MOMENTUM REALTY

MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

PENSACOLA · MONTHLY REPORT

October 2026 *Market Pulse*



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

MEDIAN SOLD · SF
$324,900 0.0%

monthly median

SAME-HOME APPRECIATION
+3.4% /yr

same home, bought 1-3 yrs ago

DAYS ON MARKET
42 -16.0%

list → close, median

NEW CONTRACTS (OCTOBER)
n/a

counted once deals close

MONTHS OF SUPPLY
3.1 SF
seller-leaning

SOLD OVER LIST
14% +49.1%

buyer competition



Balanced, firm

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 0.0% year over year. Up 2 points from September (52).

Supply **78** Speed **64** Over-list **46** Price cuts **28**



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Pensacola MLS data · closings through 2026-11-19

Executive summary

THE SIGNATURE FINDING

The median moved 0.0% year over year; the same homes, sold twice, moved +3.4% a year.

The median was $324,900 (0.0% YoY); **the same house, sold twice, moved +3.4% a year**. Sales mix by price: the share of sales under $200K went 11%→14% and $600K+ went 11%→9%. Median $/sq ft +1.5% YoY.

$324,900
Median price — **0.0% YoY**

593
Single-family closings in October — **-6.9% vs a year ago**

48%
Of **current active listings** have cut their price (point-in-time, as of 2026-11-20)

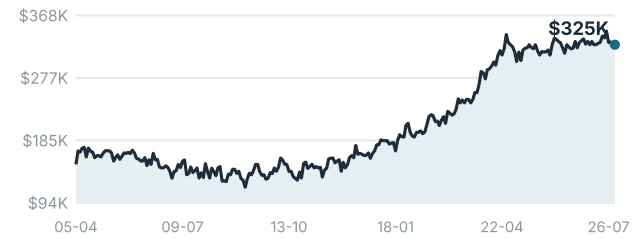
- Median flat YoY; **same-home appreciation was +3.4%/yr**.
- Homes sold in a median **42 days**; **14% sold over list**; supply **3.1 months**.
- Largest county median changes (YoY): **Escambia - Fl 0.0%**, **Santa Rosa -4.7%**; Santa Rosa down 4.7%.
- **Momentum Market Score: 54/100 — Balanced, firm.** Median 0.0% YoY.

Five biggest surprises

- **Same-home resales moved +3.4%/yr** while the median moved 0.0% year over year.
- **48% of active listings have cut their price** (as of 2026-11-20).
- **Owners who bought 5+ years ago have averaged +6.6%/yr**; those who bought in the last 1-3 years are at +3.4%/yr.
- **New construction was 25% of closings**.
- **Condos fell 11.5% YoY** (61 days on market) while single-family moved 0.0%.

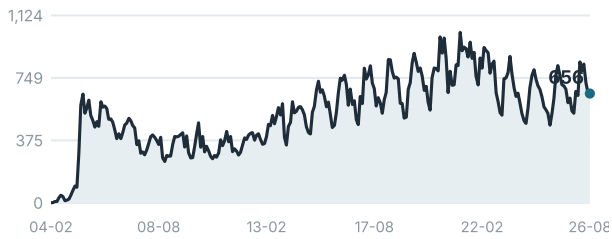
The market in eight charts

MEDIAN PRICE · 25 YEARS



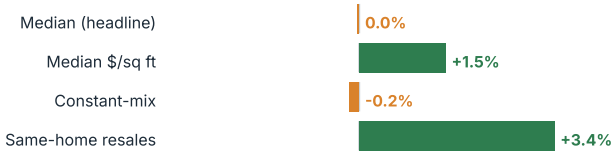
$324,900 — 0.0% vs October 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR



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

APPRECIATION — FOUR MEASURES



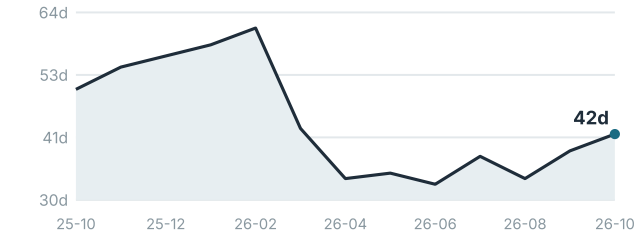
Same-home resales: **+3.4%/yr**; median: 0% YoY.

