



MOMENTUM MARKET PULSE™

INDEPENDENT HOUSING RESEARCH

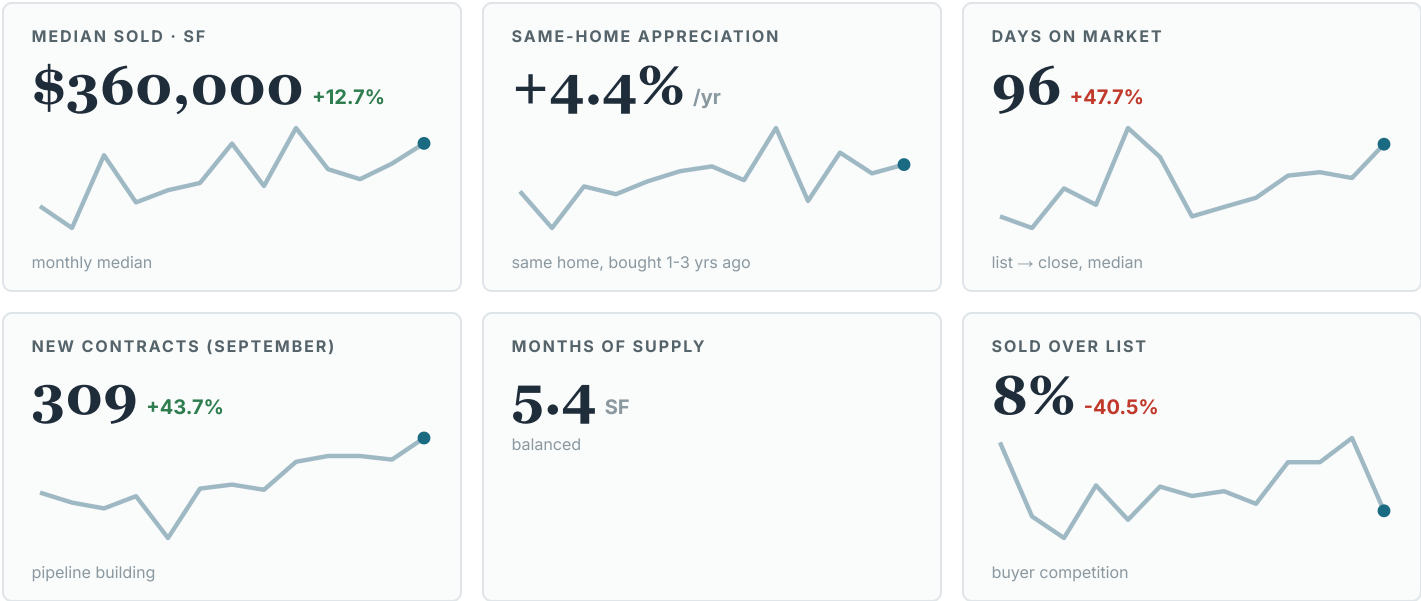
GOLDEN ISLES · MONTHLY REPORT

September 2026 *Market Pulse*



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ScoutMLS (Golden Isles) · September 2026
Computed from closed records through 2026-10-07



24

out of 100

MARKET SCORE

August*: 32 ▼ 8

Moderate buyer advantage · *Warming*

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 12.7% prices year over year, leading indicators firming. Down 8 points from August (32). *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 32 Speed 0 Over-list 27 Price cuts 37



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ScoutMLS (Golden Isles) data · closings through 2026-10-07

Executive summary

THE SIGNATURE FINDING

Prices aren't really rising 13% — the market is just selling bigger, higher-end homes.

The median was \$360,000 (+12.7% YoY), but **the same house, sold twice, moved +4.4% a year**. The gap is **mix**: the share of sales under \$200K went 13%→10% and \$600K+ went 17%→25%. Read \$/sq ft (+3.1%) and same-home resales — not the median — for what a home is really doing.

\$360,000

Median price — **up 12.7% YoY**

+44%

New contracts vs a year ago — **the pipeline is building**

43%

Of **current active listings** have cut their price (point-in-time, as of 2026-10-07)

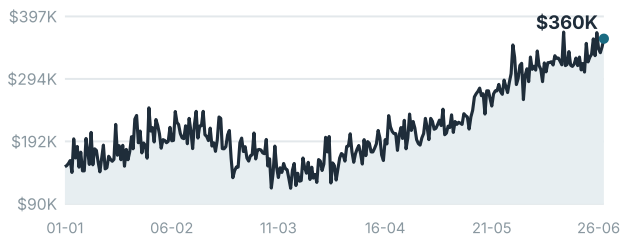
- Median up 12.7% YoY; **same-home appreciation was +4.4%/yr** — the headline is inflated by larger, higher-end homes selling.
- Homes sold in a median **96 days**; **8% sold over list**; supply **5.4 months**.
- Growth (YoY median) led by **Glynn +22.8%**, **Camden -8.1%**; Ware down 16.5%.
- **Momentum Market Score: 24/100 — Moderate buyer advantage**. Prices up 12.7%, contracts up 43.7%.

