



CHERIE
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TEAM

October 2025

Watchung Market Insights

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OCTOBER 2025

Market Profile & Trends Overview

The table belows shows data & statistics for October 2025 (CM), and the percentage difference of these metrics compared to data from last month (LM), the last three months (L3M), the same month last year (PYM), the entire last year (LY), prior year (PY), year-to-date (YTD), and the prior year-to-date (PYTD).

		CM	LM	L3M	PYM	LY	PY	YTD	PYTD
Inventory	# OF PROPERTIES	9	-25%	-27%	-40%	-32%	-21%	-	-
	MEDIAN PRICE	\$1,285,000	10%	16%	35%	19%	14%	-	-
	AVERAGE PRICE	\$1,602,333	48%	43%	48%	38%	32%	-	-
	PRICE PER SQFT	\$369	13%	11%	20%	14%	20%	-	-
	MONTHS OF SUPPLY	1.8	-40%	-17%	-16%	-22%	-54%	-	-
New Listings	# OF PROPERTIES	10	100%	88%	150%	41%	82%	68	7.9%
	MEDIAN PRICE	\$962,000	-19%	-6%	5%	3%	1%	\$994,000	1.9%
	AVERAGE PRICE	\$1,450,650	32%	41%	50%	45%	39%	\$1,198,460	7.5%
	PRICE PER SQFT	\$321	-11%	-3%	-20%	5%	19%	\$344	17.8%
Sales	# OF PROPERTIES	5	25%	-21%	-29%	5%	11%	48	4.3%
	MEDIAN PRICE	\$999,000	17%	9%	-3%	-5%	11%	\$992,000	4.2%
	AVERAGE PRICE	\$1,046,420	14%	1%	1%	-2%	4%	\$1,190,135	9.9%
	PRICE PER SQFT	\$393	0%	77%	29%	17%	71%	\$342	19.6%
	SALE-TO-LIST RATIO	103.8%	4.2%	5%	4.0%	3.2%	2.6%	101.8%	1.0%

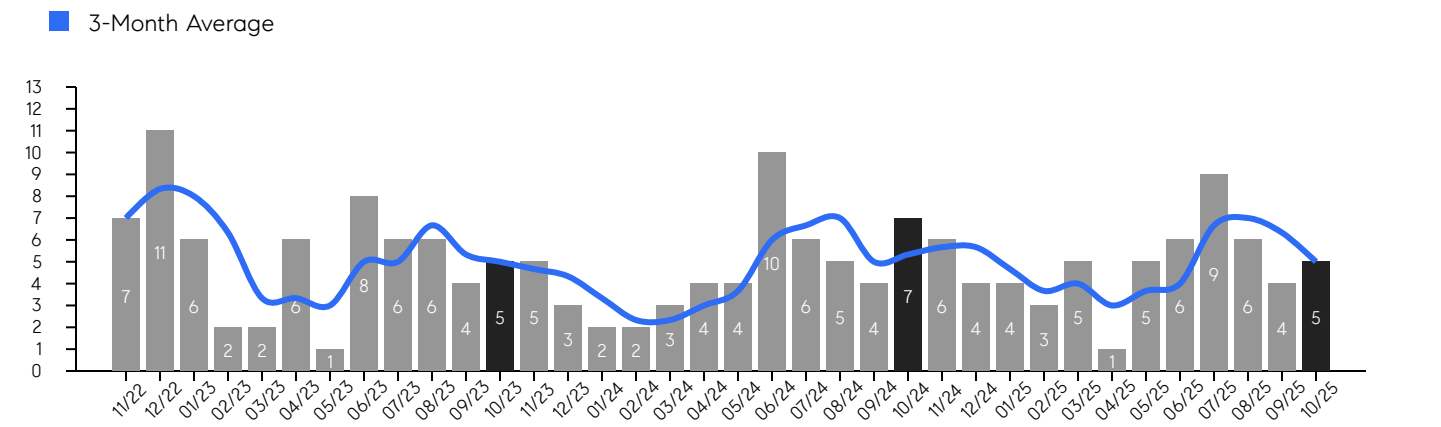
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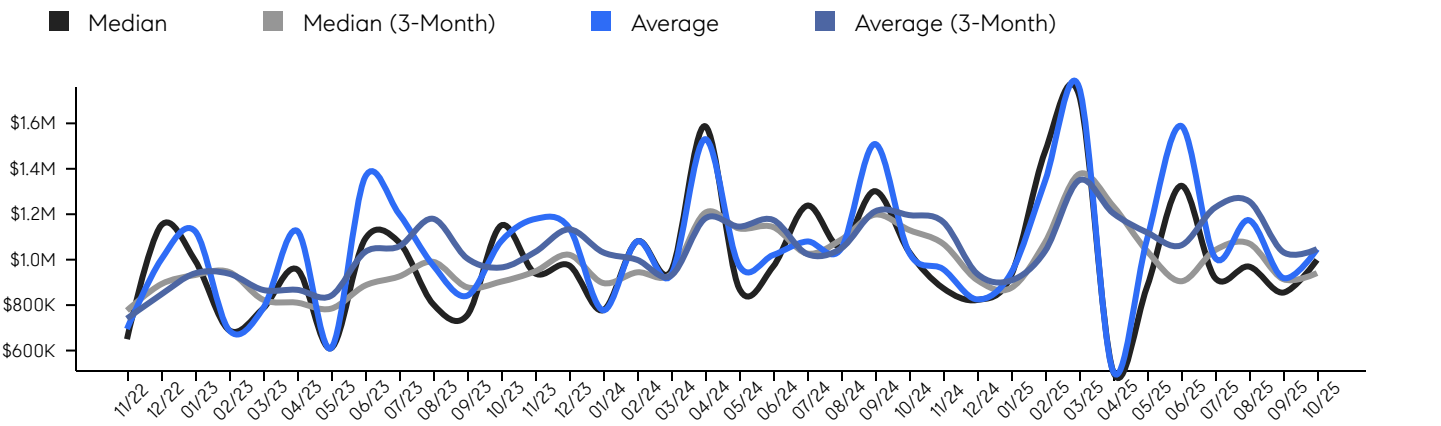
Property Sales

