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MARKET UPDATE

REAL TALK. REAL STATS. REAL ESTATE.

AUG 2025 EDITION

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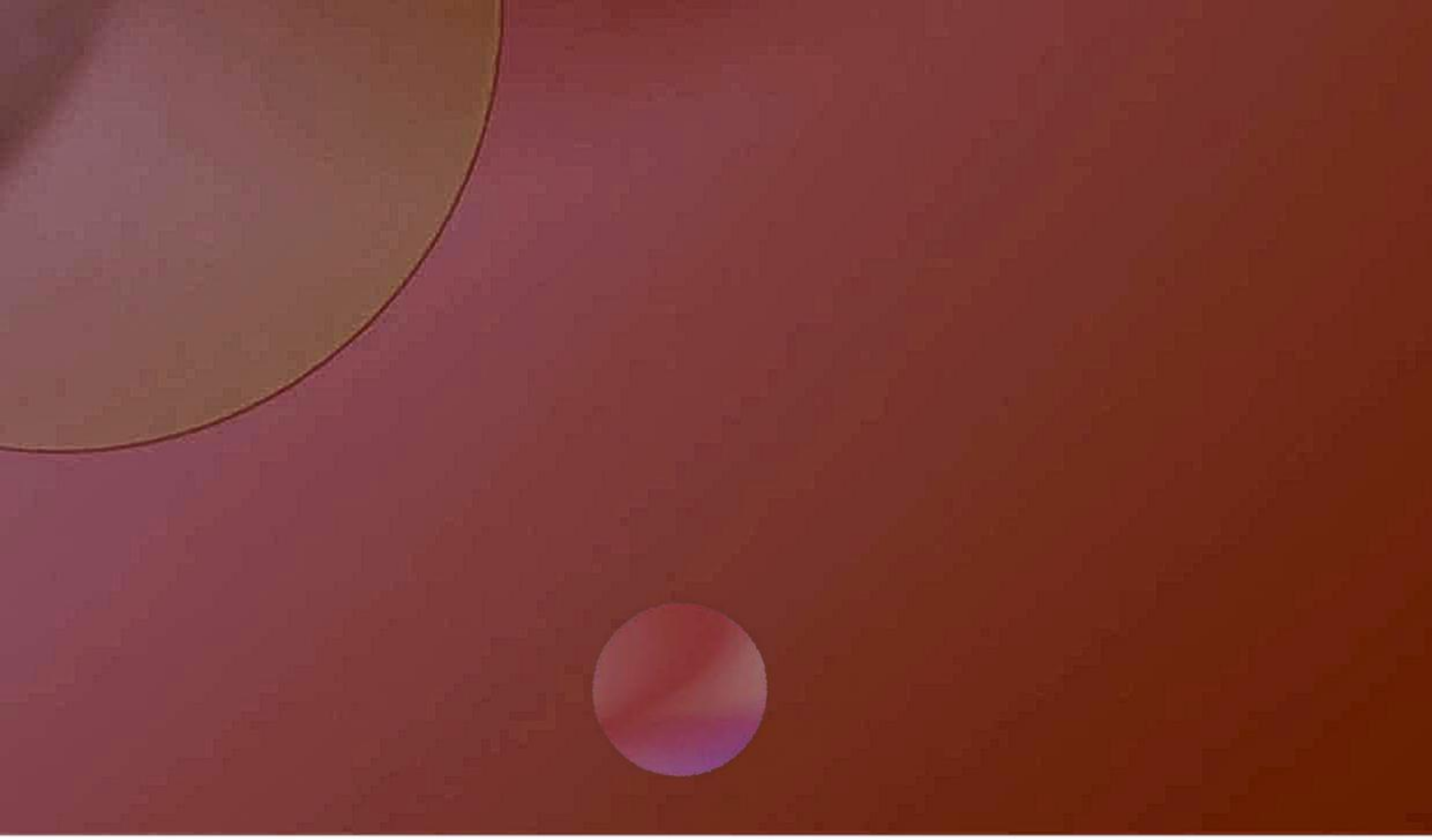


In other news, Phoenix and Maricopa continues to see strong job growth, and topping nationwide lists for it's economic developments.

