MOMENTUM REALTY

MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

EMERALD COAST · MONTHLY REPORT

October 2026 *Market Pulse*



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Emerald Coast MLS · October 2026
Computed from closed records through 2026-11-19

MEDIAN SOLD · SF
$475,000 +9.2%

monthly median

SAME-HOME APPRECIATION
+1.6% /yr
same home, bought 1-3 yrs ago

DAYS ON MARKET
60 0.0%

list → close, median

NEW CONTRACTS (OCTOBER)
n/a

counted once deals close

MONTHS OF SUPPLY
6.1 SF
buyer-leaning

SOLD OVER LIST
12% +30.8%

buyer competition



Moderate buyer advantage

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. October: median +9.2% year over year. Down 6 points from September (36, Balanced, soft). *September 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 **18** Speed **40** Over-list **38** Price cuts **26**



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Emerald Coast MLS data · closings through 2026-11-19

Executive summary

THE SIGNATURE FINDING

The median moved +9.2% year over year; the same homes, sold twice, moved +1.6% a year.

The median was $475,000 (+9.2% YoY); **the same house, sold twice, moved +1.6% a year**. Sales mix by price: the share of sales under $200K went 4%→4% and $600K+ went 38%→39%. Median $/sq ft n/a YoY.

$475,000
Median price — **+9.2% YoY**

459
Single-family closings in October — **+0.9% vs a year ago**

49%
Of **current active listings** have cut their price (point-in-time, as of 2026-11-20)

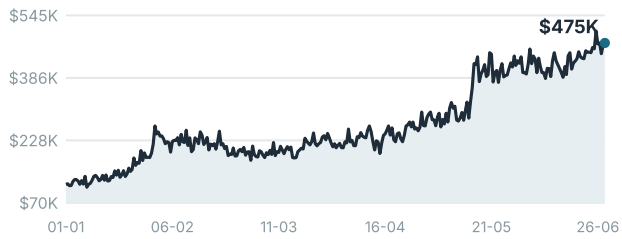
- Median up 9.2% YoY; **same-home appreciation was +1.6%/yr**.
- Homes sold in a median **60 days**; **12% sold over list**; supply **6.1 months**.
- Largest county median changes (YoY): **Okaloosa +5.4%**, **Walton -20.0%**; Walton down 20.0%.
- **Momentum Market Score: 30/100 — Moderate buyer advantage.** Median +9.2% YoY.

Five biggest surprises

- **Same-home resales moved +1.6%/yr** while the median moved +9.2% year over year.
- **49% of active listings have cut their price** (as of 2026-11-20).
- **45% of listings leaving the market failed to sell** (522 expired, withdrawn or canceled vs 626 closed, all home types).
- **Owners who bought 5+ years ago have averaged +6.5%/yr**; those who bought in the last 1-3 years are at +1.6%/yr.
- **Condos fell 7.6% YoY** (77 days on market) while single-family moved +9.2%.

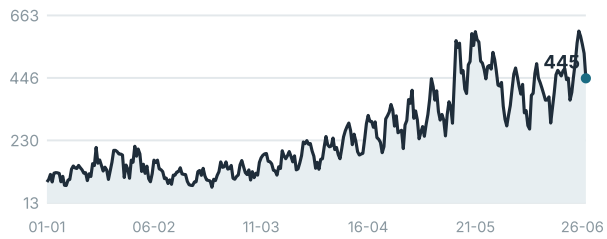
The market in eight charts

MEDIAN PRICE · 25 YEARS



$475,000 — +9.2% vs October 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR



Counted by contract month once those deals have closed; shown through August 2026.

APPRECIATION — FOUR MEASURES



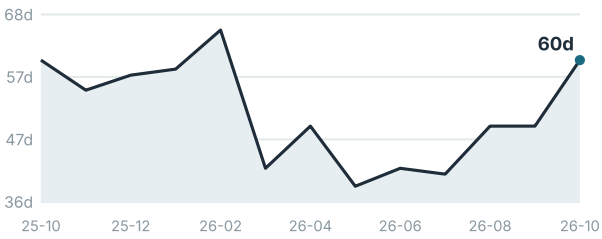
Same-home resales: **+1.6%/yr**; median: +9% YoY.

