



# Weekly Market Update

December 28, 2025 *Coaching Wholesalers in a Normalizing Texas Market*

## Executive Summary

Dear investors, deal makers, and business builders, your wholesaling coach here with this refreshed 15-min briefing for December 29, 2025.

This week's update draws from key sources including the Texas Real Estate Research Center at Texas A&M, Houston Association of Realtors (HAR), Redfin, Freddie Mac PMMS, Zumper Rent Research, AirDNA, and the National Association of Realtors (NAR).

Pulling from latest sources: Freddie Mac (Dec 24: 6.18%), HAR Nov (Dec 10), Unlock MLS/Redfin Nov-Dec trends, TRERC forecasts. Texas closes the year balanced: Inventory 4-6+ months, sales mixed (Nov dips like Houston -2.3% YoY but pendings resilient), medians stable/softening (~\$330K-\$439K, Austin ~\$430K down 1.1%), price cuts persistent (39-53%) with longer DOM (59-91+)—wholesaler prime for 10-20% off-market leverage into 2026. LTR softening on glut (forecasts -0.7% to -4.3% YoY), STR resilient (47-52% occ, +3% ADR). Rates dipped to 6.18% (30-yr, holiday gift post-Fed cuts). Year-End Watch: Stocks Strong – S&P ~+18%, Nasdaq +22%, Dow +14.5% YTD amid AI/tech resilience—positive wealth effect supports buyer sentiment. Tactic: Lock year-end motivated sellers (tax/relocation) in Austin/San Antonio buyer's markets for quick assigns. Tables/charts refreshed—happy holidays, stack 2026 wins!

## Key Economic Events and Updates

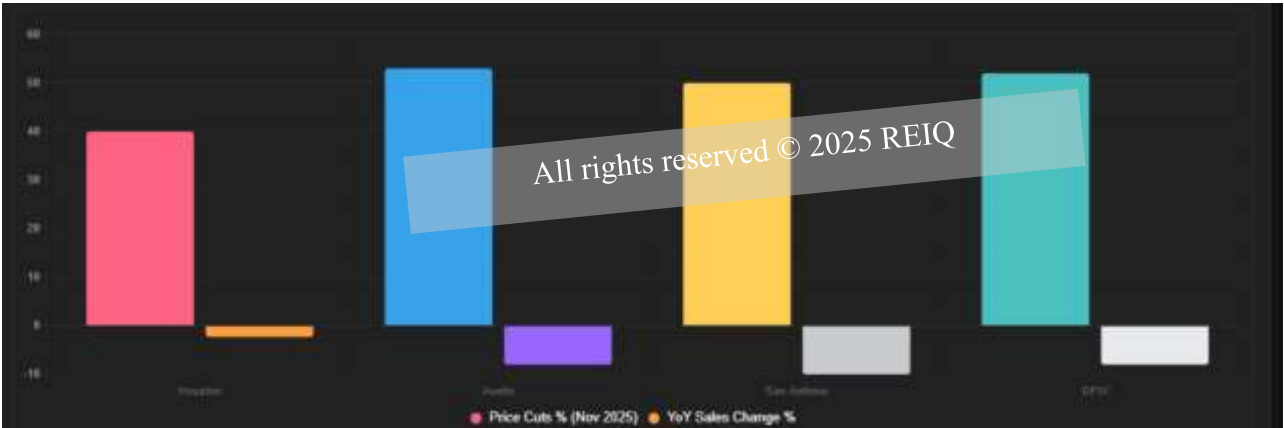
- Fed delivered a 25bps rate cut in December (target range now 3.50%-3.75%), but dot plot signals only one additional cut in 2026 amid resilient growth; refi sentiment improving modestly.
- Stocks mixed with mid-December volatility, but YTD strong performance highlights economic resilience—potential for seller fatigue as equity holders reassess.
- National existing-home sales rose modestly to 4.13M annualized (November), new home sales data pending but showing earlier slides amid rising DOM.
- Texas forecasts: Modest median price appreciation into 2026 (~1-3%), supported by ongoing population growth (Texas leading U.S. additions) and job diversification.
- US and Texas economies show resilience with moderate growth projected for 2025 (US GDP 2.3-2.7%, Texas 3.3-3.7%), but residential real estate faces headwinds from higher mortgage rates and macroeconomic slowdown.
- Mortgage rates hovered around 6.2-6.3% in late 2025, down from 2024 peaks but still limiting affordability.
- Home prices declined YoY in Q3 2025 across Texas, with inventory building significantly.
- Population growth continues to support long-term demand, but short-term buyer hesitation dominates.

