

# Real Estate Pulse

## St. Johns County, FL

November 2025 Update



**Kristan Cloud-Malin, PA ®**

Listin' with Kristan

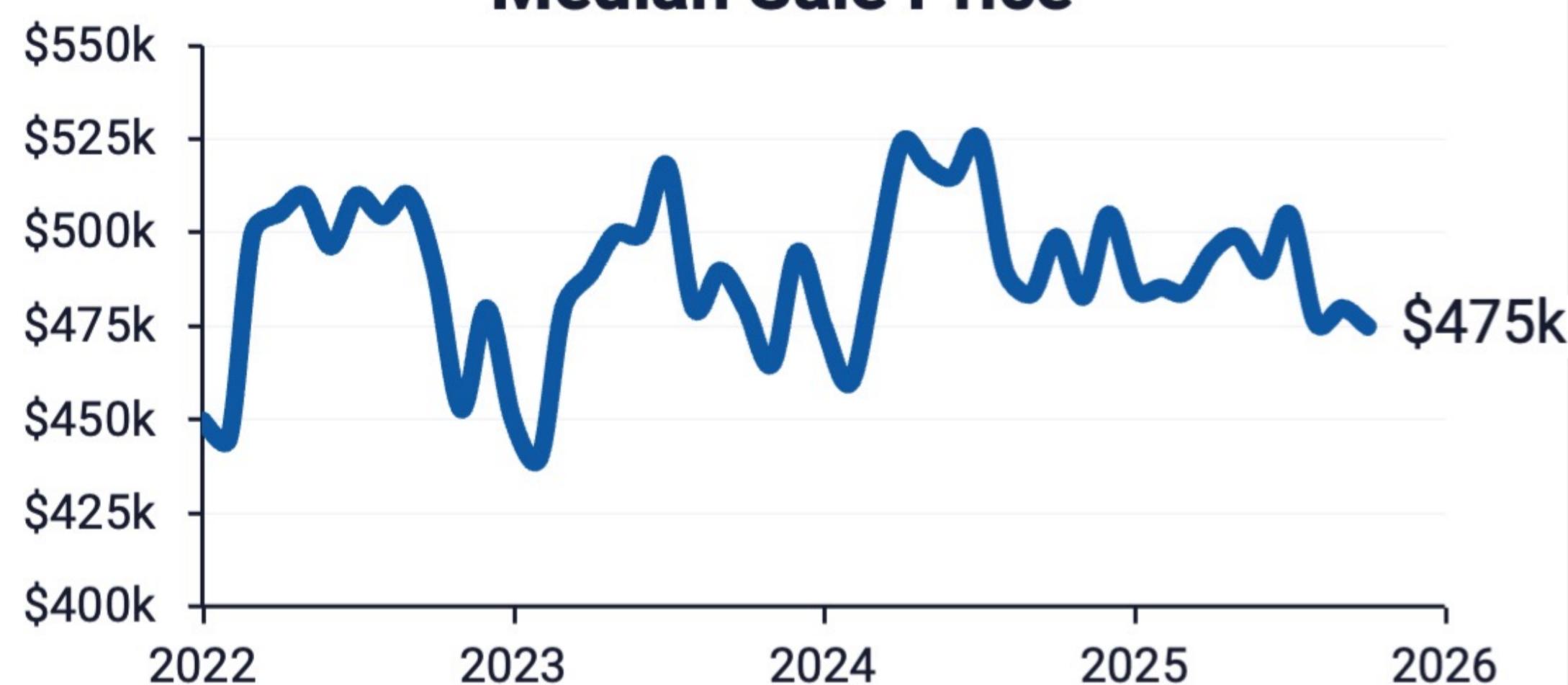
