

Real Estate Pulse

St. Johns County, FL

October 2025 Update



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Listin' with Kristan

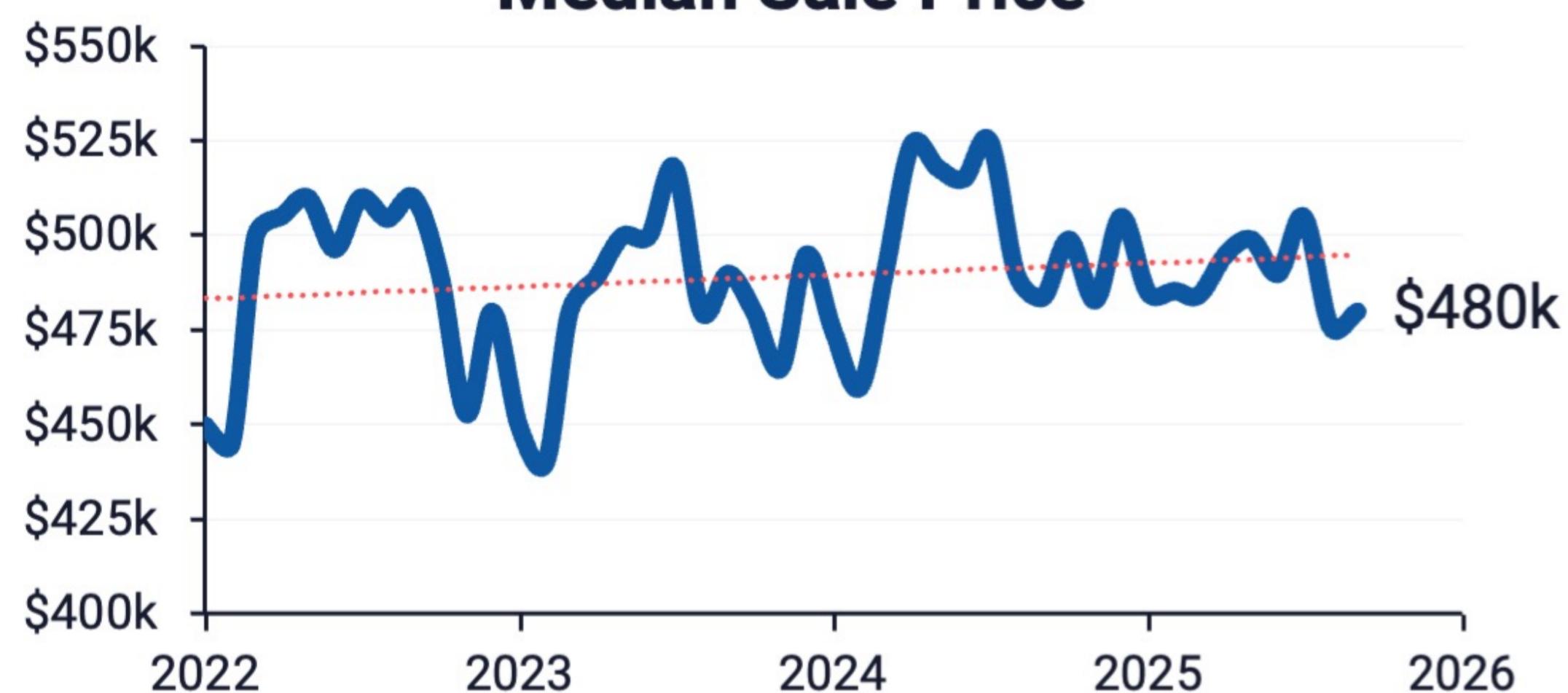
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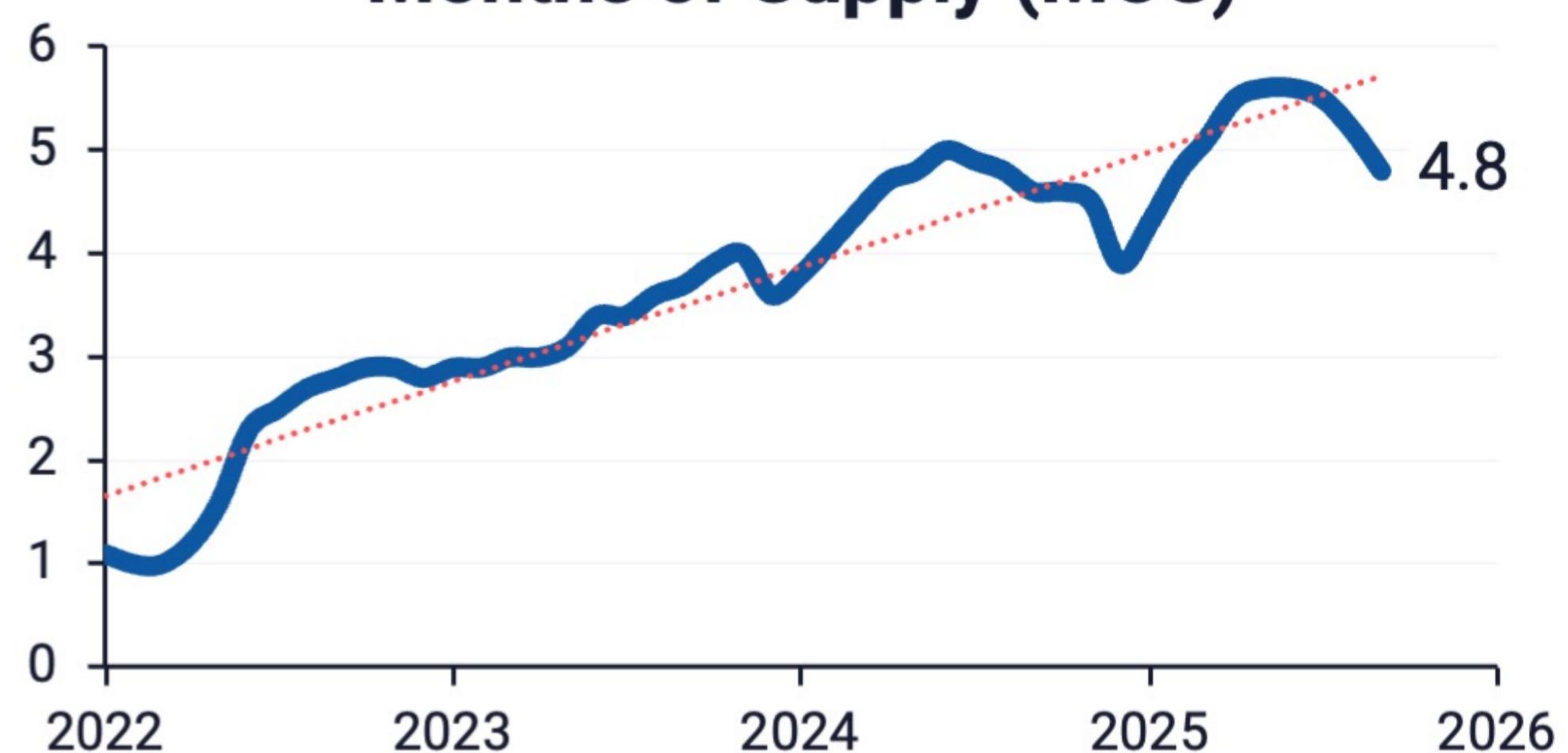
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This report is designed to give you the main data points needed to navigate the local real estate market. Insights gained through this report will help you make more informed decisions when buying or selling real estate in the area.

