



New Home Market Remains Stuck in Neutral

The latest New Home Sales report showed little change in July, with sales holding very close to June's pace. The seasonally-adjusted annual sales rate came in at 652,000.

This marks a -0.6% dip from June's revised 656,000, and leaves sales -8.2% lower than July 2024's 710,000 level.

For all practical purposes, the pace of sales continues to run sideways, reflecting the same stable range seen over the past 2+ years despite periodic swings.



Regional Breakdown (Sales, July 2025)

- **South:** -3.5% MoM
- **Midwest:** -6.6% MoM
- **Northeast:** unchanged MoM
- **West:** +11.7% MoM

Market Inventory & Pricing



Matthew M. Loan

Senior Loan Officer,
Mortgage Company, LLC.

mbslive.net

P: (704) 867-5309

M: (980) 867-5309

1050 W. Main St.
Charlotte NC 28031

NMLS: #987654321



Christina "Demo" Realtor

Managing Partner, Real
Estate Company, LLC.

mbslive.net

P: (704) 555-1212

M: (980) 555-1212

social+test@mbslive.net

12954 S. Broad St.
Charlotte NC 28031



- Homes for sale: 499,000 units (-0.6% from June; +7.3% YoY)
 - Months' supply: 9.2 months (flat MoM; +16.5% YoY)
 - Median sales price: \$403,800 (-0.8% MoM; -5.9% YoY)
 - Average sales price: \$487,300 (-3.6% MoM; -5.0% YoY)
-

Big Picture Takeaway

July's new home sales data reinforces the recent pattern: demand is steady at best, but not accelerating. Inventory remains elevated, keeping months' supply near multi-year highs. While prices have softened meaningfully versus last year (reflecting lower square footage more than actual price declines), elevated housing costs continue to limit the benefit to buyers.