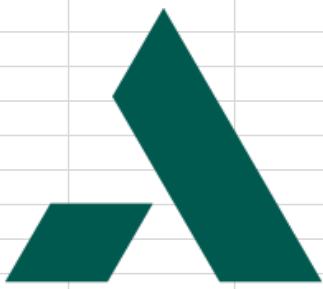


HILLSBOROUGH REAL ESTATE MARKET STATS



A S H L A R
H O M E T E A M

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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 the bad, not looking into, or hiding the bad.

At Ashlar Home Team, we believe that the only way 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 revolution but we are revolutionizing the way we do business.

Kyle Sasser

Realtor® and Team Leader of Ashlar Home Team

Charles Rutenberg Realty - Ashlar Home Team

1545 S Belcher Rd, Clearwater, FL 33764

Telephone: 727-300-2111

Email: Kyle@AshlarRE.com

Website: AshlarRE.com

Recent Market Shifts

Summary

					12/2025	12/2024	% Change
Closed Sales					1,201	1,229	-2.28%
Cash Sales					217	267	-18.73%
Median Sales Price					\$430,000	\$425,000	1.18%
Average Sales Price					\$556,995	\$543,319	2.52%
Dollar Volume					669 M	668 M	0.18%
Median % Of Original List Price					94.40%	95.80%	-1.46%
Median Time to Contract					46 Days	42 Days	9.52%
Median Time to Sale					83 Days	84 Days	-1.19%
New Pending Sales					919	965	-4.77%
New Listings					1,063	1,165	-8.76%
Active Inventory					4,267	3,812	11.94%
Months Supply					3.40	3.05	11.20%
Foreclosure / REO					5	9	-44.44%
Short Sales					4	5	-20.00%

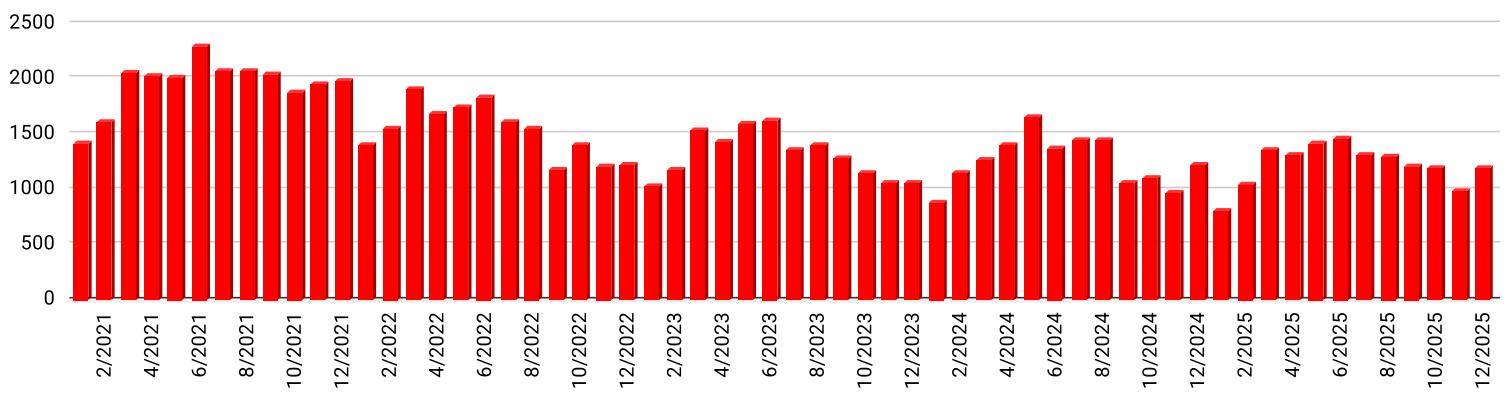
CLOSED SALES

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 pure numbers as that generally indicates the trend the market is taking compared to the previous year.

Closed sales do naturally vary month to month.

Month	Closed Sales	Change YoY
Dec 2025	1,201	-2.28%
Nov 2025	992	2.06%
Oct 2025	1,187	7.62%
Sep 2025	1,211	10.20%
Aug 2025	1,304	-10.13%
Jul 2025	1,309	-9.10%
Jun 2025	1,467	6.92%
May 2025	1,425	-13.64%
Apr 2025	1,316	-6.40%
Mar 2025	1,364	7.91%
Feb 2025	1,044	-9.45%
Jan 2025	814	-6.86%
Dec 2024	1,229	16.60%
12 Month Average	1,220	-0.19%

