

NEWSLETTER



Time flies! Hard to believe January is over. While the market is showing signs of an uplift and growth in 2026, you may have seen headlines that contracts are falling out at the highest rate in recent memory. New data showed that contract cancellations in December were at 16.3%, slightly higher than immediately after the world shut down for COVID. Take a moment to think about that. Right now, one in six properties under contract will not close. Fewer things are more frustrating than getting a deal to the finish line and having it fall through at the last minute.

So what can we do? While we can't prevent all cancellations, there are a few things we can do to reduce the likelihood of a cancellation. Here are some tips you can put into place to minimize the odds of a cancellation:

Reducing Contract Cancellations

- **Ensure the buyer is pre-approved:** ensuring the buyer is pre-approved for the price range is a great way to avoid financing snafus from holding up or cancelling your closing. Make sure that the loan officer has fully explained the details of the loan, what expenditures / investments are or are not permitted during the closing period, and the buyer understands the ramifications of not following those instructions.
- **Set expectations early (and repeat them):** research has shown many cancellations are emotional. A buyer changes their mind and then looks for a reason or loophole to get out of the contract. Walk buyers through the entire closing timeline before going under contract to ensure it aligns with work schedules, educational obligations, and personal commitments. Make sure that the buyer understands it is common to find inspection issues, even on new homes. Explain it is typical to negotiation post-inspection on any issues which are uncovered.



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

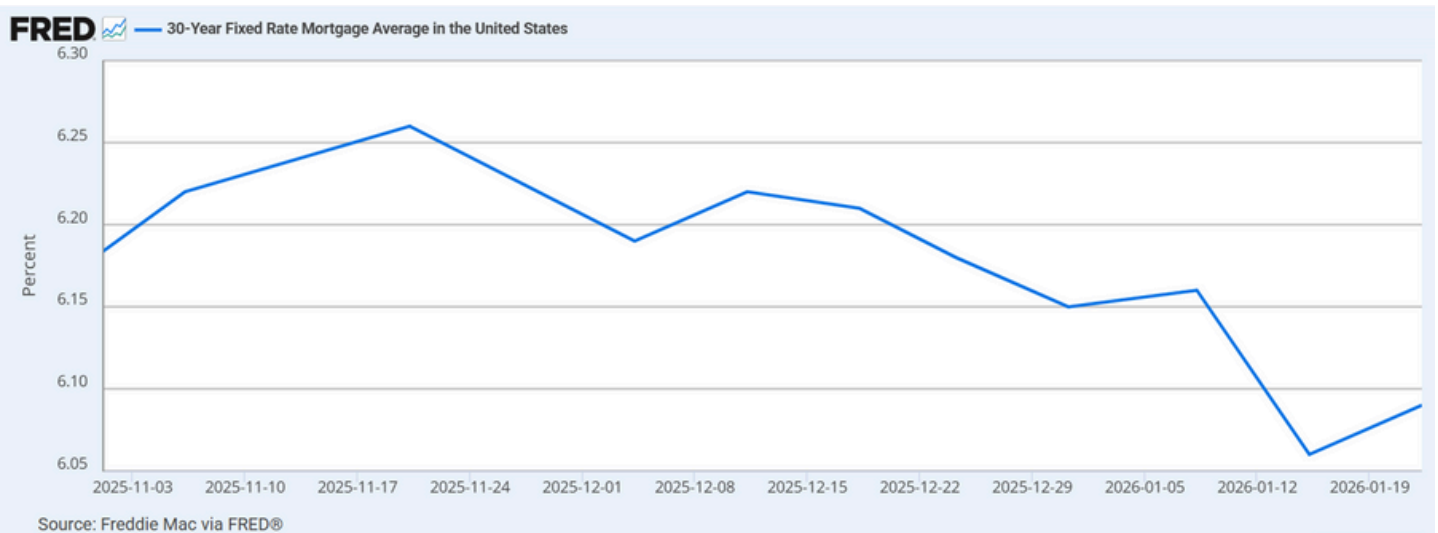


REDUCING CONTRACT CANCELLATIONS CONTINUED



- Control the inspection narrative:** If possible, attend the inspection with your buyer. Make sure the buyer clearly understands the difference between a maintenance item and a deal breaker. Many buyers get a 40 page inspection report and think the house is falling apart. The buyer has the right to negotiate for the seller to either fix certain issues or provide a monetary compensation to do so.
- Partner with the lender:** Buyers are busy during the closing time frame. They will be packing up their current home, negotiating to sell their current house, organizing movers, and finalizing all the details on the purchase. It is easy for a buyer to miss a request from their underwriter for the latest pay stub or explain a recent large purchase. Make sure you are staying in close contact with the lender to ensure your buyer is submitting all the paperwork in a timely fashion.
- Overcommunicate with everyone:** Provide regular status updates to everyone involved in the transaction. Most people assume nothing is happening if they don't receive updates. Let everyone know what issues need to be addressed, and by when, to keep the transaction moving forward.

The best agents don't just open doors—they protect the deal from the moment the contract is signed. Make sure you are being proactive to give your transaction the highest likelihood to close.