MEDIAN PRICE CHANGE BY COUNTY · YOY



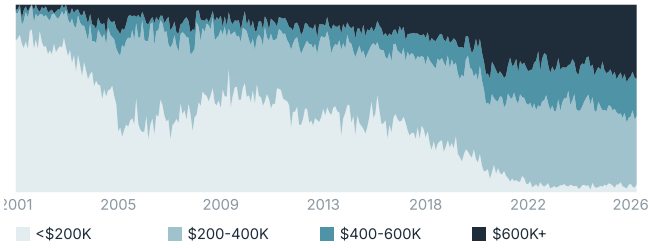
Walton leads on volume; **Okaloosa** leads on growth.

DAYS ON MARKET · 12 MONTHS



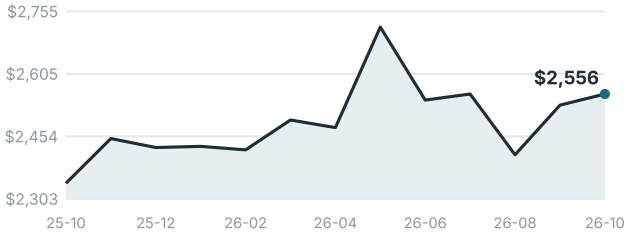
60 days — flat than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



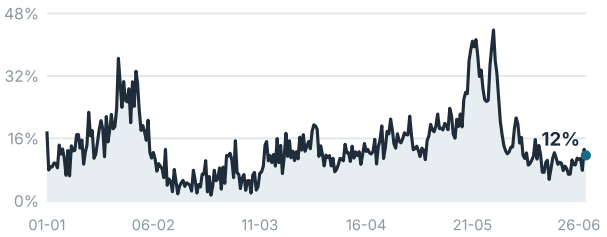
$600K+ is 39% of sales.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



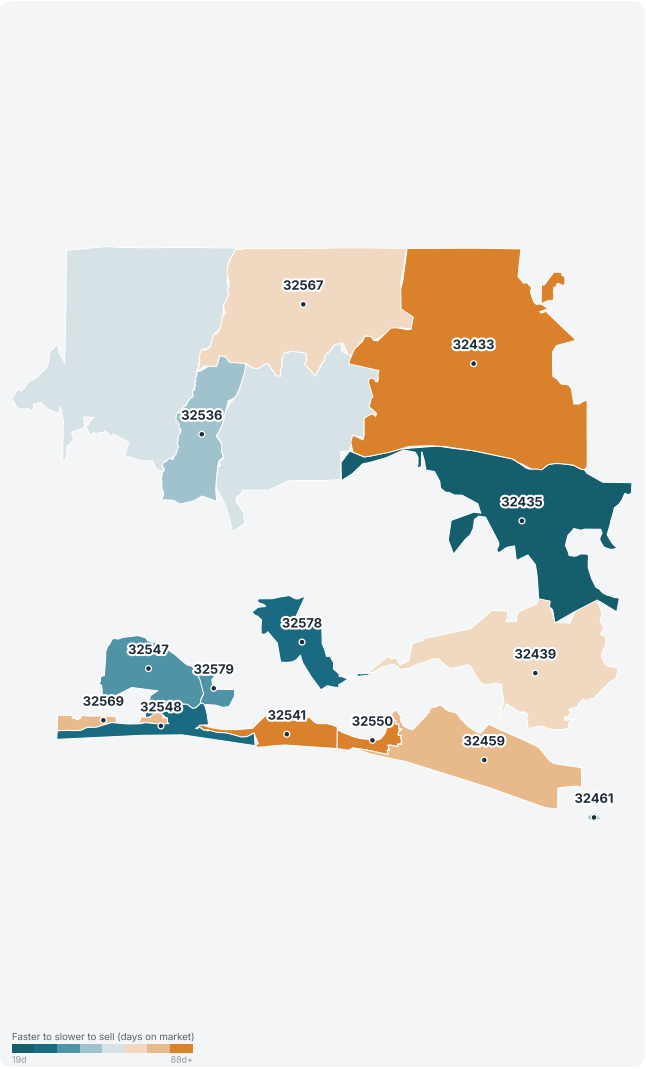
$2,556/mo at 7.11% (20% down, 30-yr), +9.2% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



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

Neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · SINGLE-FAMILY, AUGUST 2026 TO OCTOBER 2026

Every ZIP in the Emerald Coast MLS footprint with 15+ single-family closings in the last three months, shaded by **days on market**: deep teal is fastest, amber slowest. Labels mark the ZIPs in the two tables. **Defuniak Springs** ZIPs run hot; **Miramar Beach** is the slow end.

