



## A CLOSER LOOK AT THE REAL ESTATE MARKET

As we move into 2026, McKinney continues to stand out as one of North Texas's most desirable and resilient real estate markets. Strong population growth, national recognition, and a steady housing outlook have certainly captured hearts & attention.

### WHAT'S HAPPENING IN OUR MARKET?

#### » We are being noticed:

- McKinney's population for 2026 is projected to be 227,500 to 239,000. Projection by year 2040 to potentially reach 284,000
- In 2025, McKinney ranked #6 among fastest-growing U.S. cities – U-Haul Growth Index
- #1 as most affordable city in the US for 2025 – WalletHub & Motley Fool Money
- #1 Housing Market in the U.S. in 2025 - WalletHub
- #1 in the nation as the best place to rent in America – RentCafe
- Top 10 Fastest-Growing & Affordable Cities – GoBankingRates
- Ranked #13 for STAAR Performance among Texas School Districts based on student population

#### » New Industry & Economic Momentum: McKinney's economic base is strengthening with significant industrial investment & adding tax dollars to the community.

- Globe Life is relocating headquarters with approximately 3,000 jobs
- Encore Wire - \$5 Million investment adding new employment opportunity
- McKinney National Airport Expansion – commercial service expected by 2026

#### » Housing Activity & Influences:

- Over 2,300 single family building permits were issued
- New master-planned communities – Aster Park, Highland Lakes, Eliana, future phases of Honey Creek & Colmena Ranch are planned. Continued new construction single family housing developments include – Painted Tree, Erwin Farms, Shaded Tree, Bloomridge, Trinity Falls. New construction is concentrated toward north McKinney boundary area
- As of Jan. 2026 there is a 22% median Hotness Factor (Total # of listings – how many are under contract)
- Market data show McKinney with about a 2.8 month supply of inventory – a slightly seller-favored market, meaning at the current sales pace, it would take about 2.8 months to sell all homes listed. As the price range of the home increases, the supply of inventory available increases. Note: 5 - 6 months of inventory is considered a balanced market. Indicators reflect that the inventory levels are increasing.
- Interest Rates are the determiner of market activity. Current 30-year conforming conventional loan mortgage rates have fluctuated from just below & above 6%. The same period in 2025 had rates mid to high 6%. The forecast for 2026 predicts rates to maintain around 6% with fluctuations occurring due to economic conditions.



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• MCKINNEY | NUMBERS AT A GLANCE •

Statistics* YTD				McKinney Hotness Factor**		
MCKINNEY	2024	2025	CHANGE	PRICE	HOTNESS FACTOR	MEDIAN DAY ON MARKET
# of Listings	3,956	4,398	11.2%	\$100-\$299	21%	56
# of Closed Sales	2,759	2,785	0.9%	\$300-\$399	30%	46
Average Sales Price	\$546,756	\$531,121	-2.9%	\$400-\$499	27%	43
Median Sales Price	\$485,000	\$479,990	-1.0%	\$500-\$599	28%	49
Original List – Sale Price Ratio	96.0%	94.6%	-1.5%	\$600-\$699	27%	70
Days on Market	42	54	28.6%	\$700-\$1M	24%	75
Month's Supply Inventory	2.4	2.6	7.2%	\$1M-2M	9%	82

\*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.

PROPERTY TAX PROTEST



We're excited to recommend PropertyTax.io to help our clients take the guesswork out of protesting their property taxes. This powerful tool monitors your home's assessed value, alerts you to savings opportunities, and makes the protest process simple and stress-free. It's just one more way we're helping you protect your investment long after closing.

Your best strategy in the 2026 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

Curious about your home's value or next steps?

Schedule a complimentary consultation—we'd love to guide you through today's market.



EXPERIENCE THAT MOVES!

- » "D" Magazine recognized in "Best of Realtors" list 2016 - 2023, 2025
- » North Dallas Real Producers Top Agent for 2023, 2025
- » Texas Monthly 5 Star Realtor Professional in 2013- 2026
- » Certified Real Estate Appraiser
- » Celebrating Over 30 Years in the Real Estate Industry
- » Property Tax Consultant Services
- » Top Producers in Volume & Units Sold
- » Results Driven Team - Listing, Buyer, Client Care & Marketing specialists

GET IN TOUCH!

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