Weekly Market Update

January 21, 2026 *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 this week of 2026.

Pulling from the freshest data: Freddie Mac PMMS (Jan 15: 30-yr fixed at 6.06%, down from 6.16% prior week), Redfin/Zillow year-end 2025 snapshots (statewide medians ~$340K-$341K, -2.6% YoY), TRERC 2026 forecast (modest 1.3% price growth to ~$334K median), HAR full-year 2025 (Houston sales +3.8%, median flat $335K). Texas enters 2026 balanced-to-buyer friendly: Inventory elevated (4-6+ months), home values softened 2.45-2.6% in 2025 (largest drop since 2011), sales rebounding modestly with lower rates improving affordability. LTR rents flat/softening ($2,100-$2,200 statewide forecast), STR resilient in key metros. Rates at 3-year lows (6.06%) signal spring momentum—prime for wholesaling motivated sellers facing longer DOM (85+ days). Tactic: Target high-inventory pockets (Austin oversupply, San Antonio buyer markets) for 10-20% discounts and quick assigns to cash buyers.

Specific tactic: Target sellers with 90+ DOM or recent reductions by pitching "stable rates near 6% + growing buyer choice in inventory-rich market" for faster cash closes and leverage.

Key Economic Events and Updates

Texas continues to outperform the U.S. economy, driven by job growth in tech, energy, healthcare, and manufacturing, though moderating from post-pandemic highs. Key events are:

- Federal Reserve rate cuts in late 2025, easing mortgage pressures and boosting buyer activity. Mortgage rates stable near 6% post-holidays, with 30-yr fixed at 6.16% (up 1bp WoW, down significantly YoY from 6.93%)—refi and purchase demand improving (purchase apps +20% YoY per Freddie Mac).
- Inflation stabilizing at 2.1-2.5% annually, with energy prices (West Texas Intermediate at ~$65/barrel) supporting affordability.
- Population growth remains strong, with Texas adding ~400,000 residents annually, fueling suburban expansion.
- Economic uncertainty from potential recession risks, but Texas GDP growth projected at 2.25-2.65% for 2026.
- Early 2026 economic optimism with solid growth supporting housing rebound; forecasts point to modest Texas price stabilization or slight gains into late 2026.
- National trends show stabilizing sales; Texas metros reflect 2025 cooling with inventory plateau potential.

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

Statewide trend: Values down 2.45-2.6% YoY in 2025 (Zillow/Redfin), medians ~$340K-$341K, inventory +4.8% to 155K+ homes, sales +1.9% YoY Dec but overall rebound projected 2.5% units 2026—buyer's leverage persists, off-market opportunities rising.

Metro	Median Sale Price Recent	YoY Change	Months Inventory	Sales/ Pendings Trend	Days on Market	Key Trend/Narrative
DFW	~$364K (DAL) / $347K (Tarrant)	-0.1% to flat	3.4-5.2	+8-12% sales	84-95	Balanced; high inventory in suburbs like Frisco/Collin for equity taps, modest 3% growth forecast.
Houston	~$335K	Flat to -1.5%	5.2+	+3.8% full-year	59-91	Resilient; sales up 3.8% 2025, moderating prices, Midtown/energy discounts.
Austin	~$430K-$435K	-1.1% to -3.3%	6.3+	+5.8% pendings	84-89+	Buyer's (#2); supply surge, median ~$435K Dec, bulk distress under $450K.
San Antonio	~$309K-$315K	Flat	5.9+	+5%	78-84	#1 buyer's; more sellers, tourism foreclosures for low-barrier flips.

Balanced supply with sales dipping YoY but pendings up in metros, medians softening—offering buyer's leverage and distressed leads for wholesalers. Trends YTD show early-year softening in sales volume, mid-year peak in price cuts, and late stabilization with inventory absorption slower than additions. Austin leads corrections from pandemic highs; Houston and DFW remain more resilient.