# 1. Property Sales Change and Trend (as of Nov-Dec 2025)

Statewide trend: Rebound projected +3% sales 2025, medians \$333K-\$415K (+2.1% blended), inventory up 9.3% to 180K homes (Oct), 4.4 months—buyer's shift deepens, high turnover in metros fuels distressed leads.

Metro	Median Sale Price	YoY Change	Months Inventory	Pending Sales YoY	Days on Market	Key Trend/Narrative
DFW	~\$364K-\$347K	-0.1%/Flat	3.4-5.2	7.88	84-95	Balanced; high inventory Collin/Frisco equity taps.
Houston	~\$325K-\$330K	-1.50%	5.2+	+7.2% pendings	59-91	Resilient; Nov sales -2.3% YoY, moderating Midtown caps.
Austin	\$430K-\$439K	-1.10%	6.3	5.80%	84-89	Buyer's (#2); supply surge, bulk distress under \$450K.
San Antonio	~\$309K-\$315K	Flat	5.9+	5%	78-84	#1 buyer's; more sellers, tourism foreclosures.

Illustration: Metro Price Cut Percentages (as of November 5, 2025)



## 2. Long-Term Rental Change and Trend (as of December, 2025)

Statewide: ~\$1,882 avg (-0.7% YoY forecast), softening on deliveries—trend: Concessions; suburbs stable for ARVs.

Metro	Avg Rent	YoY Change	Inventory Months/Other	Key Trend/Narrative
DFW	~\$1,995	Near 0%/+1.5%	-	Affordable growth; job-driven conversions.
Houston	~\$1,900	-0.10%	High	Steady demand; options/discounts.
Austin	~\$1,995	-4.3% forecast	4.3+	Oversupply cools; under \$2K comps.
San Antonio	\$1,650-\$1,825	Softening	17%	Turnover high; hybrids resilient.

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### 3. Short-Term Rental Change and Trend (as of December 2025)

Statewide: Maturing 47-52% occ, +3% ADR, +5-10% rev forecast—trend: Extended stays boost; event/hotspot 70% ROI.

Metro	Median Annual Revenue	Occupancy	ADR (YoY)	Key Trend/Narrative
DFW	~\$29K	47-52%	\$150 (+3%)	Extended; Uptown \$40K+.
Houston	~\$16-19K	52%	\$171 (+3%)	Medical resilient.
Austin	~\$23-44K	52%	\$255 (+3%)	Regs; Zilker high yields.
San Antonio	~\$25K	43.50%	\$140 (+17%)	Flexible River Walk.

Illustration: STR Revenue Comparison Across Metros (as of November 2025)