Do not learn for learning sake, learn for doing sake. Leverage the data in this report to educate your database, current clients and more. Become their local economist of choice.

OUR PERSPECTIVE

Since early July, Phoenix's market has tightened for the second month in a row. Active listings fell 6.17% to 21,067 and new listings slipped 4.75% to 7,260. The drop is coming more from sellers stepping out, with cancellations up 7% and expirations up 15%, than from a burst of buyer demand. Under contract counts are down 4.3% from July and closings slid 7.3%, showing activity is still muted even with lighter competition.

Prices are feeling the drag. The median dipped 1.8% to $441,995 and average $/sq ft is down nearly 3% in a month. The bright spot for sellers is a CMI rebound, with 14 of the 17 largest cities improving. Paradise Valley (+37%), Cave Creek (+23%) and Scottsdale (+15%) led the way. With mortgage rates near 6.55%, the lowest in 10 months, buyers are seeing the best affordability in almost a year.

This issue breaks down what's driving the slowdown, how to position in a market where supply is falling for the wrong reasons, and why both sides still have opportunities if they know where to look.

LOCAL **MARKET**

ACTIVE & NEW LISTINGS
GREATER PHOENIX DATA

ACTIVE LISTINGS

As of Aug 9th, 2025*

Current:		21,067
1M Pr:	-6.17%	22,453
3M Pr:	-13.36%	24,316
6M Pr:	0.05%	21,056
12M Pr:	32.00%	15,960

NEW LISTINGS

As of Aug 9th, 2025*

Current:		7,260
1M Pr:	-4.75%	7,622
3M Pr:	-28.83%	10,201
6M Pr:	-31.22%	10,556
12M Pr	2.98%	7,050

Active listings in Greater Phoenix fell 6.17% from last month to 21,067, though they remain 32% higher than a year ago. New listings also dipped 4.75% month-over-month to 7,260. Much of the drop came from a jump in cancellations (+7%) and expirations (+15%), as many sellers take a break. Those who stay on the market now face less competition, giving them a modest advantage—though buyers still hold leverage in certain price ranges.

* Data by Cromford Report.

HERE'S 4 FACTS TO DISCUSS

Whether Buying or Selling, here are things to consider.

- **Competition Eases for Sellers →** Fewer active listings on the market plus a rise in cancellations and expirations means sellers who stay listed are facing less competition.
- **New Listings Cool Further →** Despite lower inventory, slower sales and flat demand give buyers room to negotiate—especially in the mid-tier price ranges.
- **Rates Hit a 10-Month Low →** With mortgage rates hovering near 6.55%, buyers can lock in better terms now than they've seen since last fall.
- **Luxury & Upscale Markets Surge →** CMI gains in Paradise Valley (+37%), Cave Creek (+23%), and Scottsdale (+15%) show stronger momentum in higher-priced areas.

WHAT THE HECK IS GOING ON ?

Supply is down for the second straight month, with active listings slipping 6.17% to 21,067—though still 32% higher than last year. The drop isn't being driven by buyer demand, but by a spike in cancellations (+7%) and expirations (+15%). Many of those homes may return in the fall, but for now, sellers on the market face less competition.

Closed sales fell 7.3% from June and under-contract counts slid 4.3%, showing demand remains soft. Pricing is feeling it too—the average $/sq ft is down nearly 3% in a month, and the median price dipped 1.8% to $441,995.

The bright spot for sellers, as we will see on the next page, is that the Cromford Market Index improved in 14 of the 17 largest cities, led by Paradise Valley (+37%), Cave Creek (+23%), and Scottsdale (+15%). Mortgage rates hovering around 6.55% —the lowest in 10 months—could give buyers a nudge, but so far, activity hasn't spiked.

Bottom line: The market is cooling but holding steady. Buyers still hold leverage in many price points, but motivated sellers have a window to stand out while competition is lighter.

