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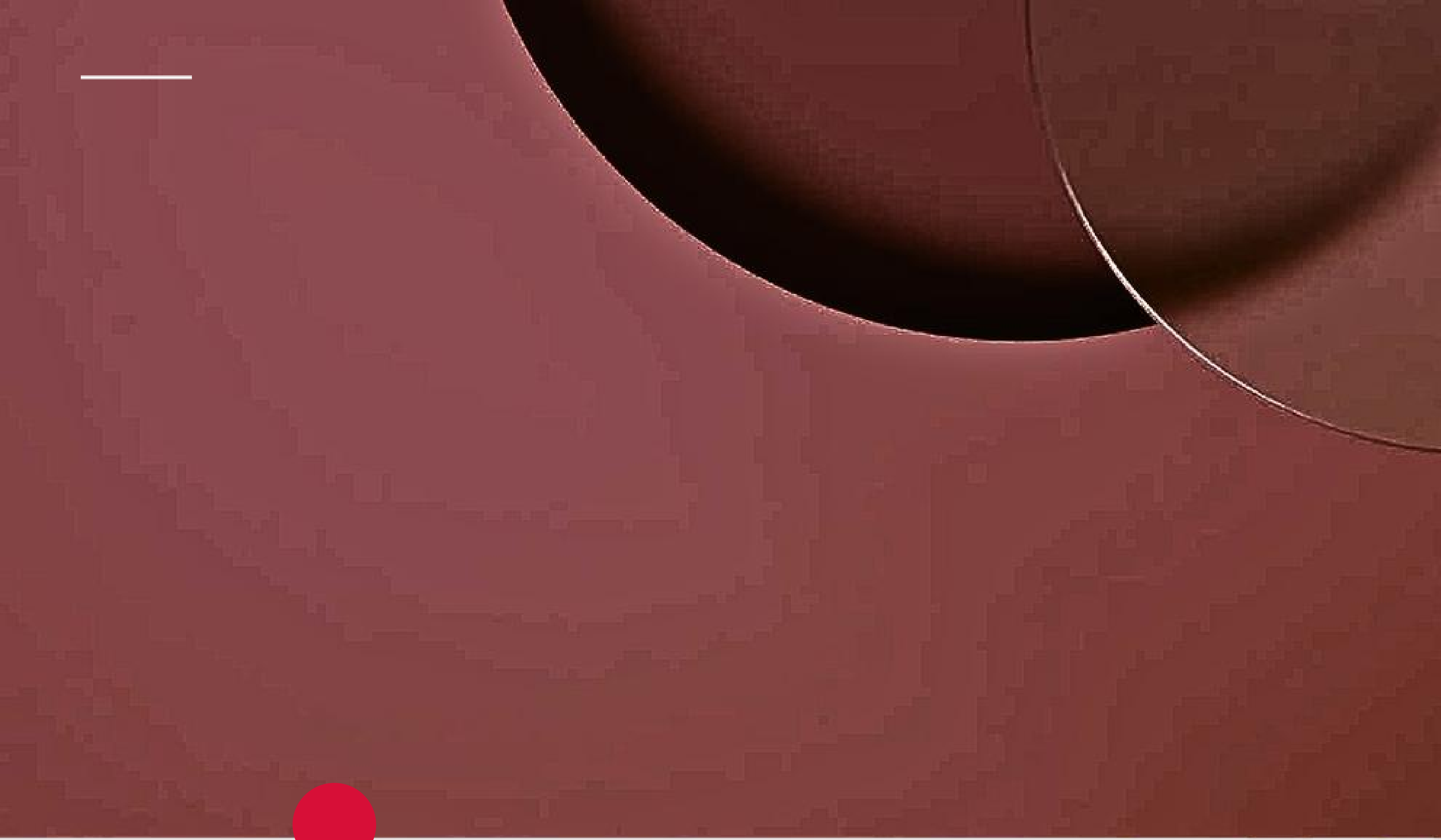
MARKET
UPDATE

REAL TALK. REAL STATS. REAL ESTATE.

