

NEWSLETTER



New Year, New Momentum



Happy New Year! On behalf of Open Title Texas, we want to wish you a happy new year and we hope your 2026 is off to a great start. January is a great time to start building your pipeline for the spring season. With that in mind, here are some tips to ensure you have a great spring season:

- **Re-engage with your network:** January is the perfect time to reconnect without feeling salesy. Need some ideas? Send out a "Happy New Year" message with a quick market snapshot or outlook. Personally call or text your top 20-50 contacts to check in. Ask some simple questions around their family, how are they doing, and if they have any real estate plans or know of anyone with any real estate plans.
- **Host a market update or educational event:** Think of everything that's happened the past few years from elevated mortgage rates to government shutdowns. Most of your clients probably have no idea what their home is worth or what is going on in the real estate market. Partner with your preferred lender and host a market update or educational event. Cover both state wide and local market trends. End the meeting by offering a home valuation for each attendee. This provides a great opportunity for you to have deep dive discussions in your follow-ups.
- **Strengthen your referral relationships:** Reach out to everyone who referred you business in 2025. Thank them for the referral and let them know how your year went in 2025. See what you can do to partner together more effectively in 2026. In addition, make sure you are continuing to grow your referral sources. Do you have relationships with attorneys, lenders, contractors, and financial advisors? If not, look to establish those relationships in 2026 to diversify your lead sources.
- **Set up your marketing calendar:** take some time to establish your marketing calendar for the year. Remember top agents contact their sphere 6-12 times a year. Think through the messages you want to send to your sphere throughout the year. Plan out your social media calendar for Q1. Top agents post on social media 2-3 times a week. Map out your key messages for Q1. This saves time as your business ramps throughout the year. You'll already have some of the content created.

Most analysts are projecting 2026 to be the year the market turns. Make sure you are setting yourself up for success!



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

MARKET OVERVIEW

While October's transaction figures were mostly flat year over year, November's transaction figures were down significantly compared to 2024. Most analysts attribute the decline in November transactions to the impact of the government shutdown, which lasted from October 1, 2025, through November 12, 2025. Given the length of the average residential real estate transaction, the effects are expected to be felt through the end of the year. Statewide transaction counts dropped from nearly 25,000 in 2024 to just over 23,000 this year, a decline of 7%. Statewide, both the average and median selling prices declined by 1%. Active listings continued to rise, increasing 16% from 124,000 last year to 144,000 this year. As a result, months of inventory increased to 5.19.

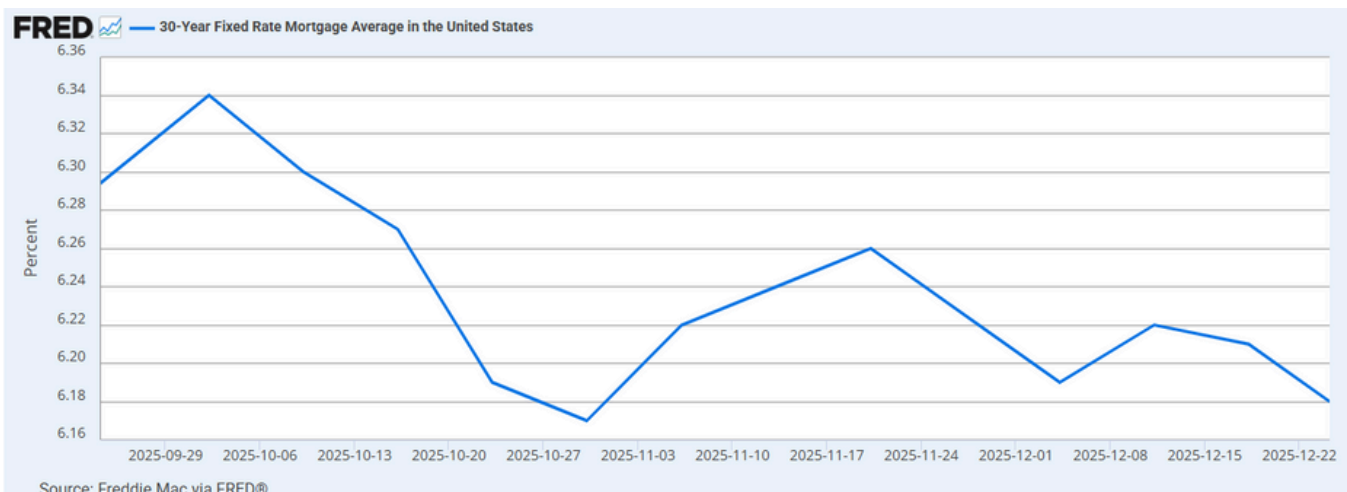


While every major metro experienced a decline in transactions, the impact of the government shutdown varied by market. DFW saw a 10% decline in transaction count, along with a 5% decrease in both average and median selling prices, indicating consistent price declines across all price points. Listings and months of inventory continued to increase.

In Austin, transaction volume declined by 9%, while prices showed mixed signals. The average selling price increased by 2%, while the median sales price declined by 1%, suggesting strength at higher price points and softness among lower-priced homes. Active listings in Austin increased the most of any major reporting metro at 19%, and months of inventory rose from 3.96 to 4.81.