PROPERTY MOVEMENT
UNDER CONTRACT & SOLD DATA

14 cities improved for sellers with only 3 improving for buyers (Maricopa, Tempe and Surprise). Once again Paradise Valley is doing far more than its fair share because of its unusual low supply. Our concern is that once temperatures start to cool at the end of September, we are likely to see the falling trend in supply come to an end. At this point we will have to watch carefully to see what new trends develop,

- Cromford Report

GREATERPHOENIX DATA

Listings Under Contract - UCB/CCBS & Pending

	Units	VS%
Current	6,805	
1M Pr	6,748	0.84%
3M Pr	8,112	−16.11%
6M Pr	7,728	-11.94%
12M Pr	6,602	3.07%

Sold Homes

	Units	VS%
Current	5,728	
1M Pr	6,173	−7.21%
3M Pr	6,948	−17.56%
6M Pr	4,419	29.62%
12M Pr	5,759	-0.54%

New listings slipped 4.75% over the past 28 days to 7,260, while under contract sales fell 4.3% month-over-month to 7,369—just 1.1% above last year. Sellers have less competition thanks to rising cancellations and expirations, but buyer activity remains muted. At this pace, lighter supply alone isn't enough to spark a late-summer surge in closings.

Closed - AVG $/Sqft

	$/Sqft:	VS%
Current:	**$285.29**	
1M Pr:	**$293.82**	**-2.90%**
3M Pr:	**$301.20**	**-5.28%**
6M Pr:	**$316.81**	**-9.95%**
12M Pr:	**$286.67**	**-0.48%**

Seller Marketing **Suggestions**

Buyer demand is picky. Rates are higher. Holidays are coming. Here's how to get ahead here in August of 2025.

1) List before mid-September
Go live by Sept 15 if you can. You'll beat the holiday slowdown and catch more serious buyers.

2) Plan for the first 21 days
If you do not have an offer by day 14–21, switch to a clear buyer credit. A 2-1 buydown or closing costs often works better than a small price cut.

3) Lead with payment help
Make it easy for buyers to say yes. Advertise "Seller-paid 2-1 buydown available" or "Up to $_____ toward buyer costs." Payment matters more than list price right now.

4) Use your equity wisely
Most owners gained big since 2020. A $15–25k credit still protects most of your equity and pulls buyers off the fence.

Equity snapshot Example
Bought at $450k in 2020. Today at $625k. Gain ≈ $175k. Offering $20k in credits, will still net you ≈ $130k while the buyer's payment drops through a temporary or permanent rate buy down.

HYPER FOCUSED MARKET

Let's take a look into segments of our market.

East Valley Market:
(Ahwatukee, Chandler, Chandler Heights, Gilbert, Tempe, Mesa, AJ, QC, STV)

PriceRange	Active / Coming Soon	Sold in July	Months Supply
$0-$250K	710 ↓ 48	137 ↑ 27	5.18 ↓ 1.71
$250K-$400K	1,016 ↓ 47	424 ↑ 34	2.39 ↓ 0.34
$400K-$500K	1,119 ↓ 54	438 ↑ 9	2.56 ↓ 0.17
$500K-$600K	925 ↓ 95	303 ↓ 4	3.05 ↓ 0.27
$600K-$800K	1,066 ↓ 40	315 ↓ 4	3.38 ↓ 0.09
$800K-$1M	394 ↓ 26	104 ↓ 22	3.78 ↑ 0.45
$1M+	483 ↓ 7	88 ↓ 25	5.59 ↑ 1.18

Active Days on Market: 88 ↑ 8
Under Contract DOM: 74 ↑ 5
Closed DOM: 76 ↑ 4
51.57% Sold in 60 Days or Less
69.76% in 90 Days or Less

Cash accounted for 19.8% of all East Valley July sales.
Up 1.4%.

