



RUIZ REPORT

POLK COUNTY

July, 2025 Vol 65.

10 slides with ***everything***
you need to know about your
local residential real estate market.

Prepared by

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Polk County **Ruiz Report** July, 2025

Dwell Realty Group

Understanding the local real estate market is one of the most important aspects of buying or selling a home. Whether you're debating how much to offer or if you should accept an offer you've received, market knowledge is power.

Making an informed decision involves staying current with both the "macro-market" as well as the "micro-market" for your unique situation. As top real estate agents one of the most important things we can do for our clients is to empower them with that same information.

With that in mind we have commissioned this month's Ruiz Report to make sure you're as up to date as possible with current local market conditions, using accurate data directly from the MLS. **Clicking any of the links on slide 4 will take you directly to properties on our website.**

We are always available to answer any questions. Feel free to call us at (828)210-3898 or send us an email at info@dwelavl.com.

Sincerely,
Dwell Realty Group



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At A Glance: Activity (vs. last month) (vs. this month last year)

NEW LISTINGS

42 ▼ 21%
▲ 35%

UNDER CONTRACT

28 ≈ 0%
▼ 10%

HOMES SOLD

23 ▼ 15%
▲ 5%

Polk added **14 more** new listings to the market than it took off (put under contract), **which increased the overall supply**. Home sales (*closings*) **decreased** in July, just remember that many of those homes went under contract in a *previous* month.

Amount for month	+ / - Change	% Change vs. last month % Change vs. this month last year
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At A Glance: Velocity

(vs. last month)
(vs. this month last year)

MEDIAN DOM

66 ▲ 120%
▲ 187%

MO. ACTIVE LISTINGS

248 ▲ 4%
▲ 73%

MO. INVENTORY

9.0 ▼ 2%
▲ 119%

The *total* number of active listings **increased 4%** compared to June, 50% of homes went under contract in **66-days or less**, and at this rate there's about **9.0-months of supply** to go around.

July was a **Buyer's market.**

Amount for month	+ / - Change	% Change vs. last month % Change vs. this month last year
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At A Glance: Pricing

(vs. last month)
(vs. this month last year)



AVG. LIST / SALE

97%  1%
 0%

AVG. SALE PRICE

\$574k  2%
 23%

ORIG. LIST / SALE

93%  0%
 1%

The average price of a home in Polk County was **\$168k less than it was this time last July**. On average, properties sold for **97% of their list price** *at the time the offer was made*, and **93% of the price they originally listed for**.

Amount for month

+ / - Change

% Change vs. **last month**

% Change vs. **this month last year**

Click to see properties!

Polk In July

Price Range	Active Listings	New Listings	Under Contract	Under Contract (%)	Pending Ratio	Homes Sold	Avg. Sales Price	Avg. List/Sale	Avg. DOM	Median DOM	Months of Inventory	Expired Listings	Listings Withdrawn
\$0 - \$199K	7	3	4	14%	38%	2	\$117,125	74%	20	21	2.86	N/A	N/A
\$200K - \$249K	9	1	2	7%	44%	N/A	N/A	N/A	76	76	6	N/A	N/A
\$250K - \$299K	7	1	N/A	N/A	14%	N/A	N/A	N/A	N/A	N/A	3.13	N/A	N/A
\$300K - \$349K	6	2	1	4%	29%	1	\$324,900	100%	73	73	2.73	N/A	N/A
\$350K - \$399K	23	5	3	11%	26%	6	\$378,084	101%	67	20	8.28	N/A	N/A
\$400K - \$449K	17	5	N/A	N/A	11%	1	\$435,500	97%	N/A	N/A	9.27	N/A	N/A
\$450K - \$499K	22	4	1	4%	11%	1	\$456,500	100%	84	84	8.87	1	N/A
\$500K - \$599K	33	5	5	18%	18%	4	\$529,725	98%	40	10	12.46	1	N/A
\$600K - \$699K	21	4	1	4%	12%	1	\$637,301	98%	103	103	6.43	2	N/A
\$700K - \$799K	22	2	5	18%	18%	2	\$725,000	94%	163	134	19.64	N/A	N/A
\$800K - \$899K	12	1	N/A	N/A	11%	N/A	N/A	N/A	N/A	N/A	6.86	1	N/A
\$900K - \$999K	12	2	4	14%	44%	3	\$934,167	96%	85	66	8.57	N/A	N/A
\$1M - \$1.49M	21	1	2	7%	10%	2	\$1,237,500	96%	59	59	13.50	N/A	N/A
\$1.5M - \$1.99M	16	3	N/A	N/A	0%	N/A	N/A	N/A	N/A	N/A	24.00	1	N/A
\$2M +	20	3	N/A	N/A	10%	N/A	N/A	N/A	N/A	N/A	45.60	N/A	N/A
County	248	42	28	—	18%	23	\$574,059	97%	94	66	9.03	6	N/A

Learn the lingo

Active Listings: This is the total number of listings that were for sale *at any given point during the month*.