OCT 2025 EDITION



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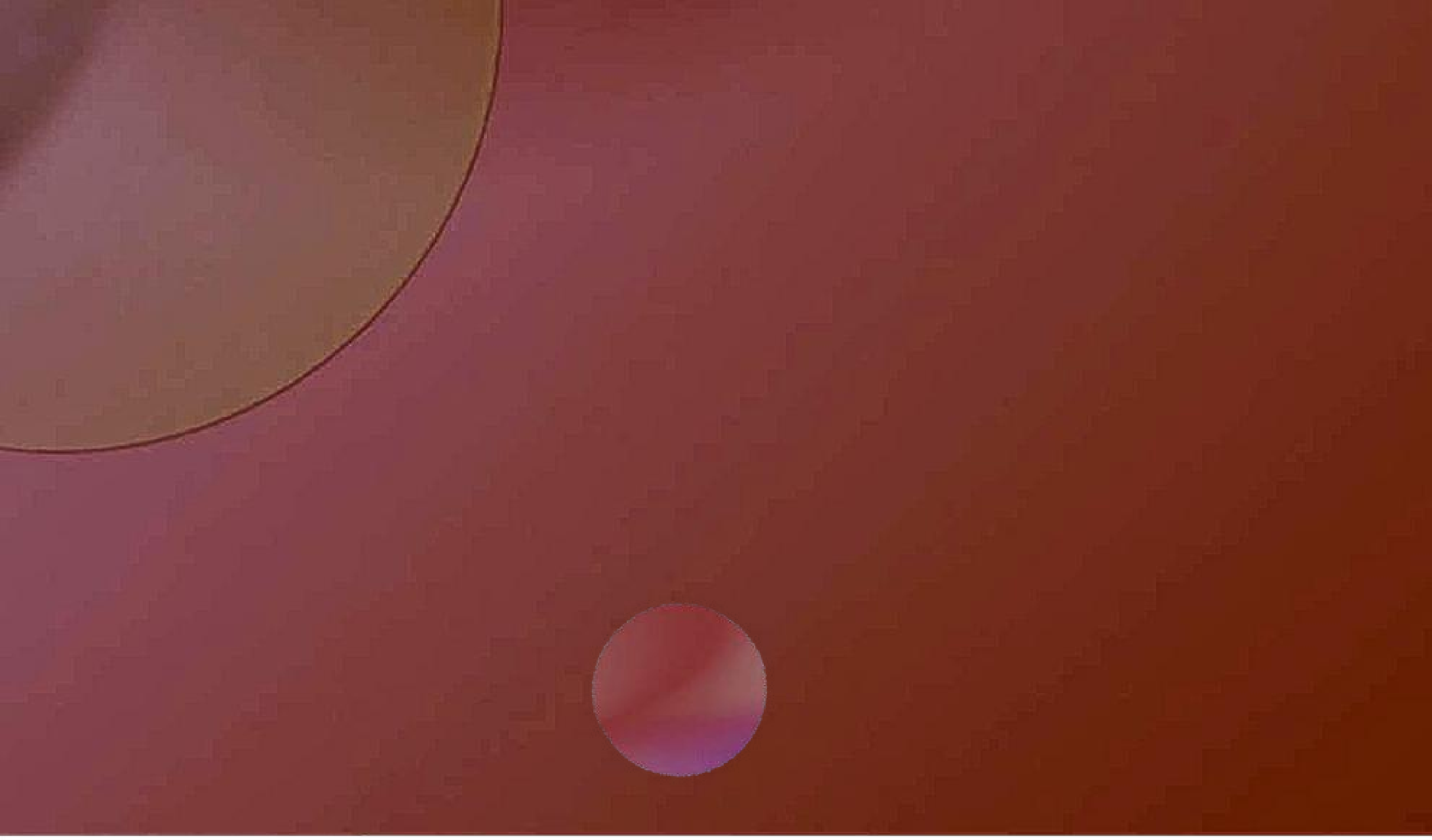

Economic Developments 12

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

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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

The Momentum Mirage

September's rate-driven surge proved fleeting as October reveals a market in transition. Active inventory climbed 5% to 22,001 homes—up 20% year-over-year—while new listings reached 8,417 weekly, though the six-month trend shows supply moderating with listings down 19.52% from six months prior. Sales remained strong at 6,141 transactions, up 12% annually, but the late-September rate bounce to 6.38% has cooled the enthusiasm that peaked in mid-August.

The market is fracturing by price point. Luxury homes ($2M+) surged 7.2% in price per square foot while sub-$2M properties slipped 0.6%—meaning overall appreciation of 2.7% is driven entirely by high-end sales, not broad-based gains. Six homes over $10M closed in September versus zero last year, illustrating how the upper tier is masking softness in the typical buyer's market. Meanwhile, only 69.7% of listings successfully close, with days on market climbing to 86 days.

This issue explores why pricing right from day one matters more than ever, how the pre-holiday October window creates urgency before November's inventory surge, and strategic tools for sellers navigating a market where smart positioning beats hopeful waiting.