There were 5 sales in October 2025, a change of -29% from 7 in October 2024 and 25% from the 4 sales last month. Compared to October 2023 and 2024, sales were at a similar level. There have been 48 year-to-date (YTD) sales, which is 4.3% higher than last year's year-to-date sales of 46.



Property Prices

The median sales price in October 2025 was \$999,000, a change of -3% from \$1,035,000 in October 2024, and a change of 17% from \$855,000 last month. The average sales price in October 2025 was \$1,046,420, a change of 1% from \$1,031,857 in October 2024, and a change of 14% from \$920,000 last month, and was mid level compared to 2024 and 2023.



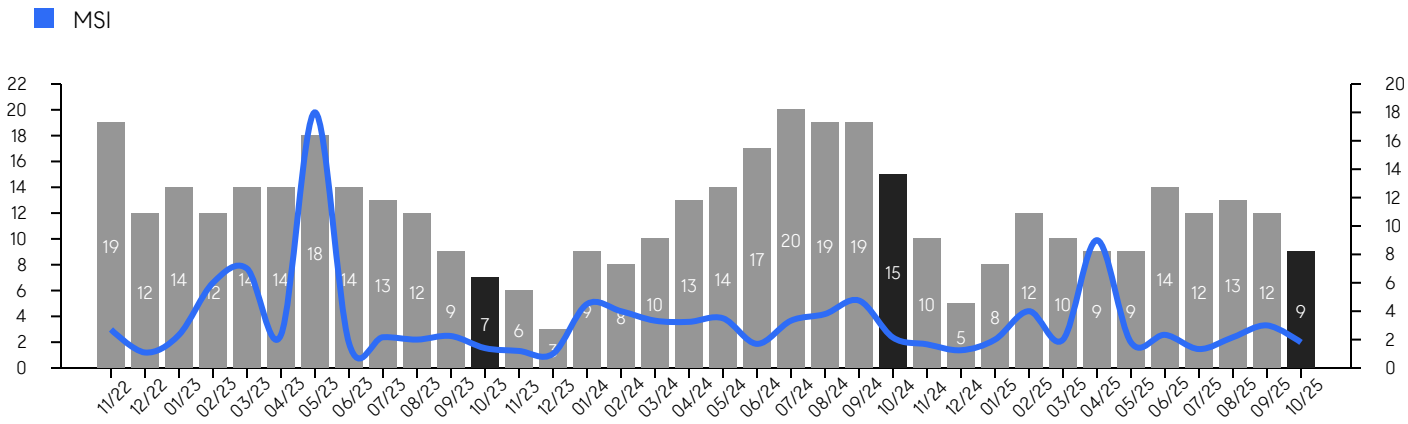
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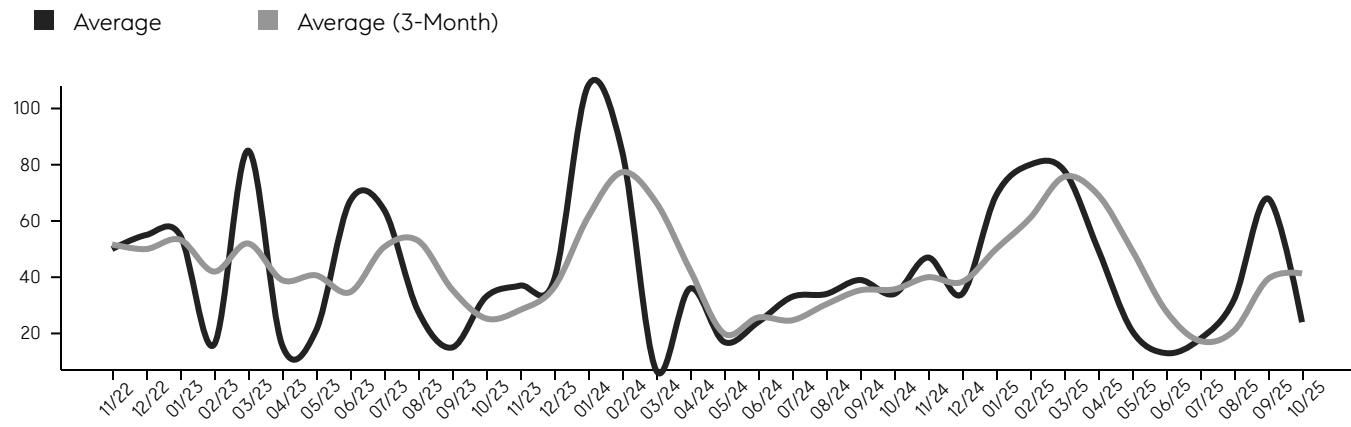
Inventory & MSI

The total inventory of properties available for sale as of October 2025 was 9, a difference of -25% from - last month, and -40% from 15 in October 2024, and was at mid level compared to 2024 and 2023. The months of supply inventory (MSI) was at 1.8 months, a similar level compared to 2024 and 2023. A comparatively lower MSI benefits sellers, while a higher MSI benefits buyers.



Market Time

The average days on market (DOM) shows the number of days the average property is on the market before selling. An upward trend tends to indicate a move towards a buyer's market, while a downward trend tends to indicate a move to a seller's market. The DOM for October 2025 was 24, a change of -65% from 68 days last month, and -29% from 34 days in October 2024, and was at its lowest level compared to 2024 and 2023.



