

NEWSLETTER



A common question we get at Open Title Texas is how an agent can grow their database and increase their contact count. One of the easiest and quickest ways to increase your contacts is to host open houses. An open house is more than a weekend event, it's a strategic marketing opportunity. When executed thoughtfully, open houses can generate qualified buyer interest, create urgency, and strengthen your brand presence in the community. Here are six proven strategies to ensure your next open house is both professional and productive.

The Art of Open Houses

- **Market Strategically and Early:** Effective open houses begin well before the doors open. Promote the event 5–7 days in advance through door knocking, email campaigns, social media, MLS updates, and neighborhood outreach. Consistent exposure increases visibility and attendance and positions you as proactive and organized.
- **Maximize Curb Appeal:** Talk to the seller about the importance of a first impression. As the cliché says, first impressions matter. Ensure the exterior is clean, well-maintained, and inviting. Fresh landscaping, swept walkways, clean windows, and a welcoming entry set the tone before buyers even step inside. A polished exterior signals that the home has been well cared for.
- **Create an Inviting Atmosphere:** Inside the home, focus on warmth and presentation. Turn on all lights, open curtains to maximize natural light, and maintain a neutral, fresh scent. Subtle staging touches such as fresh flowers, a set dining table, or soft background music helps buyers envision themselves living in the space.



MARKET OVERVIEW

Let's take a look at the Texas Market and what's to come

HIGHLIGHTS

In the spotlight - Featured listings and team talent

UPCOMING EVENTS

Mark your calendar for exciting events and trainings coming up

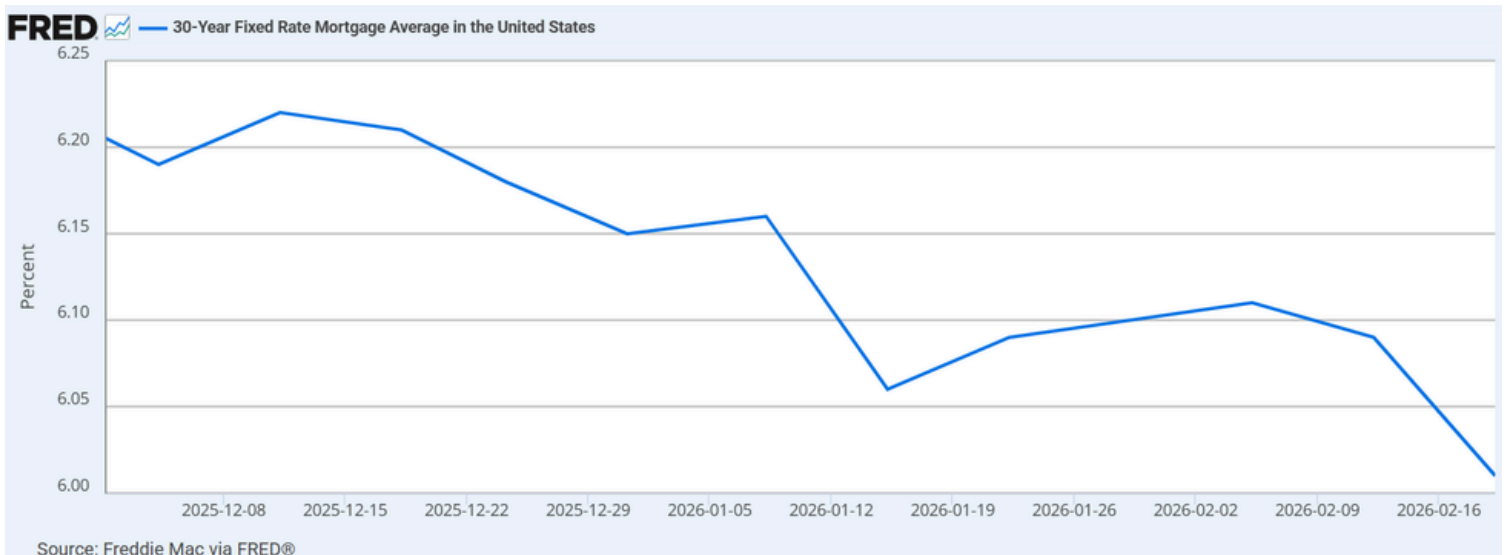
THE ART OF OPEN HOUSES CONTINUED



- Have Other Options Ready:** The home you’re hosting may not be the perfect fit for every buyer, and that’s okay. Come prepared with three to five comparable properties nearby and offer to schedule a private showing if this one isn’t “the one.” This positions you as the neighborhood expert, provides immediate solutions, and keeps buyers working with you instead of continuing their search elsewhere.
- Capture Visitor Information:** Every open house is a lead-generation opportunity. Use a digital or written sign-in system and clearly communicate that registration is part of the process. A well-organized check-in reinforces professionalism and allows for meaningful follow-up.
- Follow Up Promptly:** Timely follow-up is critical. Reach out within 24 hours to thank visitors for attending, answer questions, and gather feedback. Prompt communication demonstrates attentiveness and keeps the property top of mind.

A well-executed open house not only showcases a property; it showcases your expertise. With preparation, presentation, and professional follow-up, you can turn foot traffic into serious interest and, ultimately, successful transactions.

****NOTE**:** Please ensure that you ask any buyer you meet if they already entered a buyer representation agreement with another agent. You do not want to tamper with another agent's clients which can pose legal and ethical challenges.



MARKET OVERVIEW

While most prognosticators forecasted a strong start to 2026, January proved anything but stable in Texas. Statewide transaction count was down 3% year-on-year and volume was down 2% year-on-year. Across the state, average selling prices slightly appreciated at 1% and the median selling price fell by 2%, meaning higher priced properties saw a slight increase in price, compared to last year, across the state. Active listings continued to increase and hit 132,000 active listings which is up 12% year-on-year. Months of inventory nearly matched the increase in active listings, up 11% year-on-year to 4.73 months.