Five biggest surprises

- **But real appreciation was only +4.4%/yr**. Same homes barely moved; the median rose on mix.
- **New contracts rose 44% YoY** — the sharpest warming signal, hidden beneath the price headline.
- **43% of active listings have cut price** — a seller-market crack in plain sight.
- **48% of listings leaving the market failed to sell** (201 expired, withdrawn or canceled vs 219 closed).
- **Owners who bought 5+ years ago have averaged +7.4%/yr**; those who bought in the last 1-3 years are at +4.4%/yr — the easy money was pre-2022.

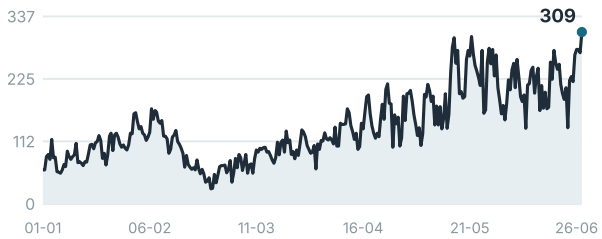
The market in eight charts

MEDIAN PRICE · 25 YEARS



\$360,000 — up 12.7% vs September 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR



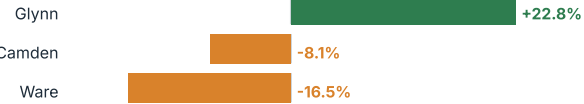
309 in September, +44% YoY — demand firming.

APPRECIATION — FOUR MEASURES



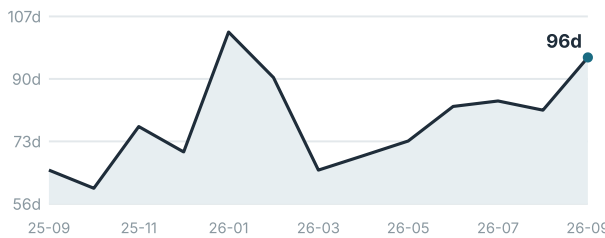
Same homes rose +4.4%, not the +13% median. The gap is mix.

MEDIAN PRICE CHANGE BY COUNTY · YOY



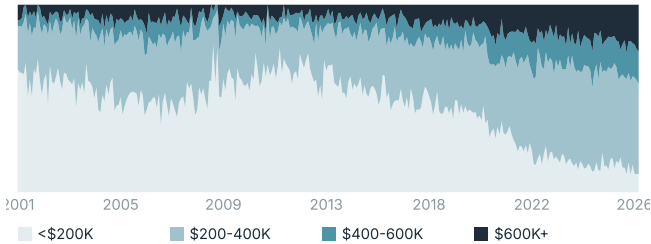
Glynn leads on volume; Glynn leads on growth.

DAYS ON MARKET · 12 MONTHS



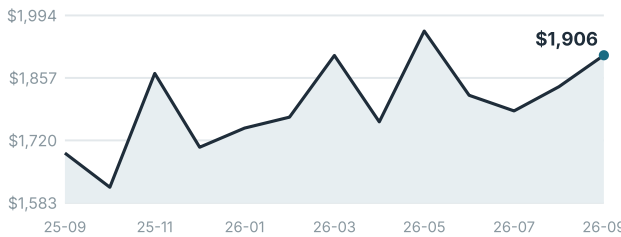
96 days — slower 47.7% than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



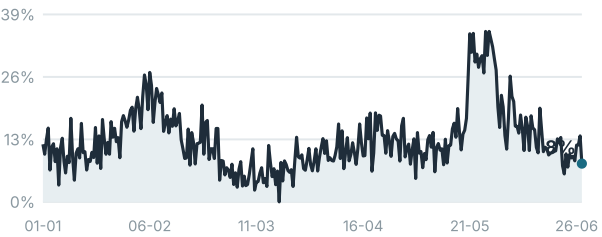
\$600K+ is 25% of sales — the upmarket shift that moves the median.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



\$1,906/mo at 6.95% (20% down, 30-yr), +12.7% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



8% of September closings sold over the original asking price.