Median Sale Price



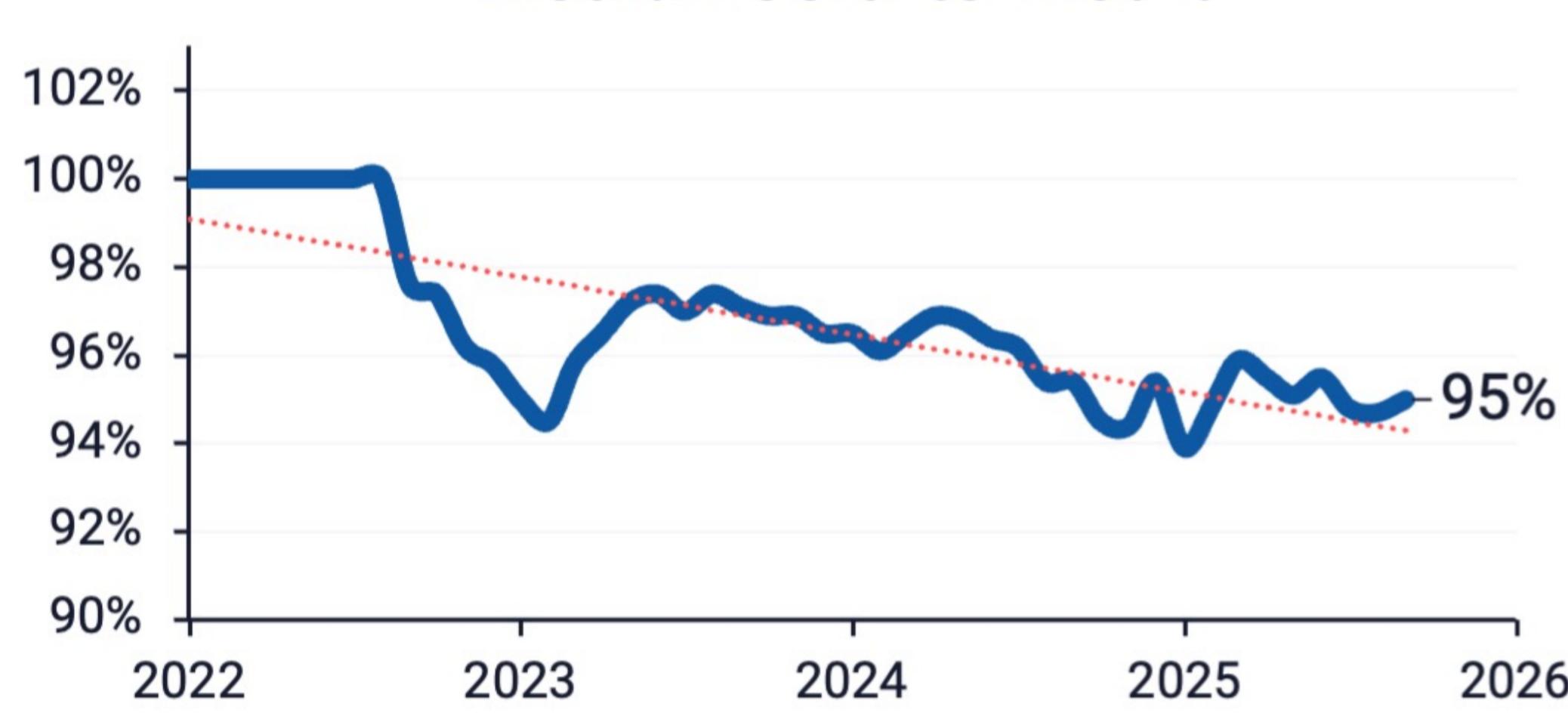
Months of Supply (MOS)



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.

