,000 - \$200,000	24	100.0%
\$200,000 - \$250,000	23	21.1%
\$250,000 - \$300,000	71	39.2%
\$300,000 - \$400,000	245	14.0%
\$400,000 - \$600,000	283	1.1%
\$600,000 - \$1,000,000	157	-8.2%
\$1,000,000 or more	89	-25.8%

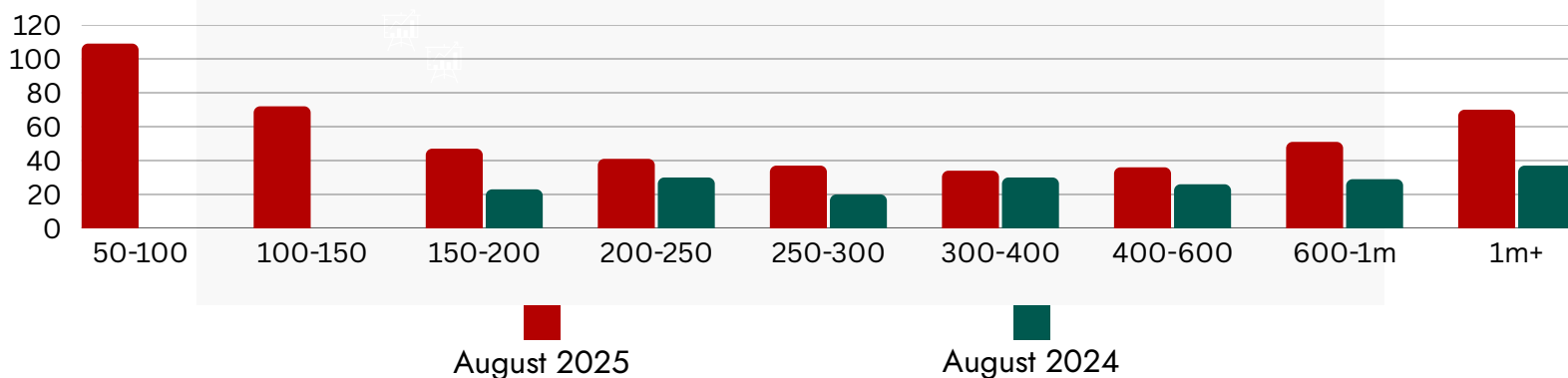


Median Time to Contract by Price

Due to differing sizes of buyer pools, you can typically expect a more expensive home to take longer to sell than a less expensive home.

You also need to be mindful when the number of transactions is very low, such as currently homes under \$150,000.

		% Change Year over Year
Less Than \$50,000	0	0.0%
\$50,000 - \$100,000	109	0.0%
\$100,000 - \$150,000	72	0.0%
\$150,000 - \$200,000	47	104.3%
\$200,000 - \$250,000	41	36.7%
\$250,000 - \$300,000	37	85.0%
\$300,000 - \$400,000	34	13.3%
\$400,000 - \$600,000	36	38.5%
\$600,000 - \$1,000,000	51	75.9%
\$1,000,000 or more	70	89.2%



New Listings by Price

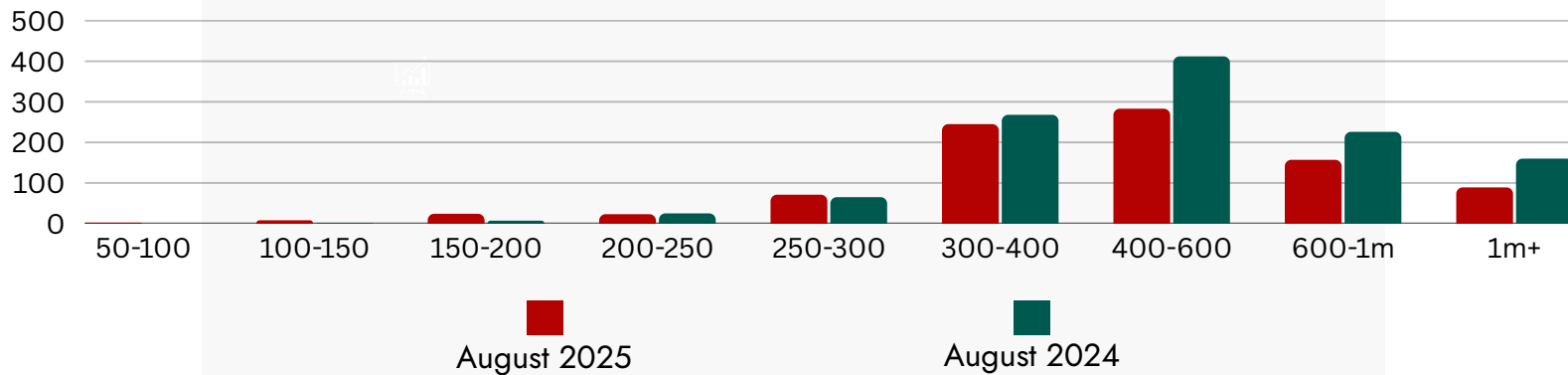
The number of homes listed for sale broken out into price categories.

This is useful to learn where the most market activity is located, as well as detecting or changing shifts in the market.

These are also new listings only, not Temp Off Market, or relists.

You also need to be mindful when the number of transactions is very low, such as currently homes under \$150,000.

		% Change Year over Year
Less Than \$50,000	0	0.0%
\$50,000 - \$100,000	2	0.0%
\$100,000 - \$150,000	8	700.0%
\$150,000 - \$200,000	24	242.9%
\$200,000 - \$250,000	23	-8.0%
\$250,000 - \$300,000	71	9.2%
\$300,000 - \$400,000	245	-8.6%
\$400,000 - \$600,000	283	-31.3%
\$600,000 - \$1,000,000	157	-30.5%
\$1,000,000 or more	89	-44.4%



Inventory by Current Price

The number of homes active on the last day of the month, broken up by price point.

This is useful to know if inventory is growing or shrinking.

You also need to be mindful when the number of transactions is very low, such as currently homes under \$150,000.

		% Change Year over Year
Less Than \$50,000	0	0.0%
\$50,000 - \$100,000	3	0.0%
\$100,000 - \$150,000	8	700.0%
\$150,000 - \$200,000	27	107.7%
\$200,000 - \$250,000	88	266.7%
\$250,000 - \$300,000	208	100.0%
\$300,000 - \$400,000	696	43.2%
\$400,000 - \$600,000	1091	13.3%
\$600,000 - \$1,000,000	889	27.2%
\$1,000,000 or more	803	17.1%

