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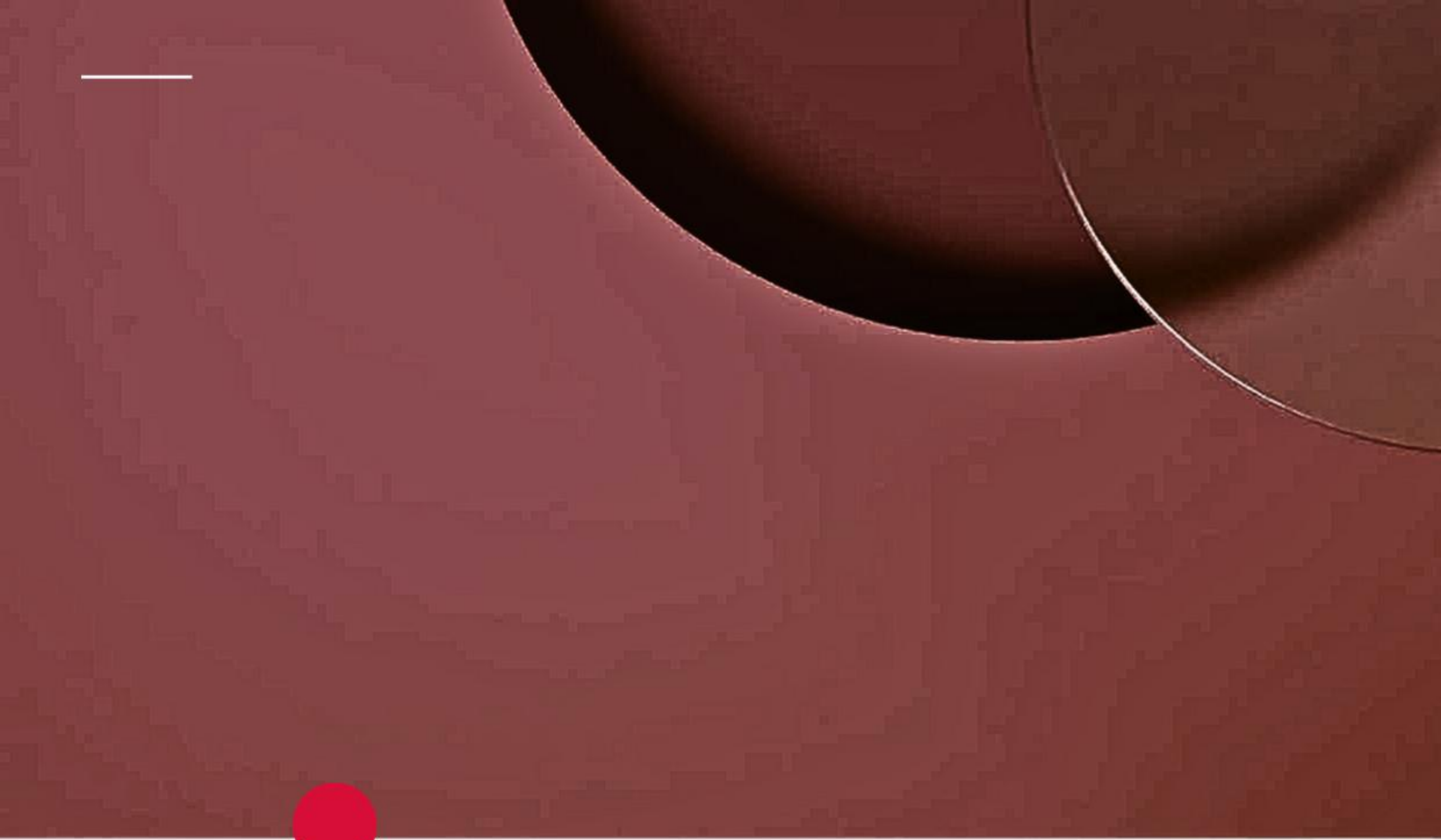
MARKET UPDATE

REAL TALK. REAL STATS. REAL ESTATE.

