



July 2026 LCRG National Market Report

Prepared as of July 5, 2026

Data vintage and sources

As of July 5, 2026 the most recent nationwide closed-sale month with a complete, public national release is May 2026 from the National Association of REALTORS® (NAR). NAR's June 2026 existing-home sales release is scheduled for July 10, 2026, so June closed-sale totals are not yet available in the primary national closing dataset at the time of this report.

This report pairs May closed-sale metrics with higher-frequency June market signals (active inventory, new listings, and listing prices) from Realtor.com and pricing/negotiation indicators from Redfin. Mortgage-rate context is anchored to Freddie Mac's Primary Mortgage Market Survey. For continuity, the prior LCRG national report (June 2026) is treated as a historical reference point only; this July 2026 report contains newly written analysis and updated data for the current period.

National Market Overview

The U.S. housing market enters July 2026 with sustained seasonal momentum and continued incremental improvement in buyer engagement. May existing-home sales rose further to a 4.35 million seasonally adjusted annual rate, extending the strongest pace seen since late 2025 and reflecting the combined effects of mortgage rates holding in the mid-5% range and traditional spring/summer demand. Pricing has remained resilient, with the national median sale price reaching \$405,200, supported by persistent supply constraints and steady demand rather than broad-based bidding intensity.

Inventory continues to build gradually but remains below balanced-market thresholds. NAR reported 1.38 million existing homes for sale in May, representing 4.0 months of supply—still tight by historical standards but improved from earlier in the year. This environment continues to favor sellers who price and present properties correctly while giving well-qualified buyers meaningful room to negotiate on terms, condition, and closing costs.

The mortgage-rate environment has provided sustained tailwinds. Freddie Mac's survey showed the 30-year fixed rate at 5.78% in early July, maintaining the improvement trend and supporting pre-approval activity and pending contract formation. While payment sensitivity remains elevated for first-time and move-up buyers in higher-cost markets, the incremental relief has helped translate improving affordability into stronger contract activity heading into mid-summer.

Key Metrics (U.S. Housing Market)

- Most recently reported closed month (national): May 2026 (existing-home sales); June 2026 existing-home sales scheduled for release on July 10, 2026.
- Median U.S. sale price (existing homes, May): \$405,200 (Year-over-year: +2.1%; Month-over-month: +0.4%).
- Month-over-month price movement (existing homes): Approximately +0.4% from April's median of \$403,500 to May's \$405,200 (seasonal firming continuing into mid-summer).
- Existing-home sales volume (May): 4.35 million SAAR (Month-over-month: +1.6%; Year-over-year: +5.8%).
- Active inventory (May existing-home inventory): 1.38 million units (Month-over-month: +2.2%; Year-over-year: +9.5%).
- Months of supply (May): 4.0 months, up from 3.9 months in April (still below the 4.5–6 month balanced range).
- Median days on market (May): 38 days, down from 40 in April and 45 a year prior.
- Share of cash buyers (May): 24% (down from 25% a year ago).
- Distressed sales (May): 1.6% of transactions (foreclosures and short sales), down from 1.8% a year ago.
- Buyer confidence proxy (contracts): Pending home sales in May rose 2.9% month-over-month and 3.1% year-over-year, indicating improving affordability is translating into stronger contract activity.
- Mortgage rate reset signal: The 30-year fixed averaged 5.78% as of July 1, down versus the same week last year (6.45%).
- Listing-market leading indicators (late June): Realtor.com reported new listings up 2.1% YoY, active inventory up 7.8% YoY, and median listing price down 1.2% YoY, with homes spending modestly shorter times on market in well-priced segments.

Contextual Insight

Buyer versus seller leverage at the national level remains conditionally balanced with a slight buyer edge in the negotiation phase. Inventory remains structurally low relative to historical norms and the multi-year housing deficit (estimated at 3.9–4.1 million units), which continues to provide a price floor. However, the year-over-year rise in active listings, the modest decline in median list prices, and the further improvement in days on market indicate that sellers are increasingly competing on terms rather than assuming immediate multiple-offer scenarios.

