

OCTOBER 2025



MCDUGALL TEAM

REAL ESTATE REPORT FOR DURHAM REGION

"Better to have it and not need it, than need it and not have it."



How's The Market, Shannon?

The market has taken a real turn these past couple of months. Instead of wrestling with low inventory, high prices, and rising rates, the conversation has shifted. Now I'm saying things like:

"Buyers, you've got opportunities – great prices and strong rates are on the table. Congratulations!"

Let's put some numbers behind that statement:

- Listings jumped nearly 20% from August to September – so much for things slowing down after school starts!
- Sales also ticked up, with 707 homes sold in September vs. 671 in August, as buyers moved to lock in a home before the season's shift again.
- Average time on market? Just 29 days.

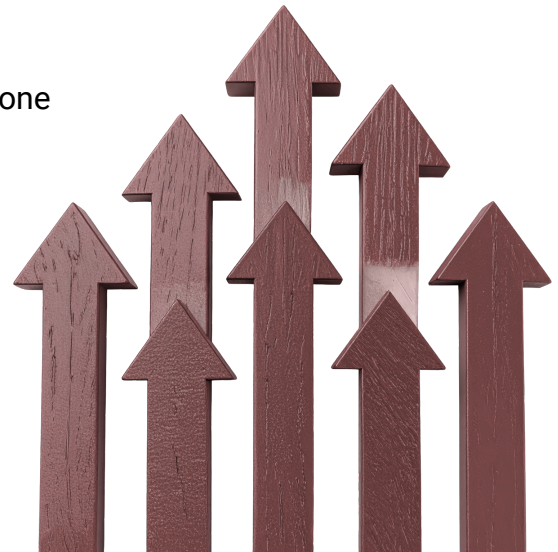
That's encouraging for buyers. But for sellers, the question is: "What price will actually move my home?"

Setting the right price has never been more important. Similar homes may have sold for higher prices a few months ago, but today's buyers have been watching the market soften. They're cautious and less likely to pay yesterday's numbers.

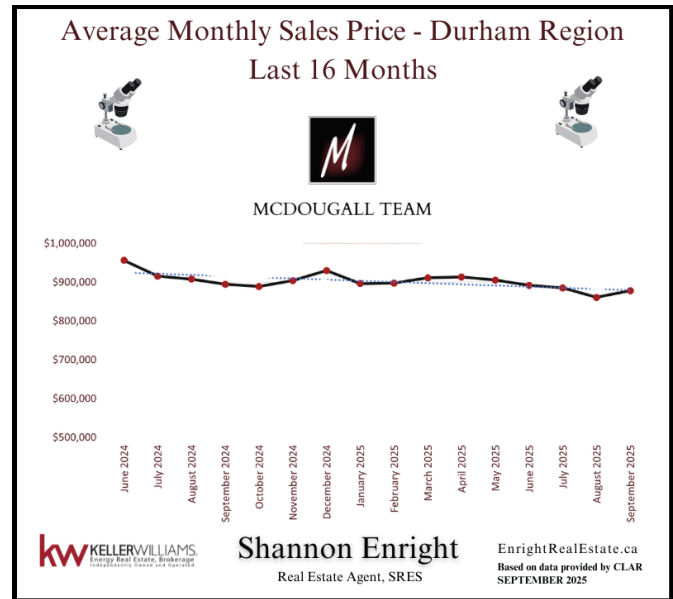
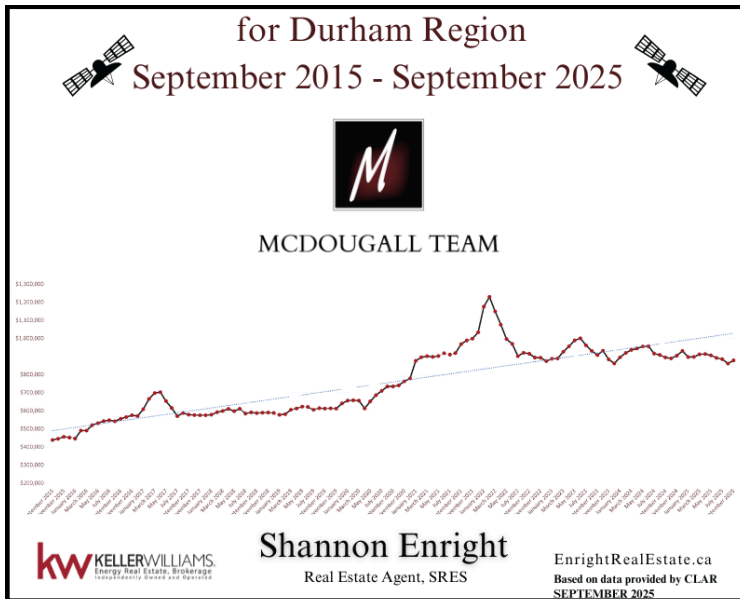
Think of it like an auction: if the opening bid is too high and no one raises a paddle, the auctioneer must restart at a lower number.

That lower figure can set a new expectation. The same happens in real estate when a home starts high and then chases the market down.

My advice: Set an attractive price right out of the gate, considering today's conditions. That way, you get showings, offers, and a smooth sale, while others are still staring at the calendar and worrying about the snow.



September Stats – Microscope → Satellite



Want to see more specific stats for your area in Durham? Follow this link to review past reports!
<https://www.clar-mls.ca/market-stats>

Know someone who could use some Real Estate help right now? Send friends/family this link to my Social Feeds to check out our fit with each other! <https://linktr.ee/ShannonatMcDougall>

Fall Maintenance & Energy Tips 🍂

With cooler nights setting in, it's a great time to give your home a quick seasonal tune-up. A little attention now can save headaches (and money) once winter hits:

- Clear gutters & downspouts – Keep water flowing away from your foundation before the freeze-thaw cycle.
- Furnace check-up – Ensure your system runs efficiently and avoid that “first cold night surprise.”
- Seal drafts – Doors, windows, and even electrical outlets can leak heat. A quick caulk or weatherstrip job keeps your bills down.
- Test smoke & CO detectors – Fresh batteries = peace of mind for your family.
- Trim branches near your roof – Prevents ice damage and gives squirrels fewer ways to “move in.”

Why Work With Us?

Are you looking for an agent who talks about a “slow market” ... or a team that’s reading the market clearly and adapting to it?

While many agents are struggling with today’s conditions, our team continues to bring new listings to market and secure successful purchases for buyers.

If you want to work with a team that thrives by staying proactive and strategic, let’s talk. I’d be happy to share what sets the McDougall Team apart — and why our clients are succeeding when others are stuck waiting.

Follow us on social, reach out with questions, or start the conversation early. We’re here when you’re ready.



Here is your reward for reading through this month's Newsletter!

QQ: Why don't skeletons fight each other?
A: They don't have the guts