DFW, Austin, and San Antonio all saw transaction declines greater than the statewide average. DFW saw a 6% year-on-year decline in transaction count with volume falling by the same percentage. Both the average selling price and median selling price saw year-on-year declines at 1% and 3% respectively. Active listings and months of inventory increased by 4% across the metroplex.

Austin saw a slightly larger transaction decline than DFW as transactions fell 7% year-on-year. Volume fell by 6% year-on-year. The average selling price in Austin was flat with last year and the median selling price fell by 2%. Active listings were up 14% year-on-year and the months of inventory increased to 4.2, which was a 17% year-on-year increase.

San Antonio suffered worse than other markets in Texas. Transaction activity was down 11% year-on-year with volume falling by 8% year-on-year. Interestingly the average selling price increased from \$346K last year to \$359K in 2026, a 4% increase. Meanwhile the median sales price stayed flat at \$295K. Active listings increased by 12% and months of inventory hit 5.39, which was a 17% increase.

The lone bright spot was EL Paso. Transaction activity was up 14% year-on-year with volume being up 20%. The average selling price increased by 5% and the median selling price saw a 2% increase. Active listings increased by 8% and months of inventory increased by 5% to 3.85

NOTE: Houston data was not available at time of publication.



MARKET OVERVIEW

January 2025 vs 2026

	State of TX	DFW/NTREIS	Austin	San Antonio	El Paso
Sales (Jan 2025)	19,765	5,381	1,834	2,176	514
Sales (Jan 2026)	19,178	5,069	1,714	1,929	586
YoY % Change (Sales)	-3%	-6%	-7%	-11%	14%
\$ Volume (B) Jan 2025	\$7.98	\$2.57	\$0.98	\$0.75	\$0.15
\$ Volume (B) Jan 2026	\$7.80	\$2.41	\$0.92	\$0.69	\$0.18
YoY % Change (\$ Volume)	-2%	-6%	-6%	-8%	20%
Avg Selling Price (Jan 2025)	\$403,866	\$477,920	\$534,739	\$346,170	\$289,891
Avg Selling Price (Jan 2026)	\$406,750	\$475,403	\$537,300	\$359,245	\$303,388
YoY % Change (Avg Price)	1%	-1%	0%	4%	5%
Median Selling Price (2025)	\$326,000	\$385,999	\$410,000	\$295,000	\$265,000
Median Selling Price (2026)	\$321,000	\$375,000	\$402,245	\$294,500	\$269,900
YoY % Change (Median Price)	-2%	-3%	-2%	0%	2%
Active Listings (Jan 2025)	118,177	26,785	9,250	13,258	2,565
Active Listings (Jan 2026)	131,977	27,783	10,553	14,824	2,780
YoY % Change (Listings)	12%	4%	14%	12%	8%
Avg MOI (2025)	4.28	3.50	3.59	4.62	3.67
Avg MOI (2026)	4.73	3.63	4.20	5.39	3.85
YoY % Change (MOI)	11%	4%	17%	17%	5%



LISTING SPOTLIGHT

7337 Howling Coyote Ln, Fort Worth, TX 76131



Enjoy a beautifully appointed home featuring a spacious family room with a patio speaker package, elegant vinyl plank wood flooring, and 42" knotty alder cabinets in a rich pecan stain. The kitchen shines with granite countertops, stainless steel appliances, a gas cooktop, and a modern convection oven, while the bathrooms are finished with sleek Silestone countertops. A stylish fireplace with decorative glass adds the perfect touch of warmth and charm.



Outside, brand-new sod in both the front and back yards completes the setting. Conveniently located near I-35, this home offers easy access to major highways, shopping, dining, and entertainment, all within a growing, family-friendly community where children can thrive, play, and grow.



\$402,110



3 Bed **2 Bath** **2,003 SQ. FT.**

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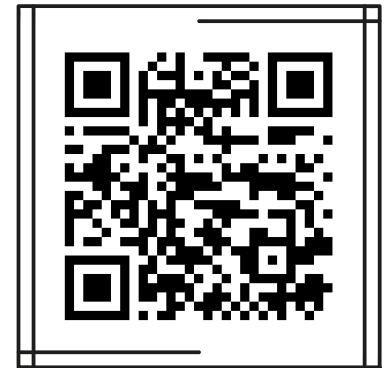
More info →



UPCOMING EVENTS



We're excited to share a lineup of events designed to help you sharpen your skills, leverage powerful tools, and grow alongside other driven real estate professionals. From hands-on training to high-level collaboration, these events are built to support you at every stage of your business.



What's Coming Up This Month:

Mastering the Closing Table – Mon. March 9 | 10am - 12pm

Get a behind-the-scenes look at the signing process so you can understand exactly what your clients experience. Anticipate questions, reduce surprises, and walk into every closing with confidence.

Real Property Auctions FREE CE – Thu. March 12 | 12pm - 3pm

Join Accredited Auctioneer Myers Jackson for a dynamic, practical CE course designed to help agents understand the auction process from start to finish. Walk away with strategies to expand your listing options and better serve your clients.

How to Protest Your Property Value with the Appraisal District – Thurs. March 19 | 1 - 3pm

This session breaks down how values are determined, when a protest makes sense, and practical strategies to help reduce tax liability – giving you the knowledge to better serve and advise your clients.

Happy Hour – Thurs. March 19 | 3pm - 5pm

Unwind After the Grind – enjoy a relaxed happy hour to connect, recharge, and build relationships with fellow industry professionals. Great drinks, great conversations, and the perfect way to wrap up a productive day.



Real education. Real connections. A look at recent Open Title events.