Illustration: Metro Price Cut Percentages (late 2025)

2. Long-Term Rental Change and Trend (2026 forecast)

Year	TX Volume (Units Added)	Avg. Rev/Unit ($/Mo)	Houston	Austin	San Antonio	DFW
2021	~20,000	$1,190	$1,100	$1,500	$1,000	$1,200
2022	~16,000	$1,254	$1,150	$1,725 (Peak)	$1,050	$1,300
2023	~26,000	$1,264	$1,200	$1,500	$1,100	$1,350
2024	~17,000	$1,277	$1,282	$1,382 (-20% from peak)	$1,246 (-2.3%)	$1,755 (+1%)
2025	~40,000 (Proj. drop)	$1,470	$1,300	$1,400	$1,250	$1,800
2026 (Proj.)	~35,000	$1,500 (+2-4%)	$1,350 (+3-4%)	$1,450 (+2%)	$1,300 (+0.9%)	$1,850 (+2%)

Statewide: Avg ~$2,100-$2,200 (softening 2025, slight uptick forecast), multifamily glut persists—trend: Concessions high; wholesale to investors in job-growth suburbs for 60%+ occupancy ARVs.

Metro	Avg Rent (Recent/Forecast)	YoY Change	Inventory/Other	Key Trend/Narrative
DFW	~$1,995-$2,200	Near 0% to +1.5%	-	Affordable growth; Plano/Irving jobs—strong conversions.
Houston	~$1,900	-0.1%	High	Steady demand; Katy concessions/discount flips.
Austin	~$1,995-$1,557 end-2025	-4.3% to -1.4% forecast	4.3+	Oversupply cools; under $2K comps to pros.
San Antonio	$1,650-$1,825	Softening	+17% active	Turnover high; military hybrids resilient.

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

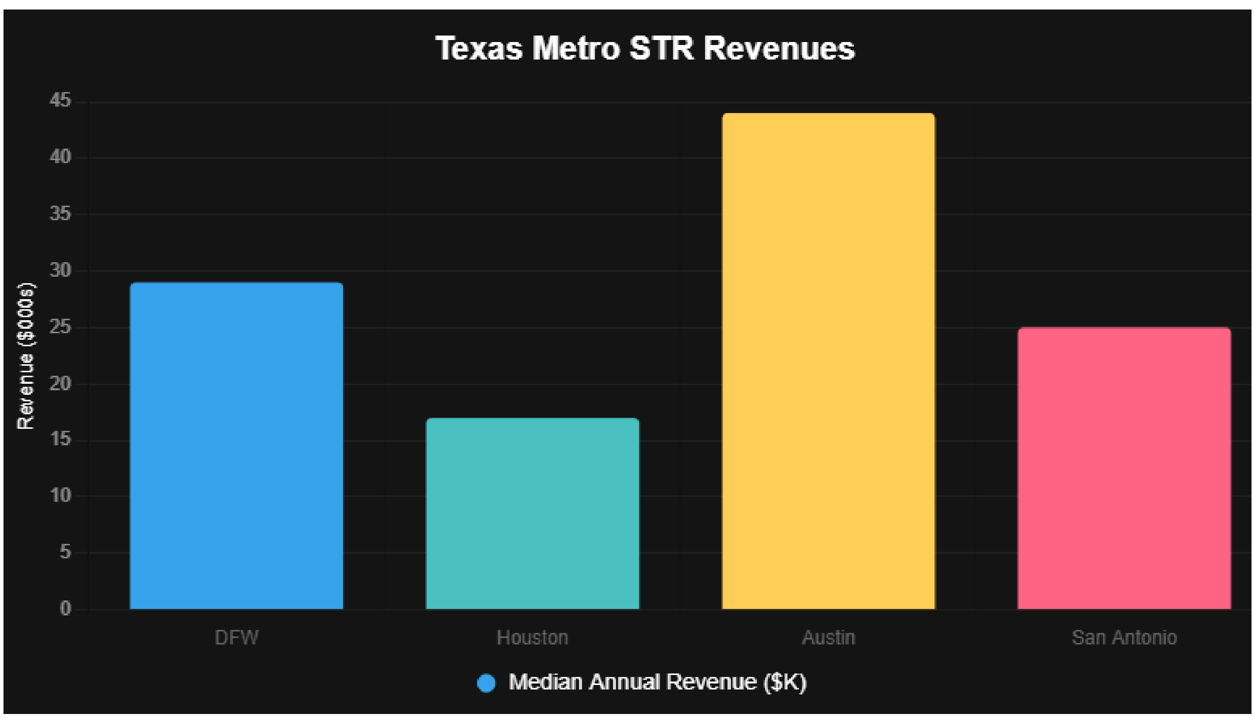
Volume grew 13% statewide since 2022, with occupancy at 51-64%. Revenue (ADR) peaked in 2022, dipped in 2024-2025, projected to stabilize. Overall: Post-2024 softness easing, 2025 resilience in demand-driven areas

