

# July 2025



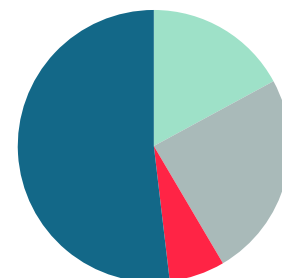
Area Delimited by County Of Rogers - Residential Property Type



## MONTHLY INVENTORY ANALYSIS

Report produced on Aug 11, 2025 for MLS Technology Inc.

Compared Metrics	2024	July 2025	+/-%
Closed Listings	110	119	8.18%
Pending Listings	121	170	40.50%
New Listings	179	214	19.55%
Average List Price	376,565	354,852	-5.77%
Average Sale Price	370,835	353,179	-4.76%
Average Percent of Selling Price to List Price	99.06%	99.30%	0.24%
Average Days on Market to Sale	31.49	45.35	44.02%
End of Month Inventory	329	361	9.73%
Months Supply of Inventory	3.11	3.45	10.86%



■ Closed (17.10%)  
■ Pending (24.43%)  
■ Other OffMarket (6.61%)  
■ Active (51.87%)

**Absorption:** Last 12 months, an Average of **105** Sales/Month  
**Active Inventory** as of July 31, 2025 = **361**

### Analysis Wrap-Up

#### Months Supply of Inventory (MSI) Increases

The total housing inventory at the end of July 2025 rose **9.73%** to 361 existing homes available for sale. Over the last 12 months this area has had an average of 105 closed sales per month. This represents an unsold inventory index of **3.45** MSI for this period.

#### Average Sale Price Falling

According to the preliminary trends, this market area has experienced some downward momentum with the decline of Average Price this month. Prices dipped **4.76%** in July 2025 to \$353,179 versus the previous year at \$370,835.

#### Average Days on Market Lengthens

The average number of **45.35** days that homes spent on the market before selling increased by 13.86 days or **44.02%** in July 2025 compared to last year's same month at **31.49** DOM.

#### Sales Success for July 2025 is Positive

Overall, with Average Prices falling and Days on Market increasing, the Listed versus Closed Ratio finished weak this month.

There were 214 New Listings in July 2025, up **19.55%** from last year at 179. Furthermore, there were 119 Closed Listings this month versus last year at 110, a **8.18%** increase.

Closed versus Listed trends yielded a **55.6%** ratio, down from previous year's, July 2024, at **61.5%**, a **9.51%** downswing. This will certainly create pressure on an increasing Month's Supply of Inventory (MSI) in the months to come.

### What's in this Issue

<b>Closed Listings</b>	<b>2</b>
<b>Pending Listings</b>	<b>3</b>
<b>New Listings</b>	<b>4</b>
<b>Inventory</b>	<b>5</b>
<b>Months Supply of Inventory</b>	<b>6</b>
<b>Average Days on Market to Sale</b>	<b>7</b>
<b>Average List Price at Closing</b>	<b>8</b>
<b>Average Sale Price at Closing</b>	<b>9</b>
<b>Average Percent of Selling Price to List Price</b>	<b>10</b>
<b>Market Summary</b>	<b>11</b>

### Real Estate is Local

#### Consumers Should Consult with a REALTOR®

Buying or selling real estate, for a majority of consumers, is one of the most important decisions they will make. Choosing a real estate professional continues to be a vital part of this process.

#### Identify a Professional to Manage the Procedure

REALTORS® are well-informed about critical factors that affect your specific market area - such as changes in market conditions, consumer attitudes and interest rates.