NOV 2025 EDITION



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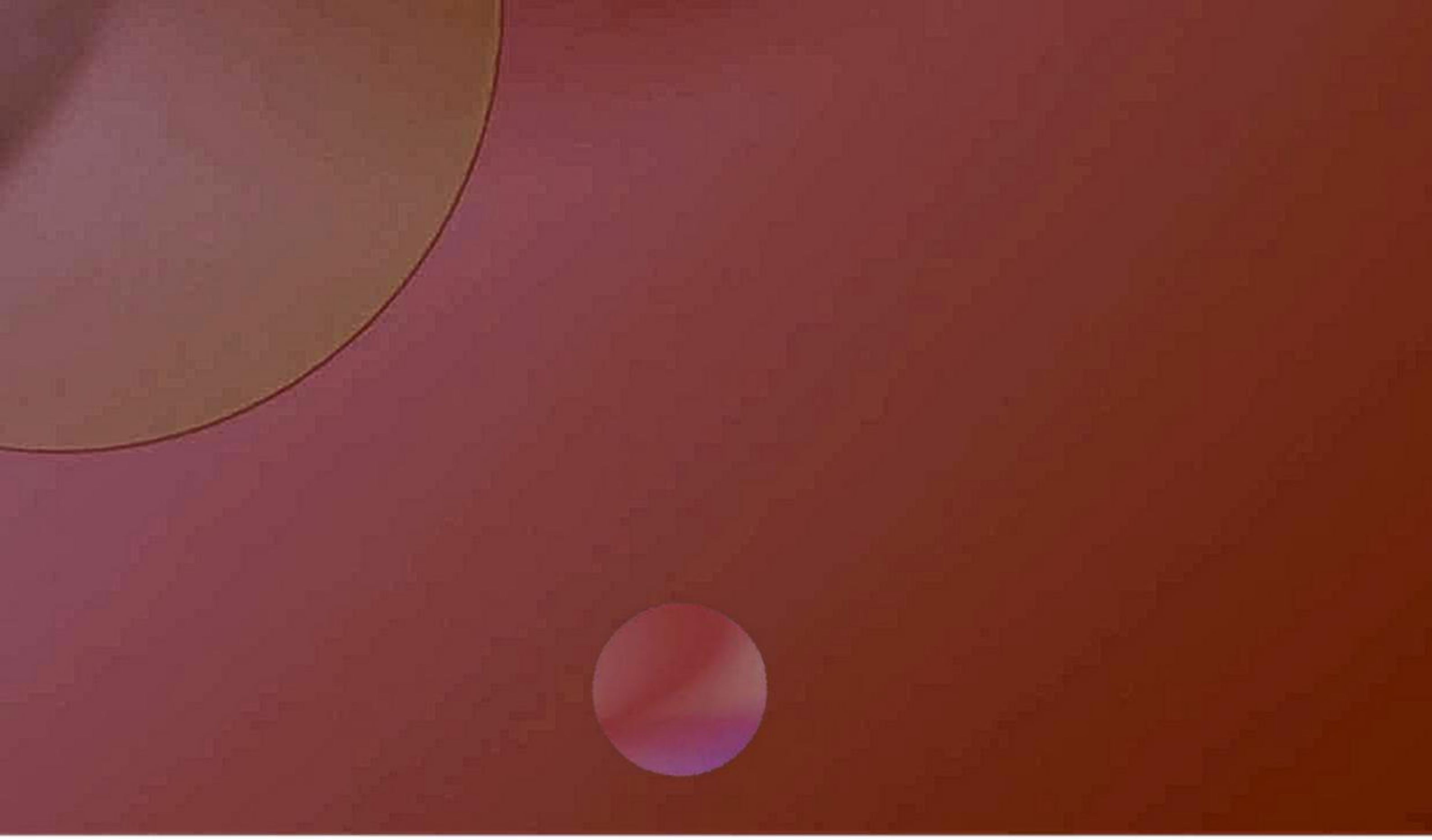

Economic Developments

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In other news, Phoenix and Maricopa continues to see strong job growth, and topping nationwide lists for it's economic developments.

Interest Rates

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Let's take a look at interest rates and what the economy is telling us as we looking towards affordability.

OUR PERSPECTIVE

The Market Split

October's transaction data exposes a market dividing along economic lines. Resale activity grew 3% year-over-year as new home sales crashed 15.4%. Buyers increasingly favor existing inventory where negotiating power delivers real value, while builders pull back on volume rather than compete on price.

The luxury surge continues rewriting Phoenix real estate. Scottsdale overtook Phoenix in total dollar volume for the first time in ARMLS history, while Paradise Valley luxury sales exploded 30% year-over-year. Homes over $2M captured 17.1% dollar volume growth versus just 6.1% for sub-$2M properties—economic development creating a parallel luxury market.