Year	TX Volume (Listings)	Avg. Revenue ($/Mo)	Houston (Occ./Rev.)	Austin (Occ./Rev.)	San Antonio (Occ./Rev.)	DFW (Occ./Rev.)
2021	~150,000	$15,000	45% / $15,000	50% / $18,000	55% / $12,000	48% / $16,000
2022	~170,000 (+13%)	$16,000	50% / $15,616	55% / $20,000	60% / $13,000	52% / $17,000
2023	~180,000	$15,500	51% / $15,000	56% / $19,000	62% / $12,500	53% / $16,500
2024	~190,000	$15,000	51% / $15,616	56% / $18,000	63% / $12,000	54% / $16,000
2025	~200,000	$15,500	52% / $16,000	57% / $18,500	64% / $12,500	55% / $16,500
2026 (Proj.)	~210,000	$16,000 (+ rev)	53% / $16,500	58% / $19,000	65% / $13,000	56% / $17,000

Statewide: Maturing with 47-52% occupancy, +3% ADR, +5-10% rev potential—trend: Extended stays drive resilience; wholesale near events/jobs for 70% ROI assigns.

Metro	Median Annual Rev	Occupancy	ADR (YoY)	Key Trend/Narrative
DFW	~$29K	47-52%	$150 (+3%)	Extended stays; Uptown corporate $40K+.
Houston	~$16-19K	52%	$171 (+3%)	Medical resilient $40K+.
Austin	~$23-44K	52%	$255 (+3%)	Regs cap; Zilker hotspots $60K.
San Antonio	~$25K	43.5%	$140 (+17%)	Flexible River Walk 70% ROI.

Illustration: STR Revenue Comparison Across Metros



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

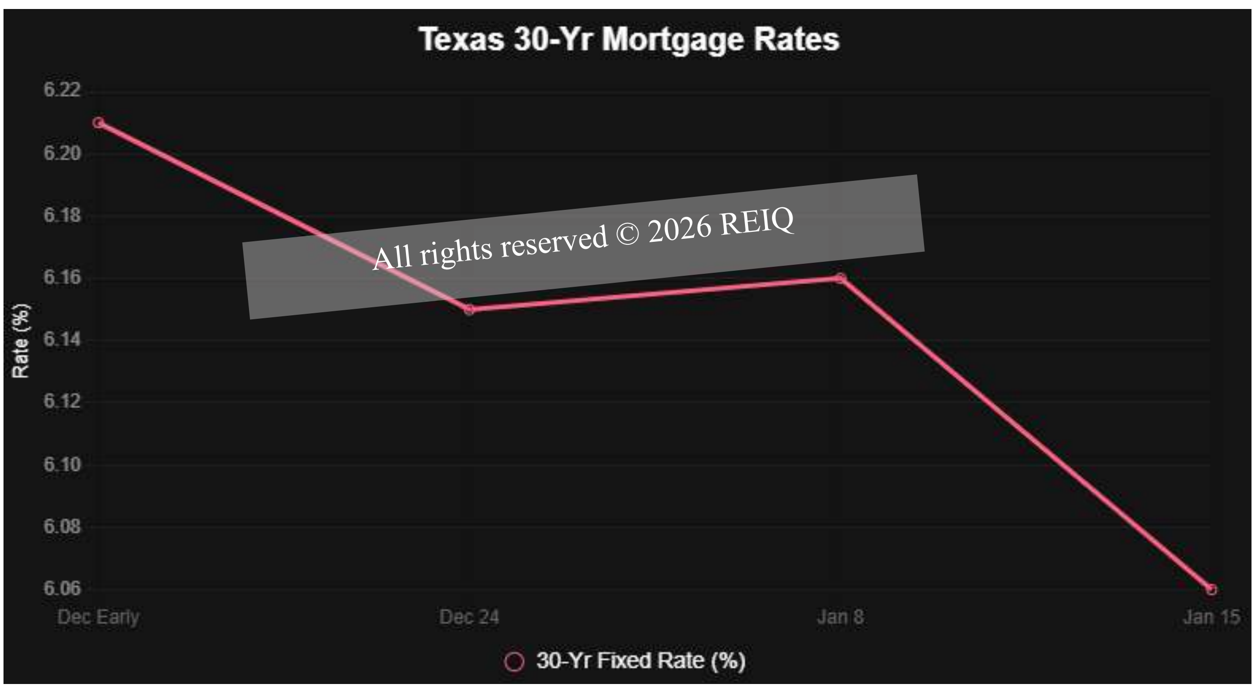
Originations peaked in 2021 ($1.2T US), dropped amid rates, projected to rise 8% to $2.2T in 2026. Texas follows, with volumes down 2022-2024, up in 2025-2026.