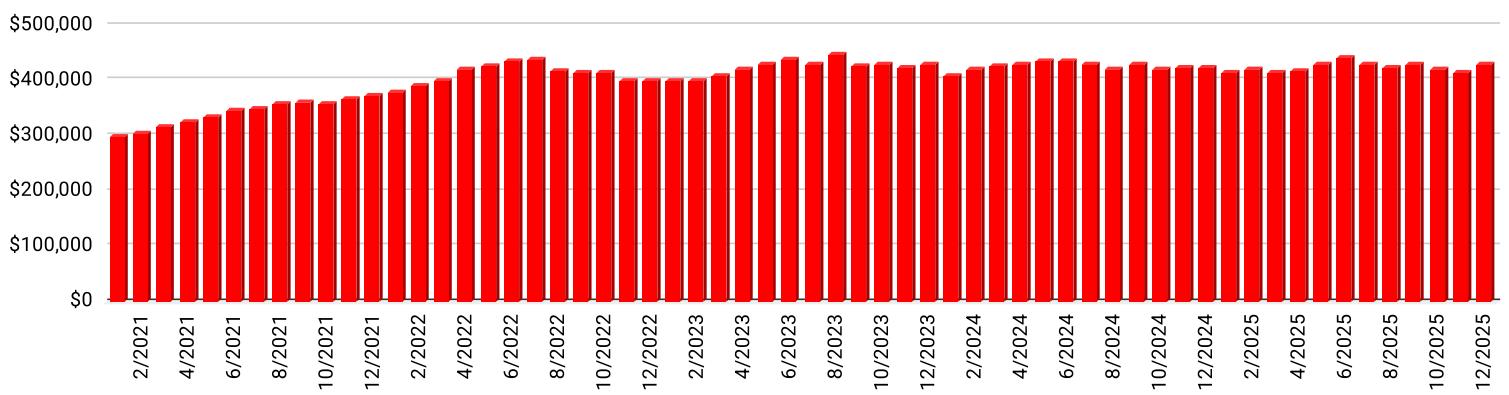


MEDIAN SALE PRICE

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.

Month	Med Price	Change YoY
Dec 2025	\$430,000	1.18%
Nov 2025	\$415,000	-2.35%
Oct 2025	\$420,000	-0.45%
Sep 2025	\$429,000	0.00%
Aug 2025	\$424,950	1.18%
Jul 2025	\$430,435	0.10%
Jun 2025	\$440,000	0.81%
May 2025	\$430,000	-1.15%
Apr 2025	\$417,000	-2.93%
Mar 2025	\$415,000	-3.04%
Feb 2025	\$420,000	-0.19%
Jan 2025	\$414,945	1.21%
Dec 2024	\$425,000	-1.16%
12 Month Average	\$423,861	-0.04%



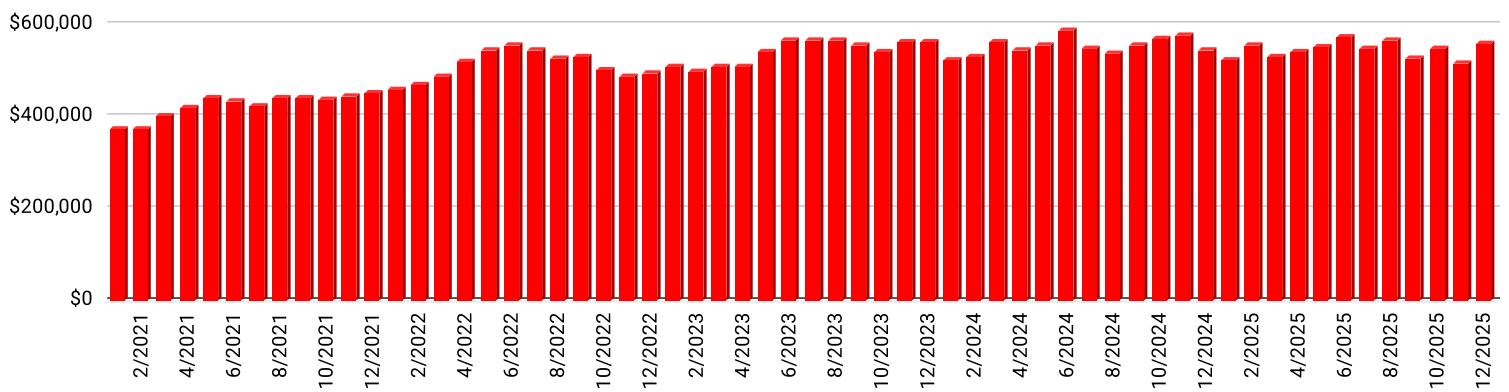
AVERAGE SALE PRICE

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 be a useful bit of information for overall trends.