HOTTEST: FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32435 · Defuniak Springs	15	19	7%	$239,990
32548 · Fort Walton Beach	46	22	17%	$374,450
32578 · Niceville	124	31	17%	$516,500
32547 · Fort Walton Beach	80	32	10%	$350,000
32579 · Shalimar	42	40	14%	$474,950
32536 · Crestview	103	48	15%	$345,000
32461 · Inlet Beach	122	51	7%	$1,718,250

COOLEST: SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32550 · Miramar Beach	75	88	4%	$930,000
32541 · Destin	89	87	1%	$975,000
32433 · Defuniak Springs	46	72	11%	$251,444
32569 · Mary Esther	47	70	11%	$335,000
32459 · Santa Rosa Beach	232	66	4%	$1,062,500
32567 · Laurel Hill	19	62	11%	$289,990
32439 · Freeport	206	58	16%	$401,352

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. New contracts are counted by contract month once those deals have closed (shown through August 2026). **49% of active listings have cut their price** (as of 2026-11-20).

SINGLE-FAMILY PIPELINE, OCTOBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	4,019	Listed, not under contract
Active under contract	0	Contingent — still taking backups
Pending	915	Contingencies cleared — headed to closing
New under contract in October	n/a	Counted once those deals close
Months of supply	6.1	Active ÷ monthly closings — buyer-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 October, **522 listings expired, were withdrawn or canceled** against **626 closings** — a **45% pull rate**.

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 +9.2% YoY vs same-home +1.6%/yr across 426 short-hold pairs. Owners who bought 5+ years ago have averaged +6.5%/yr (1,488 pairs).

Rates & affordability

The 30-year fixed is about **7.11%** (latest rate carried on our county pages), which puts the payment on the median single-family home at **$2,556/month** with 20% down, +9.2% from a year ago. Cash buyers were **n/a** of October closings.

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.

By the numbers — for buyers & sellers

If you're buying

- **49%** of active listings have cut their price (as of 2026-11-20).
- **12%** of closings sold over the original list price; median **60 days** on market.
- Median price per sq ft **n/a**.

If you're selling

- Closings received a median **95.5%** of the original list price.
- **6.1 months** of supply.
- **45%** of listings that left the market in October did not sell.

By property type

CLOSED SALES BY PROPERTY TYPE, OCTOBER 2026

TYPE	CLOSED	MEDIAN	YOY	$/SQ FT	DOM	CASH
Single-family	459	$475,000	+9.2%	n/a	60	n/a
Townhouse	58	$371,450	+2.1%	n/a	60	n/a
Condominium	95	$550,000	-7.6%	n/a	77	n/a

Condos: -7.6% YoY, 77 days on market, n/a cash.

New construction

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

Not enough history.

This feed does not mark new construction on enough October closings to report a share, so none is shown.

County breakdown

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

COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Walton	245	$660,000	-20.0%	-24.1%	72	n/a
Okaloosa	214	$374,000	+5.4%	+2.5%	48	n/a

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), Emerald Coast MLS 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	5	6	-16.7%	54	41	+31.7%
100,000-119,999	5	1	+400.0%	22	16	+37.5%
120,000-139,999	2	3	-33.3%	32	42	-23.8%
140,000-159,999	6	4	+50.0%	62	55	+12.7%
160,000-179,999	6	16	-62.5%	93	70	+32.9%
180,000-199,999	10	12	-16.7%	125	97	+28.9%
200,000-249,999	36	35	+2.9%	432	341	+26.7%
250,000-299,999	60	55	+9.1%	604	575	+5.0%
300,000-399,999	137	145	-5.5%	1513	1347	+12.3%
400,000-499,999	63	71	-11.3%	829	716	+15.8%
500,000-749,999	119	107	+11.2%	1125	971	+15.9%
750,000-999,999	52	49	+6.1%	592	447	+32.4%
1,000,000+	125	144	-13.2%	1445	1085	+33.2%
Totals	**626**	**648**	**-3.4%**	**6928**	**5803**	**+19.4%**

