MOMENTUM REALTY

MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

NORTHEAST FLORIDA · MONTHLY REPORT

September 2026 *Market Pulse*



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NEFAR MLS (realMLS) · September 2026
Computed from closed records through 2026-10-15

MEDIAN SOLD · SF
$391,425 +1.7%

monthly median

SAME-HOME APPRECIATION
+1.6% /yr

same home, bought 1-3 yrs ago

DAYS ON MARKET
41 -8.9%

list → close, median

NEW CONTRACTS (SEPTEMBER)
1,479 -19.6%

pipeline thinning

MONTHS OF SUPPLY
3.7 SF
seller-leaning

SOLD OVER LIST
12% +39.7%

buyer competition



Balanced, soft · *Cooling*

A single 0-100 read of seller vs. buyer advantage, blending months of supply, days on market, the share selling over list, and the share of active listings cutting price. September: up 1.7% prices year over year, leading indicators softening. Down 2 points from August (46). *August is estimated from that month's closed sales with supply and price-cut inputs held at current readings; from next month, prior scores are the published ones.

Supply **66** Speed **65** Over-list **39** Price cuts **8**



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NEFAR MLS (realMLS) data · closings through 2026-10-15

Executive summary

THE SIGNATURE FINDING

Fewer sales, prices up 1.7% — September in one line.

The median was $391,425 (+1.7% YoY) and $/sq ft +1.3%; same-home resales +1.6% a year. Closings down 7.5% YoY; new contracts down 19.6%.

$391,425
Median price — **up 1.7% YoY**

-20%
New contracts vs a year ago — **the pipeline is thinning**

56%
Of **current active listings** have cut their price (point-in-time, as of 2026-10-15)

- Median up 1.7% YoY; **same-home appreciation was +1.6%/yr**.
- Homes sold in a median **41 days**; **12% sold over list**; supply **3.7 months**.
- Growth (YoY median) led by **Putnam +16.0%**, **Nassau +4.5%**; Clay down 2.7%.
- **Momentum Market Score: 44/100 — Balanced, soft.** Prices up 1.7%, contracts down 19.6%.

Five biggest surprises

- **New contracts fell 20% YoY** — the sharpest cooling signal, hidden beneath the price headline.
- **56% of active listings have cut price** — a seller-market crack in plain sight.
- **35% of listings leaving the market failed to sell** (1,156 expired, withdrawn or canceled vs 2,186 closed).
- **Owners who bought 5+ years ago have averaged +6.3%/yr**; those who bought in the last 1-3 years are at +1.6%/yr — the easy money was pre-2022.
- **New construction was 24% of closings** — builders buying demand with incentives.

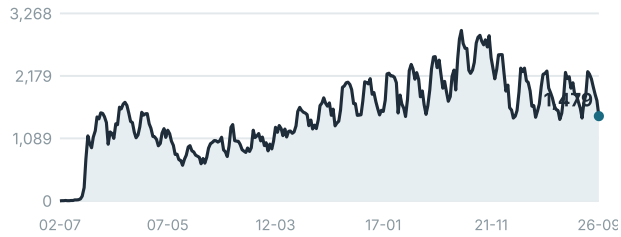
The market in eight charts

MEDIAN PRICE · 25 YEARS



$391,425 — up 1.7% vs September 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR



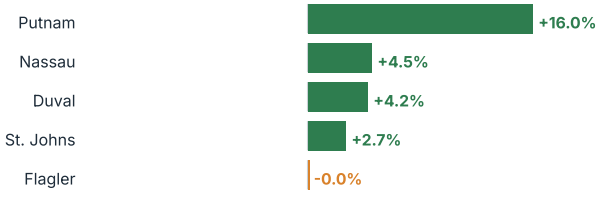
1,479 in September, -20% YoY — demand cooling before prices show it.

