



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?

With Months of Inventory holding at 4.0, our market is sitting at a fascinating crossroads.

For Buyers: the charts below show that you have more options now than at any point in recent years. At the start of September, we had 2,694 active listings, nearly 300 more than last year. Choice gives Buyers more negotiating power and the chance to be more selective.

Looking back, last September and October both saw sharp jumps in sales activity (888 and 739, respectively). If history repeats itself this Fall, it opens the door to some important questions:

- If sales climb again, will more Sellers feel confident enough to list, increasing the pool of homes further?
- Could we see prices rebound from the \$24,308 dip in August if Fall sales take off?
- For Buyers: is waiting on the sidelines a risk, if renewed activity pushes prices back up?
- For Sellers: would listing now, while competition is lower, give your home a stronger chance to stand out?

2024	New Listings	Monthly Increase	Percentage Increase	Active Listings	Sales	Monthly Increase	Months of Inventory	Days on Market	Absorption Rate
December (2023)	472	-	-	862	468	-	1.8	25	99.0%
January	828	356	43.00%		539	71	1.4	33	
February	1217	389	31.96%	751	745	206	1.1	20	65.0%
March	1472	255	17.32%	920	859	114	1.1	13	58.0%
April	1840	368	20.00%	1549	948	89	1.6	11	53.0%
May	2082	242	11.62%	1886	907	-41	2.1	14	44.0%
June	2232	150	6.72%	2182	877	-30	2.5	15	39.0%
July	2023	-209	-10.33%	2281	779	-98	2.9	19	39.0%
August	1605	-418	-26.04%	2201	709	-70	3.1	23	44.0%
September	1964	359	18.28%	2395	672	-37	3.5	22	34.0%
October	1766	-198	-11.21%	1766	888	216	2.5	23	50.0%
November	1198	-568	-47.41%	1198	739	-149	2.5	24	62.0%
December	486	-712	-146.50%	1242	404	-335	3.1	30	83.0%
2025	New Listings	Monthly Increase	Percentage Increase	Active Listings	Sales	Monthly Increase	Months of Inventory	Days on Market	Absorption Rate
January	1213	727	59.93%	1419	489	85	2.9	30	40.0%
February	1229	16	1.30%	1580	555	66	2.8	22	45.0%
March	1937	708	36.55%	2017	671	116	3.0	17	35.0%
April	2135	198	9.27%	2455	769	98	3.2	19	36.0%
May	2461	326	13.25%	2798	850	81	3.3	18	35.0%
June	2282	-179	-7.84%	2925	817	-33	3.6	21	35.8%
July	2058	-224	-10.88%	2935	852	35	3.3	21	35.8%
August	1675	-383	-22.87%	2694	676	-176	4.0	27	40.4%
September									
October									
November									
December									

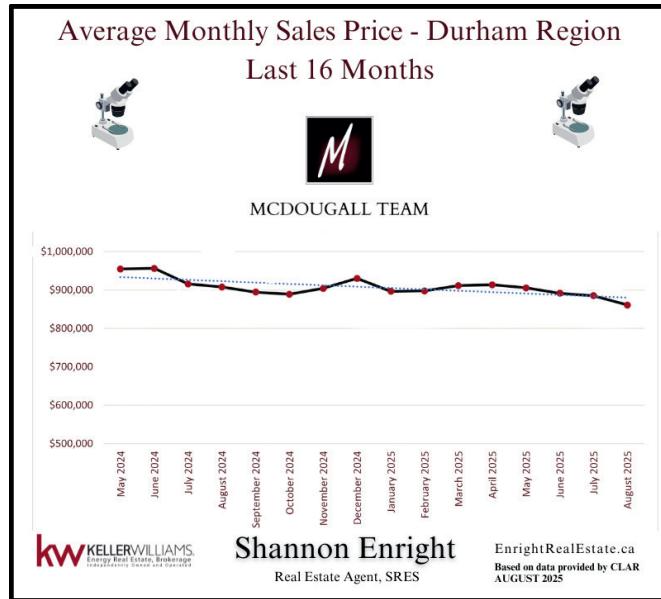


How's The Market, Shannon?

Here's my take: the next few months are shaping up to be a real window of opportunity. Buyers can take advantage of today's increased choice before momentum shifts, while Sellers may be able to capture that demand if Fall activity gains steam.

Word of advice for Sellers: price your home to stand out as the most attractive option on the market – the one Buyers simply can't resist turning into their home.

Real estate isn't one-size-fits-all. The "right move" depends on your situation, your timeline, and your goals. If you've been wondering whether "now is the right time" to buy, sell, or simply prepare for the next step, let's chat about your options.



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MARKET REPORT

Want to see more specific stats for your area in Durham? Follow this link to review past reports!
<https://tinyurl.com/24sskt3x>

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>

Selling in the Fall: Myths vs. Truths



When clients ask me if it makes sense to list their home in the Fall, I usually start with this question: "When did we see our first heavy snowfall last year in Durham Region?"

The answer: just after Christmas. For the past couple of years, we've had what I like to call a "Green Christmas" – little to no snow on the ground before the holidays. That means there's plenty of time to prepare, list, and sell your home before winter weather even becomes a factor.

Pair that with the data shown in the graphs above, and you'll see that September through November is actually a very active time in the market. Buyers are motivated to secure their homes before Christmas (what a gift to give yourself!), and Sellers who take advantage of this window often find themselves in a strong position.

Let's tackle a few other common myths about the Fall market:

Myth #1: "Nobody buys homes after summer."

Truth: Many Buyers are actually more motivated in the Fall. They want to be settled before the holidays or start fresh in the New Year.

Myth #2: "Bad weather makes it impossible to sell."

Truth: Heavy snow usually doesn't arrive until after Christmas in Durham. Fall gives you clear driveways, great curb appeal, and no winter headaches.

Myth #3: "Spring is the only season that matters."

Truth: While Spring is busy, Fall often brings more serious Buyers – less window shopping, more offers.

Myth #4: "Homes don't show well in the Fall."

Truth: Cozy staging, warm lighting, and colourful leaves can make a home feel more inviting than in the summer heat.

Myth #5: "Buyers are distracted with the holidays."

Truth: Serious Buyers aren't distracted – they're motivated. Nobody wants to shop for fun in November, so the ones looking are ready to buy.

Bottom line: Don't let old myths or limiting beliefs hold you back. The Fall market has its own advantages, and with the right strategy, it could be the perfect time for you. Let's connect and create a plan that works best for your situation.



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 our 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.



Dad Jokes



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

Q: What is a Secret Agent's favourite autumn drink?
A: Pumpkin SPY-ce latte