LOCAL **MARKET**

ACTIVE & NEW LISTINGS
GREATER PHOENIX DATA

ACTIVE LISTINGS
As of Oct 4th, 2025*

Current:		22,001
1M Pr:	5.00%	20,953
3M Pr:	-2.01%	22,452
6M Pr:	-6.06%	23,421
12M Pr:	20.04%	18,328

NEW LISTINGS
As of Oct 4th, 2025*

Current:		8,417
1M Pr:	7.73%	7,813
3M Pr:	10.43%	7,622
6M Pr:	-19.52%	10.458
12M Pr	0.15%	8,404

Active listings in Greater Phoenix rose 5% from last month to 22,001, up 20% year-over-year as inventory continues building. New listings reached 8,417 for the week, up 7.73% from the prior month, though the six-month trend shows a 19.52% decline, suggesting the supply surge may be moderating. Despite rising inventory, September sales jumped 12% year-over-year to 6,141, demonstrating resilient buyer demand even as rates bounced back in late September. The median sales price recovered to $454,000, up 2.6% from August, partly driven by increased luxury home sales.

* Data by Cromford Report.

HERE'S 4 FACTS TO DISCUSS

Whether Buying or Selling, here are things to consider.

- **New Listings Up But Moderating →** Weekly new listings reached 8,417, up 7.73% from last month. However, the 6-month trend shows listings down 19.52%, suggesting the supply surge may be slowing.
- **Sales Jump Despite Rate Bounce →** September sales climbed 12% year-over-year to 6,141 transactions. Pending listings rose 3% to 4,274, though late-September rate increases cooled the initial mid-August enthusiasm.
- **Luxury Drives Price Recovery →** Six homes over $10M closed in September versus zero last year. Homes $2M+ rose 7.2% annually while sub-$2M homes fell 0.6%—without luxury, appreciation turns negative.
- **Listing Success Rate Improving →** The 69.7% success rate sits above the 69.2% long-term average and has trended upward since late August. Sweet spot: $300K-$400K homes at 73.3% success rate.

WHAT THE HECK IS GOING ON

September's sales surge was real—6,141 transactions marked a 12% year-over-year jump, with the daily sales pace up 8% when accounting for one extra working day. But beneath the headline numbers, the market is shifting. Active inventory climbed 5% month-over-month to 22,001 homes, breaking a four-month decline as sellers rushed to list during the brief rate window.

The rate relief that sparked September's activity has partially reversed. After mortgage rates dropped below 6.3% in mid-September, they bounced back nearly 25 basis points post-Fed decision—a repeat of September 2024's pattern. Borrowers who locked rates before September 17th won; those who waited are now facing higher costs again.

Days on market tell the tale: closed listings are averaging 86 days (approaching the 90-day "negative" threshold), while active listings sit at 96 days. The September dip in active listing days is misleading—it simply reflects the influx of fresh inventory, not improved selling conditions.

Bottom line: The market absorbed September's supply spike efficiently, but with rates reversing course and inventory continuing to build, the brief momentum shift may be stalling. Sellers face growing competition while buyers regained some—though not all—of their lost purchasing power from earlier rate drops.

PROPERTY MOVEMENT
UNDER CONTRACT & SOLD DATA

As of Oct 3rd, we currently have 11 cities that moved in favor of sellers over the last month with 6 moving in favor of buyers. Buckeye and Avondale are the 2 cities that switched sides since last week. Interest rates helped the market in the first half of September, but since September 17 demand has slowed again. As a result of those movements, we now have 7 cities that are seller's markets, 4 that are balanced and 6 that are buyer's markets.

- Cromford Report

GREATERPHOENIX DATA

Listings Under Contract - UCB/CCBS & Pending

	Units	VS%
Current	6,289	
1M Pr	6,695	-6.07%
3M Pr	6,672	–5.74%
6M Pr	8,429	-25.39%
12M Pr	6,473	-2.84%

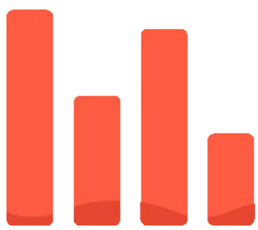
Sold Homes

	Units	VS%
Current	5,602	
1M Pr	5,401	3.72%
3M Pr	6,173	-9.25%
6M Pr	6,627	-15.47%
12M Pr	5,063	10.65%

It is not all good news for sellers. Supply rose by over 5% over the past month and that upward trend looks likely to last until November at least. The surge in demand we saw starting in mid-August has largely petered out by the end of September as interest rates bounced back after the low point reached in mid-September.