APPRECIATION — FOUR MEASURES



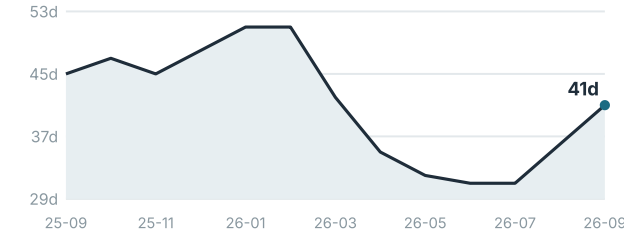
Same homes rose **+1.6%**, not the +2% median. The gap is mix.

MEDIAN PRICE CHANGE BY COUNTY · YOY



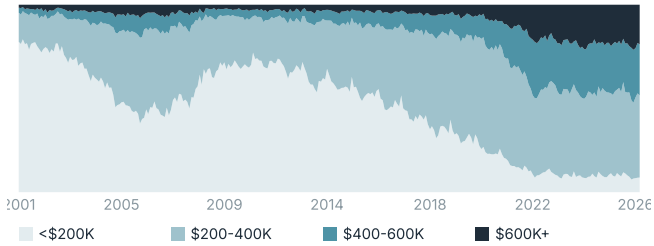
Duval leads on volume; **Putnam** leads on growth.

DAYS ON MARKET · 12 MONTHS



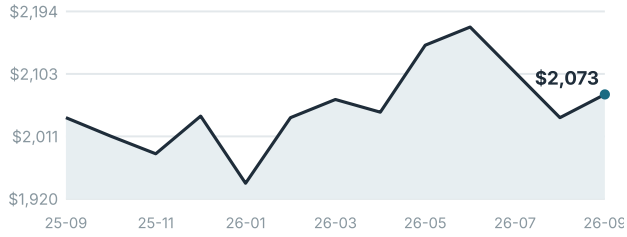
41 days — faster 8.9% than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



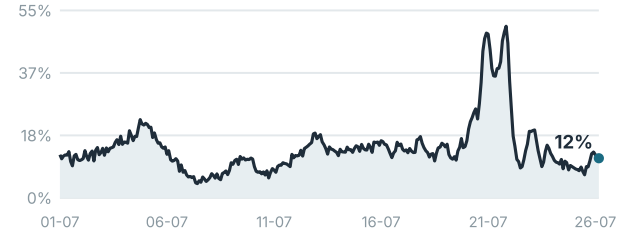
$600K+ is 21% of sales — the upmarket shift that moves the median.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



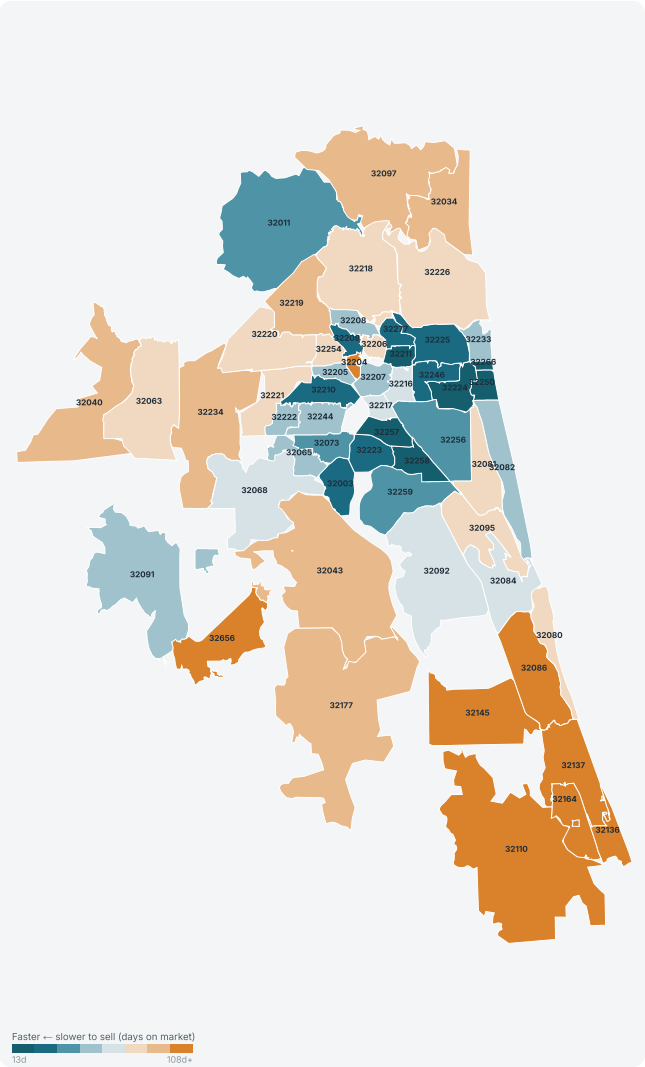
$2,073/mo at 6.95% (20% down, 30-yr), +1.7% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