San Antonio suffered the most of any major reporting metro with transaction count decreasing by 19% year-on-year. Interestingly both the average and median selling price increased by 4% despite the transaction count decline. Active listings increased by 16% and months of inventory are holding at 5.79, just below six months.

El Paso has been the strongest-performing market among reporting markets for much of 2025; however, that trend shifted in November. Transaction volume declined by 13% year over year. The average selling price increased by 4%, while the median sales price remained flat, indicating appreciation at higher price points and a decline in lower-priced homes. Active listings increased by 12%, and months of inventory held just below DFW levels at 4.17.



MARKET OVERVIEW

November 2024 vs 2025					
	State of TX	DFW/NTREIS	Austin	San Antonio	El Paso
Sales (Nov 2024)	24,833	6,916	2,294	2,694	706
Sales (Nov 2025)	23,165	6,249	2,082	2,190	611
YoY % Change (Sales)	-7%	-10%	-9%	-19%	-13%
\$ Volume (B) Nov 2024	\$10.44	\$3.46	\$1.27	\$0.95	\$0.20
\$ Volume (B) Nov 2025	\$9.64	\$2.96	\$1.17	\$0.81	\$0.18
YoY % Change (\$ Volume)	-8%	-14%	-8%	-15%	-10%
Avg Selling Price (2024)	\$420,211	\$500,644	\$555,252	\$354,284	\$284,600
Avg Selling Price (2025)	\$416,142	\$474,319	\$564,110	\$368,685	\$296,806
YoY % Change (Avg Price)	-1%	-5%	2%	4%	4%
Median Selling Price (2024)	\$333,000	\$392,900	\$431,027	\$299,962	\$267,490
Median Selling Price (2025)	\$330,000	\$375,000	\$425,000	\$311,555	\$266,950
YoY % Change (Median Price)	-1%	-5%	-1%	4%	0%
Active Listings (2024)	123,911	28,783	10,114	13,763	2,665
Active Listings (2025)	144,319	32,235	12,074	15,897	2,981
YoY % Change (Listings)	16%	12%	19%	16%	12%
Avg MOI (2024)	\$4.54	\$3.81	\$3.96	\$4.85	\$3.85
Avg MOI (2025)	\$5.19	\$4.22	\$4.81	\$5.79	\$4.17
YoY % Change (MOI)	14%	11%	21%	19%	8%



LISTING SPOTLIGHT

3240 Peruvian Paso Dr, El Paso, TX 79938



Welcome to this beautifully designed two-story home that blends space, style, and privacy. From the moment you arrive, the striking wrought-iron front door sets the tone for what's inside. This home offers 3 bedrooms, 2.5 bathrooms, and two generous living areas, providing flexibility for entertaining, relaxing, or working from home. The main living area features soaring church-style ceilings, creating an open, airy atmosphere filled with natural light and architectural character.



The kitchen is both functional and inviting, showcasing granite countertops and plenty of space for gathering and everyday living. A two-car garage is complemented by additional parking out front, making hosting guests a breeze. One of the standout features of this home is its rare privacy—with no front or back neighbors, you'll enjoy peaceful views and a sense of retreat. The large backyard and professionally landscaped front and back yards offer the perfect setting for outdoor entertaining, play, or quiet evenings at home. This property delivers comfort, elegance, and privacy in one exceptional package.



\$267,000

3 Bed **2.5 Bath** **1,814 SQ. FT.**



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More info →

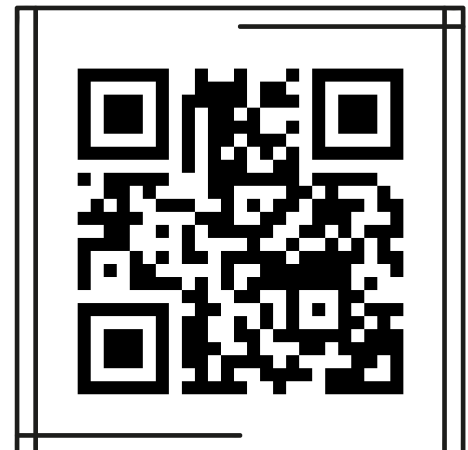


UPCOMING EVENTS



We're excited to announce upcoming events designed to help you stay informed, sharpen your skills, and grow your professional network. Whether you're looking to earn Continuing Education (CE) credits, dive into the latest market insights, or simply connect with fellow real estate professionals, we've got something for you.

Hosted by your trusted title team, these events combine education, connection, and opportunity—all in one place. Stay ahead in today's competitive market and have some fun while you're at it!



TEAM MEMBER SPOTLIGHT



E.L. Craine

E.L. leads growth for the Houston and Southeast Texas markets, driving sales and marketing initiatives through strategic partnerships across Texas and nationally. With 13 years in the title industry and over 30 years in real estate and finance, he is a respected trainer and educator, known for elevating performance through customized training and continuing education. Bold, authentic, and relationship-driven, E.L. creates lasting value as a trusted growth partner for clients and teams alike.

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