MARKET OVERVIEW

2025 went out on a positive note, at least in residential real estate for Texas. State wide, transactions were up 5% year-on-year and each of the major markets reporting data saw an increase in transactions. Statewide, volume was up slightly less than transactions at 4%. Higher end properties across the state saw less impact on pricing as the median selling price fell by 3% but the average selling price only fell by 1%. Active listings continued to grow due to homes taking longer to sell. The percentage change in active listings was very close to mirroring the change in months of inventory. These stats reflect a strong rebound from November which was heavily impacted by the government shutdown.

Perhaps surprising to many agents, Austin posted the strongest performance among the major metros reporting data. After struggling for much of the year, Austin saw the highest year-over-year increase in transaction activity at 9%. Higher-end properties continued to experience modest price appreciation, as the average year-over-year sales price edged up, even while the median sales price declined 3%, reflecting softness in the mid-range of the market. Active listings increased 20%, and months of inventory rose 22% to just over four months, signaling a more balanced—though still competitive—market.

San Antonio also had a strong month after struggling for most of the year. Transaction count increased by 7% and the average selling price went up the most of the major markets reporting data at 3%. Lower priced properties saw a slight decrease in average selling price as the average selling price decreased by 1%. Active listings were up 11% and the months of inventory hit 5.18, which was up 15%.

El Paso closed out the year by continuing to be steady. Transaction count was up slightly at 2%. Prices slightly increased across the board and, interesting, the median selling priced increased by 1% more than the average selling price, meaning lower priced properties appreciated slightly faster than higher priced properties. Active listings were up 13% and months of inventory were up 10% to 3.83.

From a transaction count perspective, DFW saw a slight increase in December with transactions increasing 3%. Unfortunately sold properties in DFW saw decreases in both average selling price at 4% and median selling price at 6%. Active listings increased the least of the major metros reporting data at 9% and months of inventory rose by 8%.

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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MARKET OVERVIEW

December 2024 vs 2025					
	State of TX	DFW/NTREIS	Austin	San Antonio	El Paso
Sales (Dec 2024)	26,792	7,480	2,505	2,612	735
Sales (Dec 2025)	28,070	7,704	2,734	2,801	750
YoY % Change (Sales)	5%	3%	9%	7%	2%
\$ Volume (B) Dec 2024	\$11.44	\$3.81	\$1.42	\$0.95	\$0.21
\$ Volume (B) Dec 2025	\$11.91	\$3.77	\$1.56	\$1.05	\$0.22
YoY % Change (\$ Volume)	4%	-1%	10%	11%	5%
Avg Selling Price (2024)	\$426,918	\$509,217	\$566,825	\$364,755	\$294,340
Avg Selling Price (2025)	\$424,201	\$489,104	\$569,907	\$373,918	\$296,531
YoY % Change (Avg Price)	-1%	-4%	1%	3%	1%
Median Selling Price (2024)	\$340,000	\$399,990	\$445,000	\$313,490	\$269,950
Median Selling Price (2025)	\$330,849	\$375,000	\$342,000	\$310,000	\$274,950
YoY % Change (Median Price)	-3%	-6%	-3%	-1%	2%
Active Listings (2024)	112,658	24,816	8,567	12,895	2,424
Active Listings (2025)	128,677	27,041	10,291	14,261	2,742
YoY % Change (Listings)	14%	9%	20%	11%	13%
Avg MOI (2024)	\$4.08	\$3.25	\$3.34	\$4.52	\$3.47
Avg MOI (2025)	\$4.61	\$3.52	\$4.08	\$5.18	\$3.83
YoY % Change (MOI)	13%	8%	22%	15%	10%



LISTING SPOTLIGHT

1903 Midhurst Drive, Forney, TX



Enjoy the feel of a new build—without the wait—in this lightly lived-in Highland Homes Fleetwood. The open-concept layout features 11-ft ceilings, a gourmet kitchen with a large island and dual pantries, and an extended outdoor living space perfect for relaxing or entertaining. The spacious primary suite offers a bay window and a spa-like bath with a freestanding tub and separate shower.



With 4 bedrooms, 3.5 baths, an entertainment room, and a private en-suite guest room, this home is designed for comfort and flexibility. Located in the sought-after Devonshire community with resort-style amenities and trails. USDA eligible and includes a seller-paid rate buydown through List & Lock™, offering rates as low as 5.75% (APR 5.988%) as of 12-16-2025 (terms apply). Buyer and buyer's agent to verify all information.



\$509,990

4 Bed **3.5 Bath** **2,746 SQ. FT.**



Lisa Francis

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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 Each Month:

Career Accelerator – Every 2nd Tuesday

A structured coaching and training session focused on execution, accountability, and real-world strategies to help agents grow with intention.

Master the Open Title ONE App – Every Last Wednesday

Learn how to fully leverage the Open Title ONE App for net sheets, buyer estimates, and ready-to-use social media marketing—fast, simple, and effective.

Top Producer Agent Mastermind – Every 2nd Thursday

An invite-only mastermind for experienced agents to collaborate, share what's working, and tackle challenges in a trusted peer setting.



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