777 Listings in the East Valley Expired or Cancelled in July.
Down 11.

North East Valley:
(Scottsdale, Paradise Valley, Greyhawk, Desert Ridge, Cave Creek Fountain Hills)

PriceRange	Active / Coming Soon	Sold in July	Months Supply
$0-$400K	386 ↓ 31	83 = 0	4.65 ↓ 0.37
$400K-$600K	339 ↓ 68	101 ↓ 11	3.36 ↓ 0.27
$600K-$1M	721 ↓ 129	185 ↓ 10	3.90 ↓ 0.46
$1M - $2M	616 ↓ 128	167 ↓ 18	3.69 ↓ 0.33
$2M-$5M	514 ↓ 46	73 ↓ 25	7.04 ↑ 1.02
$5M-$10M	126 ↓ 25	12 ↓ 4	10.50 ↑ 1.06
$10M +	39 ↓ 16	1 ↓ 2	39.0 ↑ 19.5

Active Days on Market: 124 ↑ 15
Under Contract DOM: 98 ↑ 5
Closed DOM: 97 ↑ 12
43.41% Sold in 60 Days or Less
61.09% Sold in 90 Days or Less

Cash accounted for 35.85% of all North East Valley July Sales.
Up 4.19%

627 Listings in North East Valley Expired or Cancelled in July
Up 7.

KELLER **WILLIAMS**

HOW DO WE STACK UP?

ALL KELLER WILLIAMS

Coming Soon:	46 ↑ 20
Active Listings:	1,109 ↓ 78
New Listings in July:	410 ↓ 33
Contracted:	523 ↑ 41
Closed in July:	581 ↓ 96
Market Share:	9.39% ↓ 0.81%

kwsl

Coming Soon: Active	12 ↑ 6
Listings: New	123 ↓ 32
Listings in July:	42 ↓ 24
Contracted:	85 ↓ 4
Closed in July:	96 ↑ 1
Market Share:	1.55% ↑ 0.12%

NON-CONVENTIONAL **IBUYERS & DISCOUNT BROKERS**

iBuyers Breakdown

Opendoor:

- Active: 112 ↓ 48
- Pending: 50 ↓ 13
- Closed: 70 ↓ 6
- Market Share: 1.13% ↓ 0.02%

OfferPad

- Active: 47 ↓ 6
- Pending: 17 ↑ 1
- Closed: 10 ↓ 1
- Market Share: 0.16% ↓ 0.01%

72SOLD & Just 990:

CITIEA (New Brokerage Name)

- Active: 216 ↓ 35
- Pending: 67 ↓ 10
- Closed: 119 ↑ 20
- Market Share: 1.92% ↑ 0.42%

Discount Brokers

Redfin

- Active: 126 ↓ 23
- Pending: 14 ↓ 2
- Closed: 84 ↓ 29

Flat Fee

- Active: 171 ↑ 18
- Pending: 18 ↓ 9
- Closed: 30 ↑ 8

Homie

- Active: 9 ↓ 5
- Pending: 2 ↑ 1
- Closed: 3 ↑ 2

ECONOMIC

DEVELOPMENT & NEWS IN PHOENIX

From infrastructure improvements to job openings, here's this months developments.

Hadrian will build a 270,000-sf advanced manufacturing and software hub in Mesa; The $200 million project will create about 350 jobs. The company runs AI-powered "factory-as-a-service" operations that help aerospace, defense, aeronautics, and shipbuilding firms scale production, handling components from raw materials to finished parts.

- azcentral.com

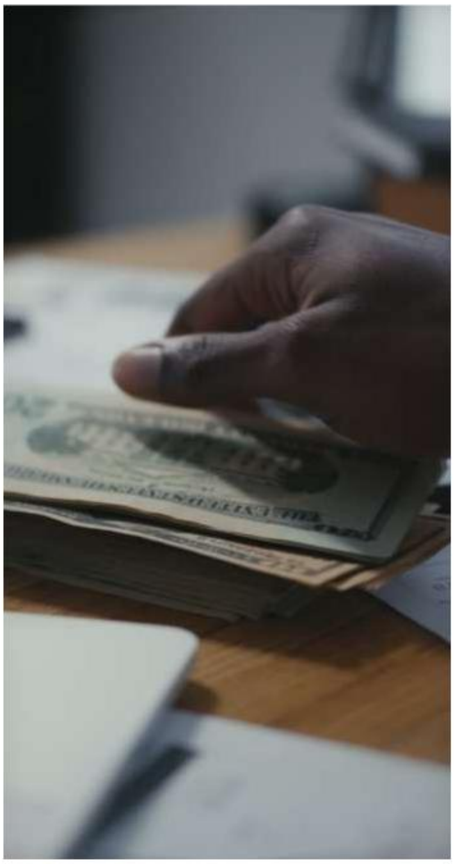
LG Energy Solution's Queen Creek battery factory is about 60% complete; with hiring underway now. A grand opening for the battery-production wing is coming, and production is targeted for summer 2026, according to Queen Creek's economic development director. Expect a steady ramp of operations and jobs through 2025.