Neighborhood heat map (by ZIP)

Not enough ZIP-level closings in this feed for a reliable map this month.

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 **up 43.7% YoY**. And **43% 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)	1,082	Listed, not under contract
Active under contract	0	Contingent — still taking backups
Pending	297	Contingencies cleared — headed to closing
New under contract in September	309	By contract date — up 43.7% YoY
Months of supply	5.4	Active ÷ monthly closings — balanced

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, **201 listings expired, were withdrawn or canceled** against **219 closings** — roughly a **48% pull rate**. Rising failed listings pair with new contracts up 43.7% and the 43% 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 +12.7% YoY vs same-home +4.4%/yr across 154 short-hold pairs. Owners who bought 5+ years ago have averaged +7.4%/yr (278 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 **\$1,906/month** with 20% down, +12.7% from a year ago. Cash buyers were **0%** of September closings, 0% 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.** 43% of listings have cut price and contracts are up 43.7% — more leverage than the median suggests.
- **Ask for concessions** (rate buydowns, closing costs) — especially on new construction.
- **Don't wait for a crash.** Same-home prices are still up ~4%; 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 ~96 days.
- **Expect negotiation.** 8% 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	188	\$360,000	+12.7%	\$186	96	0%
Townhouse	8	\$603,500	-1.1%	\$298	112	0%
Condominium	20	\$423,500	+2.0%	\$388	146	0%

Condos are softest (+2.0% YoY, 146 days) and most cash-reliant (0%). New construction was 17% of single-family closings.

New construction

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



Now ~16% of single-family sales.

About **one in 6** 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
Glynn	93	\$457,312	+22.8%	+12.9%	102	0%
Camden	34	\$299,450	-8.1%	-6.9%	90	0%
Ware	15	\$205,000	-16.5%	+12.4%	84	0%
Wayne	9	\$254,900	+18.6%	+13.6%	64	0%
Mcintosh	9	\$355,000	-4.7%	-32.4%	206	0%
Liberty	7	\$310,000	—	—	99	0%
Pierce	6	\$238,250	-9.4%	—	148	0%

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), ScoutMLS (Golden Isles) 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	7	7	+0.0%	76	85	-10.6%
100,000-119,999	2	3	-33.3%	30	37	-18.9%
120,000-139,999	3	5	-40.0%	35	48	-27.1%
140,000-159,999	4	5	-20.0%	42	47	-10.6%
160,000-179,999	3	10	-70.0%	61	96	-36.5%
180,000-199,999	7	9	-22.2%	86	100	-14.0%
200,000-249,999	28	25	+12.0%	253	259	-2.3%
250,000-299,999	33	46	-28.3%	372	401	-7.2%
300,000-399,999	49	65	-24.6%	530	528	+0.4%
400,000-499,999	28	27	+3.7%	280	247	+13.4%
500,000-749,999	42	30	+40.0%	329	301	+9.3%
750,000-999,999	8	18	-55.6%	103	117	-12.0%
1,000,000+	21	11	+90.9%	220	189	+16.4%
Totals	235	261	-10.0%	2417	2455	-1.5%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	21	1.5% ■
100,000-119,999	6	0.4% ■
120,000-139,999	19	1.4% ■
140,000-159,999	22	1.6% ■
160,000-179,999	36	2.6% ■
180,000-199,999	59	4.3% ■
200,000-249,999	128	9.3% ■
250,000-299,999	185	13.5% ■
300,000-399,999	265	19.3% ■
400,000-499,999	141	10.3% ■
500,000-749,999	212	15.5% ■
750,000-999,999	103	7.5% ■
1,000,000+	175	12.8% ■

Snapshot as of 2026-10-07 — 1,372 active residential listings.

PENDING — CONTRACTS WRITTEN IN SEPTEMBER STILL OPEN

PRICE BAND	SEPTEMBER	SHARE
Under 100,000	6	5.0%
100,000-119,999	1	0.8%
120,000-139,999	4	3.4%
140,000-159,999	0	0.0%
160,000-179,999	1	0.8%
180,000-199,999	7	5.9%
200,000-249,999	16	13.4%
250,000-299,999	21	17.6%
300,000-399,999	21	17.6%
400,000-499,999	16	13.4%
500,000-749,999	13	10.9%
750,000-999,999	6	5.0%
1,000,000+	7	5.9%

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

PRICE BAND	COUNT	SHARE
Under 100,000	7	2.1% ■
100,000-119,999	3	0.9% ■
120,000-139,999	5	1.5% ■
140,000-159,999	4	1.2% ■
160,000-179,999	10	3.0% ■
180,000-199,999	20	6.0% ■
200,000-249,999	31	9.3% ■
250,000-299,999	43	12.8% ■
300,000-399,999	66	19.7% ■
400,000-499,999	33	9.9% ■
500,000-749,999	46	13.7% ■
750,000-999,999	27	8.1% ■
1,000,000+	40	11.9% ■

335 listings with a September on-market date still active at the snapshot.

