MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

NORTHEAST FLORIDA · MONTHLY REPORT

June 2026 *Market Pulse*

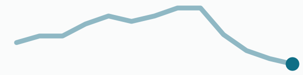
MOVE WITH MOMENTUM

MEDIAN SOLD · SF
$420,000 +8.0%

all-time high

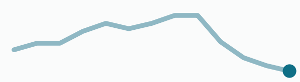
SAME-HOME APPRECIATION
+2.9% /yr

mix-adjusted

DAYS TO CONTRACT
29 -21.6%

list → offer

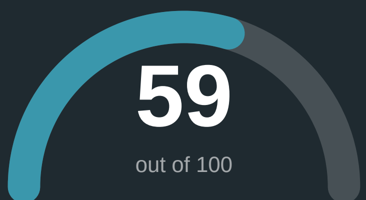
NEW CONTRACTS (JUNE)
1,388 -26.1%

pipeline thinning

MONTHS OF SUPPLY
2.9 SFR

seller-leaning

SOLD OVER LIST
15% +25.8%

buyer competition

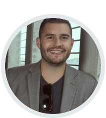


MARKET SCORE

Moderate seller advantage · *Cooling*

A single 0–100 read of seller vs. buyer advantage, blending months of supply, days to contract, share selling over list, and the share of listings cutting price. June: record prices, but leading indicators softening.

Supply **78** Speed **71** Over-list **61** Price cuts **25**



Jon Brooks
Co-Founder, Momentum Realty · Housing Market Analyst
jon@movewithmomentum.com

Published July 13, 2026
by Momentum Housing Research
Data provided by realMLS

Executive summary

THE SIGNATURE FINDING

Prices aren't really rising 8% — the market is just selling bigger, higher-end homes.

The median hit a record $420K (+8% YoY), but **the same house, sold twice, went up only ~2.9%.** The gap is **mix**: the typical home sold was **6.5% larger**, fewer starter homes traded (sub-$300K fell 27%→22% of sales) and more luxury closed ($750K+ rose 12%→15%). Read $/sq ft (+3.6%) and same-home resales (+2.9%) — not the median — for what a home is really doing.

$420,000
Median price — **highest ever** in 25 years of realMLS data (+8.0% YoY)

−26%
New contracts vs a year ago — the **pipeline is thinning**

50%
Of **current active listings** have cut their price (point-in-time, not June-only)

- Record median, but **real same-home appreciation was only ~2.9%/yr** — the headline is inflated by larger, higher-end homes selling.
- Homes went under contract in a median **29 days**, then closed ~33 days later; **15% sold over list**; supply **2.9 months**.
- Growth (YoY median) led by affordable/rural counties (Putnam +19.7%, Bradford +22.9%) while priciest **St. Johns is flat**.
- **Momentum Market Score: 59/100 — Moderate seller advantage, Cooling.** Record prices over softening demand.

Five biggest surprises

- **The median hit an all-time high** ($420K) — a record in 25 years.
- **But real appreciation was only ~2.9%.** Same homes barely moved; the median rose on mix.
- **New contracts fell 26% YoY** — the sharpest cooling signal, hidden beneath rising closings.
- **Half of active listings have cut price** — a seller-market crack in plain sight.
- **New construction sold 4% below resale** — builders buying demand with incentives.

The market in eight charts

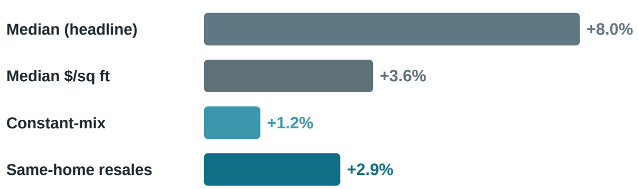
MEDIAN PRICE · 25 YEARS

Record $420K — above every prior peak, incl. 2006 and 2022.