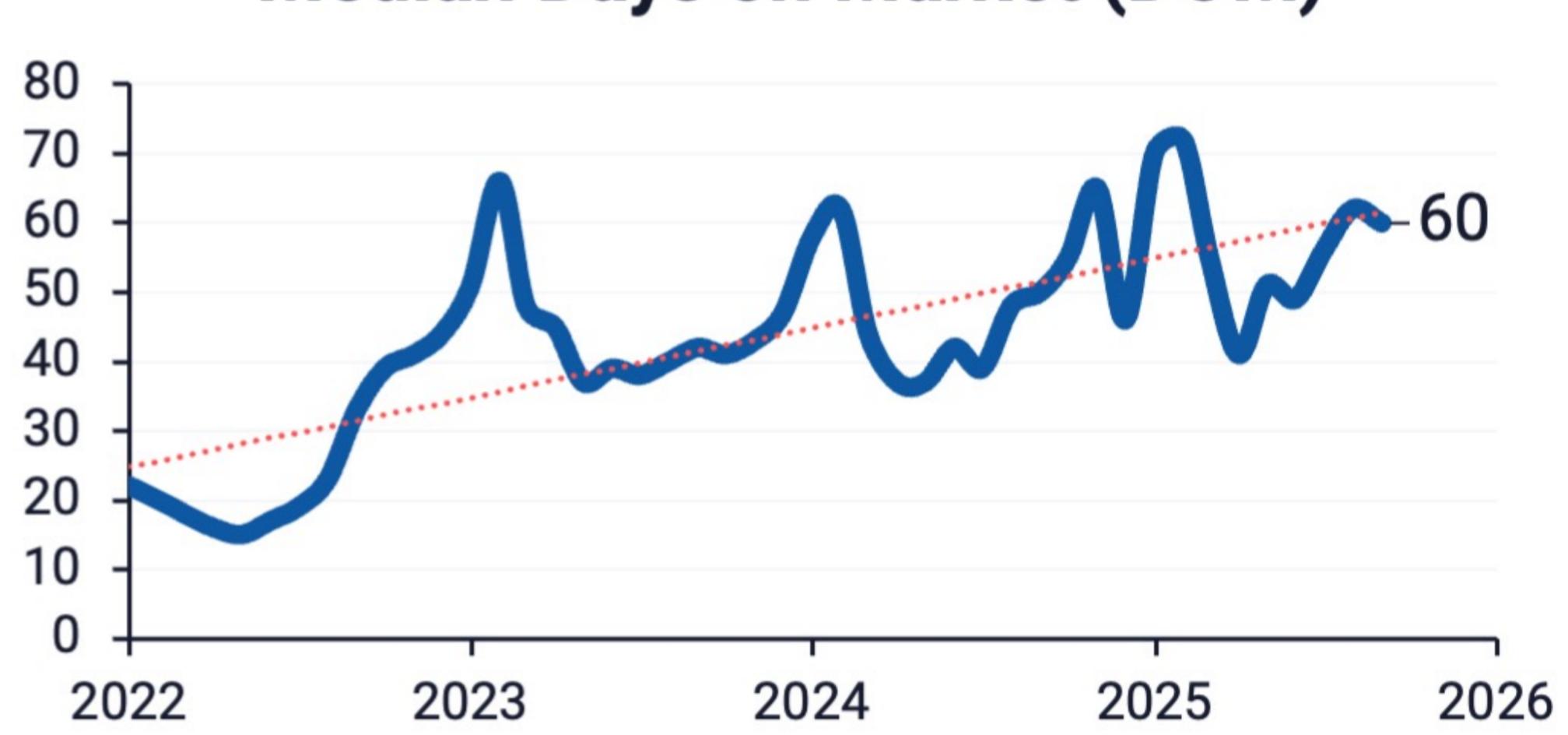
MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.

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 push for a great deal. Home builders and owners of existing properties typically give the best discounts and terms of sale in the winter.
- Target homes that have been on the market for more than 60 days. The best homes sell very quickly, but if you're looking for more value, then you should consider homes that have been sitting on the market for 2 months.
- The best rates of 2025 are here and creating opportunities. Have you checked the numbers lately?

Seller Insights

- Home sales increased 2.2% compared to the same time last year. The market in St. Johns firmed up slightly in September as the four primary metrics we track moved in favor of sellers.
- Monitor new construction and price accordingly. St. Johns has more new construction for sale than the other Northeast Florida counties which impacts what an existing home seller can get for their property.
- Expect the slowdown to continue. November and December can be quiet months as the holidays take center stage.