Under Contract: This is the total **number** of listings that accepted an offer to purchase *during the month*.

Under Contract (%): This is the “Under Contract” column represented as a **percentage** of the county.

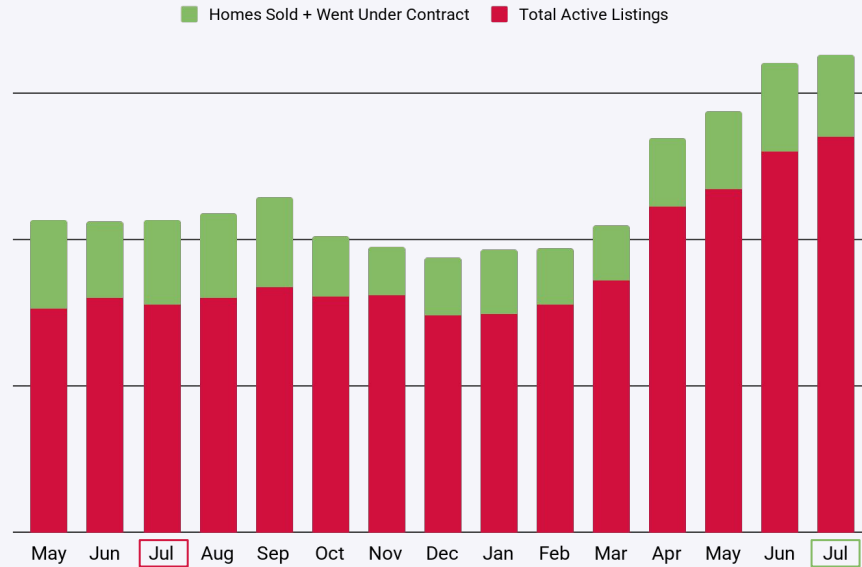
Pending Ratio: This ratio is calculated using a **snapshot** taken at 11:59pm on the last day of the month. It used to show a price range’s competitiveness by comparing the number of listings under contract to the total number of listings on the market at the time the snapshot was taken (active + under contract).

Months of inventory represents how long it would take to deplete the current inventory assuming no new homes are put on the market. It’s commonly used to determine the health of a particular market.

Between 0-4 months of inventory is considered a seller’s market because supply is relatively low, which means that sellers have more control to set terms or raise prices. **5-7 months signals a balanced market** - there is a healthy mix of buyers and sellers. **8 or more months of inventory indicates a buyer’s market**, which means buyers have more negotiating power.