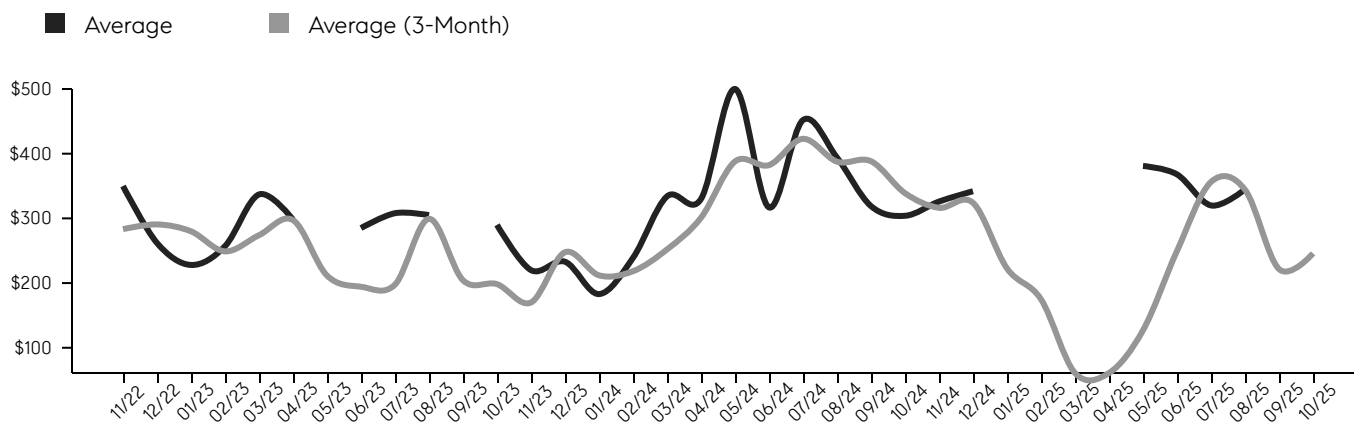
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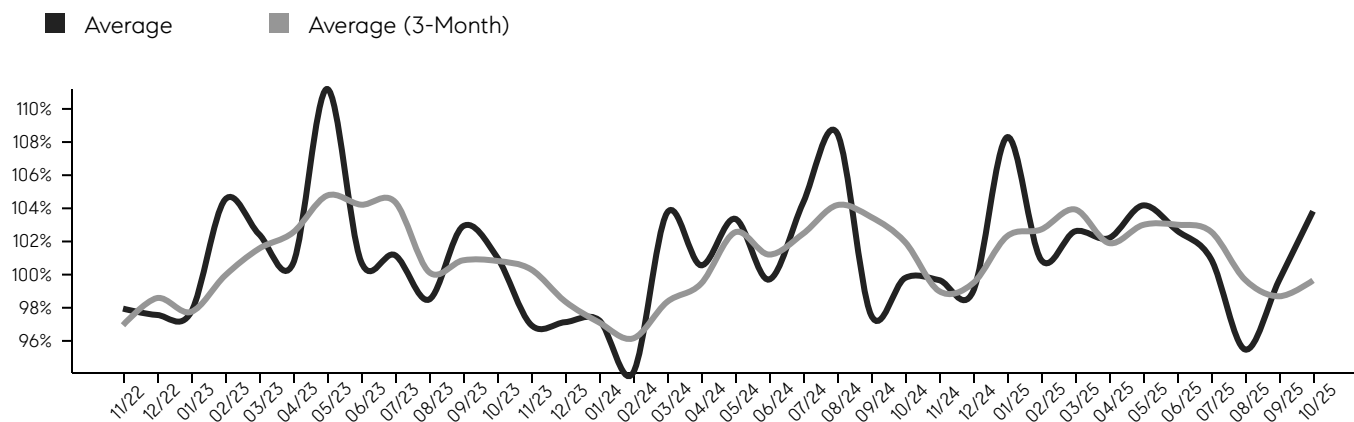
Selling Price Per Square Foot

The selling price per square foot (PPSF) is a great indicator for the direction of property values. Since median & average sales prices can be impacted by the "mix" of high or low end properties in the market, the selling price per square foot is a more normalized indicator on the direction of property values.



Selling Price vs. Listing Price

The selling price vs. listing price reveals the average amount that sellers are agreeing to come down from their list price. The lower the ratio is below 100%, the more of a buyer's market exists, while a ratio at or above 100% indicates more of a seller's market. The October 2025 selling price vs. listing price ratio was 103.8%, compared to 99.6% last month, and 99.8% in October 2024.



