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26 HOUSING FORECAST

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- **Central Puget Sound Housing Market**
Sales Activity Intensity™ will be **very strong** in 2026

26 HOUSING FORECAST

Seattle-Central Puget Sound Housing Market Sales Activity Intensity™
will be **very strong** in 2026.

Market conditions point to a competitive 2026, with strong demand and limited inventory driving elevated Sales Activity Intensity™ due to market factors of job growth and mortgage interest rates.

Early 2026 Outlook by Price Range:

- **Mid Price:** Surge to frenzy-level intensity
- **Luxury:** Strong to very strong
- **Ultra-Luxury:** Healthy to strong demand



Scale: Sales Activity Intensity™

This Scale measures the percentage of new resale listings that go under contract within 30 days.

Available by price range within each market area.



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2026 Market Factors:

- 1 | **Job Growth:** The strongest driver of housing demand. Currently, job growth is flat, which tempers market momentum.
- 2 | **Mortgage Interest Rates:** A major swing factor. Rates have dropped significantly over the past two years, and economists expect a slight further decline in 2026.
- 3 | **Housing Supply & Transactions:** Inventory and transaction volume remain below normal because many homeowners with 3% mortgage rates are staying put. However, both supply and sales are projected to increase modestly in 2026.



Some Things Never Change

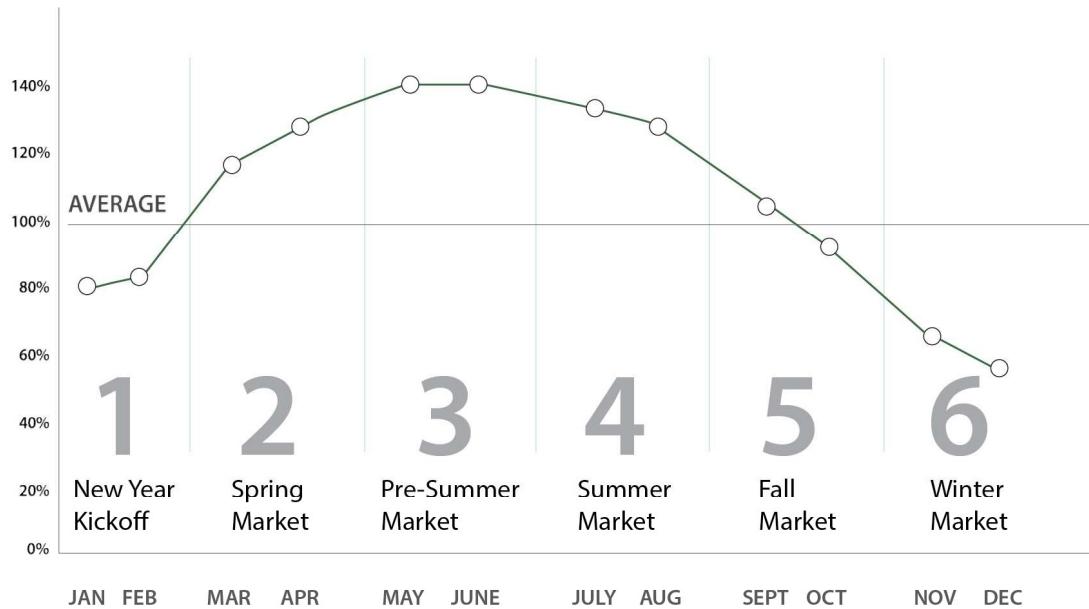
6 Phases of the Yearly Housing Cycle

Represents Number of New Resale Listings by Month

Typical yearly pattern of new resale listings

The housing market moves through six distinct phases each year, influencing supply, demand, and Sales Activity Intensity™.

Sales Activity Intensity™ is highest after the first of the year then it lowers slightly as additionally inventory comes on the market starting in spring then over the summer.



For Sellers:

1 | First 30 Days Matter

Your best chance to sell at top price is when active buyers act quickly on new listings.

2 | Be Market Ready – Day One™

- Clean, decluttered home and yard
- Competitive pricing
- Comprehensive marketing plan
- Strong personal representation for networking and negotiation

3 | Word of the Year: "Position"

Position your home within its Seller Peer Group™ (location, condition, price, marketing, representation) to stand out and achieve the best price.

For Buyers:

The 2025 market went through a transition from Surge/Frenzy market, back down to Strong. Many buyers are asking the following questions:

What's the real market price?

As the market was adjusting in intensity, home prices were adjusting, therefore the home listed price was just the asking price. Ask your Buyer Representative for a Market Price Analysis to negotiate effectively.

Buying & Selling at Once?

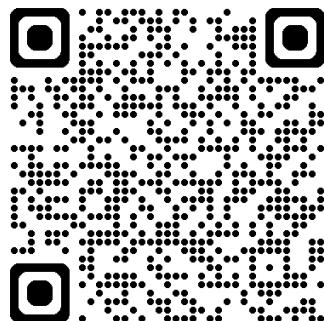
- Avoid "Buyer Gridlock". This occurs when a buyer needs to sell their current home to purchase their next one.
 - + For sellers, be Market-Ready, Day One™
 - + For buyers, get fully underwritten for financing (Buyer-Ready, Day-One™)
- It's okay to buy and sell in the same market timing because you're operating under the same pricing and interest rate environment. Even if prices are high or low, both transactions balance out because you are moving within the same cycle.

What's Next for You?

Your real estate journey is about more than finding a house, it's about making choices that fit your life today and tomorrow. At John L. Scott, we live by Living Life as a Contribution®, partnering with you every step of the way. Consult your John L. Scott Broker Associate to investigate the local housing market, by price range, for your chosen market destination.



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