Month	Avg Price	Change YoY
Dec 2025	\$556,995	2.52%
Nov 2025	\$514,593	-10.56%
Oct 2025	\$547,639	-3.60%
Sep 2025	\$526,004	-5.18%
Aug 2025	\$565,125	5.42%
Jul 2025	\$547,950	0.33%
Jun 2025	\$573,067	-2.65%
May 2025	\$550,940	-0.96%
Apr 2025	\$540,148	-0.93%
Mar 2025	\$528,499	-6.01%
Feb 2025	\$553,394	4.60%
Jan 2025	\$522,390	-0.15%
Dec 2024	\$543,319	-3.59%
12 Month Average	\$543,895	-0.13%



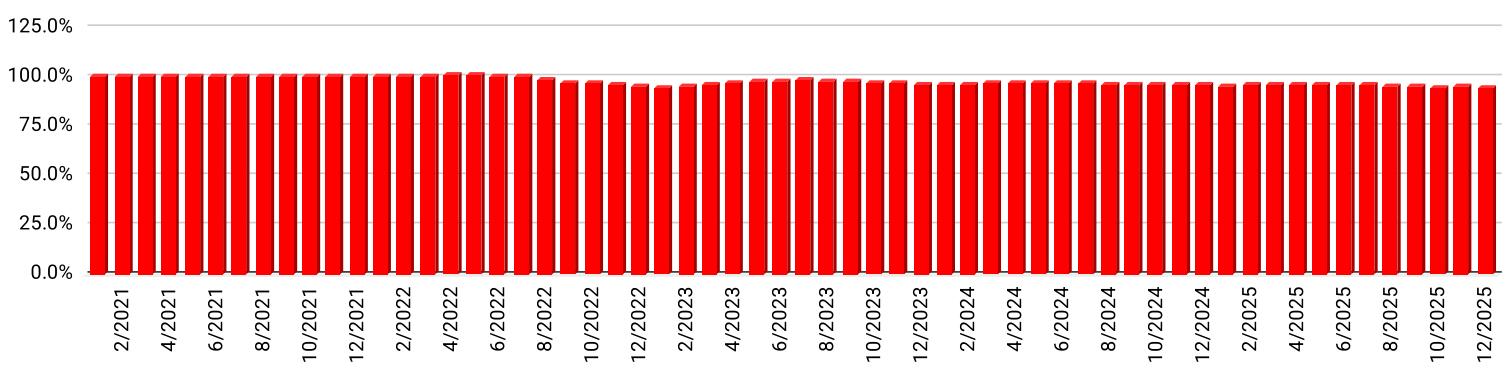
MEDIAN % OF ORIGINAL LIST PRICE RECEIVED

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.

Month	% Orig List	Change YoY
Dec 2025	94.40%	-1.46%
Nov 2025	95.10%	-0.63%
Oct 2025	94.80%	-1.04%
Sep 2025	95.00%	-0.93%
Aug 2025	95.20%	-1.14%
Jul 2025	95.80%	-1.24%
Jun 2025	96.50%	-0.52%
May 2025	96.30%	-0.72%
Apr 2025	96.50%	-0.72%
Mar 2025	96.30%	-0.52%
Feb 2025	95.90%	-0.42%
Jan 2025	95.60%	-0.31%
Dec 2024	95.80%	-0.52%
12 Month Average	95.62%	-0.07%