NEW CONTRACTS PER MONTH · LEADING INDICATOR

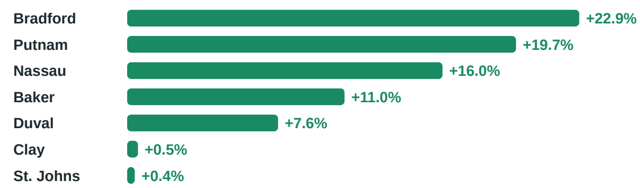
1,388 in June, -26% YoY — demand cooling before prices show it.

APPRECIATION — FOUR MEASURES



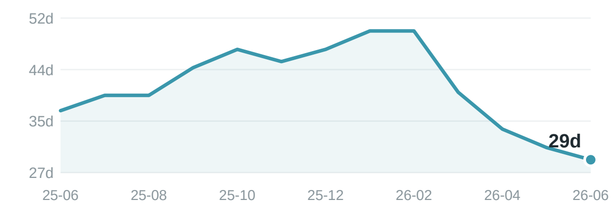
Same homes rose **~2.9%**, not the 8% median. The gap is mix.

MEDIAN PRICE CHANGE BY COUNTY · YOY



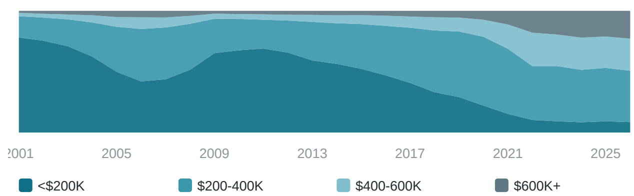
Affordable/rural counties lead; priciest **St. Johns is flat**.

DAYS TO CONTRACT · 12 MONTHS



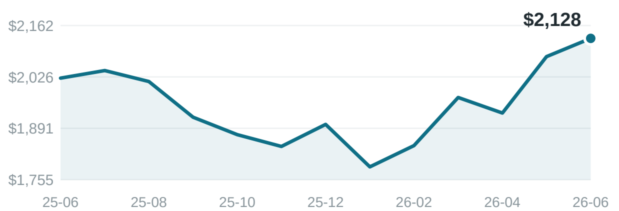
29 days — near cycle lows, but drifting up off the winter peak.

SHARE OF SALES BY PRICE TIER · 25 YEARS



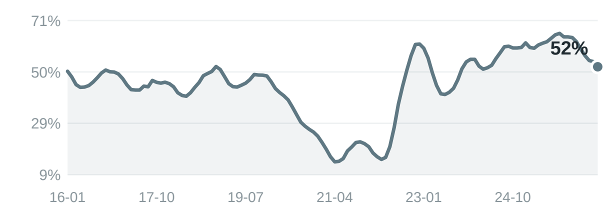
$600K+ doubled to ~23% of sales — the upmarket shift inflating the median.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