(904) 382-5526

kmalin63@gmail.com

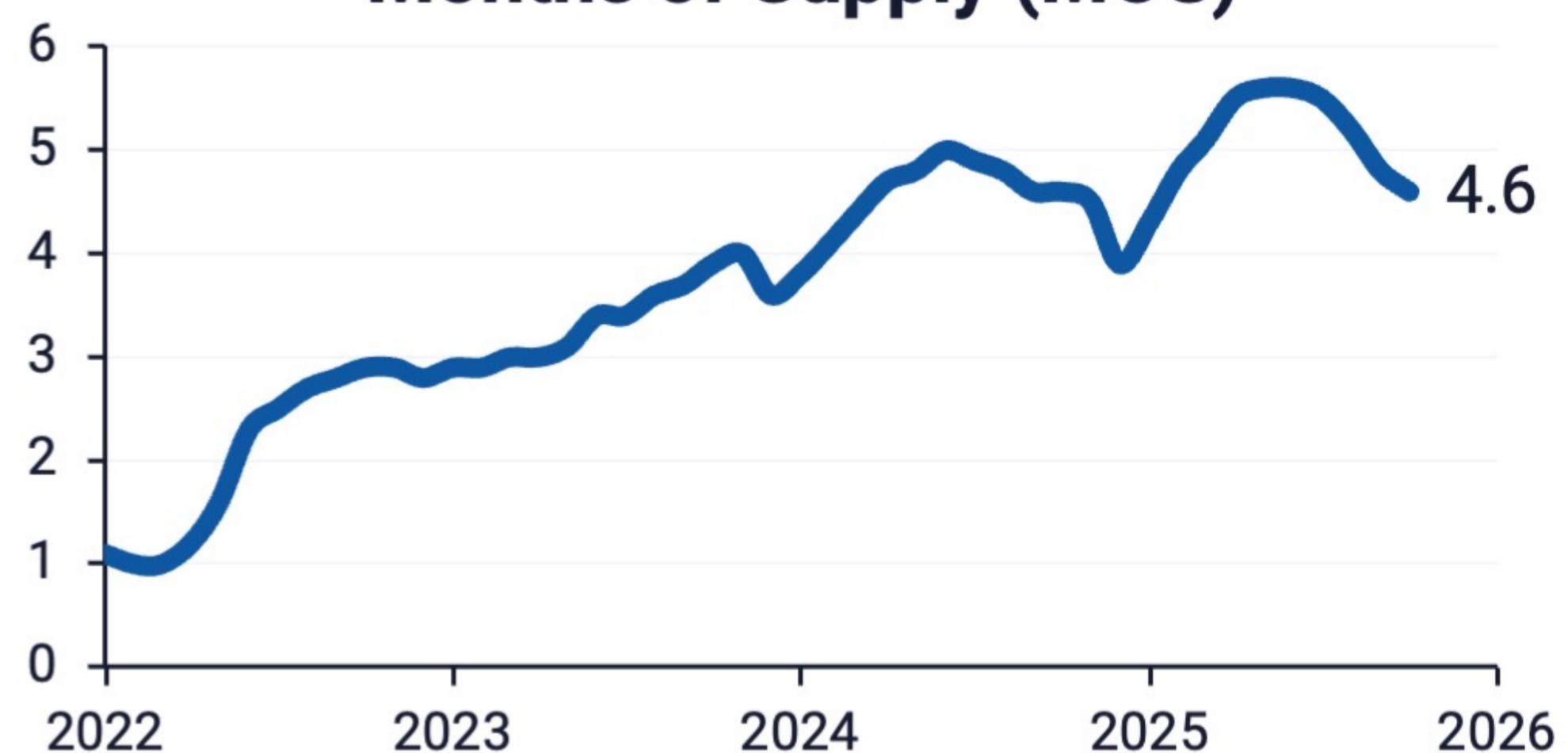
[www.ListingWithKristan.com](http://www.ListingWithKristan.com)