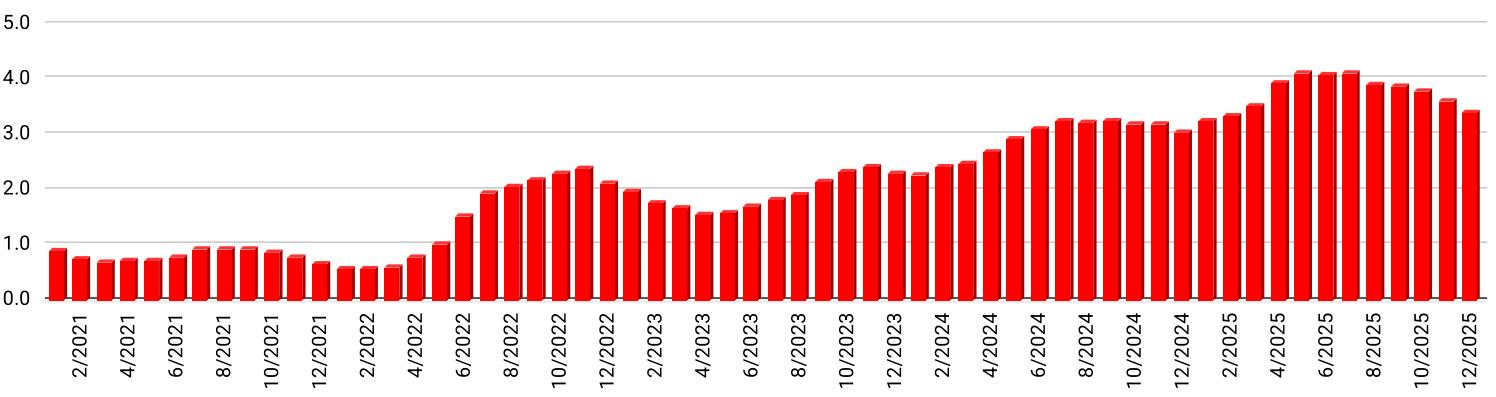
MONTHS SUPPLY

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 Balanced 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.

Month	Months Supply	Change YoY
Dec 2025	3.40	11.20%
Nov 2025	3.62	13.91%
Oct 2025	3.79	18.45%
Sep 2025	3.87	19.44%
Aug 2025	3.92	21.87%
Jul 2025	4.13	27.23%
Jun 2025	4.10	31.77%
May 2025	4.13	41.37%
Apr 2025	3.93	47.06%
Mar 2025	3.51	40.79%
Feb 2025	3.36	38.50%
Jan 2025	3.26	42.97%
Dec 2024	3.05	33.55%
12 Month Average	3.75	2.37%

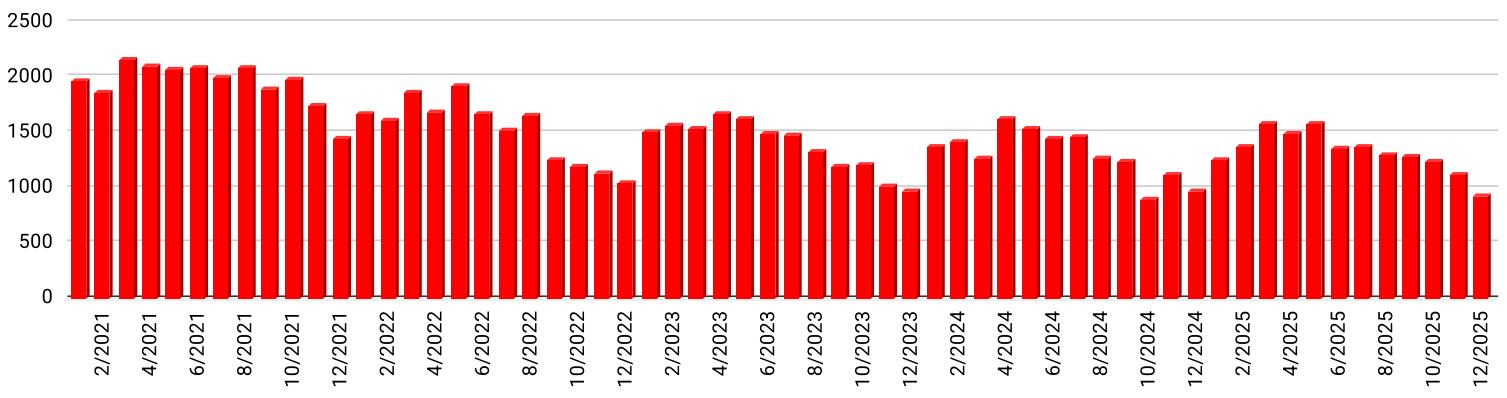


NEW PENDING SALES

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.

Month	New Pending	Change YoY
Dec 2025	919	-4.77%
Nov 2025	1,114	-1.07%
Oct 2025	1,245	39.57%
Sep 2025	1,278	3.08%
Aug 2025	1,304	3.00%
Jul 2025	1,380	-5.54%
Jun 2025	1,351	-7.02%
May 2025	1,587	3.19%
Apr 2025	1,494	-8.06%
Mar 2025	1,576	24.68%
Feb 2025	1,375	-2.69%
Jan 2025	1,251	-8.82%
Dec 2024	965	-0.92%
12 Month Average	1,323	0.14%