12% of September closings sold over the original asking price.

Neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · SINGLE-FAMILY, JULY 2026–SEPTEMBER 2026

Every ZIP in the NEFAR MLS (realMLS) footprint with 15+ single-family closings in the last three months, shaded by **days on market** — deep teal is fastest, amber slowest. **Jacksonville** ZIPs run hot; **Flagler Beach** is the slow end.

HOTTEST — FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32257 · Jacksonville	71	13	23%	$375,000
32224 · Jacksonville	142	14	15%	$625,512
32250 · Jacksonville Beach	83	15	13%	$765,000
32266 · Neptune Beach	20	18	10%	$863,000
32258 · Jacksonville	75	18	21%	$440,000
32211 · Jacksonville	86	18	12%	$285,008
32225 · Jacksonville	149	20	14%	$399,900

COOLEST — SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32136 · Flagler Beach	26	108	0%	$525,495
32164 · Palm Coast	105	79	9%	$338,000
32110 · Bunnell	16	78	19%	$295,745
32145 · Hastings	18	74	22%	$315,990
32656 · Keystone Heights	34	68	6%	$300,000
32137 · Palm Coast	82	67	10%	$378,682
32086 · St. Augustine	60	64	5%	$417,000

ZIP boundaries: U.S. Census ZCTA. Tables cover ZIPs with ≥15 single-family closings in the trailing three months.

Demand & the contract pipeline

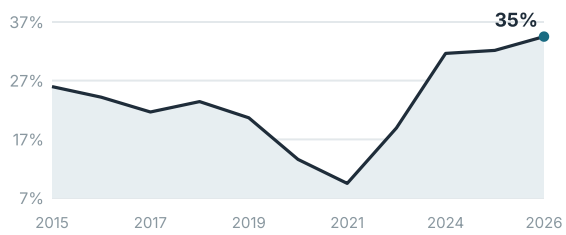
Active-under-contract and pending are tracked **separately** — AUC deals are contingent and can fall through; pending have cleared contingencies. The leading signal, new contracts, is **down 19.6% YoY**. And **56% of active listings have already cut price**, a softening signal beneath the price headline.

SINGLE-FAMILY PIPELINE, SEPTEMBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	6,648	Listed, not under contract
Active under contract	1,002	Contingent — still taking backups
Pending	2,211	Contingencies cleared — headed to closing
New under contract in September	1,479	By contract date — down 19.6% YoY
Months of supply	3.7	Active ÷ monthly closings — seller-leaning

Listings failing to sell — over time

PULL RATE — % OF LISTINGS EXPIRED OR WITHDRAWN · BY YEAR



Share of listings leaving the market without closing.

In September, **1,156 listings expired, were withdrawn or canceled** against **2,186 closings** — roughly a **35% pull rate**. Rising failed listings pair with new contracts down 19.6% and the 56% price-cut share: the market is asking sellers to price right the first time or sit.

Median vs. "sold twice" — what's the difference?

The **median** just averages whatever happened to sell that month: if a wave of larger, higher-end homes closes, it jumps even if no single house gained. **Sold twice** finds the identical house that sold 1-3 years ago and again in the last 12 months and compares the two prices — since it is the same home both times, and the hold is short, that gap is comparable with the 12-month median change. This month: median +1.7% YoY vs same-home +1.6%/yr across 1,436 short-hold pairs. Owners who bought 5+ years ago have averaged +6.3%/yr (5,398 pairs) — most of that came before 2022.

