

Real Estate Pulse

St. Johns County, FL

September 2025 Update



Kristan Cloud-Malin, PA ®

Listin' with Kristan

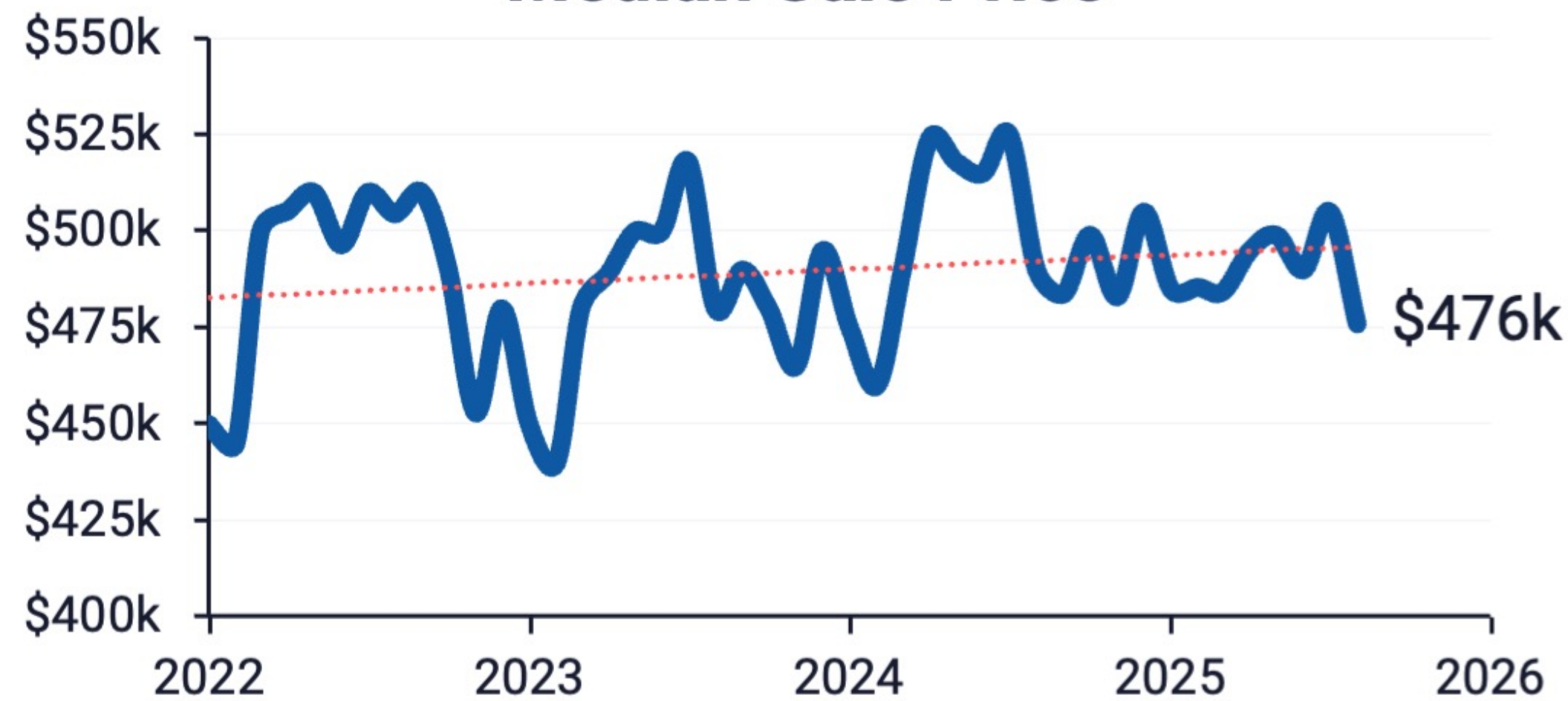
(904) 382-5526

kmalin63@gmail.com

www.ListingWithKristan.com

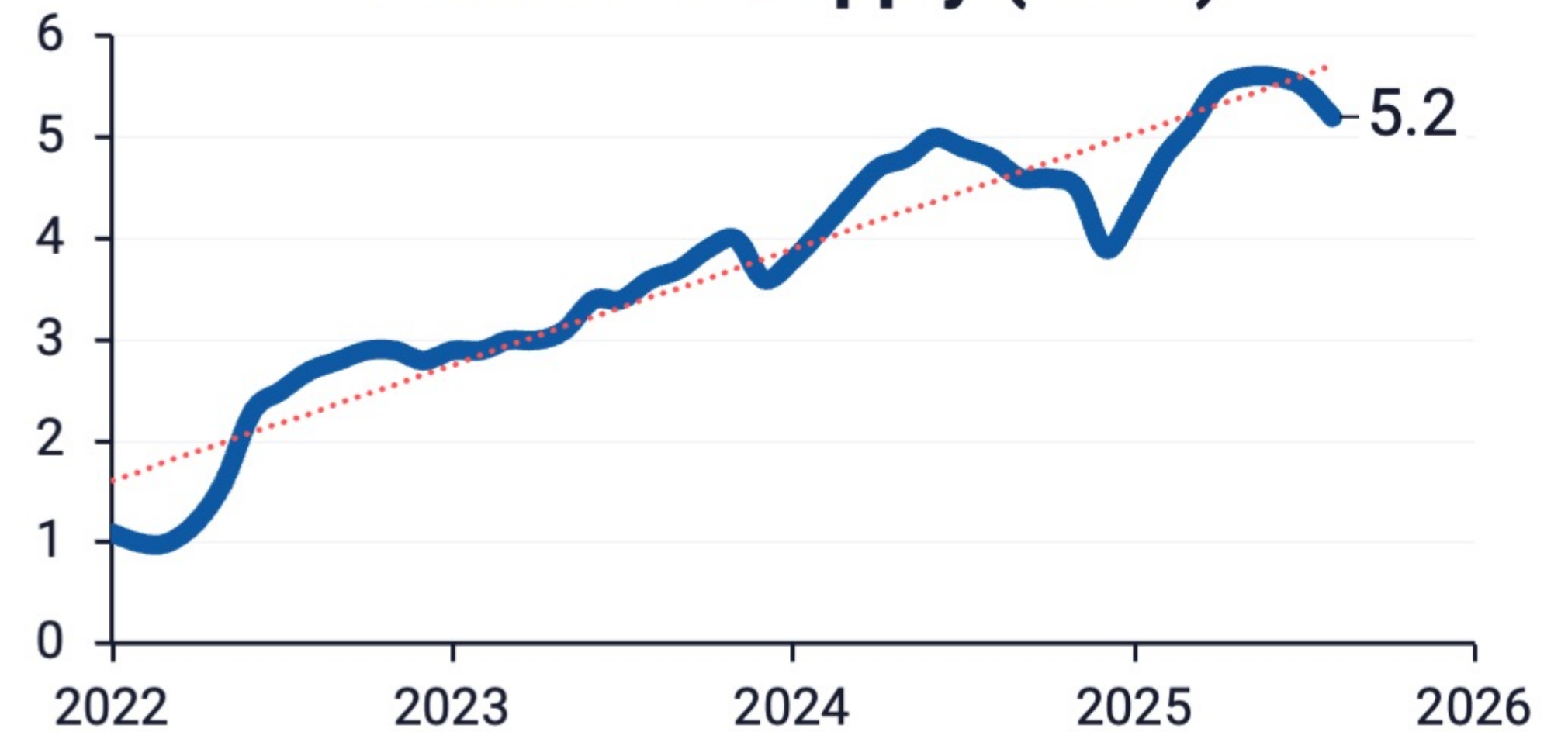
This report is designed to give you the main data points needed to navigate the local real estate market. Insights gained through this report will help you make more informed decisions when buying or selling real estate in the area.