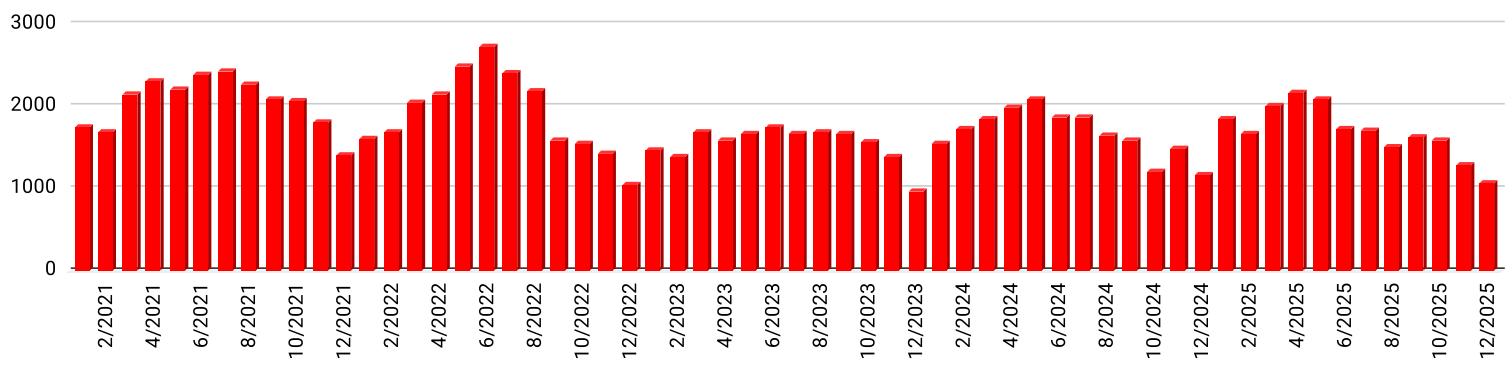


NEW LISTINGS

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.

Month	New Listings	Change YoY
Dec 2025	1,063	-8.76%
Nov 2025	1,288	-13.62%
Oct 2025	1,592	32.23%
Sep 2025	1,627	2.73%
Aug 2025	1,511	-8.20%
Jul 2025	1,700	-8.90%
Jun 2025	1,722	-7.72%
May 2025	2,086	0.48%
Apr 2025	2,157	8.23%
Mar 2025	2,001	8.63%
Feb 2025	1,660	-3.71%
Jan 2025	1,849	19.37%
Dec 2024	1,165	19.61%
12 Month Average	1,688	0.10%

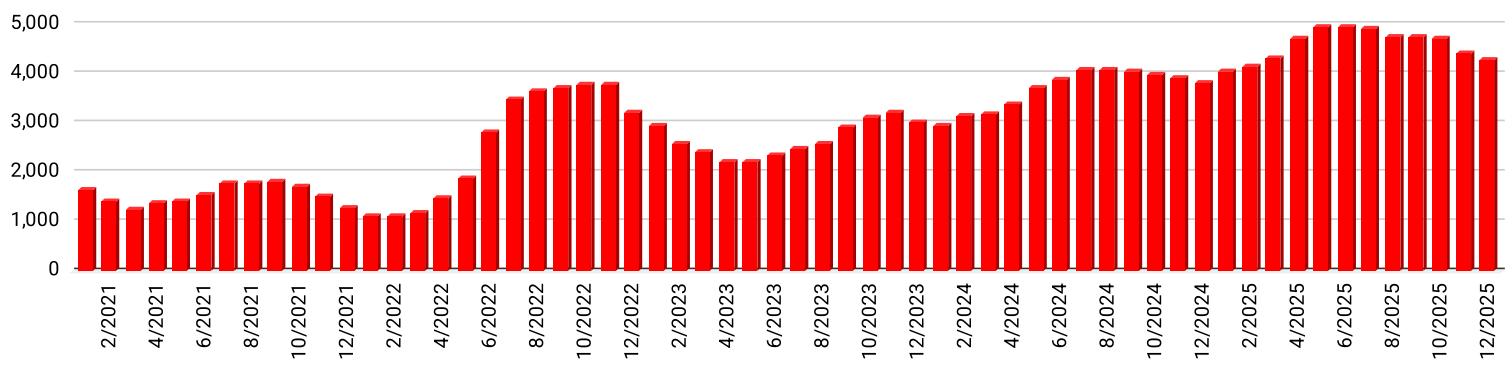


INVENTORY (ACTIVE LISTINGS)

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.

