



Real Estate Pulse St. Johns County, FL

December 2025 Update



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Listin' with Kristan

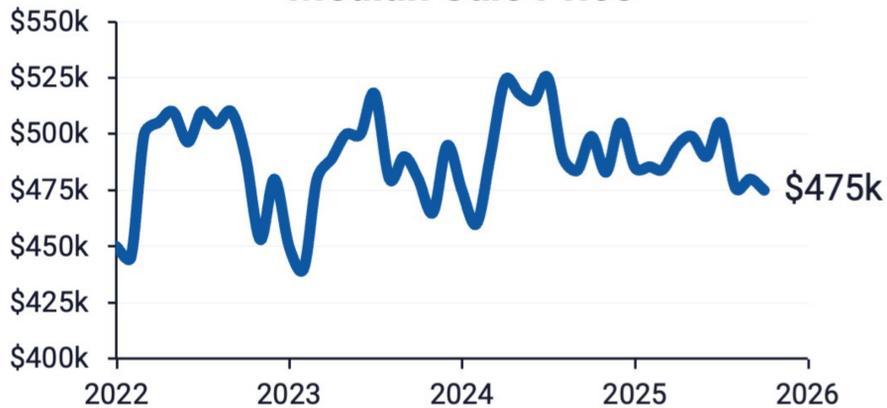
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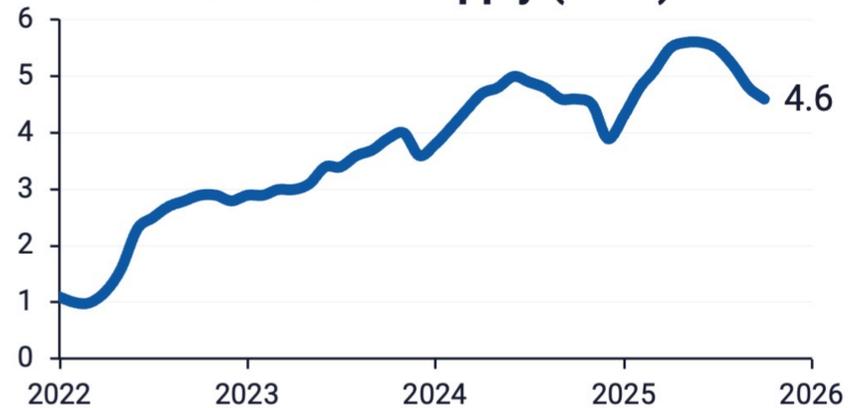
This report is designed to give you the main data points needed to navigate the local real estate market. Insights gained through this report will help you make more informed decisions when buying or selling real estate in the area.

Median Sale Price



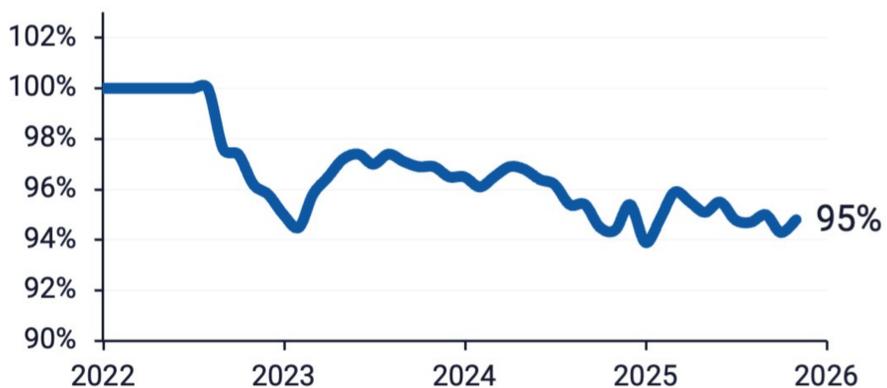
Median prices are the middle price of all homes sold that month. It excludes the high and low prices to show us how the price on a typical home is changing.

Months of Supply (MOS)



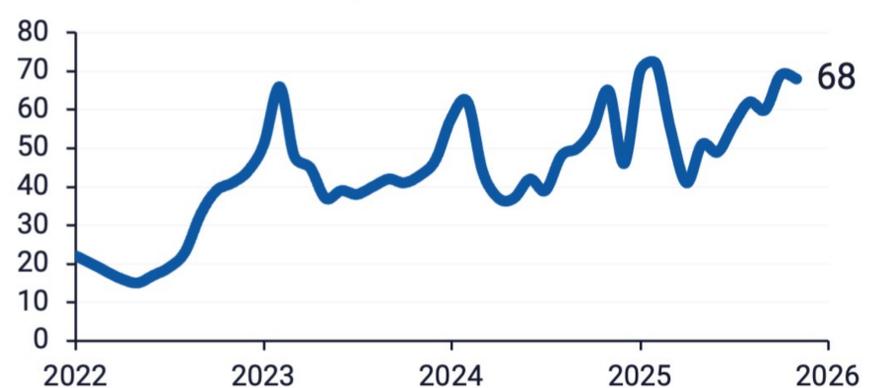
MOS is current active listings divided by the rolling 12-month average of closed sales. Sellers have more power under 4, the market is balanced from 4-6, and buyers are in control over 6.

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

- **You have more time and more choices than last year.** With roughly 4 to 5 months of supply, buyers are usually able to compare homes instead of rushing into decisions. New construction continues to be an attractive opportunity here.
- **Prices are under some pressure, but you can win with other terms when negotiating.** While most buyers focus on negotiating price, savvy ones are getting repairs, closing cost credits, and mortgage rate buy downs.
- **Not all listings behave the same.** Newer homes and areas with builder competition often give buyers the most leverage.

Seller Insights

- **This is still a premium market compared to other counties in Northeast Florida.** Median prices are near \$475k and holding, but buyers are careful and comparison-driven.
- **Condition and pricing do the heavy lifting.** Homes that show well and are fairly priced sell faster than those that test the market at prices above comparable sales.
- **Timing cuts both ways.** January should bring more buyers if rates stay steady, but more sellers usually show up too.