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



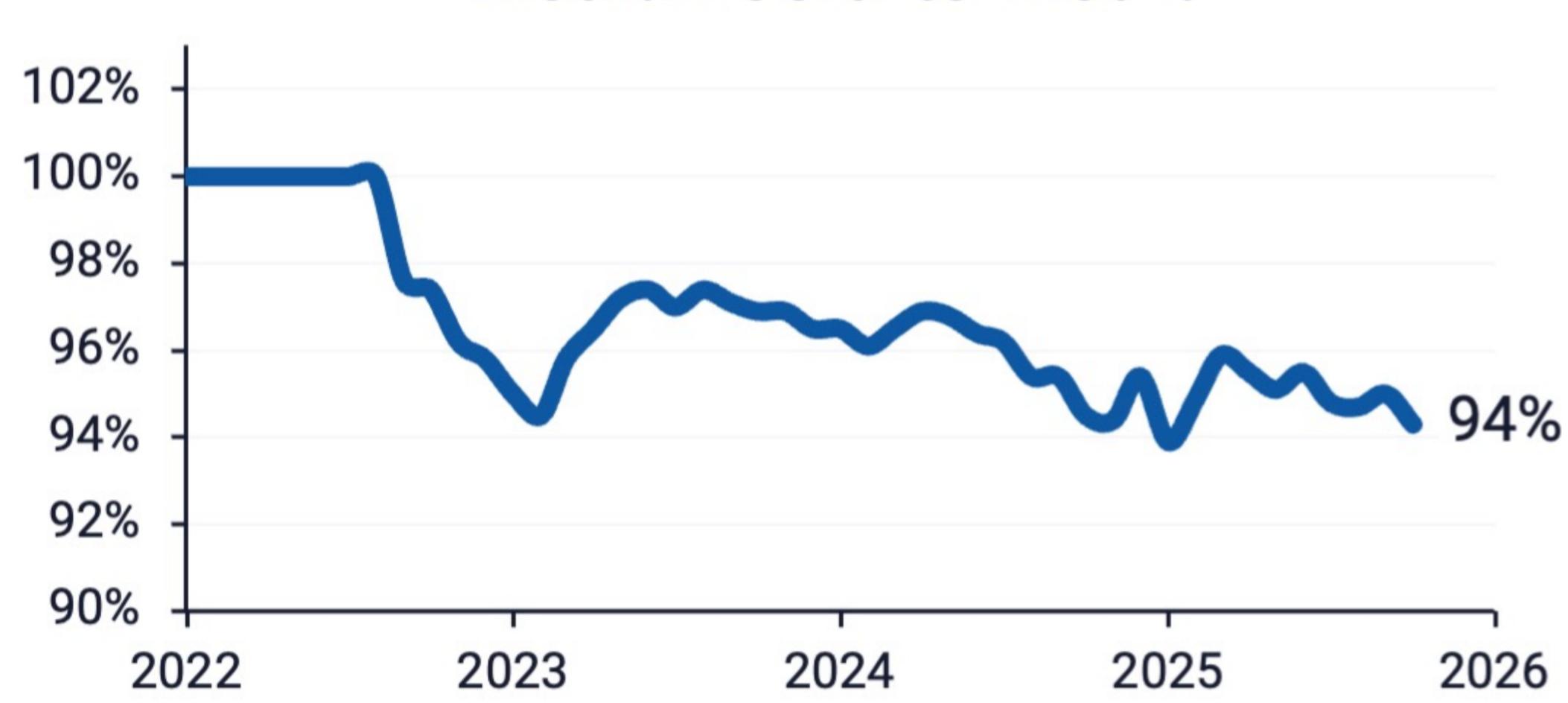
### Months of Supply (MOS)