- abc15.com

Arizona just logged a record FY25: companies working with the Arizona Commerce Authority committed to 24,285 new jobs at an average wage of $95,928 and over $31B in capital investment. Around the Valley, highlights include Mayo Clinic's $1.9B Phoenix campus expansion, Axon's HQ expansion, Dutch Bros relocating its HQ to Tempe, and big manufacturing wins like GTI Energy in Goodyear and Tricolor in Surprise—a mix that points to durable growth across healthcare, tech, and advanced manufacturing.

-azbigmedia.com

Let's discuss Interest Rates.



As rates hover near their lowest point in 10 months, let's discuss what's next.

According to Mortgage News Daily, the average top-tier 30-year fixed rate is holding steady near 6.55%—just above the weekend's dip and close to the lowest level since October 2024. The market is bracing for tomorrow's Consumer Price Index report, a key inflation measure that often drives rate swings. Traders already expect inflation to tick higher than last month, so a surprise in either direction could shift rates quickly. For now, buyers are enjoying slightly better affordability, but volatility could return overnight.

			Change		52 Week Range	
	Rate	Points	Previous	1 Year	Low	High
Mortgage News Daily - updated daily						as of 8/11/25
30 Yr. Fixed	6.58%	--	+0.01% ↑	+0.04% ↑	6.11%	7.26%
15 Yr. Fixed	5.93%	--	+0.00% —	-0.14% ↓	5.54%	6.59%
30 Yr. Jumbo	6.70%	--	+0.00% —	-0.03% ↓	6.37%	7.45%
7/6 SOFR ARM	6.15%	--	+0.01% ↑	-0.24% ↓	6.05%	7.25%
30 Yr. FHA	6.14%	--	-0.01% ↓	+0.05% ↑	5.65%	6.62%
30 Yr. VA	6.15%	--	-0.01% ↓	+0.05% ↑	5.66%	6.64%

- mortgagenewsdaily.com on 8/11/2025

What should you do about rates?

Act on Momentum—But Stay Alert → With rates at multi-month lows, buyers and refinancers can still save—but be prepared to move fast if volatility returns.

Leverage Today's Savings → If rates stay under ~6.7%, consider locking or floating down. Refinancing or buying now could save thousands over time.

Watch the Economic Radar→ Upcoming CPI and Fed commentary could shift mortgage rates quickly. Staying tuned keeps you ready to strike—or pivot.

MARKETING

HOW TO LEVERAGE THIS DATA.

Blast Out This Market Report

Click this box to get the Consumer Friendly version of this report (which removes these two marketing strategy pages). Send via email or text to your database.

Create A "One Minute Market Update" every week.

Click this box for four, already done for you, video scripts, with gesture prompts based on the data inside this market report. Just 60 seconds long each, have a MASSIVE impact on your social media.

Social Media Post Ideas

Video not, your thing? That's okay... for now. While you warm up to the idea, still get a head start by posting these social media post ideas. Just create an image to go with them!

STRATEGIES

Use for this for a YouTube Video

Click this box fora all done for you YouTube Script for a 7 minute video, all based onthe data in this report. Leverage this with StreamYard to make a killer video in one single take!

Weekly Email Newsletter

Use this data to create your next 4 weekly emails to your database! Upload the report to ChatGPT, and ask it to solely use the report to create your emails!

Market Data Scripts To Learn

Curious how to use this data to tailor your scripts with clients? Here are 5 different one as examples to memorize or customize to you.

Your New Role Play Partner

Ready to role play with this data? Did you know ChatGPT is your new role play partner you can practice with whenever, wherever?

kwsl - Ahwatukee/Chandler

15210 S 50th St Suite 130, Phoenix

480-759-4300

kwsl - Scottsdale/PV

9000 N Pima Center Pkwy #170, Scottsdale

480-948-3338