MEDIAN PRICE CHANGE BY COUNTY · YOY



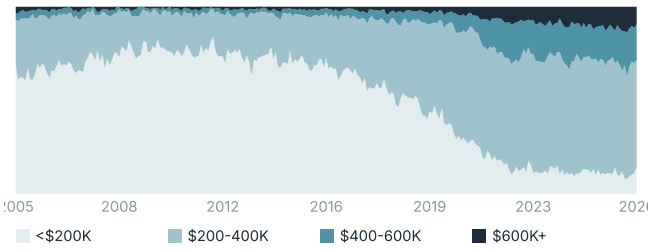
Escambia - Fl leads on volume; **Escambia - Fl** leads on growth.

DAYS ON MARKET · 12 MONTHS



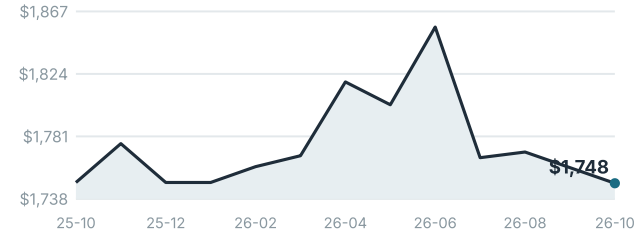
42 days — faster 16.0% than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



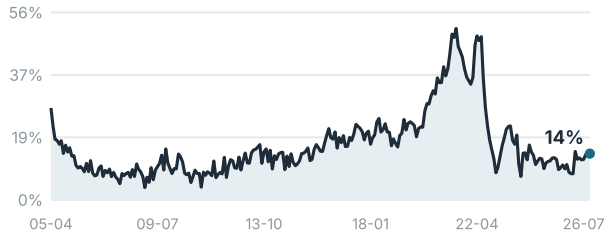
$600K+ is 9% of sales.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



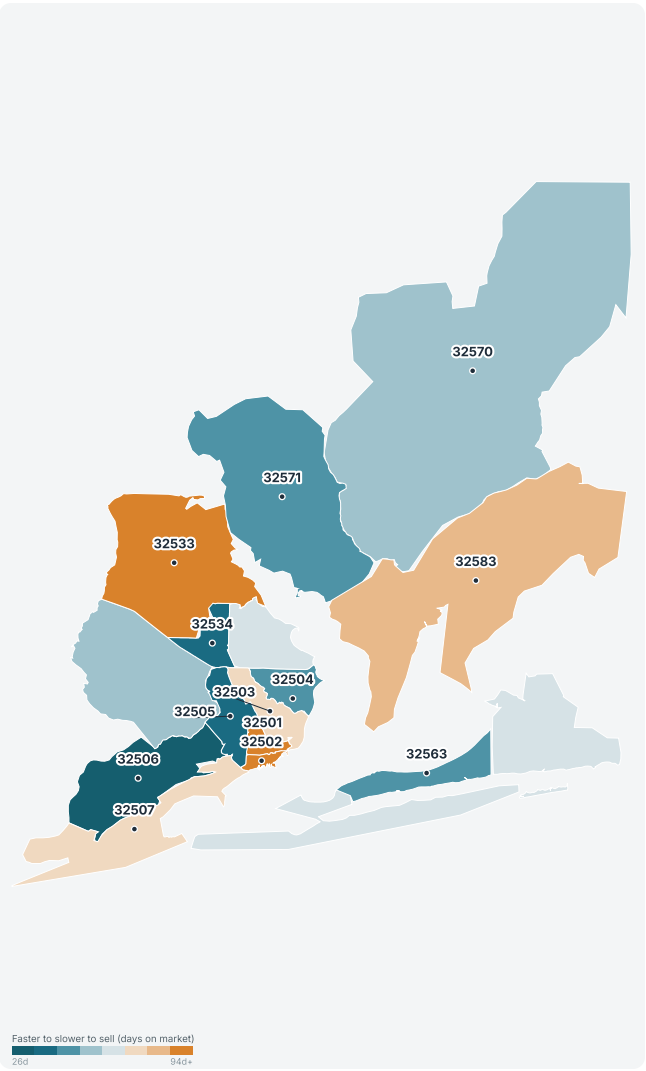
$1,748/mo at 7.11% (20% down, 30-yr), 0.0% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



14% 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 Pensacola 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. **Pensacola** ZIPs run hot; **Pensacola** is the slow end.