Rates & affordability

The 30-year fixed is about **6.95%** (latest rate carried on our county pages), which puts the payment on the median single-family home at **$2,073/month** with 20% down, +1.7% from a year ago. Cash buyers were **22%** of September closings, 55% of condos.

Rate: the figure our county scorecards carry (Freddie Mac PMMS via the national data lane). Payment: principal and interest only, 20% down, 30-year fixed.

What this means — for buyers & sellers

If you're buying

- **Negotiate.** 56% of listings have cut price and contracts are down 19.6% — more leverage than the median suggests.
- **Ask for concessions** (rate buydowns, closing costs) — especially on new construction and condos.
- **Don't wait for a crash.** Same-home prices are still up ~2%; a softening, not a collapse.

If you're selling

- **Price correctly the first time.** Homes that cut price sit; well-priced homes still go under contract in ~41 days.
- **Expect negotiation.** 12% still sell over list, but the rest don't.
- **Condition matters more now.** With more choice, buyers pass on homes that need work.

By property type — and why condos lag

CLOSED SALES BY PROPERTY TYPE, SEPTEMBER 2026

TYPE	CLOSED	MEDIAN	YOY	$/SQ FT	DOM	CASH
Single-family	1,734	$391,425	+1.7%	$205	41	22%
Townhouse	239	$274,990	+2.2%	$178	47	24%
Condominium	161	$214,000	-6.8%	$168	64	55%

Condos are softest (-6.8% YoY, 64 days) and most cash-reliant (55%). New construction was 24% of single-family closings.

New construction

NEW CONSTRUCTION · SHARE OF SINGLE-FAMILY SALES (12-MO ROLLING)



Now ~**24%** of single-family sales.

About **one in 4** single-family sales is a brand-new home. The engine is the **rate-lock**: owners holding low-rate mortgages won't sell, so resale supply stays choked and **builders fill the vacuum** — buying the demand with incentives. It is the mix-shift from another angle: the market is increasingly selling *newer* homes, not just bigger ones.

County breakdown

SINGLE-FAMILY BY COUNTY — "YOY" = YEAR-OVER-YEAR CHANGE IN MEDIAN PRICE

COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Duval	848	$343,998	+4.2%	-1.7%	33	20%
St. Johns	403	$575,000	+2.7%	+0.2%	44	27%
Clay	222	$355,000	-2.7%	-7.8%	56	17%
Nassau	96	$496,500	+4.5%	+18.2%	44	29%
Flagler	81	$366,997	-0.0%	-13.6%	99	30%
Putnam	33	$297,500	+16.0%	+10.6%	62	24%
Baker	12	$378,450	+18.3%	+3.7%	68	8%
Bradford	11	$357,000	+62.3%	+17.0%	49	45%
Alachua	5	$289,000	+12.3%	—	13	40%

Median-price YoY swings on low volume in small counties. "vs 2022 peak" compares this month's median to each county's highest 2022 month.

Price-band breakdown — sold, pending, active & new

All residential (single-family, condo & townhouse), NEFAR MLS (realMLS) region, computed from individual records. **Sold** is bucketed by closed price; **pending** counts listings still under contract by the month they went under contract (by list price); **active** and **new listings** are the current snapshot by list price.

SOLD LISTINGS — THIS MONTH & YEAR-TO-DATE

PRICE BAND	2026	2025	%CHG	YTD	YTD-1	%CHG
Under 100,000	47	67	-29.9%	591	554	+6.7%
100,000-119,999	30	32	-6.2%	241	278	-13.3%
120,000-139,999	34	29	+17.2%	344	327	+5.2%
140,000-159,999	27	44	-38.6%	394	439	-10.3%
160,000-179,999	60	63	-4.8%	487	508	-4.1%
180,000-199,999	74	62	+19.4%	550	550	+0.0%
200,000-249,999	207	247	-16.2%	2009	2267	-11.4%
250,000-299,999	278	298	-6.7%	2846	2740	+3.9%
300,000-399,999	543	623	-12.8%	5323	5381	-1.1%
400,000-499,999	332	346	-4.0%	3129	3032	+3.2%
500,000-749,999	336	338	-0.6%	3456	3233	+6.9%
750,000-999,999	117	121	-3.3%	1140	1134	+0.5%
1,000,000+	130	143	-9.1%	1226	1177	+4.2%
Totals	**2215**	**2413**	**-8.2%**	**21736**	**21620**	**+0.5%**