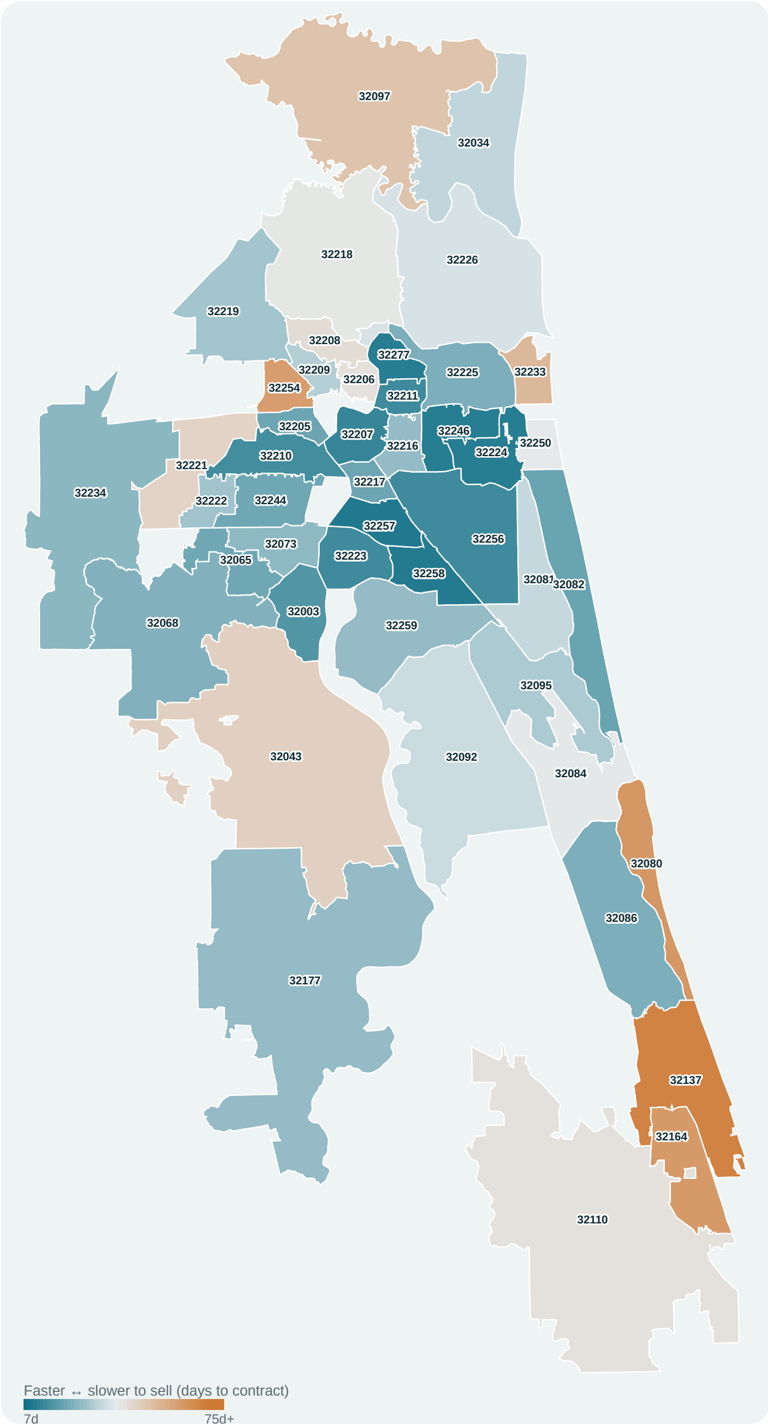
$2,128/mo, up 5.2% YoY — record price outweighs the lower rate.

SHARE OF ACTIVE LISTINGS THAT HAVE CUT PRICE · MONTHLY



52% of active listings have cut price — up from ~14% in the 2021 frenzy, near the 2025 peak.

Neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · SINGLE-FAMILY, JUNE 2026

Every ZIP in the six-county realMLS footprint, shaded by **days to contract** — deep teal is fastest, amber slowest. The Jacksonville core and Southside run hot; **St. Augustine, Ponte Vedra, Palm Coast and Nassau** down the coast are slower.

HOTTEST — FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32257 · Jacksonville	27	7	19%	$427,000
32258 · Jacksonville	24	10	29%	$415,000
32277 · Jacksonville	21	11	48%	$311,000
32246 · Jacksonville	41	11	24%	$405,000
32224 · Jacksonville	54	11	17%	$666,000
32207 · Jacksonville	30	14	17%	$338,445

COOLEST — SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32137 · Palm Coast	36	92	0%	$367,244
32080 · St. Augustine	23	69	0%	$634,500
32164 · Palm Coast	49	68	2%	$349,900
32254 · Jacksonville	17	67	18%	$160,500
32233 · Atlantic Beach	16	58	6%	$862,500
32097 · Yulee	54	55	15%	$476,803

ZIP boundaries: U.S. Census ZCTA. Tables cover ZIPs with ≥15 single-family sales in June.

