

NEWSLETTER



The past few months have brought a shake-up to several parts of the industry as some of the largest companies have made big deals. Compass closed on its acquisition of Anywhere. Zillow signed agreements with eXp and Keller Williams to make listings available within one day of going live on the MLS. Rocket Mortgage, Redfin, and Compass agreed to have 'Coming Soon' and 'Private Listings' on Redfin's website.

What does this mean for you, an agent or loan officer? It means the real estate model is evolving. For years, real estate followed a predictable rhythm—list, show, sell.

That environment no longer exists in the same way. Inventory is constrained, affordability challenges are real, and the traditional first-time buyer is entering the market later than ever (now averaging age 40, and just 21% of transactions).

At the same time, the renter population is growing—not because people don't want to own, but because they can't yet.

That "yet" is where the opportunity is.



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

FROM DEALS TO STRATEGY: HOW TO STAY AHEAD

What This Means for You

We are evolving from a traditional transaction-driven business to a relationship and advisory-driven business. This means:

- Fewer immediate deals in some segments.
- Longer pipelines.
- Deeper relationships.
- More lifetime value per client.

The agents who win in this environment won't be the ones waiting on the next deal...they'll be proactively helping clients build a plan for their home ownership journey.

Where You Need to Focus

How do you get prepared for this new environment? Below are some tips to help.

1. **Think beyond the traditional transaction.** Single-family resale is no longer the only path. Expand your knowledge into new construction, ADUs, and alternative housing solutions. Your value is helping clients find a path, not just a property.
2. **Treat renters like future clients—not missed opportunities.** Today's renter is tomorrow's buyer. Stay in the relationship, help them prepare, and guide them through the steps to become a homeowner.
3. **Become a strategist, not just a salesperson.** Your role is shifting to helping clients make smart decisions over time—when to buy, when to wait, how to position themselves financially.
4. **Lean into investors and repeat business.** Investor clients are growing and thinking long-term. If you can speak their language—returns, opportunity, structure—you create a more durable business.
5. **Build your network—this is your moat.** Access, relationships, and local insight matter more than ever. Deals will increasingly come from who you know and what you hear first.
6. **Get sharp on financing and creative solutions.** Affordability is the biggest barrier. The agents who understand how to navigate financing options and structure deals will separate quickly. Build strong relationships with lenders offering a diverse set of financing products and solutions.
7. **Diversify how you create value.** This business is no longer just about one commission at a time. It's about building a client ecosystem—rentals, referrals, partnerships, and long-term advisory relationships.

The Bottom Line

Technology will continue to make parts of our job easier but it will also expose agents who don't bring real value. The future isn't about access to listings. If you define your value by opening doors and writing contracts, this market will feel tough. If you define your value by helping clients navigate one of the most important financial decisions of their lives...You will build a stronger, more resilient business than ever before.

MARKET OVERVIEW

Despite mortgage rates steadily declining throughout February to slightly under 6.0% by the end of the month, year-on-year transaction activity fell statewide and across most of the major markets. Statewide transactions were down 3% over last February with volume falling by 1%. Average selling prices across Texas increased slightly by 2% with the median selling price dropping by 1%. Active listings grew by 11% and months of inventory ended at just under five months at 4.86, up 9% from last year.



DFW tied with San Antonio for the largest drop in transaction activity as sales transactions dropped by 7% compared to last year. Volume was down by almost the same amount at a 6% year-on-year decline. Higher end priced properties kept their values as indicated by the average selling price staying flat, year-on-year, while the median selling price declined by 2% compared to last February. Active listings and months of inventory in DFW both increased by 7% year-on-year.

Austin is regularly in the headlines with negative real estate related news. However, February's year-on-year numbers for Austin on a transaction basis were positive. Austin saw an 8% increase in transactions compared to last year. The increase in transaction count was high enough that volume increased by 5% year-on-year despite a 4% decline in both the average and the median selling price. Active listings saw the highest growth of any metro at 12% which pushed months of inventory up by 13% to 4.4.

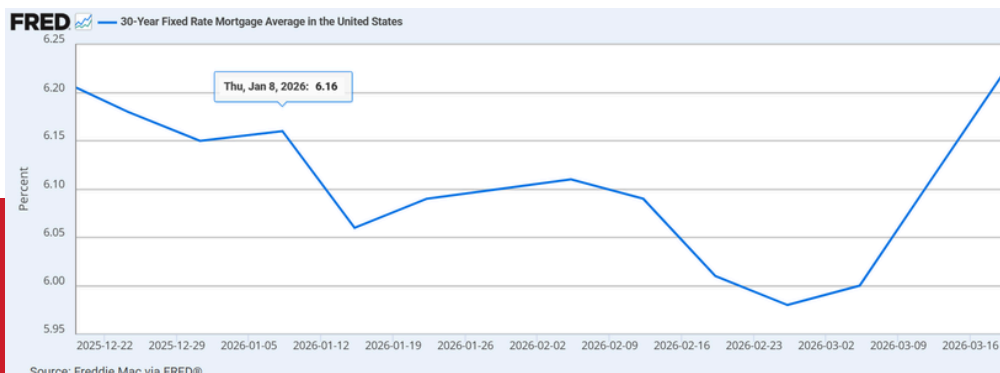
San Antonio saw a similar drop in transaction activity as DFW with February's year-on-year transactions being down by 7%. Interestingly both the average and median selling prices increased by 2% which meant that volume was only down 5% compared to last year. Listings were up by 7% and months of inventory reached 5.43, the highest of the major metros reporting data.