Closed - AVG $/Sqft

	$/Sqft:	VS%
Current:	$287.68	
1M Pr:	$279.52	2.92%
3M Pr:	$293.83	-2.09%
6M Pr:	$312.08	-7.82%
12M Pr:	$285.76	0.67%



Seller Reality Check: October

The Fall Reality: Inventory is up 5% month-over-month and days on market hit 86 days as September's momentum fades. Only 69.7% of listings close successfully—meaning 3 in 10 fail. The luxury market thrives while sub-$2M homes slip 0.6% annually. Waiting for phantom buyers costs more than strategic pricing from day one.

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1) Pre-Holiday Market Timing - The October Window Serious buyers are shopping NOW before holiday distractions. List in October at competitive pricing to capture motivated buyers before November's inventory surge and December's ghost town.

2) The 30-Day Price Agreement Strategy Agents and sellers should agree on price drops no later than 30 days after going live. "Priced at $425K now, $415K on November 10th." Creates urgency, shows market awareness, and prevents stale listing stigma.

3) Remove Deal-Killer Obstacles High HOA or solar payments killing deals? Offer to prepay 1-2 years as seller credit. Transform "$300/month HOA" into "$300/month covered through 2027"—costs less than carrying costs while removing buyer objections.

The Strategic Advantage Fresh listings priced right with friction removed attract buyers instead of repelling them. The goal isn't pricing low—it's pricing right and avoiding "pricing purgatory" where overpriced homes gather dust.

Bottom Line: Smart pricing wins the October market. Hopeful pricing loses to the November competition and December standstill.

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)

Price Range	Active / Coming Soon	Sold in Sept	Months Supply
$0-$250K	799 ↑ 53	123 ↑ 12	6.50 ↓ 0.22
$250K-$400K	1,141 ↑ 57	389 ↑ 35	2.93 ↓ 0.13
$400K-$500K	1,157 ↑ 45	445 ↑ 38	2.60 ↓ 0.13
$500K-$600K	946 ↑ 34	324 ↑ 28	2.92 ↓ 0.20
$600K-$800K	1,019 ↑ 39	283 ↓ 9	3.60 ↑ 0.24
$800K-$1M	376 ↑ 13	85 ↓ 17	4.42 ↑ 0.86
$1M+	496 ↑ 41	87 ↓ 5	5.70 ↑ 0.75

Active Days on Market: 88 ↓ 1
Under Contract DOM: 73 ↓ 6
Closed DOM: 81 ↑ 3
49.14% Sold in 60 Days or Less
64.75% in 90 Days or Less

Cash accounted for 19.6% of all East Valley Sept sales.
Down 0.5%.

620 Listings in the East Valley Expired or Cancelled in Sept.
Down 61.

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

Price Range	Active / Coming Soon	Sold in Sept	Months Supply
$0-$400K	417 ↑ 12	65 ↓ 23	6.42 ↑ 1.82
$400K-$600K	367 ↑ 34	92 ↓ 19	3.99 ↑ 0.99
$600K-$1M	769 ↑ 62	215 ↑ 19	3.58 ↓ 0.03
$1M - $2M	731 ↑ 110	183 ↑ 23	3.99 ↑ 0.11
$2M-$5M	642 ↑ 98	66 ↑ 13	9.73 ↓ 0.53
$5M-$10M	188 ↑ 22	14 ↑ 3	13.53 ↓ 1.01
$10M +	65 ↑ 16	5 ↑ 5	13.0 ↓ 36.0

Active Days on Market: 109 ↓ 9
Under Contract DOM: 86 ↓ 9
Closed DOM: 93 ↓ 4
43.59% Sold in 60 Days or Less
59.22% Sold in 90 Days or Less

Cash accounted for 37.50% of all North East Valley Sept Sales.
Up 1.47%

339 Listings in North East Valley Expired or Cancelled in Sept
Down 62.

KELLER **WILLIAMS**

HOW DO WE STACK UP?

ALL KELLER WILLIAMS

Coming Soon:	41 ↑ 7
Active Listings:	1,164 ↑ 46
New Listings in Sept:	491 ↑ 48
Contracted:	438 ↓ 4
Closed in Sept:	551 ↑ 15
Market Share:	8.95% ↓ 0.09%

kwsl

Coming Soon:	2 ↓ 4
Active Listings:	157 ↑ 16
New Listings in Sept:	72 ↑ 11
Contracted:	75 ↑ 12
Closed in Sept:	76 ↓ 11
Market Share:	1.23% ↓ 0.24%

NON-CONVENTIONAL **IBUYERS & DISCOUNT BROKERS**

iBuyers Breakdown

Opendoor:

- Active: 84 ↓ 17
- Pending: 39 ↓ 11
- Closed: 45 ↓ 6
- Market Share: 0.73% ↓ 0.13%

