MOMENTUM REALTY

MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

FLORIDA KEYS · MONTHLY REPORT

October 2026 *Market Pulse*



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Florida Keys MLS · October 2026
Computed from closed records through 2026-11-19

MEDIAN SOLD · SF

$1,222,000 +18.1%



monthly median

SAME-HOME APPRECIATION

+3.6% /yr

same home, bought 1-3 yrs ago

DAYS ON MARKET

98 -9.6%



list → close, median

NEW CONTRACTS (OCTOBER)

n/a



counted once deals close

MONTHS OF SUPPLY

7.5 SF

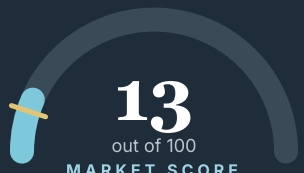
buyer-leaning

SOLD OVER LIST

3% -14.2%



buyer competition



Strong 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 +18.1% year over year. Up 3 points from September (10).

Supply **0** Speed **0** Over-list **9** Price cuts **42**



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Florida Keys MLS data · closings through 2026-11-19

Executive summary

THE SIGNATURE FINDING

The median moved +18.1% year over year; the same homes, sold twice, moved +3.6% a year.

The median was $1,222,000 (+18.1% YoY); **the same house, sold twice, moved +3.6% a year**. Sales mix by price: the share of sales under $200K went 0%→0% and $600K+ went 86%→91%. Median $/sq ft n/a YoY.

$1,222,000
Median price — **+18.1% YoY**

106
Single-family closings in October — **+15.2% vs a year ago**

41%
Of **current active listings** have cut their price (point-in-time, as of 2026-11-20)

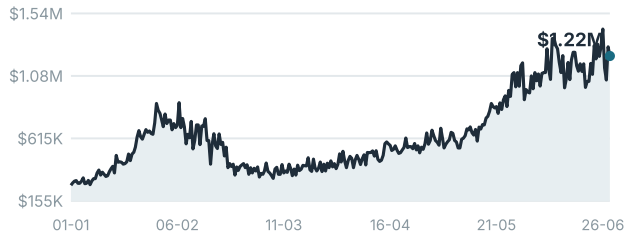
- Median up 18.1% YoY; **same-home appreciation was +3.6%/yr**.
- Homes sold in a median **98 days**; **3% sold over list**; supply **7.5 months**.
- Largest county median changes (YoY): **Monroe +16.8%**; Monroe up 16.8%.
- **Momentum Market Score: 13/100 — Strong buyer advantage.** Median +18.1% YoY.

Five biggest surprises

- **Same-home resales moved +3.6%/yr** while the median moved +18.1% year over year.
- **41% of active listings have cut their price** (as of 2026-11-20).
- **51% of listings leaving the market failed to sell** (144 expired, withdrawn or canceled vs 136 closed, all home types).
- **Owners who bought 5+ years ago have averaged +7.5%/yr**; those who bought in the last 1-3 years are at +3.6%/yr.

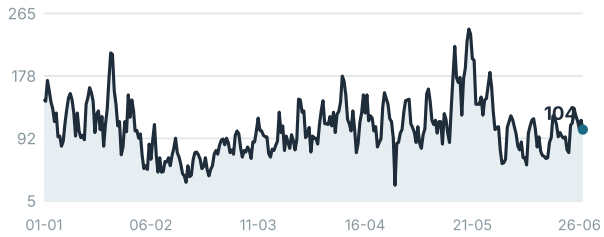
The market in eight charts

MEDIAN PRICE · 25 YEARS



$1,222,000 — +18.1% 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



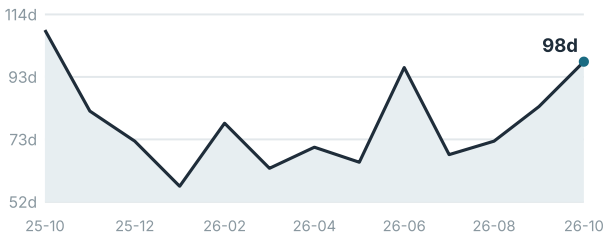
Same-home resales: **+3.6%/yr**; median: +18% YoY.

MEDIAN PRICE CHANGE BY COUNTY · YOY



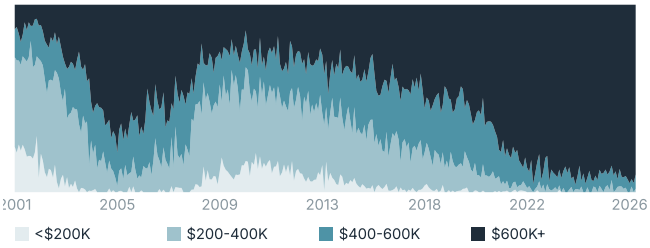
Monroe leads on volume; **Monroe** leads on growth.