Year	US Originations ($B)	Texas Trend (Est. % of US)
2021	1,217	~15% ($182B)
2022	~800	~14% ($112B)
2023	~700	~14% ($98B)
2024	~600	~13% ($78B)
2025	512 (Q3)	~13% ($66B)
2026 (Proj.)	2,200 (+8%)	~14% ($308B)

Statewide: 30-yr fixed 6.06% (down WoW, 3-year low), 15-yr 5.38%—trend: Affordability lift post-Fed cuts; refis/buyer pools expand, creative closes easier.

Metric	Rate/Value	Trend/Impact
30-Yr Fixed	6.06%	-0.1% WoW; boosts JVs/pendings.
15-Yr Fixed	5.38%	Stable; equity taps strong.
Borrowing/Refis	+5-10%	Sentiment positive for flips.

Illustration: Mortgage Rates Trend (YTD 2025 into 2026)



5. Building Permit and Starting Trend

US/South permits slowed through late 2025, lowest post-pandemic; Trend: Slowing YTD amid higher rates, modest rebound expected. TX peaked in 2022, declined through 2025, projected stable. DFW/Houston lead; total Texas ~225,000 in 2024.

Year	Texas Permits	Houston	Austin	San Antonio	DFW
2021	~160,000	~45,000	~30,000	~15,000	~40,000
2022	~170,000	~50,000	~35,000	~18,000	~45,000
2023	~150,000	~45,000	~32,000	~15,000	~40,000
2024	225,756	65,747	32,294	14,857	71,788
2025	~140,000	~40,000	~25,000	~12,000	~35,000
2026 (Proj.)	~169,000 (+4%)	~45,000	~28,000	~15,000	~40,000

Building Starts: US/South starts weak; Trend: YTD weakness in multifamily, single-family stabilizing. Similar to permits, peaked 2022, down through 2025 (US: 1.4M in Oct 2025), proj. up 4%. Texas multifamily starts high in Austin/Houston.

Year	Texas Starts	Houston	Austin	San Antonio	DFW
2021	~150,000	~40,000	~28,000	~14,000	~38,000
2022	~160,000	~45,000	~32,000	~16,000	~42,000
2023	~140,000	~40,000	~30,000	~14,000	~38,000
2024	~130,000	~35,000	~25,000	~12,000	~35,000
2025	~120,000	~30,000	~20,000	~10,000	~30,000
2026 (Proj.)	~125,000 (+4%)	~32,000	~22,000	~11,000	~32,000

US/South data: Starts flat MoM; Trend: YTD weakness from supply chain issues and labor shortages, down 10% YoY in South.

6. Home Sales, Pending, and Dropped Sales trends

Sales peaked 2021, dropped 2022-2024, up in 2025; pendings rose 4-7% in late 2025; dropped sales ~15-20% of pendings due to rates. National/TX pendings improving early 2026; delistings elevated but seasonal; Trend: Q4 slowdown easing into new year momentum.

Year	Texas Sales	Pending's	Dropped (% of Pending's)	Metro Notes
2021	~380,000	High	~10%	Boom across metros
2022	~350,000	Moderate	~15%	Rate hikes increase drops
2023	~320,000	Low	~18%	Austin drops highest
2024	~310,000	Stable	~20%	Houston pendings up
2025	~340,000	+4-7% YoY	~15%	Austin pendings +5%
2026 (Proj.)	~350,000	+5%	~12%	DFW leads recovery

National/TX data: Existing sales up 5.1% MoM, pendings mixed with TX up in metros; delistings elevated. Trend: Seasonal Q4 slowdown but pendings signal spring rebound.