Seller’s Market Buyer’s Market

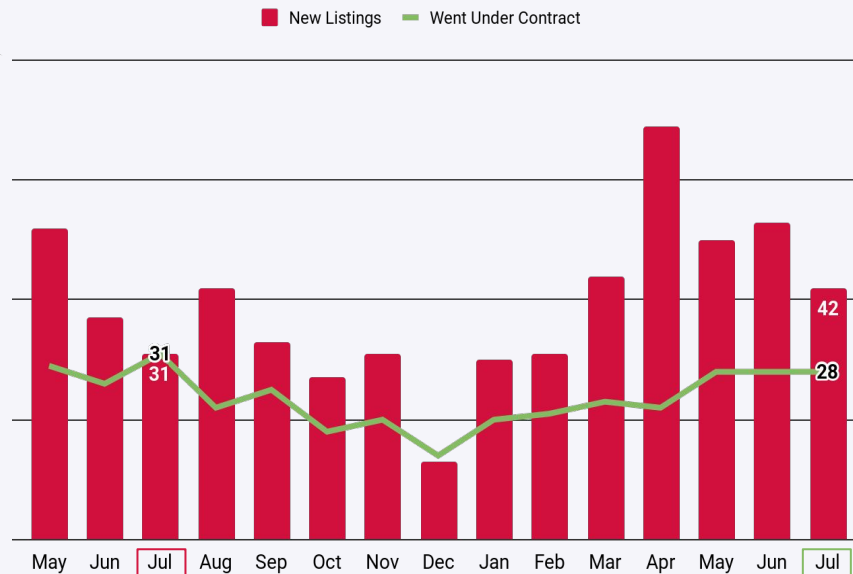
Volume & Activity



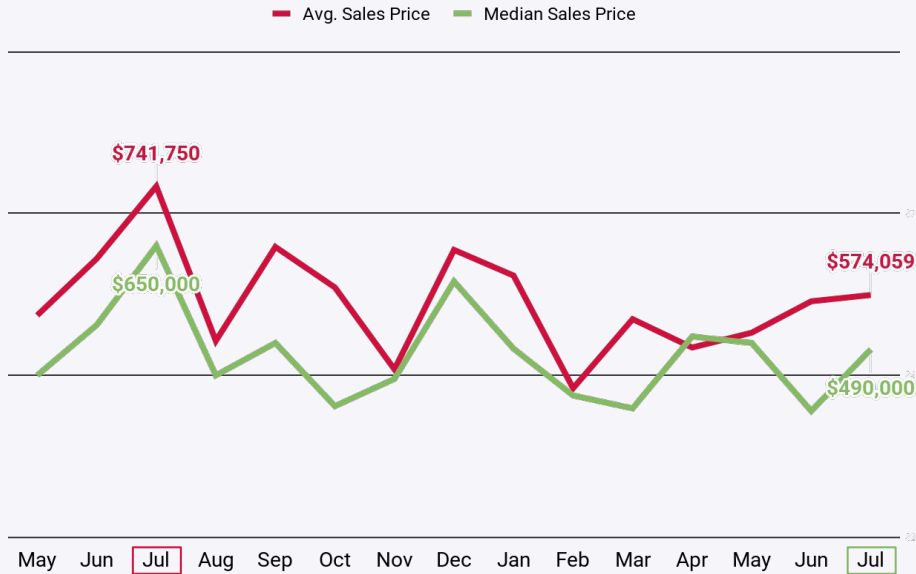
- The number of active listings *increased* by 4% in July. **Total Active listings, the number of properties listed for sale at any point during the month, was up 73% compared to last year.**
- Total homes under contract decreased 0% from last month, but **Polk had 10% less homes under contract in July than it did this time last year.**
- Overall volume was up 4% from last month and up 45% from this time last year.

Listings & Pendings

- **New listings decreased 21% from last month**, but were up 35% from last July's numbers.
- **The same number of homes went under contract**, but Polk had less homes going under contract than this month last year, down 10%.
- **Pro Tip:** keeping an eye on the difference between homes added to the market (new listings) and those taken off (by going under contract) is the best way to gauge supply & demand!



Home Prices

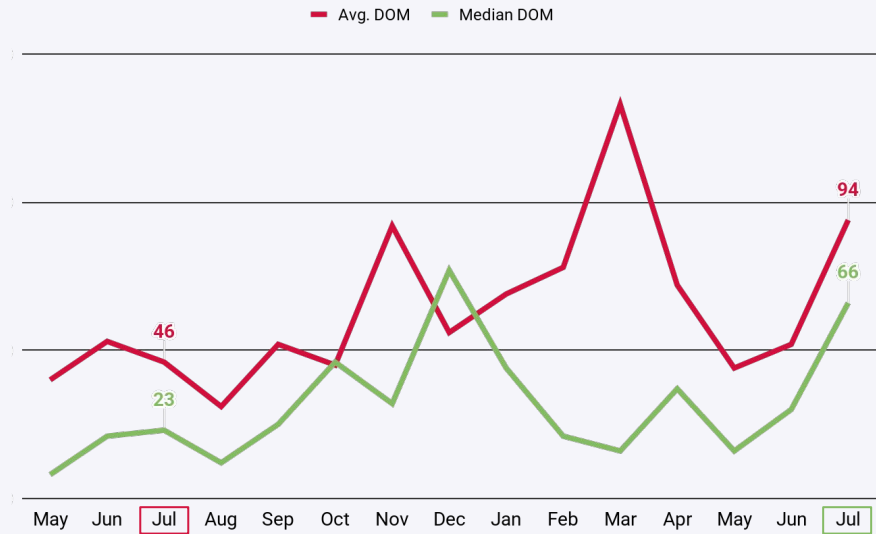


The **median price** is the “middle price,” meaning half of the homes sold during the month were cheaper and half were more expensive than the median. The **average price** is the total sales divided by number of sales.

- The average home price in Polk County increased 2%, but homes were valued 23% lower compared to last July.
- The positive home value appreciation trend seems to be holding despite interest rates.
Pro Tip: monthly price fluctuations are less indicative than annual trends for understanding market shifts!
- The consistently higher average vs. median home price tells us that **Polk’s high-end market is strong**, with prices significantly higher than the rest of the market.

