

Kendra Hudson

Local real estate news & market intel for Bryan-College Station

AUGUST 2026 MARKET PULSE • BRYAN-COLLEGE STATION MLS

\$314,950

MEDIAN SALES PRICE

299

HOMES SOLD

513

NEW LISTINGS

102

DAYS ON MARKET

MARKET WATCH

The Fall Market Reset

What Buyers and Sellers Need to Know



The Bryan-College Station market is settling into its fall rhythm. Buyers have more homes to compare, more time to evaluate their options and, in some cases, more room to negotiate than they did during the faster-paced spring and summer months.

That can create opportunities involving price, repairs, closing-cost assistance or an interest-rate buy-down. However, well-priced homes in desirable areas can still attract strong interest, so buyers need to be prepared when the right property becomes available.

For sellers, pricing and preparation matter from the beginning. Today's buyers are closely comparing condition and value, and homes that feel overpriced or require extensive updating may take longer to sell. Homeowners considering a spring sale should begin planning now. Focused improvements, thoughtful presentation and the right strategy can make a meaningful difference without requiring a major renovation.

WHAT I'M WATCHING

What Is Helping Homes Sell?

- **Pricing from the beginning**

Buyers have more choices and are quick to compare similar homes. The right starting price can create stronger early interest.

- **Condition and presentation**

Addressing maintenance, decluttering and improving presentation can help buyers see the value without a major renovation.

- **Planning ahead for spring**

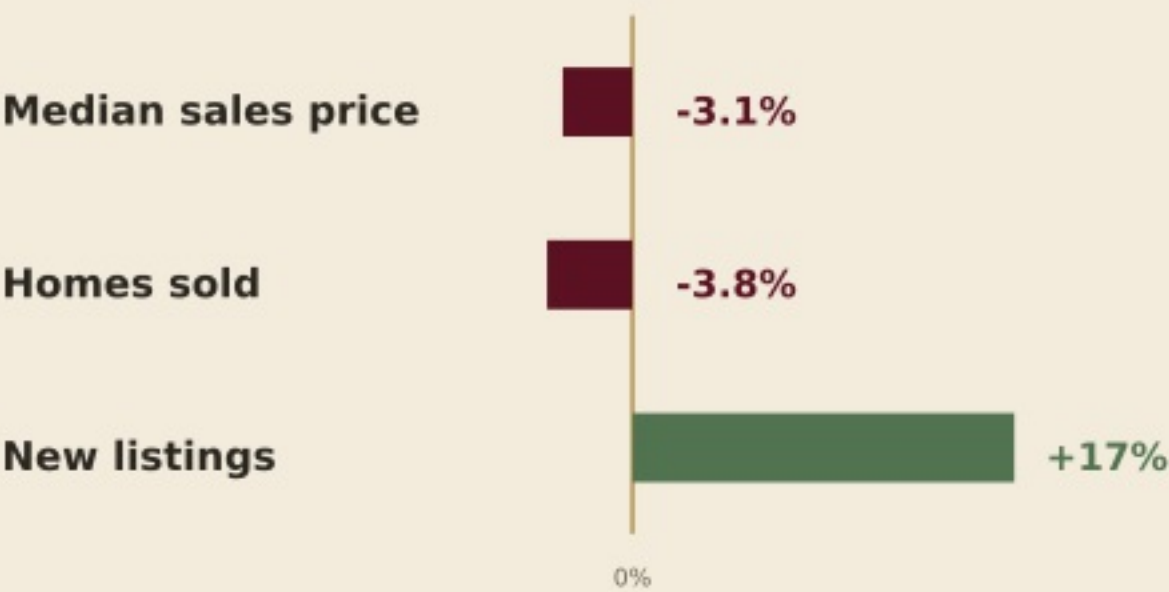
Homeowners who begin preparing now have time to prioritize the right improvements and avoid rushed decisions before listing.

THE BOTTOM LINE

The homes getting attention are the ones that make their value clear from the beginning.

AUGUST 2026 VS. AUGUST 2025

The Market Shifted Toward Buyers



102 DAYS ON MARKET

9 days longer than August 2025

With 17% more new listings and homes taking longer to sell, buyers have more choices and sellers need a sharper strategy.

Personal Note



Fall is often a great time to sell your home. With football season underway, over 100,000 people visit the area on weekends, creating an opportunity to reach potential buyers who may not have been in town during the spring and summer.

- Kendra Hudson

EXPLORE

See What's for Sale

Browse The Hudson Team's current homes, land and acreage listings. >

CLIENT EXPERIENCES

Read Kendra's Zillow Reviews

See what local buyers and sellers say about working with Kendra. >

REAL ESTATE QUESTIONS?

Ask Kendra

Thinking about buying or selling—or simply curious about your property?
Reply to this email or reach out anytime.



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