

# Real Estate Pulse

## St. Johns County, FL

June 2025 Update



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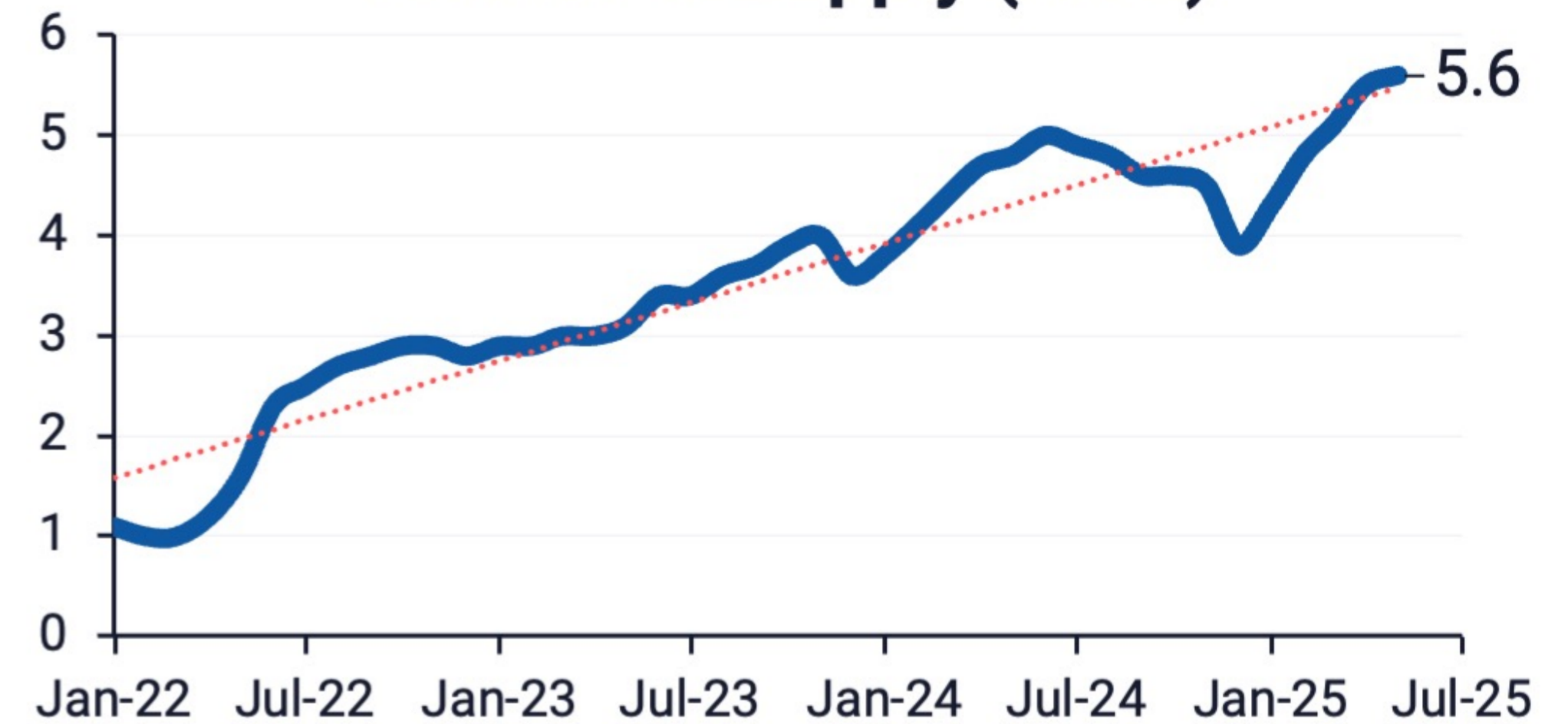
This report is designed to give you the main data points needed to navigate the local real estate market. Insights gained through this report will help you make more informed decisions when buying or selling real estate in the area.