OfferPad

- Active: 32 ↓ 6
- Pending: 14 ↓ 6
- Closed: 20 ↑ 1
- Market Share: 0.33% ↑ 0.01%

72SOLD & Just 990:

CITIEA (New Brokerage Name)

- Active: 270 ↑ 29
- Pending: 57 ↓ 2
- Closed: 86 ↓ 21
- Market Share: 1.40% ↓ 0.41%

Discount Brokers

Redfin

- Active: 133 ↑ 16
- Pending: 15 ↓ 8
- Closed: 92 ↓ 11

Flat Fee

- Active: 154 ↓ 3
- Pending: 17 ↓ 1
- Closed: 28 ↓ 2

Homie (Also Flat Fee)

- Active: 8 ↑ 2
- Pending: 2 ↓ 1
- Closed: 1 ↓ 2

ECONOMIC

DEVELOPMENT & NEWS IN PHOENIX

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

GPEC attracts 54 businesses to Metro Phoenix during recent fiscal year; This reports on how the Greater Phoenix Economic Council (GPEC) successfully drew 54 companies to the metro in FY25, resulting in over 7,200 new jobs and ~$572 million in payroll, with significant capital investment.

- azbigmedia.com

SEMICON West leaves Bay Area for Phoenix semiconductor boom; For the first time in over three decades, the nation's largest semiconductor conference, SEMICON West, is moving from the Bay Area to Phoenix—cementing the Valley's status as a true heavyweight in the global chip race. The event will draw top executives from the world's leading semiconductor firms, further positioning Phoenix as a prime destination for future industry expansion and high-paying tech jobs.

- axios.com

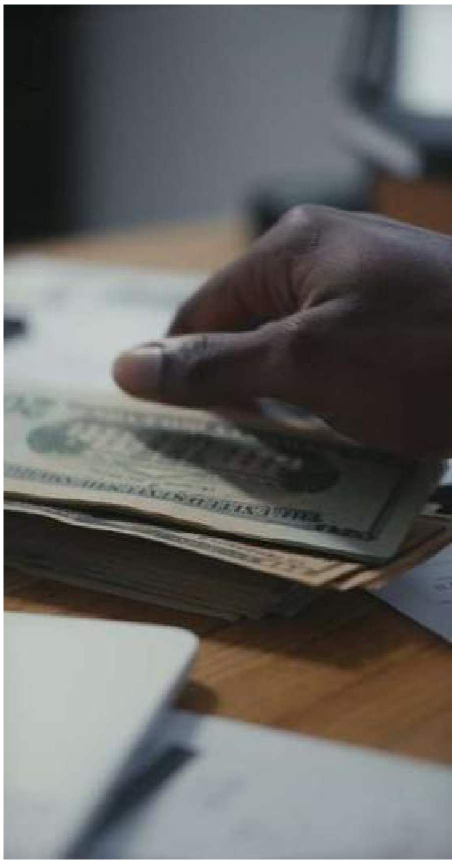
Phoenix sees muted grocery inflation as national pressures rise; Even as grocery prices surge nationally—up about 3.2% over the past year amid tariff-driven cost pressures—metro Phoenix shoppers have largely avoided severe price shocks, with local food prices rising just around 1% year-over-year.

- axios.com

Let's discuss Interest Rates.

The market feels the stall out as rates plateau.

Mortgage rates reversed after hitting September lows. The 30-year fixed rate dropped to 6.28% on September 8th but has since climbed back to 6.38% as of October 7th. This 10 basis point bounce mirrors September 2024's post-Fed pattern. While rates remain below last year's levels, the recent uptick has reduced the purchasing power gains from early September. Borrowers who locked before mid-September secured better deals than those who waited.



			Change		52 Week Range	
	Rate	Points	Previous	1 Year	Low	High
Mortgage News Daily - updated daily						as of 10/7/25
30 Yr. Fixed	6.38%	--	+0.00%	-0.24%	6.13%	7.26%
15 Yr. Fixed	5.90%	--	+0.00%	-0.22%	5.60%	6.59%
30 Yr. Jumbo	6.29%	--	+0.01%	-0.46%	6.14%	7.45%
7/6 SOFR ARM	5.85%	--	+0.01%	-0.70%	5.59%	7.25%
30 Yr. FHA	6.08%	--	+0.01%	-0.04%	5.91%	6.62%
30 Yr. VA	6.10%	--	+0.01%	-0.05%	5.92%	6.64%

- mortgagenewsdaily.com on 9/8/2025

Average 30 Year Fixed Mortgage Rates

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