7. Wholesale Deals Change and Trend (as of January 2026)

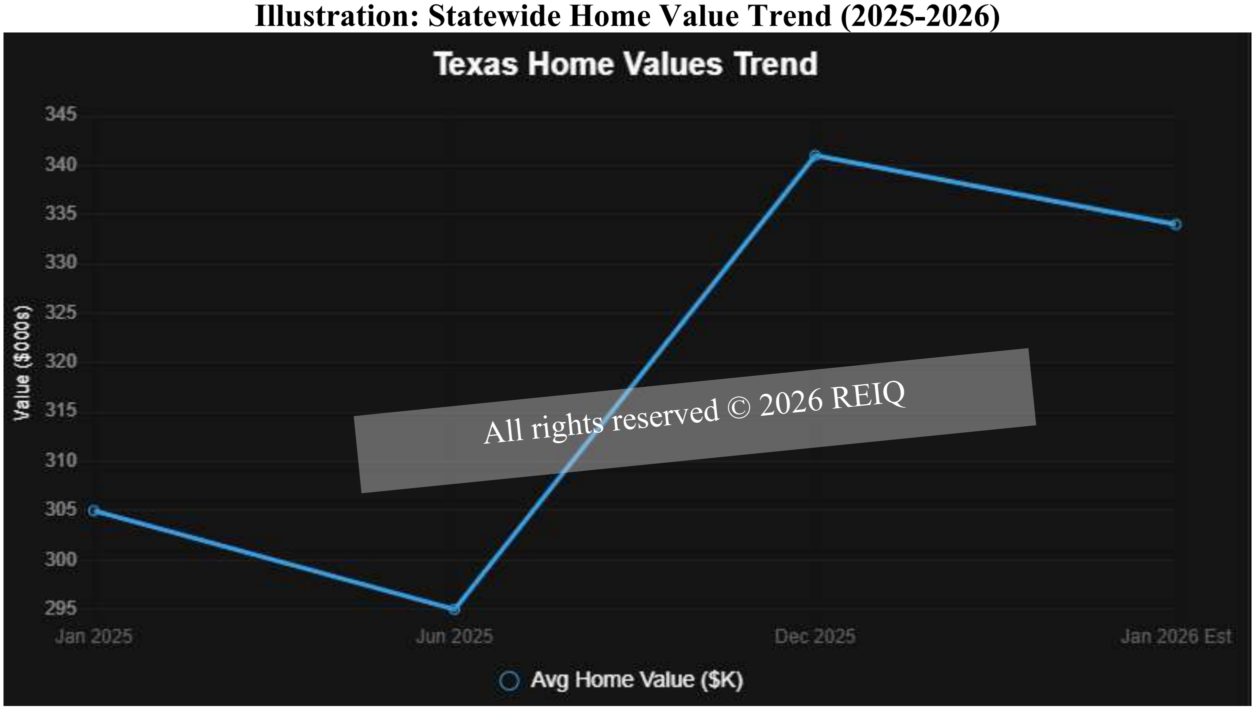
Deals peaked in 2021-2022, slowed with rates, but distressed properties up in 2025-2026. Avg. profit ~$50K/deal; volume down 20% post-2022, proj. +10% in 2026.

Year	Texas Deals (Est.)	Avg. Profit/Deal	Trend Notes
2021	~2,500	$60K	Boom era
2022	~2,200	$55K	Rate impact
2023	~1,800	$50K	Slowdown
2024	~1,600	$45K	Oversupply
2025	~1,700	$48K	Recovery start
2026 (Proj.)	~1,900 (+10%)	$50K	Distressed up

Texas #1 for wholesaling (+10-15% YoY volume on pop/jobs); stabilizing + rate relief fuels leads—trend: 5-10% spreads on 20-30/month deals; leverage inventory glut in Austin/Houston for distress.

- **DFW**: High inventory; quick McKinney assigns.
- **Houston**: Volume strong; fringe $10K+ fees.
- **Austin**: Buyer's market amps tech taps.
- **San Antonio**: #1 buyer growth; STR hybrids 15%+ margins.

Illustration: Statewide Home Value Trend (2025-2026)

