

Real Estate Pulse St. Johns County, FL

August 2025 Update



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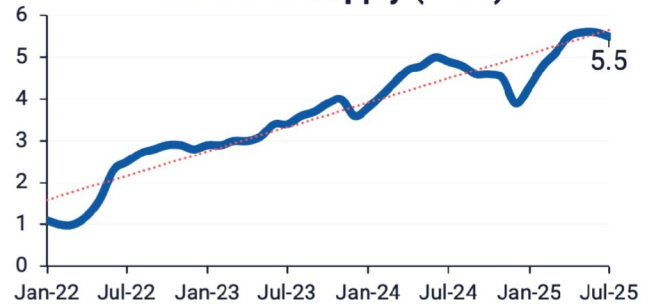
This report is designed to give you the main data points needed to navigate the local real estate market. Insights gained through this report will help you make more informed decisions when buying or selling real estate in the area.

Median Sale Price



Median prices are the middle price of all homes sold that month. It excludes the high and low prices to show us how the price on a typical home is changing.

Months of Supply (MOS)



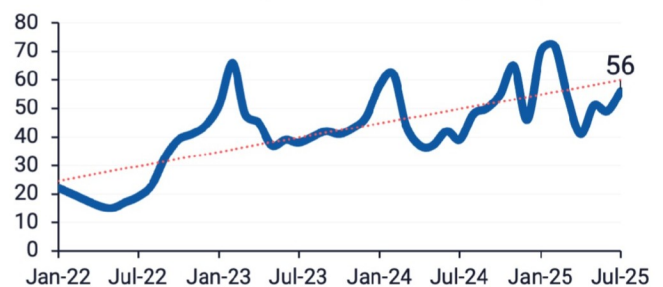
MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.

Median Sold-to-List %



Median sold-to-list % tells us how much sellers are discounting from their original price in general. The lower the number, the more favorable for buyers and vice versa.

Median Days on Market (DOM)



Sellers get a sense for how long it takes to sell by considering median DOM. Buyers should manage expectations of price discounts using a property's DOM.

Buyer Insights

- **Buyer opportunities ahead?** Even though prices were slightly higher in July, the rest of the stats point towards buyers gaining some power in negotiations with sellers. Slowing sales in St. Johns could lead to some amazing deals.
- **Don't wait on the Fed.** With slower sales in St. Johns, builders and home sellers may be more desperate to do a deal. While many buyers will wait for Fed rate cuts, relatively lower rates have already arrived and may not last.
- **Check out the incentives.** New home builders are offering big closing cost credits, lower rates, and upgrade options.

Seller Insights

- **Sellers are having a harder time in St. Johns compared to the other counties.** The stats show sales are slowing in St. Johns given more supply between existing and new homes. This requires a more dialed in go-to-market strategy to sell.
- **Are you testing or selling?** About half of sellers aren't actually in the market. They're priced above the market looking for the "right" buyer to come along. It may happen, but if you're serious about selling, you've got to price accordingly.
- **Prepare for surprises.** Hurricanes, Fed rate cuts, holidays, etc. could all bring curveballs to real estate in the Fall.

Source: FloridaRealtors®

Data is deemed reliable but not guaranteed. Market conditions change, and this report is for informational purposes only. Buyers and sellers should consult a licensed real estate professional for personalized advice.