Meanwhile, mainstream buyers enjoy conditions unseen in years. Phoenix ranks 19th of 20 major metros in Case-Shiller performance at -1.68% year-over-year, with October's median rising just 0.8%—well below inflation. Twelve cities shifted more buyer-friendly over the past month.

This issue examines why the November pre-holiday window offers sellers their best opportunity, how economic development is creating two distinct markets, and why pricing strategy must acknowledge that buyers today have options they didn't possess two years ago.

LOCAL
MARKET

ACTIVE & NEW LISTINGS
GREATER PHOENIX DATA

ACTIVE LISTINGS

As of Nov 10th, 2025*

Current:		22,823
1M Pr:	2.10%	22,361
3M Pr:	8.30%	21,073
6M Pr:	-6.10%	24,316
12M Pr:	14.40%	19,949

NEW LISTINGS

As of Nov 10th, 2025*

Current:		9,179
1M Pr:	7.83%	8,512
3M Pr:	25.91%	7,290
6M Pr:	-10.03%	10,202
12M Pr	4.75%	8,763

Active listings continue building as inventory levels reflect the shift toward buyer-favorable conditions. The divergence between segments remains evident - while resale inventory provides expanding options, new home inventory reflects builders' strategic pullback as seen in the 15.4% decline in new closings. This supports October's trend where buyers increasingly chose existing homes over new construction.

* Data by Cromford Report.

HERE'S 4 FACTS TO DISCUSS

Whether Buying or Selling, here are things to consider.

- **Dollar Volume Up 8.5% →** Total market dollar volume reached $3.58 billion, up 8.5% year-over-year, with annual volume hitting $43.93 billion despite buyer-favorable conditions.
- **Luxury Market Hits Record →** Scottsdale overtook Phoenix in dollar volume for the first time. Paradise Valley luxury sales surged 30% year-over-year.
- **Luxury Drives Market Growth →** In the last 12 months, Homes $2M+ saw 17.1% dollar volume growth while sub-$2M properties gained 6.1%, showing luxury's outsized market impact.
- **New Home Sales Drop 15% →** New home closings fell 15.4% year-over-year while resales grew 3.0%, showing buyers favor existing inventory value.

WHAT THE HECK IS EXACTLY GOING ON ?

October's transaction data reveals a tale of two markets—resale closings grew 3% year-over-year while new home sales plummeted 15.4%. Builders pulled back on volume as buyers increasingly favored existing inventory, where they found better value and negotiating leverage. The overall median of $478,990 rose just 0.8% year-over-year, well below inflation rates.

The luxury segment tells a different story entirely. Scottsdale overtook Phoenix in dollar volume for the first time in ARMLS history, driven by high-income migration and major business investments. Paradise Valley's luxury sales surged 30% year-over-year, while homes over $2M saw 17.1% dollar volume growth compared to just 6.1% for sub-$2M properties.

Market conditions continue tilting toward buyers, with 12 cities becoming more buyer-friendly over the past month versus only five shifting toward sellers. Phoenix ranks 19th of 20 major metros in Case-Shiller year-over-year performance at -1.68%, reinforcing the buyer-advantage environment.

The disconnect is striking: while mainstream buyers enjoy expanded choices and pricing power, luxury purchasers—many relocating for Arizona's booming semiconductor and tech industries—drive record dollar volumes. The market has essentially split into two distinct experiences, with economic development fueling the high end while typical buyers navigate a clearly buyer-favorable landscape.

PROPERTY MOVEMENT
UNDER CONTRACT & SOLD DATA

We see a slightly stronger table than last week. 12 cities became more favorable for buyers over the past month, one was unchanged, while the remaining 5 moved in a direction favorable for sellers. The latter group are Tempe, Buckeye, Fountain Hills, Chandler and Cave Creek. Leading the larger group improving for buyers are Paradise Valley. Peoria, Goodyear, Scottsdale and San Tan Valley. All the other large cities that moved in favor of buyers did so by 5% or less.