Demand & the contract pipeline

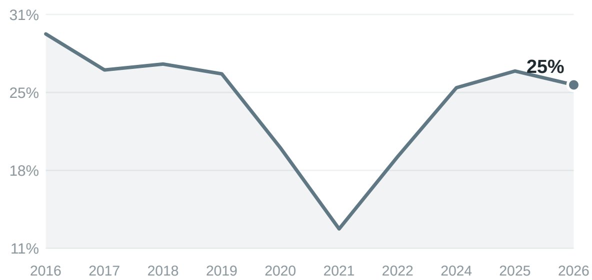
Active-under-contract and pending are tracked **separately** — AUC deals are contingent and can fall through; pending have cleared contingencies. The leading signal, new contracts, is **down ~26% YoY**. And **50% of active listings have already cut price**, a softening signal beneath the record median.

SINGLE-FAMILY PIPELINE, JUNE 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	6,198	Listed, not under contract
Active under contract	1,115	Contingent — still taking backups
Pending	1,713	Contingencies cleared — headed to closing
New under contract in June	1,388	By contract date — down 26% YoY
Months of supply	2.9	Active ÷ monthly closings — seller-leaning

Listings failing to sell — over time

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



Back near the pre-pandemic norm (26–30%) after the 2021 frenzy low (~13%). (2023 excluded — a data artifact in the status feed.)

In June, **417 listings expired** and **170 were withdrawn** — a roughly **22% pull rate** against 2,127 single-family closings. Rising failed listings pair with new contracts down 26% and the 50% price-cut share: the market is asking sellers to price right the first time or sit.

Northeast Florida vs. the nation

The national median existing-home price was **$429,300** (+1.3% YoY, NAR). Our +8% headline runs hotter than the nation's low-single-digit gains — largely the same mix effect. Zillow's mix-adjusted index for Jacksonville metro was ~**$356,001** (-2.4% YoY) — close to our ~2.9% same-home read once mix is stripped out.

The economy, rates & insurance

The 30-year fixed averaged about **6.52%** in early July 2026 (Freddie Mac), easing affordability at the margin. The local job market is the soft spot: metro Jacksonville unemployment was **4.8%** with net jobs down 3,400 YoY — the first regional declines outside COVID since 2010. On insurance, Florida is stabilizing: Citizens cut rates for 2026 (multiperil −8.8%) and statewide premium increases have flattened to ~+0.5% — a modest tailwind, especially for condos.

Macro figures reuse the latest published data (Freddie Mac, NAR, Zillow, FL Dept. of Commerce, Citizens/OIR), refreshed for July's mortgage rate.

What this means — for buyers & sellers

If you're buying

- **Negotiate.** Half of listings have cut price and contracts are down 26% — more leverage than the record 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 ~3%; 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 ~29 days.
- **Expect negotiation.** 15% 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

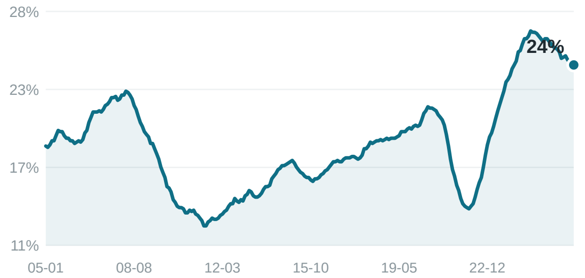
CLOSED SALES BY PROPERTY TYPE, JUNE 2026

TYPE	CLOSED	MEDIAN	YOY	$/SQFT	DOM	CASH
Single-family	2,127	$420,000	**+8.0%**	$213	29	22%
Townhouse	267	$273,990	**-1.8%**	$186	51	22%
Condominium	189	$240,000	**-4.0%**	$203	57	58%

Condos are softest (−4.0% YoY, 57 days) and most cash-reliant (58%). Townhouses skew new-construction (52%). New-construction sold ~4% below comparable resale — builders pricing to move inventory with incentives, not a premium.