The numbers — single-family reference

SEPTEMBER 2026 (SCOUTMLS (GOLDEN ISLES) REGION)

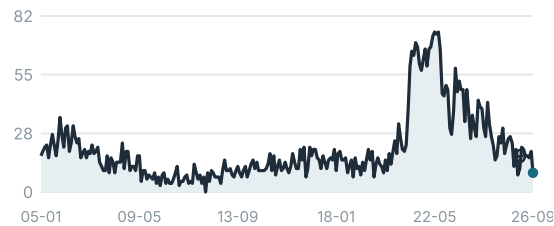
METRIC	SEPTEMBER 2026	VS. SEPTEMBER 2025	VS. AUGUST 2026
Median sale price	\$360,000	+12.7%	+3.7%
Average sale price	\$682,013	+59.1%	+18.2%
Closed sales	188	-12.6%	-16.1%
New contracts written	309	+43.7%	+13.6%
Median days on market	96	+47.7%	+17.8%
Median \$/sq ft	\$186	+3.1%	+1.0%
Received vs. original list	96.3%	-0.7%	-0.7%
Received vs. final list	97.9%	-0.6%	-1.6%
Closed over list price	8.0%	-40.5%	-42.0%
Cash share	0.0%	—	—

Single-family, ScoutMLS (Golden Isles) region. Computed from 188 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 0 in April 2012 and peaked at 75 in May 2022; today it reads 12.

MOMENTUM MARKET SCORE · 2005–2026



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

In seller-market months (Score 67+), the median rose +1.1% 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.

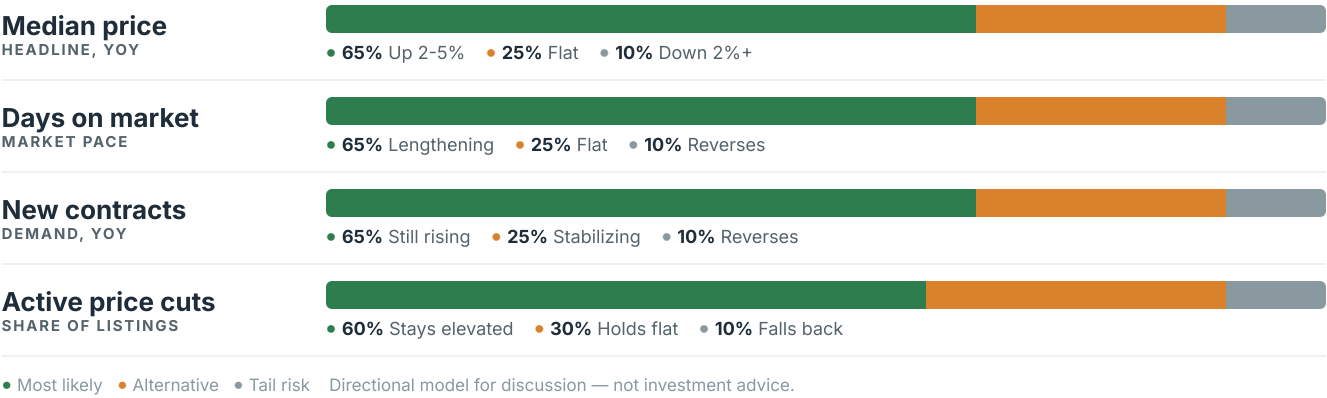
WHAT HAPPENED NEXT · AVG 6-MO PRICE CHANGE BY SCORE TIER



Higher Score → stronger forward price growth, tier by tier. Correlation **+0.05** across 256 monthly readings since 2005.

Momentum Forecast • next six months

Probability-weighted directional readings from this edition's leading indicators — new contracts (+43.7% YoY), active price cuts (43%), days on market (up 47.7% YoY) and months of supply (5.4). 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%.



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 ScoutMLS (Golden Isles) closed records (not a third-party dashboard), for single-family homes in the Glynn, Camden and McIntosh 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. Listing data provided by ScoutMLS® (Golden Isles Association of REALTORS®). The data is deemed reliable but is not guaranteed to be accurate by ScoutMLS. 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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