Month	Inventory	Change YoY
Dec 2025	4,267	11.94%
Nov 2025	4,425	12.77%
Oct 2025	4,715	18.68%
Sep 2025	4,733	17.11%
Aug 2025	4,756	17.11%
Jul 2025	4,922	20.46%
Jun 2025	4,935	26.77%
May 2025	4,958	33.42%
Apr 2025	4,705	38.71%
Mar 2025	4,304	35.90%
Feb 2025	4,132	31.80%
Jan 2025	4,051	37.14%
Dec 2024	3,812	27.32%
12 Month Average	4,575	2.03%



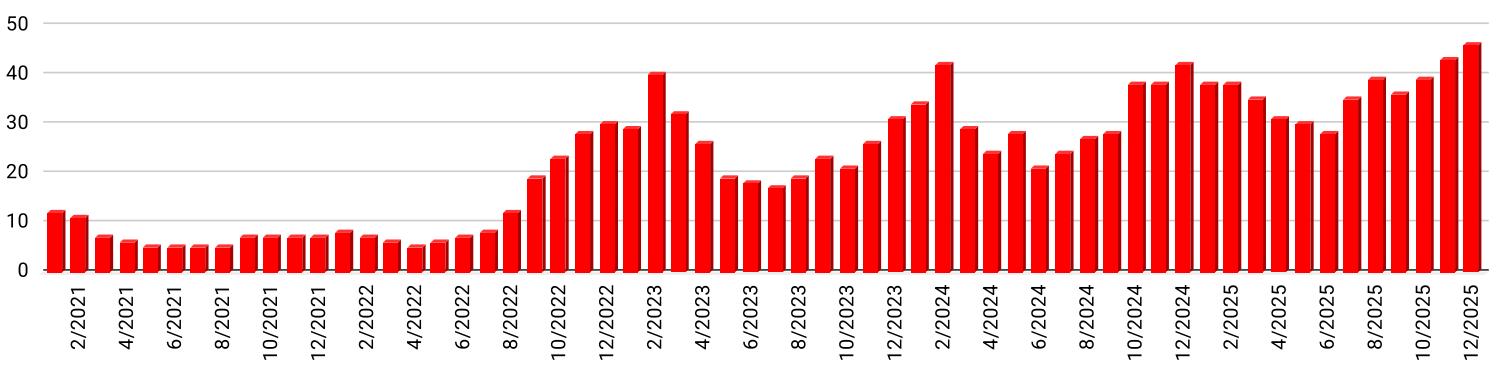
MEDIAN TIME TO CONTRACT

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.

Month	Med Time To C	Change YoY
Dec 2025	46	9.52%
Nov 2025	43	13.16%
Oct 2025	39	2.63%
Sep 2025	36	29.63%
Aug 2025	39	44.44%
Jul 2025	35	45.83%
Jun 2025	28	33.33%
May 2025	30	7.14%
Apr 2025	31	29.17%
Mar 2025	35	20.69%
Feb 2025	38	-9.52%
Jan 2025	38	11.76%
Dec 2024	42	35.48%
12 Month Average	37	1.40%

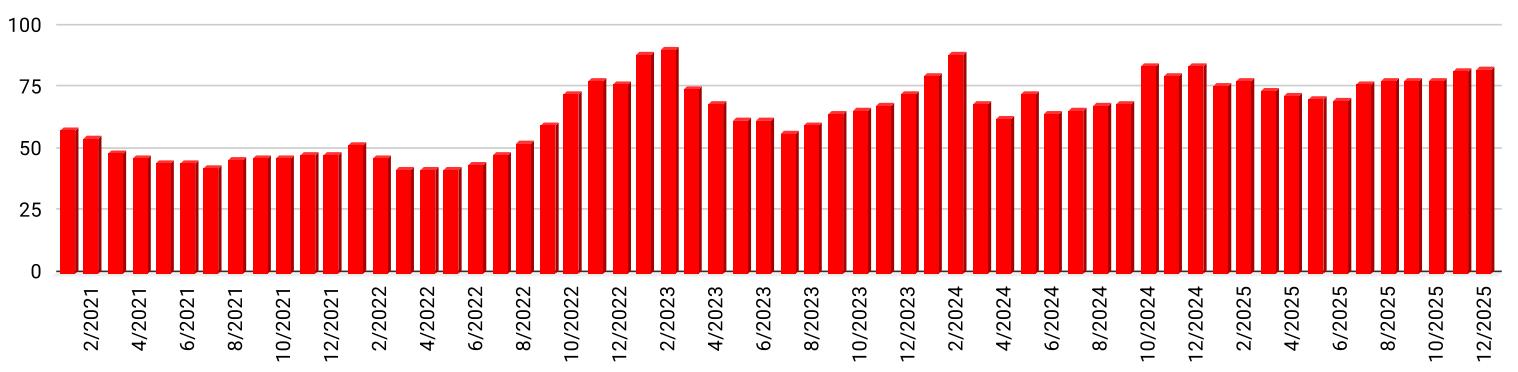


MEDIAN TIME TO SALE

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

Month	Med Time To Sale	Change YoY
Dec 2025	83	-1.19%
Nov 2025	82	2.50%
Oct 2025	78	-7.14%
Sep 2025	78	13.24%
Aug 2025	78	14.71%
Jul 2025	77	16.67%
Jun 2025	70	7.69%
May 2025	71	-2.74%
Apr 2025	72	14.29%
Mar 2025	74	7.25%
Feb 2025	78	-12.36%
Jan 2025	76	-5.00%
Dec 2024	84	15.07%
12 Month Average	76	0.25%