New construction near a 25-year high

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



Now ~24% of single-family sales — near the 25-year high, up from a 2021-frenzy low near 12%.

About **one in four** single-family sales is now a brand-new home — close to the highest share in 25 years of realMLS data, and roughly double the 2021 low. The engine is the **rate-lock**: owners holding sub-4% mortgages won't sell, so resale supply stays choked and **builders fill the vacuum** — buying the demand with incentives that put new-construction homes about **4% below** comparable resale in June 2026. It's 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	1,003	$350,000	**+7.6%**	**0.0%**	25	21%
St. Johns	614	$577,450	**+0.4%**	**+0.6%**	34	26%
Clay	323	$367,000	**+0.5%**	**-4.7%**	29	15%
Nassau	114	$504,500	**+16.0%**	**+20.1%**	49	28%
Putnam	49	$301,200	**+19.7%**	**+12.0%**	40	41%
Baker	24	$339,975	**+11.0%**	**-6.8%**	48	17%
Bradford	14	$381,000	**+22.9%**	—	41	29%

Median-price YoY swings on low volume in small counties. "vs 2022 peak" compares today's median to each county's highest 2022 month — Clay and Baker remain below their pandemic peak even as the region sets records.

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

All residential (single-family, condo & townhouse), six-county realMLS region, computed from individual records. **Sold** is bucketed by closed price; **pending** counts listings by the month they went under contract (by list price); **active** and **new listings** are the current snapshot by list price. Year-over-year columns for active & new begin populating as monthly snapshots accumulate under the new automated pipeline.

Sold listings

Closed sales by price — this month & year-to-date

	THIS MONTH · JUNE			YEAR TO DATE		
PRICE BAND	2026	2025	%CHG	2026	2025	%CHG
0–19,999	0	0	—	5	1	+400.0
20,000–29,999	5	1	+400.0	11	6	+83.3
30,000–39,999	1	4	-75.0	17	16	+6.2
40,000–49,999	2	8	-75.0	31	24	+29.2
50,000–59,999	8	10	-20.0	48	40	+20.0
60,000–69,999	5	10	-50.0	59	65	-9.2
70,000–79,999	11	14	-21.4	68	64	+6.2
80,000–89,999	8	9	-11.1	75	69	+8.7
90,000–99,999	23	14	+64.3	87	61	+42.6
100,000–119,999	36	33	+9.1	162	174	-6.9
120,000–139,999	42	47	-10.6	232	215	+7.9
140,000–159,999	44	50	-12.0	289	289	+0.0
160,000–179,999	54	52	+3.8	321	321	+0.0
180,000–199,999	63	79	-20.3	364	361	+0.8
200,000–249,999	247	281	-12.1	1306	1499	-12.9
250,000–299,999	340	345	-1.4	1909	1851	+3.1
300,000–399,999	667	700	-4.7	3536	3560	-0.7
400,000–499,999	432	426	+1.4	2098	1956	+7.3
500,000–749,999	506	424	+19.3	2326	2139	+8.7
750,000–999,999	169	140	+20.7	758	728	+4.1
1,000,000+	186	140	+32.9	796	757	+5.2
Totals	**2,849**	**2,787**	**+2.2**	**14,498**	**14,196**	**+2.1**