DAYS ON MARKET · 12 MONTHS



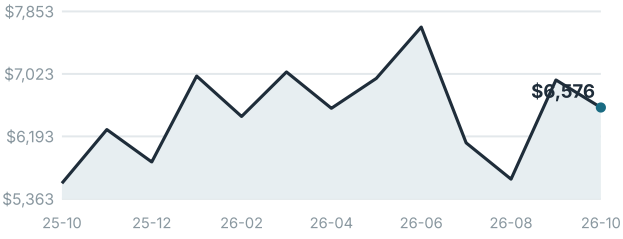
98 days — faster 9.6% than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



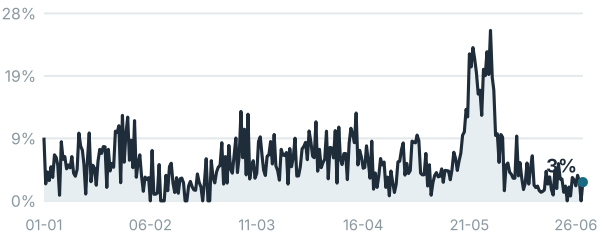
$600K+ is 91% of sales.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



$6,576/mo at 7.11% (20% down, 30-yr), +18.1% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



3% 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 Florida Keys 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. **Cudjoe Key** ZIPs run hot; **Plantation Key** is the slow end.

HOTTEST: FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
33042 · Cudjoe Key	52	64	4%	$1,075,000
33040 · Key West	60	66	2%	$1,160,000
33070 · Plantation Key	25	70	4%	$1,303,000
33050 · Marathon	48	84	2%	$1,350,000
33043 · Big Pine Key	28	96	0%	$846,500
33037 · Key Largo	56	108	0%	$1,003,500
33036 · Plantation Key	26	121	4%	$2,900,000

COOLEST: SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
33036 · Plantation Key	26	121	4%	$2,900,000
33037 · Key Largo	56	108	0%	$1,003,500
33043 · Big Pine Key	28	96	0%	$846,500
33050 · Marathon	48	84	2%	$1,350,000
33070 · Plantation Key	25	70	4%	$1,303,000
33040 · Key West	60	66	2%	$1,160,000
33042 · Cudjoe Key	52	64	4%	$1,075,000

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. New contracts are counted by contract month once those deals have closed (shown through August 2026). **41% of active listings have cut their price** (as of 2026-11-20).

SINGLE-FAMILY PIPELINE, OCTOBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	757	Listed, not under contract
Active under contract	128	Contingent — still taking backups
Pending	30	Contingencies cleared — headed to closing
New under contract in October	n/a	Counted once those deals close
Months of supply	7.5	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, **144 listings expired, were withdrawn or canceled** against **136 closings** — a **51% 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 +18.1% YoY vs same-home +3.6%/yr across 86 short-hold pairs. Owners who bought 5+ years ago have averaged +7.5%/yr (435 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 **$6,576/month** with 20% down, +18.1% 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

- **41%** of active listings have cut their price (as of 2026-11-20).
- **3%** of closings sold over the original list price; median **98 days** on market.
- Median price per sq ft **n/a**.

If you're selling

- Closings received a median **91.6%** of the original list price.
- **7.5 months** of supply.
- **51%** 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	106	$1,222,000	**+18.1%**	n/a	98	n/a
Townhouse	9	$1,050,000	**+49.7%**	n/a	72	n/a
Condominium	15	$883,500	**+29.9%**	n/a	95	n/a

Condos: +29.9% YoY, 95 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
Monroe	101	$1,250,000	**+16.8%**	**+6.4%**	102	n/a
Other	5	$850,000	—	—	0	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), Florida Keys 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	0	0	—	0	0	—
100,000-119,999	0	0	—	0	0	—
120,000-139,999	0	0	—	2	1	+100.0%
140,000-159,999	0	0	—	0	0	—
160,000-179,999	0	0	—	0	0	—
180,000-199,999	0	0	—	1	0	—
200,000-249,999	1	3	-66.7%	14	13	+7.7%
250,000-299,999	0	3	-100.0%	21	21	0.0%
300,000-399,999	5	6	-16.7%	90	72	+25.0%
400,000-499,999	7	6	+16.7%	82	70	+17.1%
500,000-749,999	31	30	+3.3%	345	366	-5.7%
750,000-999,999	22	30	-26.7%	295	303	-2.6%
1,000,000+	75	59	+27.1%	808	671	+20.4%
Totals	**141**	**137**	**+2.9%**	**1658**	**1517**	**+9.3%**