### 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)



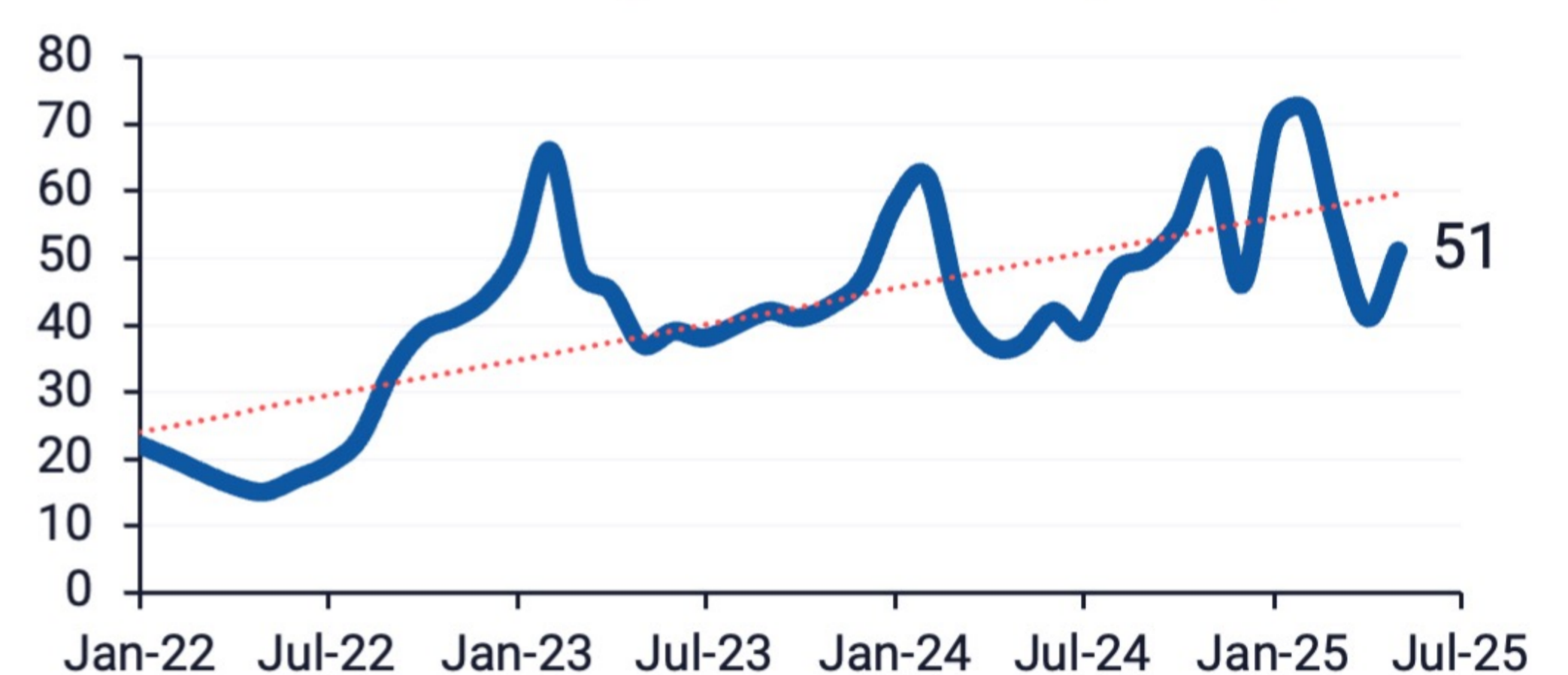
MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.

### 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

- **The median home price continues to approach \$500,000.** Prices tend to rise through June/July while school is out – especially in St. Johns county – and you can see how it's less expensive to buy in the Winter when looking at the chart.
- **St. Johns has a relatively high number of homes to choose from.** Months of supply moved up to 5.6 and generally is missing a portion of new construction inventory that isn't in the MLS. This gives buyers strength in negotiations.
- **New construction continues to be attractive.** Buyers routinely get incentives, lower rates, and a new home with builders.

## Seller Insights

- **Home prices remain stable, but incentives play a big role in selling.** Data suggests seller closing cost credits are rising slightly and new home builders are typically offering double the incentive as existing homes. Price accordingly.
- **It takes longer to sell in St. Johns.** The days on market in St. Johns is highest out of the 4 main counties in NE Florida.
- **Steadily rising inventory indicates sellers should start out aggressive when listing a home.** There are plenty of homes sitting because sellers want to test the market with a relatively high price. This is a recipe for a longer stay on market.