HOTTEST: FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32506 · Pensacola	110	26	15%	$261,832
32505 · Pensacola	64	28	23%	$173,500
32534 · Pensacola	46	28	15%	$232,500
32563 · Gulf Breeze	133	29	11%	$400,000
32504 · Pensacola	66	29	9%	$317,500
32571 · Pace	230	30	19%	$353,572
32570 · Milton	142	31	24%	$299,950

COOLEST: SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32502 · Pensacola	26	94	8%	$442,450
32501 · Pensacola	40	66	0%	$330,000
32533 · Cantonment	189	56	12%	$332,000
36502 · Atmore	25	49	28%	$203,000
32583 · Milton	201	48	11%	$319,900
32503 · Pensacola	87	42	8%	$380,000
32507 · Pensacola	126	42	8%	$309,000

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). **48% of active listings have cut their price** (as of 2026-11-20).

SINGLE-FAMILY PIPELINE, OCTOBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	1,992	Listed, not under contract
Active under contract	500	Contingent — still taking backups
Pending	424	Contingencies cleared — headed to closing
New under contract in October	n/a	Counted once those deals close
Months of supply	3.1	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.

The feed's statistics carry no expired/withdrawn count for October, so the failed-to-sell rate is not shown.

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 0.0% YoY vs same-home +3.4%/yr across 534 short-hold pairs. Owners who bought 5+ years ago have averaged +6.6%/yr (1,654 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 **$1,748/month** with 20% down, 0.0% from a year ago. Cash buyers were **23%** of October closings, 46% 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.

By the numbers — for buyers & sellers

If you're buying

- **48%** of active listings have cut their price (as of 2026-11-20).
- **14%** of closings sold over the original list price; median **42 days** on market.
- Median price per sq ft **$180** (+1.5% YoY).

If you're selling

- Closings received a median **96.7%** of the original list price.
- **3.1 months** of supply.
- **593** single-family closings in October.

By property type

CLOSED SALES BY PROPERTY TYPE, OCTOBER 2026

TYPE	CLOSED	MEDIAN	YOY	$/SQ FT	DOM	CASH
Single-family	593	$324,900	0.0%	$180	42	23%
Condominium	54	$449,500	-11.5%	$363	61	46%

Condos: -11.5% YoY, 61 days on market, 46% cash. New construction was 25% of single-family closings.

New construction near a 25-year high

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



Now ~**26%** of single-family sales — near the 25-year high of 28%.

About **one in 4** single-family sales in October was a brand-new home.

County breakdown

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

COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Escambia - Fl	316	$299,900	0.0%	-7.4%	43	27%
Santa Rosa	245	$345,000	-4.7%	-8.0%	40	18%
Other Counties	14	$201,500	+30.7%	-15.3%	101	21%
Baldwin	10	$370,500	-42.1%	-3.0%	54	40%
Okaloosa	5	$339,000	-3.1%	-17.3%	2	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), Pensacola 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	29	15	+93.3%	197	191	+3.1%
100,000-119,999	7	10	-30.0%	98	107	-8.4%
120,000-139,999	15	12	+25.0%	114	136	-16.2%
140,000-159,999	19	17	+11.8%	160	155	+3.2%
160,000-179,999	22	19	+15.8%	185	163	+13.5%
180,000-199,999	18	15	+20.0%	198	223	-11.2%
200,000-249,999	82	81	+1.2%	813	829	-1.9%
250,000-299,999	89	106	-16.0%	1186	1135	+4.5%
300,000-399,999	187	210	-11.0%	2188	2178	+0.5%
400,000-499,999	91	81	+12.3%	1011	865	+16.9%
500,000-749,999	64	79	-19.0%	884	770	+14.8%
750,000-999,999	16	31	-48.4%	321	301	+6.6%
1,000,000+	27	23	+17.4%	294	247	+19.0%
Totals	**666**	**699**	**-4.7%**	**7649**	**7300**	**+4.8%**