Pending listings

New contracts by price, by contract date

	THIS MONTH · JUNE			YEAR TO DATE		
PRICE BAND	2026	2025	%CHG	2026	2025	%CHG
0–19,999	0	0	—	1	1	+0.0
20,000–29,999	2	0	N/A	8	3	+166.7
30,000–39,999	2	1	+100.0	11	8	+37.5
40,000–49,999	3	4	-25.0	14	19	-26.3
50,000–59,999	4	4	+0.0	38	28	+35.7
60,000–69,999	6	7	-14.3	53	48	+10.4
70,000–79,999	17	10	+70.0	56	50	+12.0
80,000–89,999	10	9	+11.1	70	58	+20.7
90,000–99,999	11	16	-31.2	97	85	+14.1
100,000–119,999	27	32	-15.6	145	165	-12.1
120,000–139,999	39	33	+18.2	241	241	+0.0
140,000–159,999	33	46	-28.3	266	296	-10.1
160,000–179,999	37	55	-32.7	323	345	-6.4
180,000–199,999	57	61	-6.6	410	363	+12.9
200,000–249,999	178	263	-32.3	1264	1513	-16.5
250,000–299,999	274	280	-2.1	2047	1984	+3.2
300,000–399,999	505	642	-21.3	3658	3766	-2.9
400,000–499,999	241	382	-36.9	2186	2187	-0.0
500,000–749,999	300	379	-20.8	2451	2357	+4.0
750,000–999,999	93	150	-38.0	837	851	-1.6
1,000,000+	93	140	-33.6	828	863	-4.1
Totals	**1,932**	**2,514**	**-23.2**	**15,004**	**15,231**	**-1.5**

Active listings

Current for-sale inventory by price (point-in-time)

PRICE BAND	COUNT	SHARE
0–19,999	1	0.0%
20,000–29,999	2	0.0%
30,000–39,999	5	0.1%
40,000–49,999	8	0.1%
50,000–59,999	4	0.0%
60,000–69,999	19	0.2%
70,000–79,999	27	0.3%
80,000–89,999	46	0.5%
90,000–99,999	45	0.5%
100,000–119,999	109	1.2%
120,000–139,999	173	1.9%
140,000–159,999	182	2.0%
160,000–179,999	242	2.6%
180,000–199,999	282	3.1%
200,000–249,999	824	9.0%
250,000–299,999	1,082	11.8%
300,000–399,999	2,146	23.5%
400,000–499,999	1,281	14.0%
500,000–749,999	1,425	15.6%
750,000–999,999	538	5.9%
1,000,000+	696	7.6%
Totals	**9,137**	**100%**

Snapshot as of the July 12 pull — 9,137 active residential listings.

New listings

Came on market in {MY}, by price

PRICE BAND	COUNT	SHARE
0–19,999	0	0.0%
20,000–29,999	1	0.0%
30,000–39,999	4	0.1%
40,000–49,999	7	0.2%
50,000–59,999	5	0.1%
60,000–69,999	7	0.2%
70,000–79,999	21	0.6%
80,000–89,999	15	0.4%
90,000–99,999	13	0.4%
100,000–119,999	36	1.1%
120,000–139,999	50	1.5%
140,000–159,999	60	1.8%
160,000–179,999	60	1.8%
180,000–199,999	88	2.6%
200,000–249,999	299	8.8%
250,000–299,999	379	11.2%
300,000–399,999	845	24.9%
400,000–499,999	516	15.2%
500,000–749,999	578	17.0%
750,000–999,999	201	5.9%
1,000,000+	212	6.2%
Totals	**3,397**	**100%**

3,397 listings with a June on-market date across the pipeline.

The numbers — single-family reference

JUNE 2026 (6-COUNTY REALMLS REGION)