*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.*

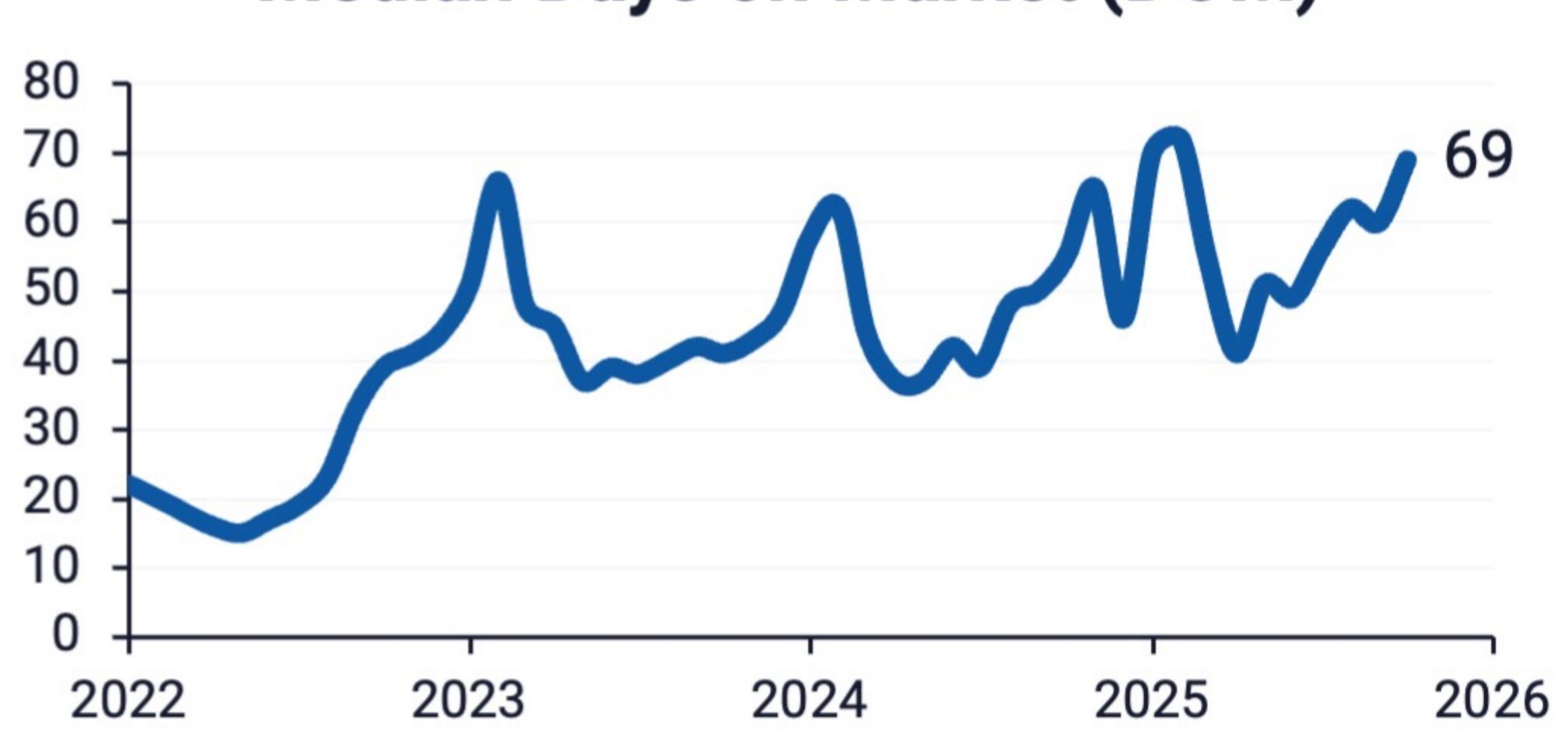
*MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.*

### 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

- Now is the time to get the best deals of the year.** Each year, we see the stats show buyers get the lowest prices and best terms in Northeast Florida when they take action in December. Are you making a move?
- Options will be mostly limited to what's for sale now.** Fewer owners list their home for sale in December as it's better for them to wait until the new year. This means the odds of the perfect new listing popping up are lower.
- Target homes that have been on the market 60+ days.** These sellers could be more flexible in negotiations.

## Seller Insights

- Wait for New Years?** It's not an automatic choice like most years. Lower rates, better weather, and a build up of eager buyers is creating more activity in our market than normal right now – showings are up 18% vs. the same time last year.
- You've got to get price and credits right.** Just because there's more buzz in the market doesn't mean you can get wild with your price. Buyers are still very sensitive to payments and the risk of overpaying.
- January could be big.** If the market holds steady, we could see a big surge in activity in the new year that favors sellers.