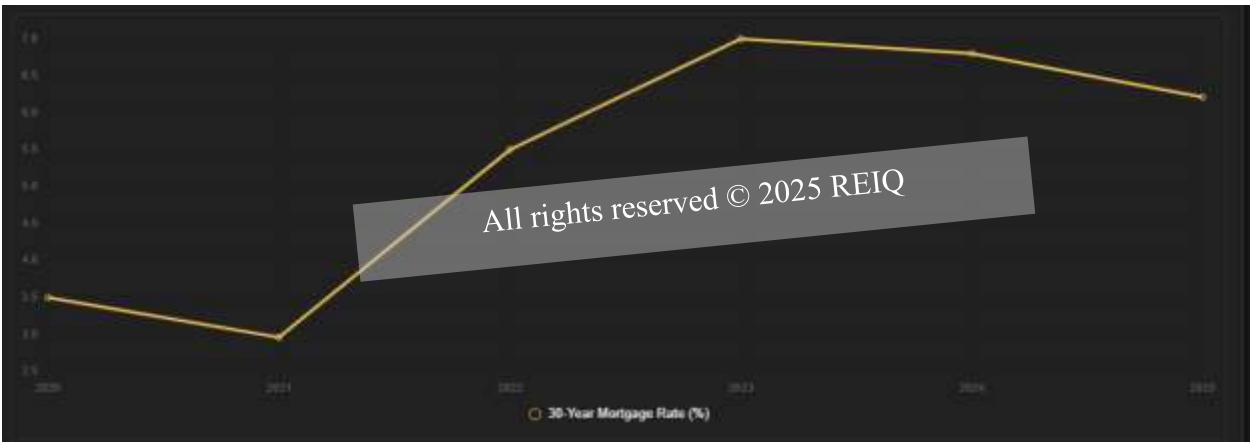
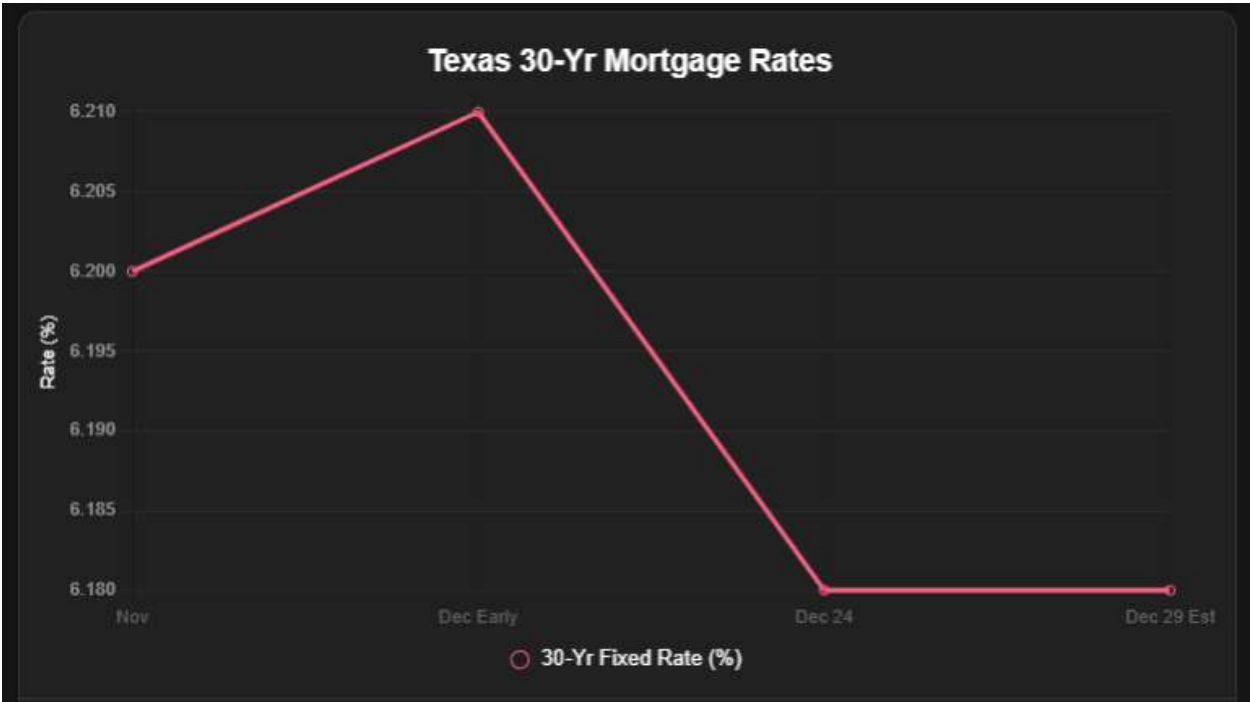


## 4. Lending & Borrowing Change/Trend (as of December 29, 2025)

Statewide: 30-yr 6.18% (down to holiday low), post-Fed cuts—trend: Sentiment positive; refis/buyers active.

Metric	Rate/Value	Trend/Impact
30-Yr Fixed	6.18%	Down WoW; eases pools/JVs.
Borrowing/Refis	4.9	Boosts amid stability.

Illustration: Mortgage Rates Trend (as of December 29, 2025)



## 5. Wholesale Deals Change and Trend (as of December 2025)

Texas #1 (+10-15% YoY); balanced year-end fuels leads—trend: 5-10% spreads; target distress in buyer's metros.