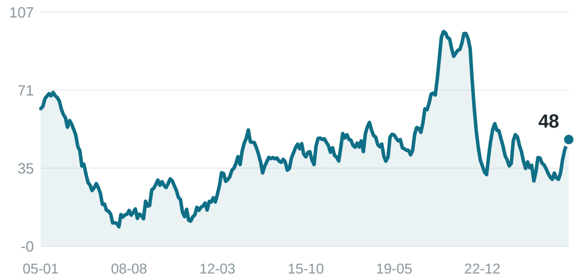
METRIC	JUNE 2026	VS. JUNE 2025	VS. MAY 2026
Median sale price	$420,000	**+8.0%**	**+2.4%**
Average sale price	$543,047	**+12.0%**	**+4.1%**
Closed sales	2,127	**+3.0%**	**+4.5%**
New contracts written	1,388	**-26.1%**	**-28.9%**
Median days to contract	29	**-21.6%**	**-6.5%**
Median $/sq ft	$213	**+3.6%**	**-0.0%**
Received vs. original list	97.2%	**+0.8%**	**-0.1%**
Received vs. final list	98.9%	**+0.4%**	**-0.3%**
Closed over list price	15.1%	**+25.8%**	**0.0%**
Cash share	22.1%	**+7.8%**	**+10.0%**

Single Family Residence, six-county realMLS region. Computed from 2,848 realMLS closed records, cleaned for entry errors. "Days to contract" = list date to accepted offer; "contract-to-close" = the escrow period after. "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

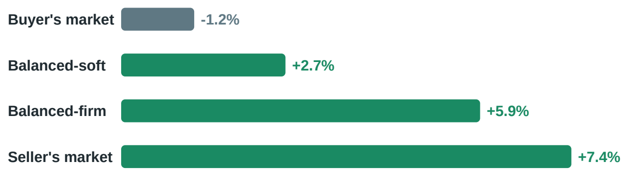
We computed the **Momentum Market Score** every month back to 2005, then measured what the median price actually did over the **next six months**. The Score leads the market: it slid into buyer territory in 2007 — a year before the 2008 crash — and pinned near 97 in the 2021 frenzy.

MOMENTUM MARKET SCORE · 2005–2026



0 = deep buyer's market, 100 = frenzy. The Score bottomed in the 2008–11 bust and peaked in 2021; today it reads ≈ 48 — balanced-soft and cooling.

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



Higher Score → stronger forward price growth, tier by tier. Correlation **+0.3** across 253 monthly readings since 2005.

In seller-market months (Score 70+), the median rose **+7.4%** over the next six months on average; in buyer-market months (0–33) it fell **−1.2%**. Back-test on realMLS single-family sales, 2005–2026. This research series scores three continuously-measured components — market pace, over-list share and price-cut discipline; the live cover Score also blends in months of supply, so the two differ slightly. Past performance is not a guarantee of future results.

Momentum Forecast · next six months

Probability-weighted scenarios from Momentum's directional read of realMLS leading indicators — new contracts, active price cuts, months of supply and days-to-contract — plus mortgage rates (~6.52%). Each row sums to 100%.

Median price
HEADLINE · YOY
60% Flat, near record · **25%** Down 2–4% · **15%** Up 2%+

Same-home value
MIX-ADJUSTED
55% Eases to +1–3% · **30%** Flat (~0%) · **15%** Turns negative

Months of supply
FOR-SALE INVENTORY
65% Rising / looser · **25%** Holds flat · **10%** Tightens

Days to contract
MARKET PACE
60% Lengthening · **30%** Flat ~30d · **10%** Shortens

New contracts
DEMAND · YOY
55% Still falling · **35%** Stabilizing · **10%** Rebounds

Active price cuts
SHARE OF LISTINGS
60% Stays elevated · **30%** Holds flat · **10%** Falls back

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 realMLS closed records (not a third-party dashboard), for Single Family Residence in the six-county realMLS region unless noted, cleaned for data-entry errors (raw archive retained). "Same-home appreciation" matches repeat sales of the same property across the 25-year archive. "New contracts" count listings by purchase-contract date; inventory stages are point-in-time as of the pull. The **Market Score** (0–100) equally weights months of supply, days-to-contract, share selling over list, and the share of active listings cutting price. Macro: Freddie Mac, NAR, Zillow, Florida Dept. of Commerce, Citizens/OIR. Deemed reliable but not guaranteed.