Median Sale Price



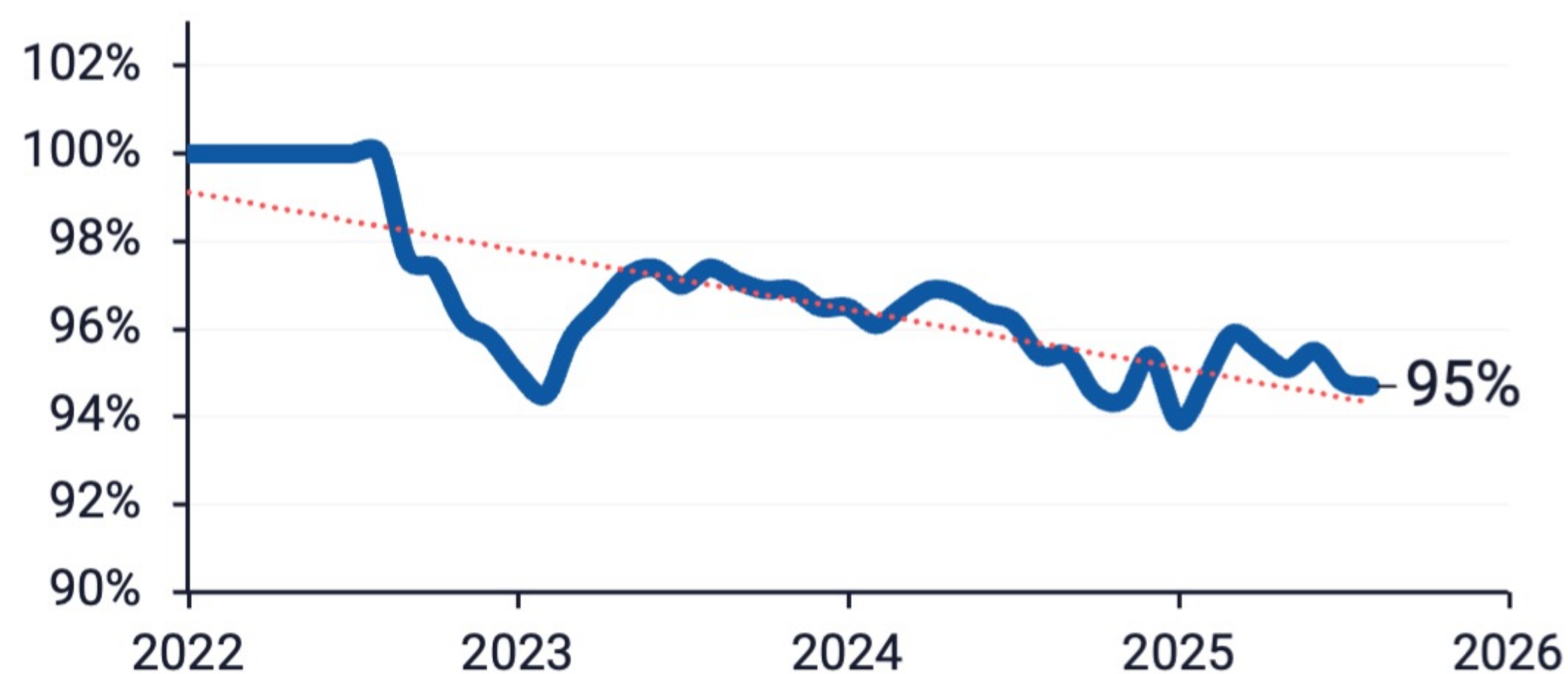
Median prices are the middle price of all homes sold that month. It excludes the high and low prices to show us how the price on a typical home is changing.