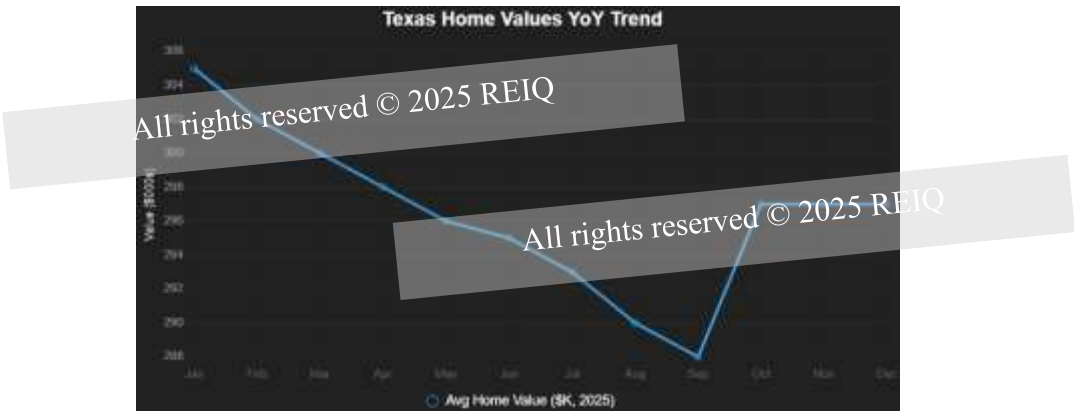
- **DFW:** Inventory high; McKinney quick assigns.
- **Houston:** Volume; fringe fees.
- **Austin:** Supply amps taps.
- **San Antonio:** Buyer growth; hybrids margins.

### Overall Texas and Metro Comparison

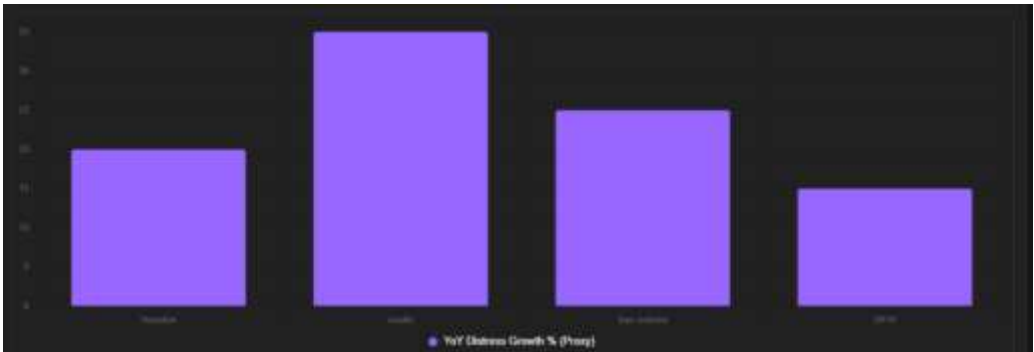
Statewide: Balanced/buyer-leaning market (5-6 months inventory). Prices down 1-2% YoY.

Metro	Median Price (Nov/Dec 2025)	YoY Price Change	Inventory (Months)	Sales Trend
Houston	~\$330,000	Stable/slight +	High (~5-6)	Neutral
Austin	~\$430,000	-5%+	6.3	Buyer favor
San Antonio	~\$300,000	-2-5%	High	Buyer favor
DFW	~\$380,000	Stable/slight -	High (~5)	Neutral

### Illustration: Statewide Home Value Trend (as of December 2025)



### Illustration: Elevated distress in multifamily/commercial bleed to residential leads



## Year End Special

### Distressed Property Market Update: Texas and Florida – Q4 2025 Insights

As we close out 2025, the distressed property landscape in Texas and Florida continues to offer compelling opportunities for real estate investors seeking off-market deals. With economic pressures like persistent inflation and job market shifts driving higher delinquency rates, volumes of distressed assets—including pre-foreclosures, tax liens, tax sales, probates, code violations, loan modifications, evictions, and heirships—have ticked upward. This surge reduces research time for investors by concentrating leads in high-activity areas, potentially accelerating revenue generation through flips, rentals, or wholesale plays. Nationally, tax delinquency rates hit 5.1% YTD, with Texas and Florida ranking among the top states for tax debt accumulation, signaling more tax lien and sale opportunities ahead. However, savvy investors should note nuanced shifts: while volumes rise, county data posting delays (averaging 4-6 weeks in some Florida metros like Tampa) can create brief windows for early movers before listings go public on sites like Redfin or Zillow.