- Cromford Report

GREATERPHOENIX DATA

Listings Under Contract - UCB/CCBS & Pending

	Units	VS%
Current	6,719	
1M Pr	6,536	2.80%
3M Pr	6,904	–2.68%
6M Pr	8,021	-16.23%
12M Pr	6,230	7.85%

As of Nov 10th, 2025

Sold Homes

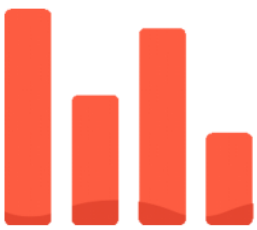
	Units	VS%
Current	5,602	
1M Pr	5,617	-0.27%
3M Pr	5,735	-2.32%
6M Pr	6,944	-19.33%
12M Pr	5,422	3.32%

As of Oct 31st, 2025

Market dynamics show mixed signals as October data reveals resale transactions grew 3.0% year-over-year while new home sales dropped 15.4%, suggesting buyers find better value in existing inventory. October's median sales price of $478,990 rose just 0.8% year-over-year - below inflation rates - indicating buyers maintain negotiating power.

Closed - AVG $/Sqft

	$/Sqft:	VS%
Current:	**$291.80**	
1M Pr:	**$287.66**	**1.44%**
3M Pr:	**$285.84**	**2.09%**
6M Pr:	**$301.25**	**-3.14%**
12M Pr:	**$291.18**	**0.21%**



Seller Reality Check: November

The Holiday's Reality: You're entering a buyer's market during peak selling season. With 12 cities shifting more buyer-friendly and inventory continuing to build, buyers have choices and leverage they haven't had in years. Your competition isn't just other homes—it's buyers' ability to wait, negotiate, and walk away.

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1. Price to Sell, Not to Test - List 3-5% below recent comparables, not at them. In a buyer's market, overpriced homes become "market validators" for properly priced ones. Ask your agent: "What sold in 30 days versus what sat for 60+ days?" Price like you're competing for buyers' attention, because you are.

2. November is Your Window - List before Thanksgiving or wait until January. November buyers are motivated—relocations, school timing, year-end financial decisions. These aren't browsers; they're buyers with deadlines. After Thanksgiving, you're competing against holiday distractions and New Year hesitation.

3. Lead with Instant Appeal - Professional photos aren't optional—they're survival. But go beyond pretty pictures. Stage the home, handle obvious repairs, and consider pre-inspections. Buyers expect move-in ready, and with inventory building, they can find it elsewhere if you don't deliver.

4. Get Aggressive with Showing Flexibility - Accept all reasonable showing requests, including short notice and weekends. Install a lockbox and let your agent handle access. Every "no" to a showing is potentially saying "no" to your buyer. In this market, convenience wins contracts.

Your biggest mistake would be pricing like it's still 2022 and waiting for "the right buyer." In November 2025, the right buyer has multiple options—make sure they choose yours.

HYPER FOCUSED MARKET

Let's take a look into segments of our market.

East Valley Market:
(Ahwatukee, Chandler, Chandler Heights, Gilbert, Tempe, Mesa, AJ, QC, STV)

Price Range	Active / Coming Soon	Sold in Oct	Months Supply
$0-$250K	816 ↑ 17	124 ↑ 1	6.58 ↑ 0.08
$250K-$400K	1,176 ↑ 35	372 ↓ 17	3.16 ↑ 0.23
$400K-$500K	1,122 ↓ 35	431 ↓ 14	2.60 = 0.00
$500K-$600K	934 ↓ 12	315 ↓ 9	2.97 ↑ 0.05
$600K-$800K	1,006 ↓ 13	287 ↑ 4	3.51 ↑ 0.91
$800K-$1M	358 ↓ 18	102 ↑ 17	3.51 ↓ 0.91
$1M+	476 ↓ 20	99 ↑ 12	4.81 ↓ 0.91

Active Days on Market: 87 ↓ 1
Under Contract DOM: 75 ↑ 2
Closed DOM: 79 ↓ 4
53.29% Sold in 60 Days or Less
66.93% in 90 Days or Less

Cash accounted for 18.7% of all East Valley Oct sales.
Down 0.9%.