El Paso has generally been a bright spot but February was a tough month. Transactions fell by 5% year-on-year. Volume also declined by 5% despite the average selling price increasing by 2% and the median selling price increasing by 3%. Unlike most other metros, active listings declined year-on-year by 5% which led to months of inventory falling from 4.03 in February 2025 to 3.75 in February 2026.

While mortgage rates declined throughout February, rates increased steadily throughout the month of March. Stay tuned for next month's newsletter to see how this impacted transaction activity and pricing across the state.



NOTE: Houston market data was not available at the time of publishing.



MARKET OVERVIEW

February 2025 vs 2026

	State of TX	DFW/NTREIS	Austin	San Antonio	El Paso
Sales (Feb 2025)	23,106	6,416	1,967	2,474	640
Sales (Feb 2026)	22,513	5,991	2,128	2,310	605
YoY % Change (Sales)	-3%	-7%	800%	-70%	-50%
\$ Volume (B) Feb 2025	\$9.39	\$3.10	\$1.10	\$0.86	\$0.19
\$ Volume (B) Feb 2026	\$9.29	\$2.90	\$1.15	\$0.82	\$0.18
YoY % Change (\$ Volume)	-1%	-6%	5%	-5%	-5%
Avg Selling Price (Feb 2025)	\$406,562	\$483,705	\$559,846	\$346,189	\$290,863
Avg Selling Price (Feb 2026)	\$412,813	\$483,851	\$539,640	\$354,238	\$295,440
YoY % Change (Avg Price)	2%	0%	-4%	2%	2%
Median Selling Price (2025)	\$328,000	\$393,500	\$426,500	\$289,000	\$266,664
Median Selling Price (2026)	\$326,000	\$385,000	\$409,000	\$296,000	\$274,950
YoY % Change (Median Price)	-1%	-2%	-4%	2%	3%
Active Listings (Feb 2025)	122,271	27,436	9,894	13,884	2,828
Active Listings (Feb 2026)	135,474	29,432	11,126	14,878	2,699
YoY % Change (Listings)	11%	7%	12%	7%	-5%
Avg MOI (2025)	4.44	3.60	3.88	4.86	4.03
Avg MOI (2026)	4.86	3.86	4.40	5.43	3.75
YoY % Change (MOI)	9%	7%	13%	12%	-7%



LISTING SPOTLIGHT

494 N Lake Dr., Gladewater, TX 75647



Discover this charming custom 2-bedroom, 2-bath cottage on Lake Gladewater, situated on just over an acre. Featuring a modern farmhouse design with vaulted ceilings, reclaimed wood floors, granite countertops, subway tile backsplash, and kitchen appliances under four years old, it perfectly blends comfort and style. A two-car covered carport adds convenience.



Step outside to enjoy 1,146 sq ft of deck space, complete with a hot tub and outdoor shower. The property also includes a 20x20 metal storage building, a small SHE shed, and a pier with a boat house—making it an ideal spot for relaxing, entertaining, and lake living.



\$295,000



2 Bed



2 Bath



1,280 SQ. FT.



Ivette Martinez Delgado

JPAR® REALTOR®

(817)863-4486

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 Open Title App – Thur. April 2 | 12pm – 1:30pm

Join us to master the Open Title ONE App and learn how the Open Title Leads Program can help you generate opportunities, connect with new clients, and grow your business.

Texas Fence Law with Blake Bennet – Tues. April 7 | 3pm – 4pm

Legal issues surrounding fences and property boundaries are common in Texas. This CE course will break down Texas fence law, including open vs. closed range, boundary disputes, and common issues agents should recognize to help protect their clients and transactions.

Happy Hour – Tues. April | 4pm – 6pm

Join us after the Texas Fence Law (1 Hour CE) class to unwind and connect with fellow agents at Little Woodrow's. Great drinks, good company, and the perfect way to wrap up an afternoon of learning and networking.

Open Title Career Accelerator for Real Estate Agents – Tues. April 14 | 9am – 12pm

Fast-track your success in real estate! Whether you're newly licensed or looking to take your career to the next level, the Real Estate Career Accelerator Class is designed to give you the strategies, tools, and insider knowledge you need to thrive in today's market.



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