Months of Supply (MOS)



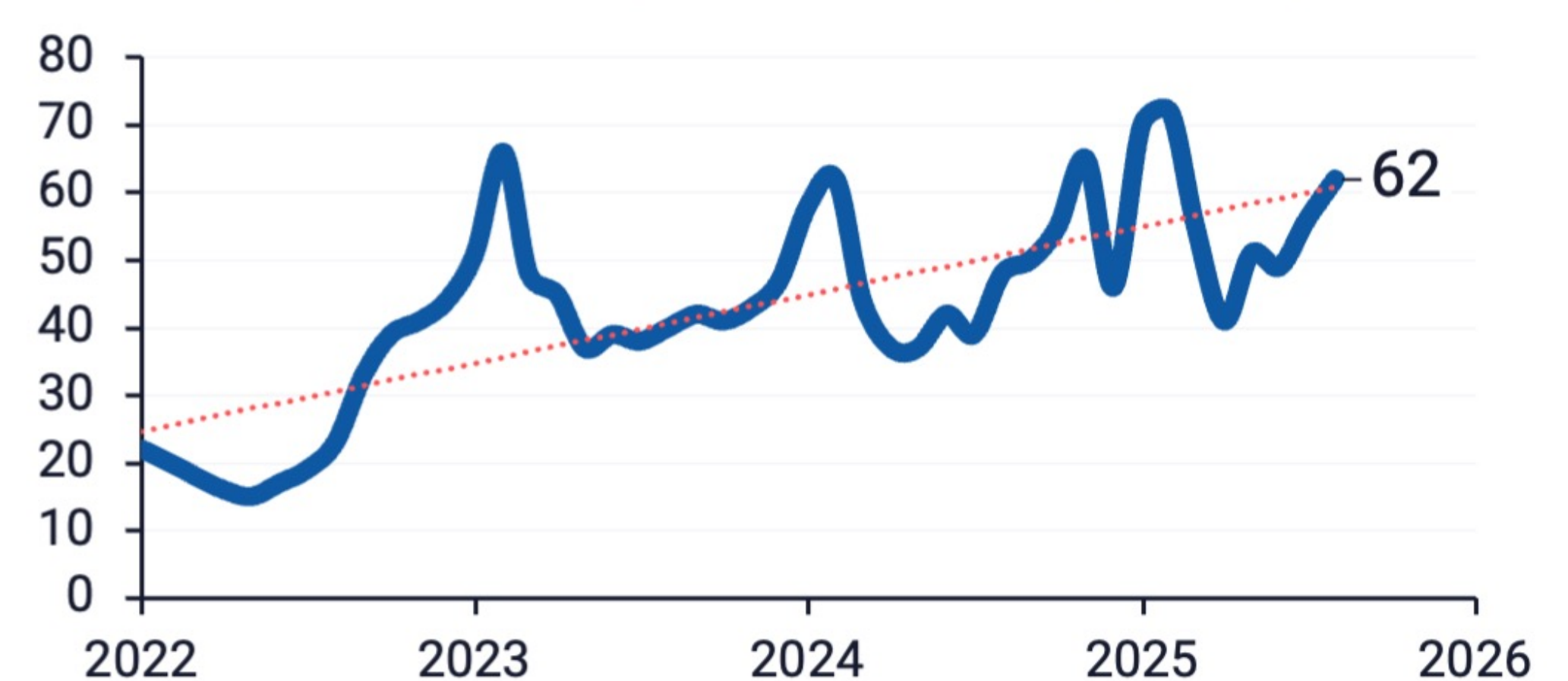
MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.

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

- **Options are starting to decline.** While there is more on the market than in previous years, we've seen the peak in homes for sale for 2025 and you'll likely have fewer options to choose from through the end of the year.
- **New construction remains a great deal.** They offer lower prices, higher credits, and below-market interest rates.
- **Leverage the 5% discount.** Sellers are accepting 95% of list price typically. Factor this into your offers, especially on homes that have been on the market for 60+ days.

Seller Insights

- **Adjust expectations for today's market.** With 5.2 months of supply and 62 days on market, this isn't the seller's market from 2021-2022. Price accurately and be prepared for a longer marketing period. This is especially relevant given the strong presence of new construction in the area.
- **Many sellers are choosing to wait.** Last month, inventory declined 7% in St. Johns as many homeowners decided to wait and sell when conditions were more favorable. This could be your opportunity to stand out from the crowd.