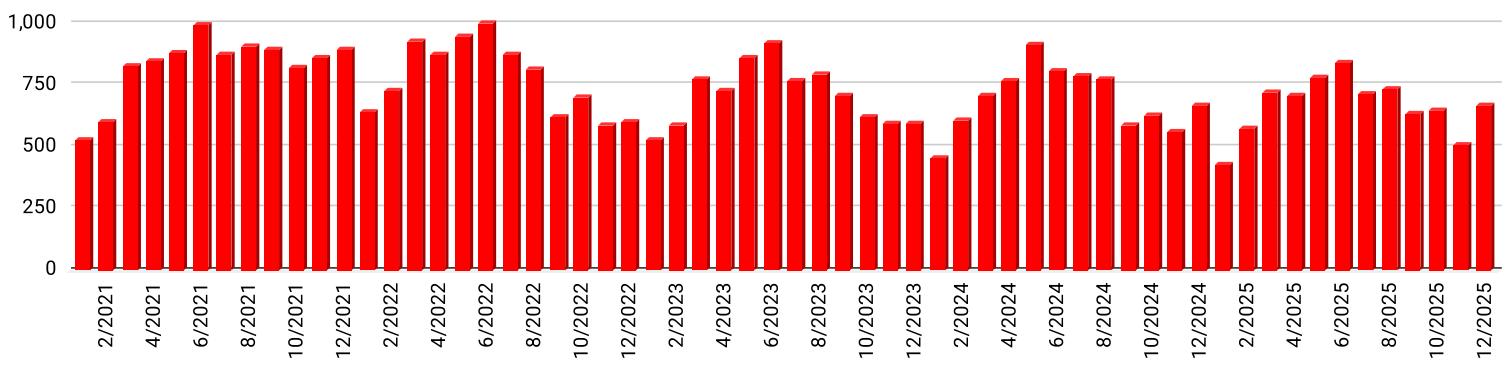
DOLLAR VOLUME

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 pure numbers as that generally indicates the trend the market is taking compared to the previous year.

Closed sales do naturally vary month to month.

Month	Dollar Volume	Change YoY
Dec 2025	669	0.18%
Nov 2025	510	-8.72%
Oct 2025	650	3.74%
Sep 2025	637	6.21%
Aug 2025	737	-5.26%
Jul 2025	717	-8.80%
Jun 2025	841	4.10%
May 2025	785	-14.46%
Apr 2025	711	-7.28%
Mar 2025	721	1.43%
Feb 2025	578	-5.29%
Jan 2025	425	-7.00%
Dec 2024	668	12.42%
12 Month Average	665	-0.30%



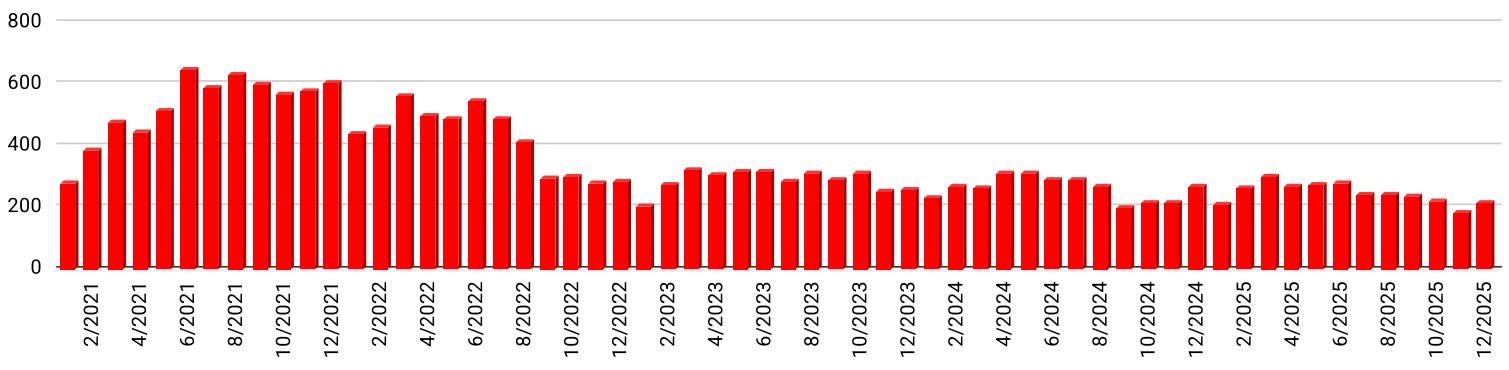
CASH SALES

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.