PENDING — CONTRACTS WRITTEN IN OCTOBER STILL OPEN

PRICE BAND	OCTOBER	SHARE
Under 100,000	1	0.5%
100,000-119,999	0	0.0%
120,000-139,999	5	2.3%
140,000-159,999	3	1.4%
160,000-179,999	3	1.4%
180,000-199,999	2	0.9%
200,000-249,999	11	5.0%
250,000-299,999	28	12.6%
300,000-399,999	43	19.4%
400,000-499,999	39	17.6%
500,000-749,999	43	19.4%
750,000-999,999	8	3.6%
1,000,000+	36	16.2%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	17	0.4%
100,000-119,999	9	0.2%
120,000-139,999	14	0.3%
140,000-159,999	23	0.6%
160,000-179,999	32	0.8%
180,000-199,999	72	1.8%
200,000-249,999	202	5.0%
250,000-299,999	259	6.4%
300,000-399,999	690	17.2%
400,000-499,999	448	11.1%
500,000-749,999	694	17.3%
750,000-999,999	405	10.1%
1,000,000+	1154	28.7%

Snapshot as of 2026-11-20 — 4,019 active residential listings.

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

PRICE BAND	COUNT	SHARE
Under 100,000	4	0.6%
100,000-119,999	2	0.3%
120,000-139,999	5	0.7%
140,000-159,999	7	1.0%
160,000-179,999	5	0.7%
180,000-199,999	8	1.2%
200,000-249,999	35	5.1%
250,000-299,999	46	6.7%
300,000-399,999	143	20.7%
400,000-499,999	82	11.9%
500,000-749,999	110	15.9%
750,000-999,999	61	8.8%
1,000,000+	183	26.5%

691 listings with a October on-market date still active at the snapshot.

The numbers — single-family reference

OCTOBER 2026 (EMERALD COAST MLS REGION)

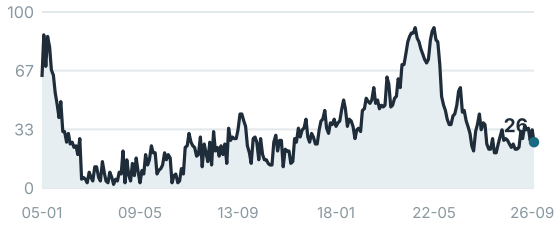
METRIC	OCTOBER 2026	VS. OCTOBER 2025	VS. SEPTEMBER 2026
Median sale price	$475,000	**+9.2%**	**+1.1%**
Average sale price	$981,091	**+3.6%**	**-7.8%**
Closed sales	459	**+0.9%**	0.0%
New contracts written	n/a	—	—
Median days on market	60	0.0%	**+22.4%**
Median $/sq ft	n/a	—	—
Received vs. original list	95.5%	**+0.3%**	**-0.8%**
Received vs. final list	98.8%	**+0.6%**	**0.0%**
Closed over list price	11.5%	**+30.8%**	**-11.9%**
Cash share	n/a	—	—

Single-family, Emerald Coast MLS region. Computed from 459 closed records, cleaned for entry errors. "New contracts" = closings by contract month, shown once three months of later closings are in. "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 2 in March 2008 and peaked at 91 in July 2021; today it reads 32.

MOMENTUM MARKET SCORE · 2005–2026



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

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



Average median change over the next six months, by Score tier, 2005 on. Correlation **+0.03** across 257 monthly readings since 2005.

In seller-market months (Score 67+), the median rose -0.2% over the next six months on average; in buyer-market months (0-33) it moved +1.7%. 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 — active price cuts (49%), days on market (0.0% YoY) and months of supply (6.1). 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%.

Median price
HEADLINE, YOY



• **65%** Up 2-5% • **25%** Flat • **10%** Down 2%+

Days on market
MARKET PACE



• **45%** Shortening • **35%** Flat • **20%** Reverses

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 Emerald Coast MLS closed records (not a third-party dashboard), for single-family homes in the Okaloosa and Walton 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 contract month (estimated from on-market date plus days on market where the feed omits the contract date); a month is published once three months of later closings are in, and a metric whose inputs are incomplete or fail a plausibility check is left out rather than estimated; 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 the Emerald Coast Association of REALTORS®. Information is deemed reliable but is not guaranteed by the MLS to be accurate. 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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