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July's Market Statistics

July reflected relatively steady sales activity across the broader PAAR region, even as new listings declined compared to the previous year. Across all of PAAR, total sales increased 1.1% year over year, rising from 367 in July 2025 to 371 in July 2026. New listings decreased 5.6%, moving from 535 to 505, while the median sold price increased slightly from $479,000 to $482,000. Median days on market declined from 44 to 39 days, suggesting that homes had generally sold more quickly despite fewer new properties entering the market.

Within Prescott, market activity showed some year-over-year softening during July. Total sales decreased 1.3%, moving from 159 in July 2025 to 157 in July 2026, while new listings declined 3.7% from 219 to 211. The median sold price fell 9.1%, dropping from $660,000 to $599,900. At the same time, median days on market increased from 39 to 44 days, indicating that homes had taken somewhat longer to sell compared to the previous year.

Meanwhile, Prescott Valley experienced stronger sales activity alongside a decline in new inventory. Total sales increased 8.0%, rising from 88 in July 2025 to 95 in July 2026, while new listings decreased 10.1%, moving from 138 to 124. The median sold price climbed 4.4% from $459,950 to $480,000, and median days on market decreased from 45 to 33 days. These figures suggested that buyer activity had remained healthy as homes sold more quickly and at a higher median price.

By comparison, Chino Valley posted notable year-over-year gains in both sales and new listings. Total sales increased 25.0%, rising from 28 in July 2025 to 35 in July 2026, while new listings increased 25.6%, moving from 43 to 54. The median sold price remained relatively stable, increasing slightly from $419,285 to $421,320. Median days on market declined significantly from 45 to 30 days, showing that homes had generally moved through the market more quickly.

In Dewey-Humboldt, sales activity declined despite an increase in the median sold price. Total sales decreased 40.0%, falling from 30 in July 2025 to 18 in July 2026, while new listings declined 12.1%, moving from 33 to 29. The median sold price increased 3.7%, rising from $410,000 to $425,000, while median days on market decreased slightly from 44 to 43 days. This indicated that pricing had remained relatively resilient even as transaction activity slowed.

Taken together, the July 2026 market statistics continued to demonstrate how differently each community within the PAAR region had performed. While Prescott Valley and Chino Valley experienced stronger sales activity, Prescott and Dewey-Humboldt saw modest to significant declines. Changes in new listings, pricing and marketing times also varied considerably by area, reinforcing the value of working with a trusted REALTOR® who could interpret local market conditions and help buyers and sellers make informed real estate decisions.

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