Month	Cash Sales	Change YoY
Dec 2025	217	-18.73%
Nov 2025	183	-13.68%
Oct 2025	221	2.79%
Sep 2025	234	13.11%
Aug 2025	243	-8.99%
Jul 2025	241	-16.03%
Jun 2025	279	-3.13%
May 2025	274	-11.04%
Apr 2025	270	-12.90%
Mar 2025	299	15.00%
Feb 2025	260	-2.62%
Jan 2025	209	-8.33%
Dec 2024	267	3.09%
12 Month Average	244	-0.48%



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.

Month	Sales by Price	Change YoY
Less Than \$50k	0	#DIV/0!
\$50k - \$100k	1	0.00%
\$100k - \$150k	3	-66.67%
\$150k - \$200k	14	-44.00%
\$200k - \$250k	32	-8.57%
\$250k - \$300k	97	6.59%
\$300k - \$400k	362	1.40%
\$400k - \$600k	403	-1.71%
\$600k - \$1M	197	-8.37%
\$1M or more	91	5.81%



MEDIAN Time to Contract

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.

Month	Med Price	Change YoY
Less Than \$50k	0	#DIV/0!
\$50k - \$100k	186	169.57%
\$100k - \$150k	12	-7.69%
\$150k - \$200k	18	50.00%
\$200k - \$250k	25	-44.44%
\$250k - \$300k	51	82.14%
\$300k - \$400k	37	-13.95%
\$400k - \$600k	59	28.26%
\$600k - \$1M	45	0.00%
\$1M or more	56	143.48%



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.

Month	Sales by Price	Change YoY
Less Than \$50k	1	#DIV/0!
\$50k - \$100k	1	0.00%
\$100k - \$150k	4	-42.86%
\$150k - \$200k	14	-36.36%
\$200k - \$250k	30	3.45%
\$250k - \$300k	75	11.94%
\$300k - \$400k	346	2.67%
\$400k - \$600k	353	-12.84%
\$600k - \$1M	170	-17.48%
\$1M or more	68	-25.27%



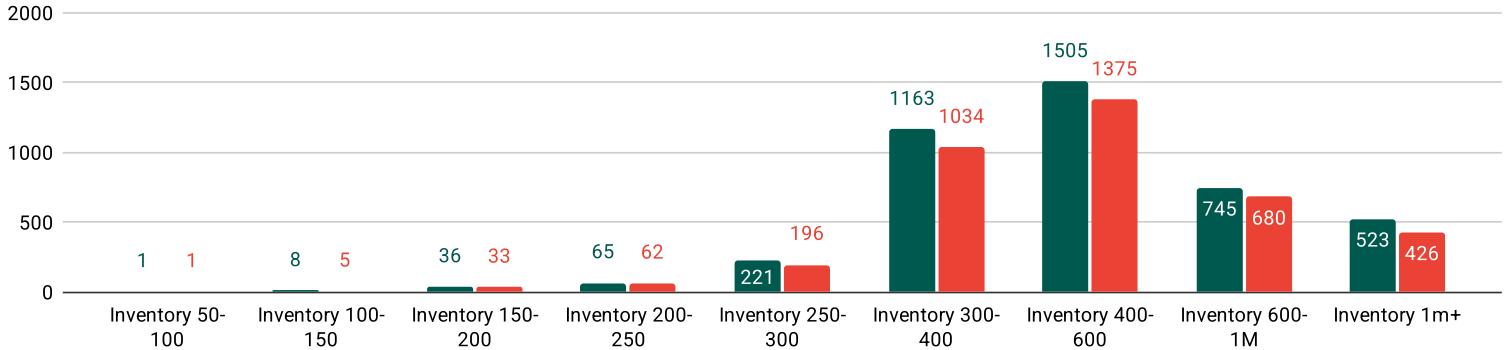
Inventory by Current Price

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 cu

Month	Med Price	Change YoY
Less Than \$50k	7	#DIV/0!
\$50k - \$100k	1	0.00%
\$100k - \$150k	8	60.00%
\$150k - \$200k	36	9.09%
\$200k - \$250k	65	4.84%
\$250k - \$300k	221	12.76%
\$300k - \$400k	1,163	12.48%
\$400k - \$600k	1,505	9.45%
\$600k - \$1M	745	9.56%
\$1M or more	523	22.77%



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