

## ✓ Key Current Trends

### 1. Prices modestly down / plateauing

- According to Redfin, the median sale price in October 2025 was about **\$342K**, down ~2.3 % year-over-year. [Redfin](#)
- Per Zillow, the average home value in Volusia County is ~\$320,174, down about 5.6% over the past year. [Zillow](#)
- On the listing side, a snapshot in August 2025 by Realtor.com shows the median listing home price at ~\$375K, down ~2.2 % year-over-year. [Realtor](#)

### 2. Sales volume up, but time on market increasing

- Redfin notes that in October 2025 there were ~858 homes sold, up ~17.5% from ~730 the prior year. [Redfin](#)
- But median days on market rose to ~68 days (vs ~65 days last year). [Redfin](#)
- Sale-to-list ratio ~96.1% (slightly down from last year) indicates fewer above-list offers and more price negotiation. [Redfin](#)

### 3. Inventory is increasing — giving buyers more choice

- One commentary: “Most of this year ... you are seeing anywhere from 50-60, nearly 70% more homes on the market than prior year.” [Jared Jones Real Estate Team](#)
- Listing-trends data (MyBrokerOne) show inventory up ~33% year-over-year in November 2025. [MyBrokerOne](#)

### 4. Affordability pressure still relevant

- Even as prices slightly soften/plateau, high mortgage rates and insurance/tax costs remain headwinds. The commentary notes that buyers’ activity has been muted by these factors. [floridaliferealestate.com+1](#)
- For your focus (homes in \$300K-\$1M range), the entry-price segment (~\$300K+) is relevant because median is in the ~\$330K-\$340K zone. [lifestylegroupdaytona.com+1](#)



## Your Affordability & Strategy Lens (for \$300K-\$1M range)

- At the median price (~\$330K-\$340K) you are close to the “entry-mid” segment in Volusia.
- For the higher end (closer to \$1M) the market is less active, and inventory may behave differently (especially coastal / luxury segments).
- Because inventory is rising and days on market are increasing, buyers may have more room to negotiate **price, repairs, closing costs, or rate buydowns**.
- For sellers, the risk is that unless priced and marketed competitively, homes may linger—so staging, pricing strategy, and timing matter.
- For buyers anticipating rate drops (you follow rates and affordability), waiting may yield better options, but limited inventory in certain preferred zip codes (e.g., coastal New Smyrna Beach) might warrant action sooner rather than later.



## Key Watch-Points (Trend Indicators)

- **Months' supply / active listings:** If supply keeps rising materially, pressure on prices may increase.
- **Mortgage rates:** A drop in rates tends to re-energise buyers, which in Volusia historically kicks off price appreciation.  
[floridaliferealestate.com](http://floridaliferealestate.com)
- **Local sub-markets:** Coastal vs inland (New Smyrna Beach vs Deltona for example) may diverge.
- **Insurance/tax/HOA cost increases:** These continue to impact affordability especially in Florida.
- **Sale-to-list ratio & price drops:** If more homes are selling below list or have larger price cuts, that signals more buyer leverage.