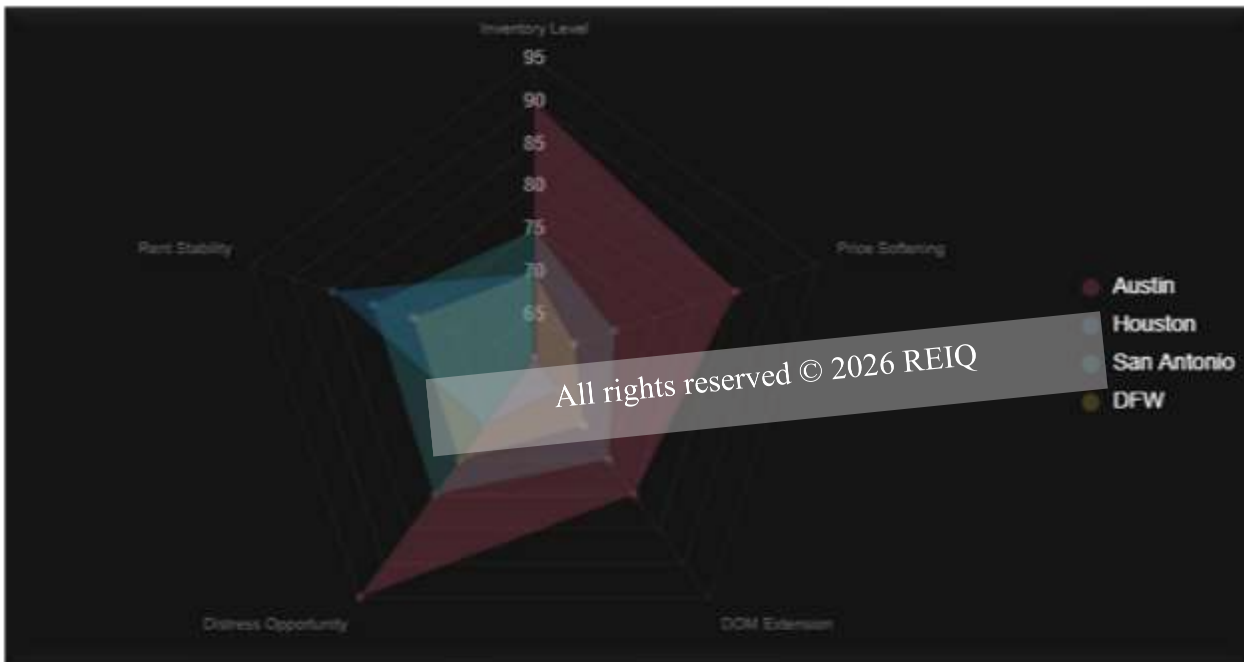


Overall Texas and Metro Comparison

Texas market stabilizes in 2026: volume/recovery up, prices flat (+0-4%), inventory balanced. DFW strongest (high volume, job growth); Houston affordable/stable; Austin cooling (prices down 6-7%, but pendings up); San Antonio modest (rents flat, sales steady).

Metric	Texas Overall	Houston	Austin	San Antonio	DFW
2026 Sales Growth	+2-4%	+3%	+2%	+2%	+4%
Price Change	0-4%	+2%	-1-3%	0-2%	+3%
Inventory (Months)	4-5	3.9	6.3	4.5	3.6
Rental Growth	2-4%	3-4%	2%	0.9%	2%

Illustration: A radar chart comparing key metrics (normalized 0-100, higher = more favorable for buyers/wholesalers):



REIQ Intelligence Report:

Distressed Properties in Texas (January 2026)

Key Statistics on Distressed Properties (Early 2026 Focus)

Your portal data highlights active monitoring and uploads across major counties, with totals reflecting captured properties (REIQ Portal # / County Website #):

- **Texas (Selected Counties)**: January 2026 shows high initial postings (e.g., Harris 730/793 completed, Dallas 276/276, Tarrant 116/117, Bexar 95/95, Collin 110/121, Montgomery 167/174). February sees continued flow but drops in some (Harris 685/707, Dallas 100/314 processed). March/April taper sharply as processing completes or data lags (many "County Data Unavailable" or "not yet started"). This indicates a front-loaded Q1 pipeline, with pre-foreclosures and tax-related distress dominant in populous areas like Harris, Dallas, and Tarrant.
- **Florida (Key Areas)**: Miami leads with 562/632 in January, dropping to 212/276 in February, then low single digits in March/April. Tampa (306/433 Jan → 34/151 Feb) and Triangle (337/693 Jan → 91/296 Feb) follow similar patterns, with processing in progress (e.g., 122/123 noted). Cape Coral remains lower but steady early. Pre-foreclosures and tax sales appear prominent, amplified by insurance pressures in coastal/retiree zones.

