



2025 Real Estate Market Insights: Projections & Opportunities

As we step into 2025, the real estate market continues to evolve, offering new opportunities and challenges. Influencers that determine the outcome mostly center on mortgage rates, inventory availability & buyer confidence.

WHAT'S HAPPENING IN OUR MARKET?

- » **Mortgage Interest Rates** – As of today, the average 30-year mortgage rate is floating around 7% with no discount points or origination fee. At the end of 2024, the rate was slightly lower; however, it has experienced slight up and down movements. Projections for the remainder of 2025 suggest a gradual decline with estimates indicating they may reach around 6.2% by year end. Some sources anticipate rates remaining slightly higher around the mid-6% range. The determiner will be economic conditions, employment and inflation rates. Jobless claims & Federal Reserve policies will influence the direction of rates.
- » **Housing Inventory** – As of late 2024, Collin County experienced a 37% increase in number of homes for sale. The days on market increased, indicating a potential shift from a seller's market to a more balanced market. As the more typical vibrant spring season approaches, more homes will be offered for sale, but more buyers will enter the market keeping the market trend normalized.
- » **New Construction** – DFW has been recognized as the #1 real estate market to watch for in 2025. In sections of Collin County, where new construction is taking place, the resale market may experience competition from builders offering low-interest rate incentives to sway buyers. Most new construction is taking place in the northern section of Collin County and areas where undeveloped land attracts developers.

For Best Results in today's market:

- » **Seller** - prepare your home for the best first impression. The list price to sales ratio is generally at 1-3% of the list price. Pricing your home correctly from the start will attract serious buyers & reduce time on the market - this means listing your home at or very close to where it is anticipated to sell. Price cures all and condition helps overcome negative obstacles. Consider offering a buyer interest rate buydown should rates remain at current level.
- » **Buyer** - should you have a home to sell or need funds from your existing home, consider a short-term bridge type loan. You can recast (not to be confused with refinancing) your mortgage on a new home purchase to lower the loan amount & payment once you have sold your prior home. Should interest rates lower, refinancing may help lower your payment. Get pre-approved with a reputable mortgage company & consultant.



Goodrich
REALTY GROUP
KELLER WILLIAMS REALTY

KELLERWILLIAMS
Luxury

• COLLIN COUNTY | NUMBERS AT A GLANCE •

Statistics* YTD				Collin County Hotness Factor**		
COLLIN COUNTY	2023	2024	CHANGE	PRICE	HOTNESS FACTOR	MEDIAN DAY ON MARKET
# of Listings	19,209	23,656	23.2%	\$100-\$299	26%	50
# of Closed Sales	15,218	16,147	6.1%	\$300-\$399	24%	50
Average Sales Price	\$579,129	\$569,383	-1.7%	\$400-\$499	29%	39
Median Sales Price	\$507,000	\$495,000	-2.4%	\$500-\$599	28%	42
Original List – Sale Price Ratio	96.5%	96.0%	-0.6%	\$600-\$699	28%	42
Days on Market	46	48	4.4%	\$700-\$1M	24%	36
Month's Supply Inventory	2.0	2.9	47.3%	\$1M-2M	27%	42

*To help understand where we are today in the market in comparison to the same time period last year, please reference the above chart

**The hotness factor is a ratio of the total number of listings for sale and how many listings are under contract. The higher the hotness factor, the more vibrant the market activity (stats used are for preowned homes only - no new construction).

MOVING INTO 2025...



Stay ahead of the curve with tailored insights and personalized strategies for navigating the 2025 market. Schedule a complimentary consultation with us today to explore your options and best opportunities.

Your best strategy in the 2025 market is to use the services of a professional who is experienced & knowledgeable with home valuations. Your real estate professional really does make a difference!

Established in 1984, here are a few of the stand out factors that the Goodrich Realty Group offers:

- » Certified appraiser will prepare a complimentary value analysis & aid in the best opportunity to maximize your home value and hurdle the challenges this market presents
- » Represents Sellers & Buyers
- » Experienced in navigating Estate Sales
- » Complimentary professional staging & photography
- » Turnkey oversight of home repairs and vendor sources for improvement needs
- » Real Estate Consultation – appraising, title company, mortgage & MBA with financial background
- » Allied branches of a Real Estate Appraisal firm and Licensed Property Tax Consulting Firm

As you consider your real estate needs there are many decisions & choices on how you will approach the process...

We would be honored to visit and share much more!



EXPERIENCE THAT MOVES!

- » *D Magazine* recognized as “Best of Realtors” - 2016 - 2023
- » North Dallas Real Producers - Top 500 Agent for 2023
- » Texas Monthly 2013– 2025 DFW Area: Outstanding Service Award
- » Certified Real Estate Appraiser
- » Celebrating Over 30 Years in the Real Estate Industry
- » Property Tax Consultant Services
- » Top Producers in Volumes & Units Sold
- » Results driven team - Listing, Buyer, Client Care & Marketing specialists

GET IN TOUCH!

www.conniegoodrich.com

Connie Goodrich: 214.906.7547 - connie@goodrichrc.com | Cheryl McDaniel: 559.287.6969 - cheryl@goodrichrc.com