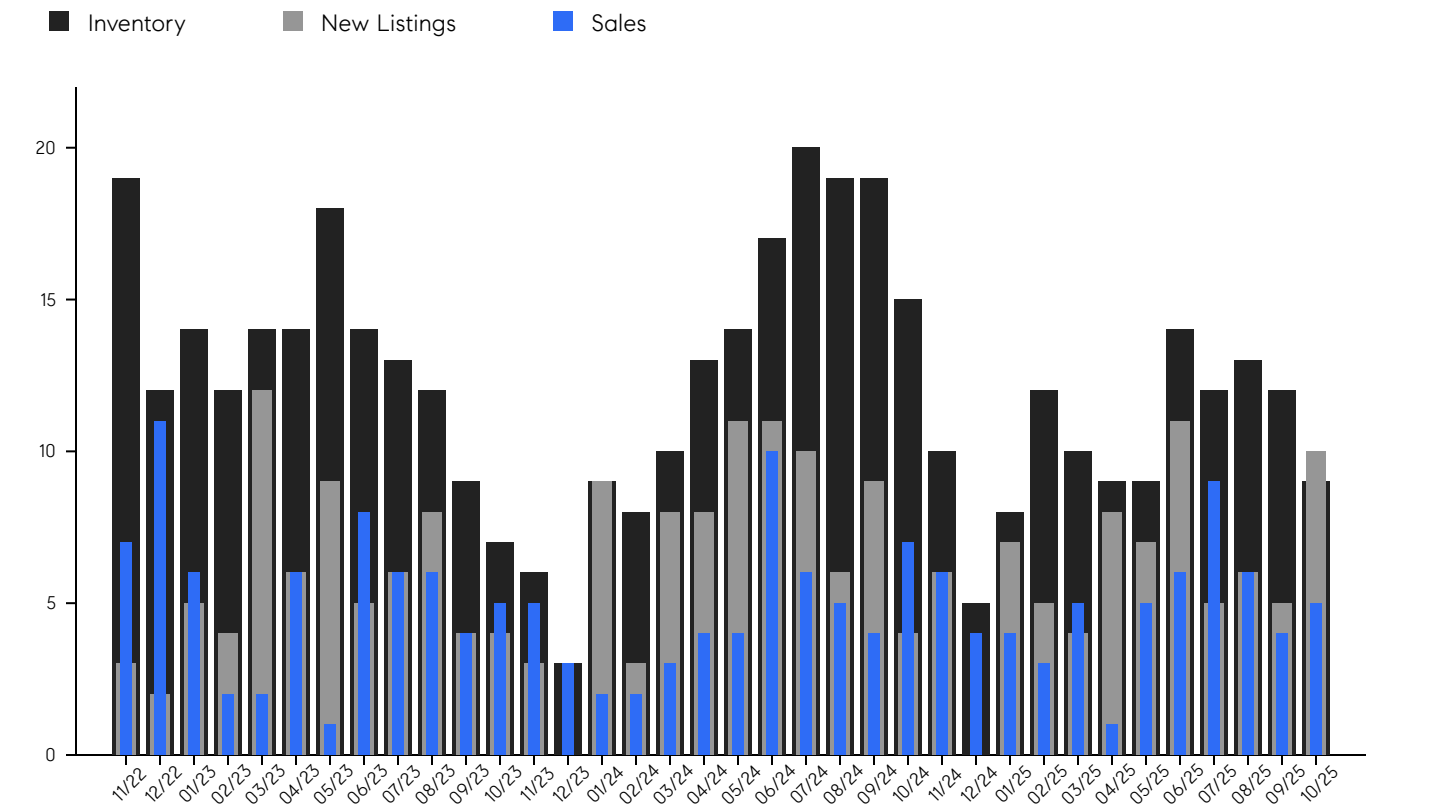
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Inventory, New Listings & Sales

This last view of the market combines monthly inventory of properties for sale along with new listings and sales. The graph shows the basic annual seasonality of the market, as well as the relationship between these items. The number of new listings in October 2025 was 10, a change of 100% from 5 last month and 150% from 4 in October 2024.



