

# FEBRUARY

— THE KENDRA HUDSON —  
NEWSLETTER

## THE B/CS REAL ESTATE REPORT



### OFF TO THE RACES!

It's mid-February, and the early hard data signs point to a prosperous 2026 residential real estate sales market in Bryan/College Station. To illustrate this point, as of the time of this writing, our team has sold 37 local homes in roughly 45 days. You may be wondering where these homes are selling or what are the common price points? The truth is these sales have occurred in 28 different neighborhoods, including Miramont, Traditions, Pebble Creek, Williams Creek, Castlegate, Woodcreek, Foxfire, Austin's Colony, Southwood Forest, Edgewater, and many more, with an average sales price of \$473,000. It's hard to say this early on exactly why we are off to such a fast start in 2026. Mortgage rates have fallen some, yet not dramatically. I think what we are seeing is that buyers are starting to settle into the new normal in terms of lending. Five years ago, 30-year mortgage rates were at an all-time low of 3%. The market cooled somewhat as borrower rates rose during subsequent years. A half-decade later, there is pent-up demand as buyers have now readjusted their thinking. This makes sense, as today's 6% loan terms are considered favorable when looking at the broader history of mortgage rates!

# THE HUDSON TEAM LISTINGS

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## PERSONAL NOTE



**Last month, I expressed my optimism about a potential shift in the market. Currently, I'm noticing an increase in buyers entering the market, along with sellers preparing their homes for sale. Given that it's February, our team is quite busy, and we are looking forward to the upcoming spring season - especially with a new grand baby on the way!**

# BRYAN-COLLEGE STATION MARKET STATISTICS FOR JANUARY 2026

**SALES CLOSED: 195**

**TOTAL SALES VOLUME: \$70,765,000**

**AVERAGE SALES PRICE: \$313,000**

**AVERAGE DAYS ON MARKET: 119**

## 2026 BCS AVERAGE SALES PRICE



**Click the button below to access the full BCS statistics report!**

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**5-STAR ZILLOW REALTOR**  
**BRYAN/COLLEGE STATION**