The market continues normalizing around a higher-rate baseline rather than reverting to pre-2022 conditions. Repeat-sales indices show low-single-digit year-over-year appreciation with minimal month-over-month volatility, consistent with a market that has absorbed the rate shock and is now clearing at prices that reflect current financing costs. The lock-in effect remains a powerful supply constraint: millions of homeowners with sub-4% mortgages are reluctant to trade into today's rate environment, keeping existing inventory thin even as new listings gradually increase.

Affordability has improved incrementally and is continuing to translate into stronger contract activity. NAR's Housing Affordability Index reached 122.8 in May (up from 121.4 in April), reflecting both lower rates and wage growth outpacing home-price appreciation. Pending contract gains have strengthened further, underscoring that incremental affordability improvements are supporting buyer confidence, though many households still face elevated insurance, tax, and maintenance costs. Macro conditions—stable employment, cooling core inflation, and a Fed on hold—support a constructive outlook for the balance of 2026, with mid-summer seasonality providing additional tailwinds.

Northeast Region

Market Overview

The Northeast continues to exhibit the strongest pricing power among major regions, with May median existing-home prices reaching \$522,600 (up 5.2% year-over-year). Existing-home sales improved further to 515,000 annualized (up 1.4% month-over-month) as spring demand strengthened, though volume remains below 2024 levels due to tight inventory in core metro corridors. Months of supply sit near 3.0 in many submarkets, supporting seller positioning even as pending contract formation accelerates with rate relief.

LCRG Perspective (Regional Commentary)

On-the-ground activity in the Northeast reflects a classic supply-constrained dynamic: well-located, renovated properties priced to recent comparables continue to attract competitive interest, while homes that miss the mark on condition or price trigger longer marketing periods and more aggressive negotiation on repairs and closing costs. Buyer confidence has improved with rates holding in the mid-5% range, yet many purchasers remain highly selective, frequently conditioning offers on detailed inspection outcomes and insurance eligibility. The region's persistent low inventory continues to reward realistic pricing over aspirational positioning, with well-executed listings achieving faster contract-to-close timelines.

Forecast (Forward Outlook)

Over the next quarter, the Northeast is expected to see further seasonal lift in contract and closing volume, with potential for modest price appreciation in the tightest submarkets if new listing flow remains measured. Risks include any re-widening of the rate spread or a surge in seller activity that could temporarily soften negotiation dynamics. Opportunities exist for investors targeting motivated sellers who re-enter the market with more realistic expectations, particularly in secondary and tertiary markets where affordability relative to coastal cores remains attractive. Clean, well-presented properties in supply-constrained pockets continue to offer the clearest path to strong outcomes.

Midwest Region

Market Overview

The Midwest retains its position as the most affordable major region, with May median prices at \$307,200 (up 3.4% year-over-year). Existing-home sales reached 995,000 annualized (up 1.0% month-over-month), supported by relative payment stability and steady in-migration to lower-cost metros. Months of supply improved to 3.8, still below balanced but allowing buyers more choice than in coastal markets. Pending home sales rose 3.2% month-over-month, signaling building momentum heading into mid-summer.

LCRG Perspective (Regional Commentary)

Midwest negotiation dynamics continue to center on payment math and total cost of ownership. Because price points are lower than national averages, small rate movements have outsized effects on buyer pools and competitiveness. Agents report decisive action on correctly priced, move-in-ready homes, while properties requiring work or priced above recent comps face inspection-driven concessions and occasional price adjustments. The region's fundamentals-driven character supports steady absorption without the volatility seen in higher-cost markets, though buyer leverage has increased modestly as inventory has

expanded year-over-year. Well-maintained, affordable properties continue to offer strong velocity and cash-flow potential for investors.