660 Listings in the East Valley Expired or Cancelled in Oct.
Up 40.

North East Valley:
(Scottsdale, Paradise Valley, Greyhawk, Desert Ridge, Cave Creek Fountain Hills)

Price Range	Active / Coming Soon	Sold in Oct	Months Supply
$0-$400K	453 ↑ 36	85 ↑ 20	5.33 ↓ 1.09
$400K-$600K	391 ↑ 23	103 ↑ 11	3.80 ↓ 0.19
$600K-$1M	766 ↓ 3	225 ↑ 10	3.40 ↓ 0.18
$1M - $2M	761 ↑ 30	179 ↓ 4	4.25 ↑ 0.26
$2M-$5M	649 ↑ 7	107 ↑ 41	6.07 ↓ 3.66
$5M-$10M	218 ↑ 30	6 ↓ 8	36.33 ↑ 22.80
$10M +	76 ↑ 11	1 ↓ 4	76.00 ↑ 63.00

Active Days on Market: 104 ↓ 5
Under Contract DOM: 90 ↑ 4
Closed DOM: 90 ↓ 3
51.27% Sold in 60 Days or Less
64.30% Sold in 90 Days or Less

Cash accounted for 37.68% of all North East Valley Oct Sales.
Up 0.18%

297 Listings in North East Valley Expired or Cancelled in Oct
Down 42.

KELLER **WILLIAMS**

HOW DO WE STACK UP?

ALL KELLER WILLIAMS

Coming Soon:	30 ↓ 11
Active Listings:	1,188 ↑ 24
New Listings in Oct:	463 ↓ 28
Contracted:	449 ↑ 11
Closed in Oct:	556 ↑ 5
Market Share:	8.97% ↑ 0.02%

KWSL

Coming Soon:	4 ↑ 2
Active Listings:	161 ↑ 4
New Listings in Oct:	75 ↑ 3
Contracted:	72 ↓ 3
Closed in Oct:	81 ↑ 5
Market Share:	1.31% ↑ 0.08%

NON-CONVENTIONAL **IBUYERS & DISCOUNT BROKERS**

iBuyers Breakdown

Opendoor:

- Active: 71 ↓ 13
- Pending: 35 ↓ 4
- Closed: 40 ↓ 5
- Market Share: 0.65% ↓ 0.08%

OfferPad

- Active: 27 ↓ 5
- Pending: 10 ↓ 4
- Closed: 12 ↓ 8
- Market Share: 0.19% ↓ 0.14%

72SOLD & Just 990:

CITIEA (New Brokerage Name)

- Active: 314 ↑ 44
- Pending: 83 ↑ 26
- Closed: 92 ↑ 6
- Market Share: 1.48% ↑ 0.08%

Discount Brokers

Redfin

- Active: 143 ↑ 10
- Pending: 19 ↑ 4
- Closed: 101 ↑ 8

Flat Fee

- Active: 159 ↑ 5
- Pending: 20 ↑ 3
- Closed: 23 ↓ 5

Homie (Also Flat Fee)

- Active: 7 ↓ 1
- Pending: 1 ↓ 1
- Closed: 2 ↑ 1

ECONOMIC

DEVELOPMENT & NEWS IN PHOENIX

From infrastructure improvements to job openings, here's this months developments.

TSMC Eyes Additional Arizona Land for "Gigafab Cluster"; Taiwan Semiconductor Manufacturing Co. is close to securing additional land in Arizona to create an "independent gigafab cluster," chairman and CEO CC Wei announced on an earnings call in October. Wei said "strong AI-related demand" is driving TSMC to speed up its Arizona expansion and roll out advanced process technologies sooner.

- axios.com

Arizona Pitches Global Chip Executives with Sunshine and Serious Perks; The Arizona Commerce Authority and Greater Phoenix Economic Council invited about 600 people, more than half from outside the U.S., to learn about the state's fast-growing chips industry. The event was held the day before SEMICON West, the nation's largest semiconductor conference, which moved to Phoenix this year after 35 years in San Francisco.

