



**EXIT 1 STOP REALTY**  
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Dear Neighbors,

A few weeks ago, you may have received my introduction letter. Since then, one neighbor asked to be removed from my list; so if you'd like the same, just text or email me. Easy day. I make a concerted effort NOT to be the sales guy. I take an adviser's approach and let the numbers guide things based on your goals. If my efforts ever feel annoying, let me know, sales pitches annoys me too.

Now, let's talk Waterleaf stats. All of the data comes from the Multiple Listing Service (MLS), the Realtor® database used by most agents, and our local board, the Northeast Florida Association of Realtors® (NEFAR). For Sale By Owner (FSBO) properties aren't included. A full report, including a downloadable PDF, is available at <https://cwphipps.com/inside-waterleaf>, or scan the QR code and click "Inside Waterleaf."

We're seeing a slowdown in the real estate market. I suspect we'll look back at this past year and call it an anomaly. A relatively short dip in the long term market. The data covers the last 12 months (1 Aug 2024 – 21 Aug 2025), with nine homes sold. Only one sale closed in the last 30 days, which makes this data fragile. As more sales occur, we'll have a clearer picture.

#### Number of Homes Sold

- Last 30 Days: 1
- Last 12 Months: 9 (vs. 35 in 2023–24)

Sales are down 74%. If you don't need to sell, sit tight and let the market come to you. YES! an agent is telling you NOT to sell. Yep, not a sales guy. Sell when it's the right time for YOU. If you must sell, have a good strategy; it can be done, but expect some bumps. A solid plan will help minimize the

#### Average Living Area

- Last 30 Days: 3,100 sq. ft.
- Last 12 Months: 2,685 sq. ft.

Don't read too much into the 30-day figure; it's just one house. The 12-month average shows buyers leaning toward smaller homes. Larger homes may take longer to sell. If you own one of Waterleaf's larger homes, and need to sell. My best advise is to understand the market and set your expectations accordingly. There are buyers out there who are shopping for large home, there are just fewer of them. You need a strategy to attract those buyers to your listing and away from the competition.



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### Median Sales Price

- Last 30 Days: \$460,000
- Last 12 Months: \$460,000

The median is the middle value in a set of numbers. With nine sales, one happened to land right in the middle. Too few to draw strong conclusions, but still useful for context. The Median Sales Price is a good indicator of where the market is the most active. However, considering the small sample size, nine, median is a less reliable indicator.

### Average Sales Price

- Last 30 Days: \$469,889
- Last 12 Months: \$460,000

Average price is a better guide currently, compared to median. The numbers suggest buyers are favoring smaller, lower-priced homes. Good news if you own a single-story home.

### Average Price per Square Foot

- Last 30 Days: \$180.93
- Last 12 Months: \$143.39

This stat reflects overall neighborhood value. Don't multiply it by your square footage to price your home; comps and adjustments matter. But tracking the short-term versus 12-month average helps us spot trends. If it stays above or below for multiple months, we can tell if values are moving up or down more reliably than average sales price.

We are currently experiencing a market slowdown, and for some, this may be a bit stressful. But I see some light at the end of the tunnel. Looking at the macro, I suspect we will see a reversal when the Fed begins to lower its rates. Inventory is still low at 4.8 months supply(per NEFAR July 25 stats), generally speaking, a seller's market, but rates are holding the buyers back. Per Florida Realtors®, the average 30-year fixed rate was approximately 6.72%

. An easy estimate correlating interest rates to a buyer's monthly payment is \$64 per \$100,000 financed. Waterleaf's 12-month average sales price is \$460k. If rates fall by 1%, a buyer will save an estimated. \$294 on their monthly mortgage payment. Highlighting why Waterleaf's smaller homes are selling the best.

I'm here to help, and I hope you find this update useful. You can always check the reports and see individual sales at [www.cwphipps.com](http://www.cwphipps.com) under "Inside Waterleaf." Questions? Just text or email me.

Respectfully,

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