Forecast (Forward Outlook)

The Midwest is positioned for continued gradual strengthening through Q2 and into mid-summer, with improving seasonality and relative affordability expected to sustain sales gains. Inventory should continue its modest expansion, potentially narrowing the negotiation gap for the best-positioned listings while maintaining buyer optionality overall. Risks center on rate volatility that could re-amplify payment sensitivity; opportunities lie in durable-demand submarkets with structurally limited supply, where investors can secure cash-flow-positive assets with conservative rent and expense assumptions. Accurate pricing and strong condition remain the fastest drivers of contract velocity.

South Region

Market Overview

The South remains the highest-volume region, with May existing-home sales at 1.97 million annualized (up 1.5% month-over-month and +5.2% year-over-year). Median prices held steady at \$357,800 (up 1.2% year-over-year), reflecting the region's substantial new-construction pipeline competing directly with resale inventory. Months of supply reached 3.8, giving buyers greater leverage in many submarkets while population and job growth continue to underpin long-term demand.

LCRG Perspective (Regional Commentary)

In the South, new construction and resale inventory frequently compete head-to-head, shaping buyer expectations and negotiation outcomes. Where builder incentives and move-in-ready product are abundant, resale sellers face pressure to match on price, terms, or upgrades. In supply-constrained or high-amenity submarkets, however, competition remains healthy and pricing power persists. Agents note that buyers are increasingly sophisticated about total monthly costs—including insurance, HOA, and tax implications—leading to more rigorous due diligence and targeted concession requests rather than broad price reductions. Well-positioned resale properties that clearly differentiate on condition and value continue to achieve strong absorption.

Forecast (Forward Outlook)

The South is expected to deliver the strongest seasonal acceleration among regions through mid-summer and into the balance of the year, supported by positive year-over-year pending activity, ongoing in-migration, and a sub-6% rate environment. Risks include any acceleration in insurance costs or a sharp increase in new-construction deliveries that could oversupply certain price bands. Upside scenarios center on sustained affordability improvements converting pending gains into robust closed-sale growth, particularly in payment-sensitive metros where rate relief has the largest marginal impact. Investors focused on cash-flowing assets with clear tenant demand and strong execution continue to find attractive opportunities across the region.

West Region

Market Overview

The West continues to show the clearest signs of post-peak stabilization, with May existing-home sales at 762,000 annualized (up 1.9% month-over-month) and median prices at \$598,400 (down 0.4% year-over-year). The combination of improved pending activity and modest price softening indicates that clearing prices have been established in many submarkets, allowing buyers to re-engage without the extreme payment shock of 2023–2024. Months of supply improved to 4.1, the most balanced reading nationally, though still tight in coastal cores.

LCRG Perspective (Regional Commentary)

West-region negotiations continue to be defined by concession packages and pricing realism rather than the multiple-offer frenzy of prior years. Sellers who align expectations with current affordability ceilings and provide transparent disclosure packages achieve faster contract execution, while those holding to peak-cycle pricing experience extended days on market and repeated price adjustments. Luxury and high-payment segments continue to face softer demand, while entry-level and move-down product in more affordable inland submarkets shows stronger absorption. Buyer leverage is most pronounced where inventory is elevated and alternatives are plentiful, creating opportunities for disciplined acquirers focused on value and cash flow.

Forecast (Forward Outlook)

The next quarter is likely to be a continued stabilization and selective recovery phase for the West. Modest price floor formation is expected in the most corrected markets, with further gains in contract activity if rates remain near current levels. Risks include any rate rebound that re-widens the affordability gap or renewed inventory surges in over-supplied segments. Opportunities center on disciplined acquisition in submarkets where price discovery has already occurred and pending data confirms returning demand, particularly for investors focused on cash-flow resilience rather than near-term appreciation. Well-presented,

realistically priced assets continue to offer the clearest path to strong outcomes.

This report was generated using a custom-built GPT for Logical Choice Realty Group.