- axios.com

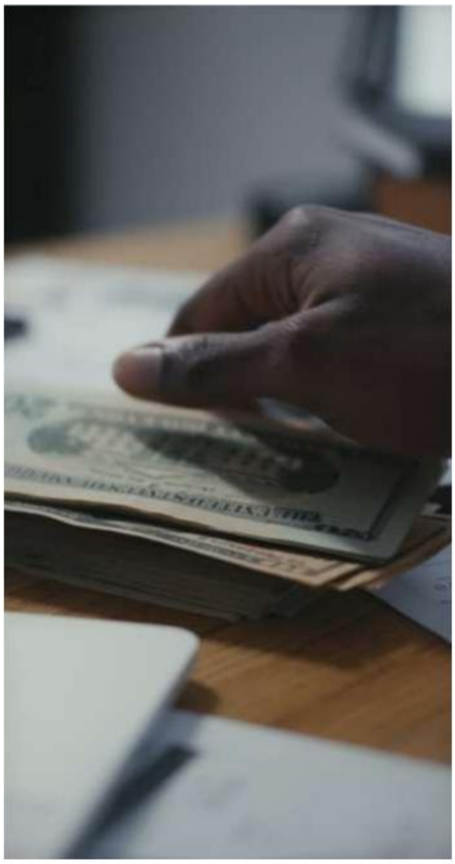
Scottsdale 101 Shopping Center Adds Five New Tenants; The Scottsdale 101 Shopping Center at the Loop 101 freeway and Scottsdale Road announced five tenant updates, including three restaurants, one wellness center and one entertainment venue. azbigmedia New additions include Rodizio Grill Brazilian steakhouse, Lucky Strike (rebranded from Bowlero), Maui Fish House, Augment Wellness center, and The Henry restaurant opening in summer 2026.

- azbigmedia.com

Let's discuss Interest Rates.

Uncertainty looms as we head into the holidays.

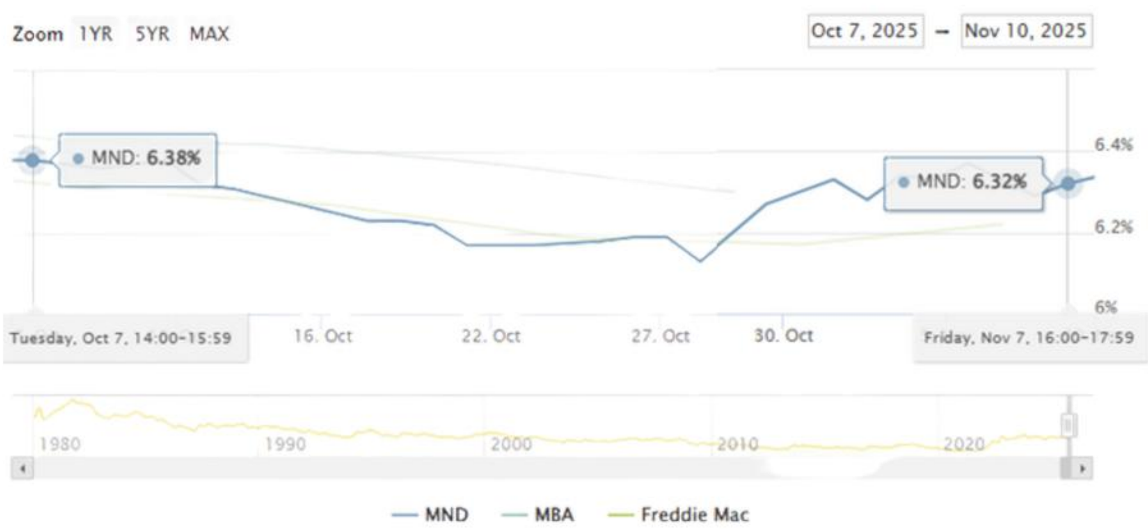
Mortgage rates showed modest improvement after October's volatility. The 30-year fixed rate dipped from 6.38% to 6.32% over the past month, though this 6 basis point decline offers minimal purchasing power relief. The Federal Reserve's December meeting uncertainty continues driving rate volatility, with disagreement among Fed officials about further cuts creating market hesitation. While rates remain below last year's peaks, the marginal improvement hasn't sparked renewed buyer urgency. Borrowers considering purchases should focus on affordability rather than timing rate movements in this range.



			Change		52 Week Range	
	Rate	Points	Previous	1 Year	Low	High
Mortgage News Daily - updated daily						as of 11/10/25
30 Yr. Fixed	6.34%	--	+0.02%	-0.58%	6.13%	7.26%
15 Yr. Fixed	5.84%	--	+0.02%	-0.53%	5.60%	6.59%
30 Yr. Jumbo	6.41%	--	+0.01%	-0.74%	6.10%	7.45%
7/6 SOFR ARM	6.04%	--	+0.03%	-0.88%	5.59%	7.25%
30 Yr. FHA	6.06%	--	+0.03%	-0.24%	5.89%	6.59%
30 Yr. VA	6.08%	--	+0.04%	-0.24%	5.90%	6.60%

- mortgagenewsdaily.com on 111/10/2025

Average 30 Year Fixed Mortgage Rates



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