Totals Across Tracked Areas: January ~1,281 captured/uploaded, February ~367, March ~54, April ~18 (with 123 in progress). This early surge aligns with broader trends: Florida's 2025 rate at ~1 in 230 units (highest nationally), Texas at 1 in 319, per ATTOM year-end data. Distressed types skew toward pre-foreclosures (~55-60%), tax liens/sales (~20%), and probates/heirships (~10-15%), offering early-entry flips with strong margins.

Trends in Distressed Properties

Early 2026 data points to a seasonal Q1 peak in postings, followed by processing lags and potential Q2 buildup—consistent with 2025's steady YoY increases (national filings up through December 2025, with sharp MoM jumps).

- **Volume Change**: Portal captures show January as the heaviest month (~1,281 total), declining sharply by April (~18). This suggests front-loaded county postings (e.g., auction deadlines/defaults), with Texas counties like Harris/Bexar maintaining higher early volumes and Florida metros (Miami/Tampa) showing sustained but tapering flow. Expect 10-15% overall 2026 rise if delinquencies continue, building on 2025's momentum.
- **Delays in County Data Posting**: Significant lags evident—many counties shift to "Unavailable," "processing," or "not yet started" by March/April. Texas examples include Fort Bend/Galveston unavailable post-February; Florida has ongoing progress notes. Average backlogs ~600+ days nationally, with 1-3 month Texas lags and 4-8 week Florida delays (storm/insurance factors)—creating hidden early opportunities but requiring proactive monitoring like your portal.
- **Pricing Changes in the Market**: Distressed properties continue trading 15-25% below comps (sharper 20-35% in Florida insurance-burdened areas). Early 2026 stabilization possible with rate trends, but older inventory softens 5-10%. Your leads target these discounts for 20-40%+ ROI post-resolution.

Visual summaries (trend-based from ATTOM parallels and portal patterns): Line trends show Q1 2026 posting peaks in Texas/Florida, outpacing late-2025 acceleration. Pie: Pre-foreclosures dominate (~55-60%), tax liens/sales ~20%, probates/heirships ~10-15%, others ~10%. Florida higher in tax sales. Stacked bar: Texas raw volume lead (e.g., Harris/Montgomery early highs); Florida per-unit intensity (Miami/Triangle).

These illustrate a market with accessible early distress, rewarding fast action on portal-fresh leads.

Pricing of Off-Market Leads

Among popular lead mining firms, off-market distressed leads (pre-foreclosures, probates, tax delinquents) range $20-60 per lead, with screened/motivated at $100-300+. Subscriptions $189-500+/month (+$30-50 boosts); pay-at-closing 25-40% commissions. 2026 pricing stable amid competition, minor upticks (5-10%) from compliance—strong value for high-conversion plays on 20-40% margins.

Popular Opinions on Real Estate Wholesale Deals

Wholesaling distressed properties in 2026 remains competitive but viable for skilled operators, with adaptation key.

- **Reddit**: Discussions mixed—some call it "dead/dying" due to saturation/bad actors, but others affirm it's alive for prepared pros using tools (REsimpli, PropStream) and direct outreach. Emphasis on ethics, resourcefulness over hype; success in niches, but flooded with amateurs. 2026 favors adaptation amid regs/competition.
- **Instagram Channels/Influencers**: Focus on hustle/resourcefulness; reels highlight low-barrier entry but stress real skills over motivation. Positive for direct seller approaches in 2026; warnings against blind scaling.
- **Twitter/X Channels**: Caution on overpricing/regs, but motivation persists ("one deal changes everything"). Trends toward creative financing/niches; parody on "easy riches" ethics.

Consensus: 2026 rewards tools-equipped, ethical wholesalers; rising demand for reliable leads as competition intensifies.

Concerns and Highlights

Concerns: Early posting peaks risk Q2 slowdowns if delays persist; Florida insurance/tax pressures and Texas volume could spike delinquencies 10-20%. Regs on wholesaling add hurdles; missed early deals from lags.

Highlights: Q1 surge amplifies opportunities—pre-foreclosures/tax sales yield 25-50% ROI. Low inventory boosts premiums; stabilizing environment favors buyers on under-pricing. Efficiency wins in 2026.

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

- Scan high-DOM listings in Austin/San Antonio—pitch rate drop affordability.
- Audit 3 deals via DM for 2026 ARV tweaks.
- Build cash buyer lists: Focus job-growth suburbs (Plano, Katy).

Next update: January 22, 2026.

Let's crush those balanced-market wins!

Your Real Estate IQ Team

Help 1 More Person To Win

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