

JACKSON MSA OVERVIEW



TOTAL SALES

1,047

55.6% Year Over Year

The total sales rose from 673 in the first half of 2024 to 1,047 in the first half of 2025, reflecting an increase of 55.6%

AVERAGE SALES PRICE

\$267,908

-2.2% Year Over Year

The average sales price fell from \$273,802 in the first half of 2024 to \$267,908 in the first half of 2025, reflecting a decrease of 2.2%.

DAYS ON MARKET

83

97.6% Year Over Year

The days on market rose from 42 in the first half of 2024 to 83 in the first half of 2025, reflecting an increase of 97.6%.

	2025	2024	% CHG
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— AVERAGE PRICE ■ TOTAL SALES



CITY OF JACKSON

	2025	2024	% CHG
Total Sales	452	304	48.7
Days on Market	67	46	45.7
Avg. Sales Price	\$316,007	\$304,959	3.6
Total Volume	\$142,866,933	\$92,707,549	54.1

MADISON COUNTY

	2025	2024	% CHG
Total Sales	515	396	30.1
Days on Market	66	44	50.0
Avg. Sales Price	\$308,295	\$301,987	2.1
Total Volume	\$158,771,933	\$119,586,999	32.8

MEDINA

	2025	2024	% CHG
Total Sales	64	44	45.5
Days on Market	70	34	105.9
Avg. Sales Price	\$359,997	\$340,475	5.7
Total Volume	\$23,039,820	\$14,980,900	53.8

TRENTON

	2025	2024	% CHG
Total Sales	37	31	19.4
Days on Market	75	58	29.3
Avg. Sales Price	\$205,546	\$178,982	14.8
Total Volume	\$7,605,200	\$5,548,450	37.1

GIBSON COUNTY

	2025	2024	% CHG
Total Sales	280	214	30.8
Days on Market	68	40	70.0
Avg. Sales Price	\$243,789	\$219,531	11.0
Total Volume	\$68,261,057	\$46,979,796	45.3

HAYWOOD COUNTY

	2025	2024	% CHG
Total Sales	42	38	10.5
Days on Market	109	86	26.7
Avg. Sales Price	\$229,936	\$211,310	8.8
Total Volume	\$9,657,300	\$8,029,800	20.3



JACKSON, TN

Market Performance at a Glance

From January to June 2025, the Jackson area market showed signs of steady growth with mild cooling. Home values dropped modestly, with the overall local MLS estimating the average home price at around \$267,908—a slight 2% decrease year-over-year. While prices remained firm, the pace of sales slowed compared to early 2024. Homes stayed on the market longer, averaging 83 days according to the local area MLS, which is a 98% increase from the first quarter locally in 2024.

Inventory gradually increased, with Realtor.com labeling Jackson a buyer's market by May. Active listings reached 1,047 for the entire MLS by the end of June. This growing inventory trend continues to provide buyers with more options and greater negotiating power.

Overall, the market has shifted subtly toward buyers, though it's far from one-sided. Looking ahead, if inventory continues to rise, the trend toward balance will likely persist. Competitive pricing and sharp presentation will be critical for sellers aiming for quick sales. For buyers, expanding options mean opportunities to negotiate and find the right home. As always, if you're considering buying or selling in Jackson, having a well-informed, strategic agent is key. Our Nest team stays on top of local trends to keep you confident—and ahead—no matter which side of the market you're on.