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MONTH	# OF SALES	3-MO AVG	MEDIAN SALE PRICE	3-MO AVG	AVERAGE SALE PRICE	3-MO AVG	DAYS ON MARKET	3-MO AVG	AVERAGE PPSF	3-MO AVG	SALE /LIST	3-MO AVG	INV	NEW LISTINGS	MSI
Oct '25	5	5	\$999K	\$941K	\$1.0M	\$1M	24	41	\$393	\$246	103.8%	99.7%	9	10	1.8
Sep '25	4	6	\$855K	\$915K	\$920K	\$1M	68	39	\$0	\$222	99.6%	98.7%	12	5	3.0
Aug '25	6	7	\$969K	\$1M	\$1.1M	\$1M	32	21	\$345	\$344	95.5%	99.7%	13	6	2.2
Jul '25	9	7	\$920K	\$1M	\$1.0M	\$1M	18	17	\$320	\$356	100.9%	102.6%	12	5	1.3
Jun '25	6	4	\$1.3M	\$905K	\$1.5M	\$1M	13	28	\$368	\$250	102.7%	103.0%	14	11	2.3
May '25	5	4	\$880K	\$1M	\$1.0M	\$1M	21	50	\$381	\$127	104.2%	103.0%	9	7	1.8
Apr '25	1	3	\$510K	\$1M	\$510K	\$1M	50	69	\$0	\$61	102.2%	101.9%	9	8	9.0
Mar '25	5	4	\$1.7M	\$1M	\$1.7M	\$1M	78	76	\$0	\$61	102.6%	103.9%	10	4	2.0
Feb '25	3	4	\$1.4M	\$1M	\$1.3M	\$1M	80	61	\$183	\$175	100.9%	102.7%	12	5	4.0
Jan '25	4	5	\$928K	\$875K	\$941K	\$908K	69	50	\$0	\$223	108.3%	102.3%	8	7	2.0
Dec '24	4	6	\$822K	\$911K	\$825K	\$939K	34	38	\$342	\$324	99.0%	99.5%	5	0	1.3
Nov '24	6	6	\$875K	\$1M	\$958K	\$1M	47	40	\$326	\$316	99.7%	99.0%	10	6	1.7
Oct '24	7	5	\$1.0M	\$1M	\$1.0M	\$1M	34	36	\$304	\$339	99.8%	102.0%	15	4	2.1
Sep '24	4	5	\$1.3M	\$1M	\$1.5M	\$1M	39	35	\$319	\$388	97.6%	103.5%	19	9	4.8
Aug '24	5	7	\$1.0M	\$1M	\$1.0M	\$1M	34	30	\$394	\$388	108.5%	104.2%	19	6	3.8
Jul '24	6	7	\$1.2M	\$1M	\$1.0M	\$1M	33	25	\$452	\$423	104.3%	102.5%	20	10	3.3
Jun '24	10	6	\$968K	\$1M	\$1.0M	\$1M	24	26	\$317	\$382	99.7%	101.2%	17	11	1.7
May '24	4	4	\$875K	\$1M	\$975K	\$1M	17	20	\$500	\$388	103.4%	102.6%	14	11	3.5
Apr '24	4	3	\$1.5M	\$1M	\$1.5M	\$1M	36	43	\$330	\$301	100.6%	99.4%	13	8	3.3
Mar '24	3	2	\$950K	\$936K	\$931K	\$930K	7	67	\$334	\$252	103.7%	98.3%	10	8	3.3
Feb '24	2	2	\$1.0M	\$944K	\$1.0M	\$1M	85	77	\$239	\$218	94.1%	96.1%	8	3	4.0
Jan '24	2	3	\$777K	\$898K	\$777K	\$1M	108	61	\$183	\$212	97.3%	97.1%	9	9	4.5
Dec '23	3	4	\$975K	\$1M	\$1.1M	\$1M	39	36	\$233	\$248	97.1%	98.4%	3	0	1.0
Nov '23	5	5	\$940K	\$948K	\$1.1M	\$1M	37	28	\$220	\$170	97.0%	100.3%	6	3	1.2
Oct '23	5	5	\$1.1M	\$903K	\$1.0M	\$966K	33	25	\$290	\$198	101.1%	100.8%	7	4	1.4
Sep '23	4	5	\$754K	\$879K	\$841K	\$1M	15	36	\$0	\$204	102.9%	100.9%	9	4	2.3
Aug '23	6	7	\$805K	\$991K	\$975K	\$1M	28	53	\$305	\$299	98.5%	100.2%	12	8	2.0
Jul '23	6	5	\$1.0M	\$926K	\$1.2M	\$1M	64	51	\$308	\$198	101.2%	104.4%	13	6	2.2
Jun '23	8	5	\$1.0M	\$886K	\$1.3M	\$1M	67	35	\$285	\$194	100.8%	104.2%	14	5	1.8
May '23	1	3	\$610K	\$784K	\$610K	\$841K	21	41	\$0	\$212	111.2%	104.8%	18	9	18.0
Apr '23	6	3	\$957K	\$811K	\$1.1M	\$867K	16	39	\$298	\$297	100.7%	102.5%	14	6	2.3
Mar '23	2	3	\$784K	\$824K	\$784K	\$867K	85	52	\$337	\$274	102.4%	101.6%	14	12	7.0
Feb '23	2	6	\$690K	\$946K	\$690K	\$938K	16	42	\$257	\$249	104.5%	99.9%	12	4	6.0
Jan '23	6	8	\$997K	\$932K	\$1.1M	\$940K	55	53	\$228	\$280	97.7%	97.7%	14	5	2.3
Dec '22	11	8	\$1.1M	\$892K	\$999K	\$846K	55	50	\$262	\$291	97.6%	98.6%	12	2	1.1
Nov '22	7	7	\$650K	\$776K	\$695K	\$741K	50	52	\$350	\$283	97.9%	96.9%	19	3	2.7

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