PENDING — CONTRACTS WRITTEN IN SEPTEMBER STILL OPEN

PRICE BAND	SEPTEMBER	SHARE
Under 100,000	14	1.9%
100,000-119,999	6	0.8%
120,000-139,999	8	1.1%
140,000-159,999	12	1.7%
160,000-179,999	12	1.7%
180,000-199,999	14	1.9%
200,000-249,999	34	4.7%
250,000-299,999	74	10.3%
300,000-399,999	231	32.2%
400,000-499,999	123	17.1%
500,000-749,999	105	14.6%
750,000-999,999	44	6.1%
1,000,000+	41	5.7%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	177	2.0%
100,000-119,999	126	1.4%
120,000-139,999	181	2.0%
140,000-159,999	181	2.0%
160,000-179,999	239	2.7%
180,000-199,999	305	3.4%
200,000-249,999	861	9.7%
250,000-299,999	1099	12.4%
300,000-399,999	2057	23.2%
400,000-499,999	1210	13.6%
500,000-749,999	1322	14.9%
750,000-999,999	492	5.5%
1,000,000+	620	7.0%

Snapshot as of 2026-10-15 — 8,870 active residential listings.

NEW LISTINGS — CAME ON MARKET IN SEPTEMBER (STILL LISTED)

PRICE BAND	COUNT	SHARE
Under 100,000	55	2.4%
100,000-119,999	32	1.4%
120,000-139,999	50	2.2%
140,000-159,999	42	1.8%
160,000-179,999	50	2.2%
180,000-199,999	78	3.4%
200,000-249,999	224	9.7%
250,000-299,999	282	12.3%
300,000-399,999	515	22.4%
400,000-499,999	354	15.4%
500,000-749,999	345	15.0%
750,000-999,999	118	5.1%
1,000,000+	157	6.8%

2,302 listings with a September on-market date still active at the snapshot.

The numbers — single-family reference

SEPTEMBER 2026 (NEFAR MLS (REALMLS) REGION)

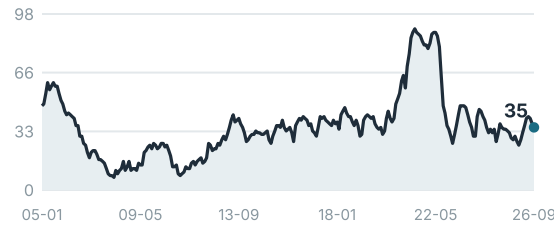
METRIC	SEPTEMBER 2026	VS. SEPTEMBER 2025	VS. AUGUST 2026
Median sale price	$391,425	+1.7%	+1.7%
Average sale price	$532,023	+7.9%	-0.8%
Closed sales	1,734	-7.5%	-6.7%
New contracts written	1,479	-19.6%	-15.4%
Median days on market	41	-8.9%	+13.9%
Median $/sq ft	$205	+1.3%	+0.1%
Received vs. original list	96.4%	+1.2%	-0.6%
Received vs. final list	98.9%	+0.6%	-0.1%
Closed over list price	11.7%	+39.7%	-2.9%
Cash share	22.2%	-10.9%	-4.1%

Single-family, NEFAR MLS (realMLS) region. Computed from 1,734 closed records, cleaned for entry errors. "New contracts" = closings by purchase-contract month plus contracts still pending. "Received vs. original list" vs the first asking price; the gap to final list is the pre-sale price cut.