PENDING — CONTRACTS WRITTEN IN OCTOBER STILL OPEN

PRICE BAND	OCTOBER	SHARE
Under 100,000	1	0.8%
100,000-119,999	1	0.8%
120,000-139,999	2	1.5%
140,000-159,999	3	2.3%
160,000-179,999	3	2.3%
180,000-199,999	2	1.5%
200,000-249,999	13	9.8%
250,000-299,999	17	12.9%
300,000-399,999	52	39.4%
400,000-499,999	21	15.9%
500,000-749,999	11	8.3%
750,000-999,999	3	2.3%
1,000,000+	3	2.3%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	39	1.7%
100,000-119,999	26	1.1%
120,000-139,999	33	1.4%
140,000-159,999	33	1.4%
160,000-179,999	60	2.6%
180,000-199,999	63	2.7%
200,000-249,999	157	6.7%
250,000-299,999	287	12.2%
300,000-399,999	650	27.7%
400,000-499,999	337	14.4%
500,000-749,999	332	14.2%
750,000-999,999	155	6.6%
1,000,000+	173	7.4%

Snapshot as of 2026-11-20 — 2,345 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	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	0	0.0%
750,000-999,999	0	0.0%
1,000,000+	0	0.0%

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

The numbers — single-family reference

OCTOBER 2026 (PENSACOLA MLS REGION)

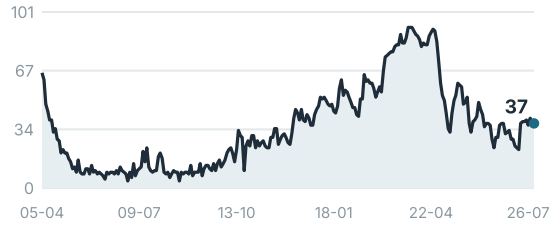
METRIC	OCTOBER 2026	VS. OCTOBER 2025	VS. SEPTEMBER 2026
Median sale price	$324,900	0.0%	-0.6%
Average sale price	$386,589	+0.2%	-4.7%
Closed sales	593	-6.9%	-16.4%
New contracts written	n/a	—	—
Median days on market	42	-16.0%	+7.7%
Median $/sq ft	$180	+1.5%	+0.8%
Received vs. original list	96.7%	+0.9%	-0.7%
Received vs. final list	98.9%	+0.4%	-0.5%
Closed over list price	13.9%	+49.1%	+6.6%
Cash share	22.9%	+8.2%	+18.7%

Single-family, Pensacola MLS region. Computed from 593 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 4 in January 2009 and peaked at 92 in April 2021; today it reads 28.

MOMENTUM MARKET SCORE · 2005–2026



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

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

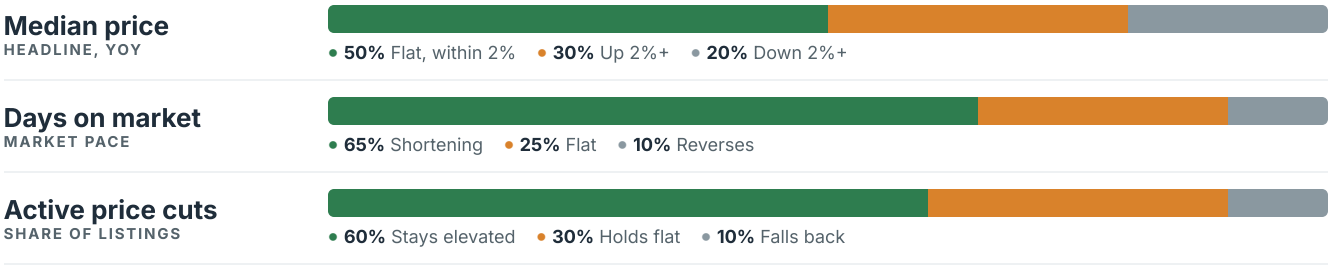


Average median change over the next six months, by Score tier, 2005 on. Correlation **+0.29** across 254 monthly readings since 2005.

In seller-market months (Score 67+), the median rose +6.3% over the next six months on average; in buyer-market months (0-33) it moved +0.6%. 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 (48%), days on market (-16.0% YoY) and months of supply (3.1). 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%.



• 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 Pensacola MLS closed records (not a third-party dashboard), for single-family homes in the Escambia and Santa Rosa 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. Copyright© 2026 by the Multiple Listing Service of the Pensacola Association of REALTORS® This information is believed to be accurate but is not guaranteed. Subject to verification by all parties. This data is copyrighted and may not be transmitted, retransmitted, copied, framed, repurposed, or altered in any way for any other site, individual and/or purpose without the express written permission of the Multiple Listing Service of the Pensacola Association of REALTORS®. Florida recognizes single and transaction agency relationships. Information Deemed Reliable But Not Guaranteed. Any use of search facilities of data on this site, other than by a consumer looking to purchase real estate, is prohibited. 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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