



Real Estate Pulse

St. Johns County, FL

July 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

- **Prices should start to get slightly more attractive.** We're entering the Fall market which usually means prices start to decline as fewer buyers are in the market and owners look to sell before the holidays.
- **Supply has leveled off and may have peaked for the year.** Fewer options may be available for buyers in the coming months considering that months of supply declined in the second half of 2024 and has flattened over recent months.
- **Home builders may offer even better deals.** Builders may be getting more focused on selling homes before year-end.

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 roughly 2 months to sell in St. Johns.** Use this to manage expectations when listing a home on the market.
- **We're likely at the peak for the year.** Seasonally, June marks the high point for the year. Expect softer demand, slightly declining prices, and a decline in homes for sale as we enter the Fall market.