PENDING — CONTRACTS WRITTEN IN OCTOBER STILL OPEN

PRICE BAND	OCTOBER	SHARE
Under 100,000	0	0.0%
100,000-119,999	0	0.0%
120,000-139,999	0	0.0%
140,000-159,999	0	0.0%
160,000-179,999	0	0.0%
180,000-199,999	0	0.0%
200,000-249,999	0	0.0%
250,000-299,999	0	0.0%
300,000-399,999	0	0.0%
400,000-499,999	0	0.0%
500,000-749,999	1	10.0%
750,000-999,999	3	30.0%
1,000,000+	6	60.0%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	1	0.1%
100,000-119,999	0	0.0%
120,000-139,999	0	0.0%
140,000-159,999	0	0.0%
160,000-179,999	0	0.0%
180,000-199,999	0	0.0%
200,000-249,999	5	0.4%
250,000-299,999	12	0.9%
300,000-399,999	52	4.1%
400,000-499,999	62	4.9%
500,000-749,999	234	18.5%
750,000-999,999	232	18.3%
1,000,000+	667	52.7%

Snapshot as of 2026-11-20 — 1,265 active residential listings.

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

PRICE BAND	COUNT	SHARE
Under 100,000	0	0.0%
100,000-119,999	0	0.0%
120,000-139,999	0	0.0%
140,000-159,999	0	0.0%
160,000-179,999	0	0.0%
180,000-199,999	0	0.0%
200,000-249,999	1	0.4%
250,000-299,999	3	1.1%
300,000-399,999	15	5.7%
400,000-499,999	13	4.9%
500,000-749,999	37	14.1%
750,000-999,999	38	14.4%
1,000,000+	156	59.3%

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

The numbers — single-family reference

OCTOBER 2026 (FLORIDA KEYS MLS REGION)

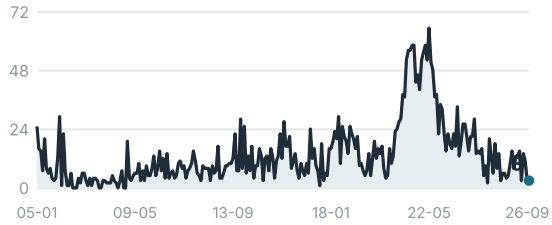
METRIC	OCTOBER 2026	VS. OCTOBER 2025	VS. SEPTEMBER 2026
Median sale price	$1,222,000	+18.1%	-5.3%
Average sale price	$1,800,505	+2.6%	-3.8%
Closed sales	106	+15.2%	+3.9%
New contracts written	n/a	—	—
Median days on market	98	-9.6%	+18.0%
Median $/sq ft	n/a	—	—
Received vs. original list	91.6%	-0.3%	-1.2%
Received vs. final list	95.0%	-0.2%	-0.1%
Closed over list price	2.8%	-14.2%	—
Cash share	n/a	—	—

Single-family, Florida Keys MLS region. Computed from 106 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 0 in August 2006 and peaked at 65 in May 2022; today it reads 8.

MOMENTUM MARKET SCORE · 2005–2026



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

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

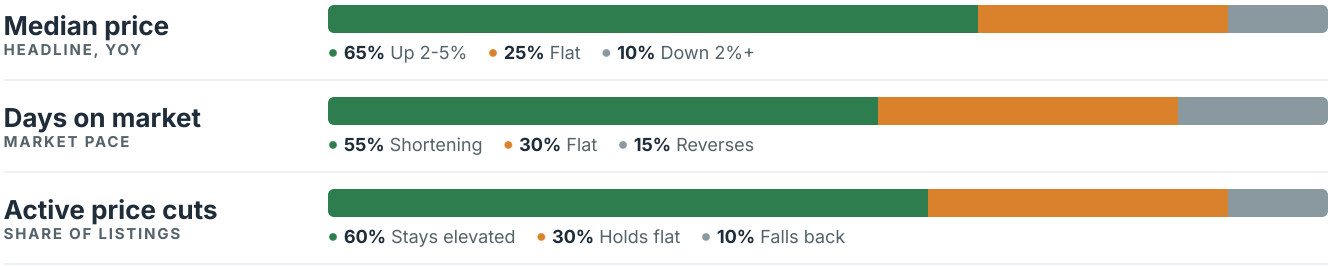


Average median change over the next six months, by Score tier, 2005 on. Correlation **+0.14** across 257 monthly readings since 2005.

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 (41%), days on market (-9.6% YoY) and months of supply (7.5). 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 Florida Keys MLS closed records (not a third-party dashboard), for single-family homes in the Monroe County 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 Florida Keys MLS, Inc. 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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