

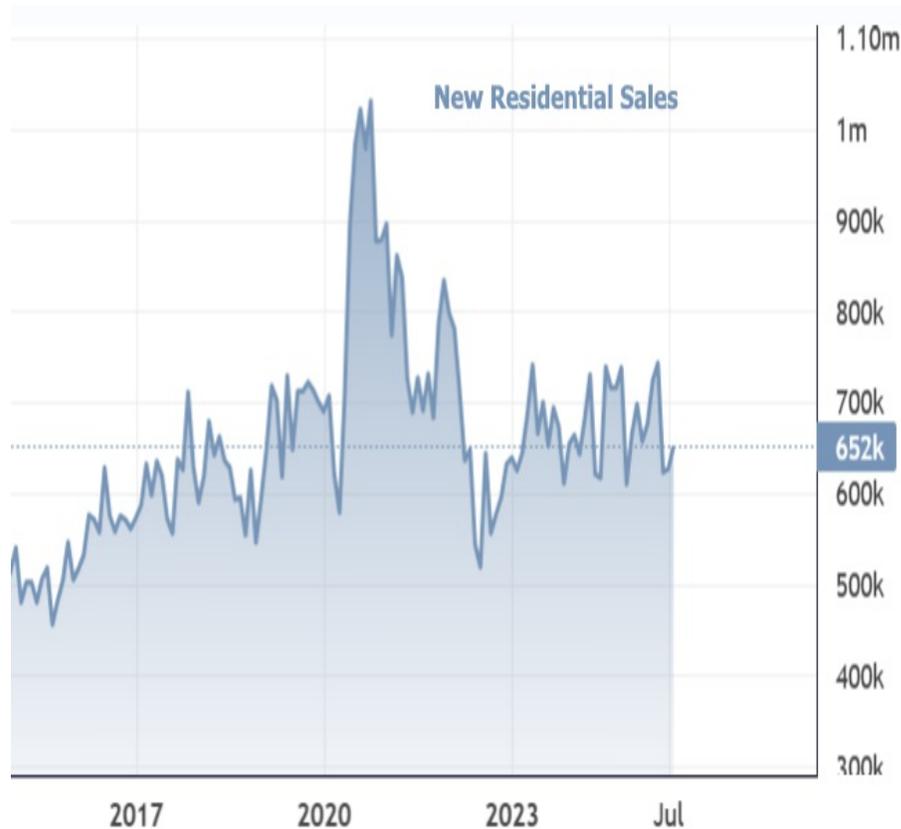


## New Home Market Remains Stuck in Neutral

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.



### Graham Forman

President, Sterling Financial

[www.sfloans.com](http://www.sfloans.com)

P: (949) 261-0405

M: (714) 609-1084

[gforman@sfloans.com](mailto:gforman@sfloans.com)

124 Tustin Avenue #200  
Newport Beach CA 92663

Ca DRE #00859285

NMLS #354351



### Regional Breakdown (Sales, July 2025)

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

### Market Inventory & Pricing

- 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.