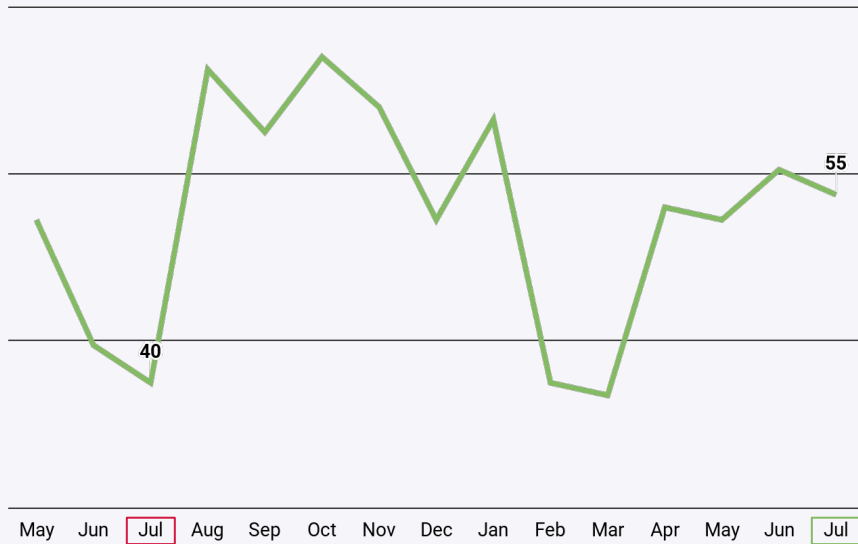
Days On Market

- On average, homes took 42-days longer to go under contract than they did in June, and the *median* days it took to sign a purchase contract was **66-days (!!!)**.
- Homes between \$0-199k sold fastest in July, with a *median* 10-days on the market, followed by homes in the \$500-599k range, which took a *median* of 20-days.
- Homes in Polk are selling quickly due to a combination of extremely low inventory and high demand for homes.



The **median DOM** is the “middle DOM,” meaning half of the homes during the month went UC faster and half took longer than the median. The **average DOM** is the total DOM divided by number of sales.

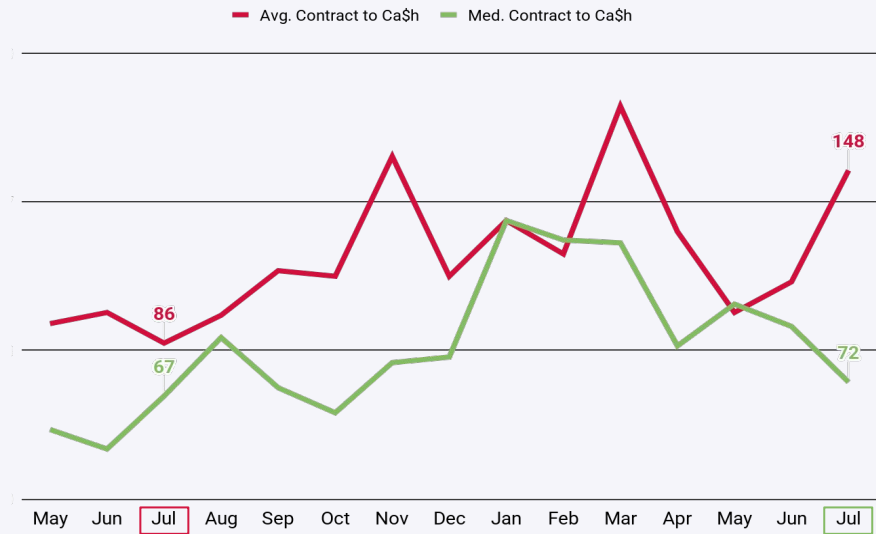
Contract To Close



- **Contract to close time took an average of 2-days less compared to last month, which was 15-days slower compared to last July.**
- **Homes valued between \$350k-399k took among the longest to close.** July closings data put that segment at around 86-days, on average.
- **Homes valued up to \$199k closed fastest,** closing in ~27-days, on average.

Contract To Ca\$h

- Sellers got paid an average of 40-days **slower** after listing their homes according to July sales data, and **62-days slower** than Jul., 2023.
- This increase was mostly due to an increase in time spent on the market (DOM) since the time spent during the contract to close process came down.
- Homes valued **valued between \$400k-449k sold fastest**, averaging 28-days, **followed by the valued up to \$199k price range** which took 65-days, on average.



The **median Contract to Ca\$h** is the "middle number," meaning half of the homes that closed during the month got paid faster and half took longer than the median. The **average Contract to Ca\$h** is the total time it took across all price ranges divided by number of sales.

Methodology

Data for this report was pulled from Canopy MLS for Single Family and Condo/Townhouse properties on August 3rd, 2025. Realtors are required to update their transactions on the MLS within 48hrs, so while most records for the month should have been accounted for, any updates that occurred after the report was pulled will not have made the cut. This should not have a material effect on the data given the overall volume of transactions.

Please send me an [e-mail](#) if you have any comments, questions, requests, or corrections.

See below for some relevant formulas.

$$\text{Months Inventory} = \frac{\text{Active Listings This Month}}{12\text{-Month Pending Homes Average}} \quad \text{Pending} = \frac{\text{Under Contract End Of Month}}{\text{Active End Of Month}}$$