Does the Score work? A 20-year back-test

We computed a closed-sales version of the **Momentum Market Score** every month back to 2005 (pace, over-list share and price-cut discipline), then measured what the median price actually did over the **next six months**. It bottomed at 7 in March 2008 and peaked at 90 in June 2021; today it reads 35.

MOMENTUM MARKET SCORE · 2005–2026



0 = deep buyer's market, 100 = frenzy.

WHAT HAPPENED NEXT · AVG 6-MO PRICE CHANGE BY SCORE TIER

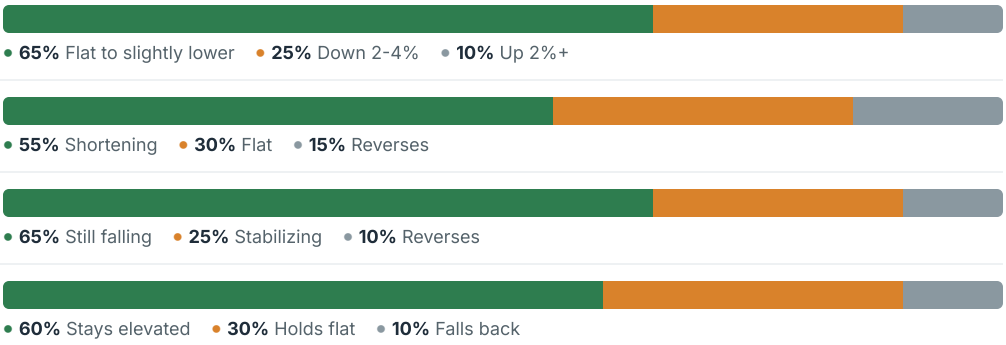


Higher Score → stronger forward price growth, tier by tier. Correlation **+0.31** across 256 monthly readings since 2005.

In seller-market months (Score 67+), the median rose +7.2% over the next six months on average; in buyer-market months (0-33) it moved +1.3%. The live cover Score also blends months of supply and the active price-cut share, so the two differ slightly. Past performance is not a guarantee of future results.

Momentum Forecast · next six months

Probability-weighted directional readings from this edition's leading indicators — new contracts (-19.6% YoY), active price cuts (56%), days on market (down 8.9% YoY) and months of supply (3.7). The weights follow a fixed rule: an indicator moving strongly in one direction (10%+ YoY) is given 65/25/10; a moderate move 55/30/15; a weak or absent move 45/35/20. Each row sums to 100%.



• Most likely • Alternative • Tail risk Directional model for discussion — not investment advice.

Methodology & the Momentum Market Pulse™

The **Momentum Market Pulse™** is an independent monthly research product. All market figures are computed by Momentum Realty directly from individual NEFAR MLS (realMLS) closed records (not a third-party dashboard), for single-family homes in the Duval, St. Johns, Clay, Nassau, Baker, Putnam, Flagler and surrounding counties region unless noted, cleaned for data-entry errors and de-duplicated by listing ID. Medians throughout. "Same-home appreciation" matches repeat sales of the same parcel across the 25-year archive: second sale in the trailing 12 months, first sale 1-3 years earlier so the figure is comparable with a 12-month median change (median annualized change); owners who bought 5+ years ago are reported separately. "Constant-mix" reweights this month's price-tier medians by last year's tier shares. "New contracts" count closings by purchase-contract month (estimated from on-market date plus days on market where the feed omits the contract date) plus contracts still pending at the snapshot; inventory stages are point-in-time as of the pull. "Failed to sell" counts listings that left the market expired, withdrawn or canceled against those that closed. The **Market Score** (0-100) equally weights months of supply, days on market, the share selling over list, and the share of active listings cutting price. Late-reported closings keep arriving for several weeks; the edition is refreshed in place. Aggregates only; no individual listing is identified. Source: Data provided by realMLS. Momentum Realty is a licensed Florida and Georgia brokerage; this report is market information, not an appraisal or investment advice. © 2026 Move With Momentum LLC · movewithmomentum.com · (904) 351-6461.

EVERY MARKET, EVERY MONTH

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