#### *Key Volume and Trend Highlights*

Foreclosure activity has been a standout driver, with U.S. starts reaching 25,129 in October—up 6% month-over-month and 20% year-over-year. Texas and Florida dominate, accounting for a significant portion of national figures. In the first half of 2025, Texas led with 17,680 foreclosure starts, while Florida followed closely at 15,198. Completed foreclosures in Texas jumped 36% year-over-year, reflecting broader financial strain among homeowners. Florida's foreclosure rate topped the nation at 1 in every 1,829 housing units in October, with metros like Tampa hitting 1 in 1,373—the highest among large U.S. cities. This uptick aligns with a 3.4% increase in Florida foreclosures through July, fueled by post-pandemic mortgage forbearance expirations and rising living costs.

Other distressed categories show parallel growth. Probate estates, often leading to heirship disputes and undervalued sales, numbered around 165,000 in Texas and 190,000 in Florida for the year, contributing to an estimated \$69 billion in national probate-related property sales. Tax liens and sales are on the rise amid the 5.1% delinquency rate, with Florida's transparent auction processes making it a hotspot for yields between 3-7%. Evictions surged in Florida (up notably in 2025 due to non-payment and lease violations), while Texas saw code violation citations increase in urban areas like Houston, often tying into loan modification failures. Overall, distressed volumes rose 16% year-over-year in Q3 nationally, but with a twist: market pricing for properties has softened slightly, with average distressed sale prices down 2-4% in Sunbelt states like these, creating buy-low potential. However, this comes against a backdrop of slower home price appreciation (projected at 3.8% nationally for 2025), which could pressure wholesale margins if not timed right.

#### *Pricing Dynamics for Off-Market Leads*

Among popular lead mining firms, off-market distressed leads (sourced from public records, appraisals, and platforms like Redfin/Zillow) typically range from \$189 to \$500 per month for subscription-based access to curated lists, focusing on pre-foreclosures, tax liens, and probates. Pay-at-closing models are gaining traction for wholesale-focused investors, where no upfront per-lead fees apply, but setup costs often hit \$1,500+ for customized targeting in high-volume states like Texas and Florida. Pricing has edged up 5-10% year-over-year due to data aggregation tech improvements, though competition keeps it accessible—some providers now bundle AI-driven filters for heirships and code violations at no extra cost, enhancing ROI for subscribers chasing nuanced deals.

## *Popular Opinions on Real Estate Wholesale Deals*

Across social channels, sentiment on wholesale deals in distressed properties leans optimistic yet cautious for 2025. On Reddit (e.g., r/realestateinvesting and r/WholesaleRealestate), users highlight wholesaling as "still viable but tougher," with one thread noting "deals are falling apart more due to unrealistic ARVs and repair costs—focus on transparent offers to build trust." Trends point to a shift from off-market cold calls to on-market flips at scale, though many warn of "stretching numbers" leading to bad reps. Passive commercial plays are favored over residential for stability.

On X (formerly Twitter), influencers emphasize hyperlocal strategies are outdated—go national for scale, but "sellers are anchored to unrealistic prices," per economists like Danielle Hale. Posts stress downside protection over cap rates, with one noting "wholesalers leading with full offers then renegotiating erode integrity—better to buffer upfront." Eco-features like energy-efficient distressed rehabs are trending up 70% in mentions.

Instagram channels (e.g., those from influencers like Grant Cardone, Josh Altman, and niche accounts like @bluenotesbrandon) push "low-risk wholesaling" via inbound marketing, with reels touting \$7,000+ profits from free lead lists. Opinions converge on creative financing for deals, but warn "99% of wholesalers need to adapt to competitive on-market plays" in 2025. Overall, the vibe is "desperation dressed as optimism"—buyers hold power in a cooling market, but great deals require speed and ethics.

## **Action's Call: Unlock Free Coaching with QR Code Below**

- Close year-end motivated (tax/move) deals
- Prep 2026 lists: Austin/San Antonio distress
- Scan 90+ DOM MLS, stock uncertainty
- Audit 3 deals via DM for ARV stability.
- REIQ Deal Maker & Accelerator Cohort is open (complimentary OML data access).

Next update: January, 2026.

Let's crush those balanced-market wins!

*Your Real Estate IQ Team*

**Help 1 More Person To Win**

[info@realestateiq.co](mailto:info@realestateiq.co) | [www.realestateiq.co](http://www.realestateiq.co)