#### Are You Ready to Buy or Sell Real Estate?

Contact an experienced REALTOR®

**MLS Technology Inc. -**

**Phone:** 918-663-7500

**Email:** support@mlstechnology.com

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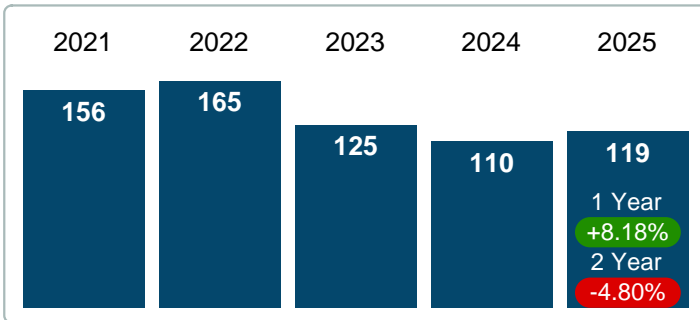
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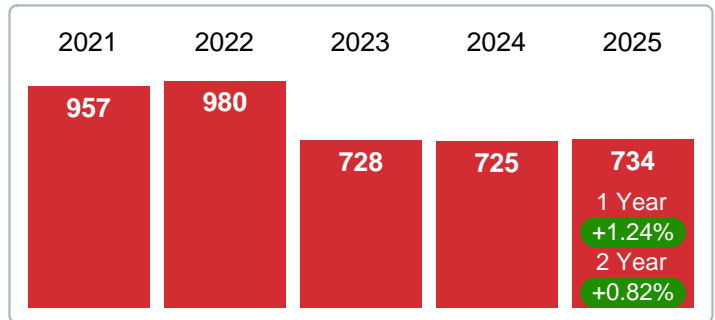
## CLOSED LISTINGS

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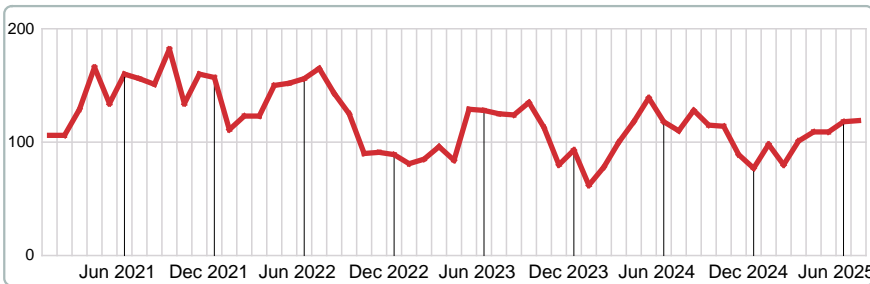
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

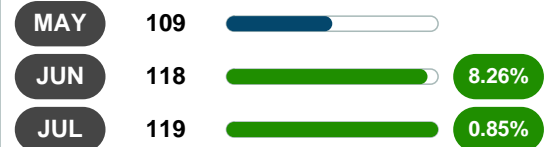


### 3 MONTHS

5 year JUL AVG = 135

High Sep 2021 182 Low Jan 2024 62

Closed Listings this month at 119  
below the 5 yr JUL average of 135



### CLOSED LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Closed Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$150,000 and less	9	7.56%	15.9	2	5	2	0
\$150,001 - \$200,000	10	8.40%	20.7	2	8	0	0
\$200,001 - \$250,000	25	21.01%	35.7	1	21	3	0
\$250,001 - \$325,000	23	19.33%	42.8	1	12	10	0
\$325,001 - \$425,000	22	18.49%	50.5	0	13	8	1
\$425,001 - \$600,000	18	15.13%	68.4	0	3	13	2
\$600,001 and up	12	10.08%	69.1	0	2	7	3
<b>Total Closed Units</b>	<b>119</b>			<b>6</b>	<b>64</b>	<b>43</b>	<b>6</b>
<b>Total Closed Volume</b>	<b>42,028,312</b>	<b>100%</b>	<b>45.4</b>	<b>1.14M</b>	<b>17.62M</b>	<b>18.57M</b>	<b>4.70M</b>
<b>Average Closed Price</b>	<b>\$353,179</b>			<b>\$190,300</b>	<b>\$275,294</b>	<b>\$431,780</b>	<b>\$783,525</b>

# July 2025



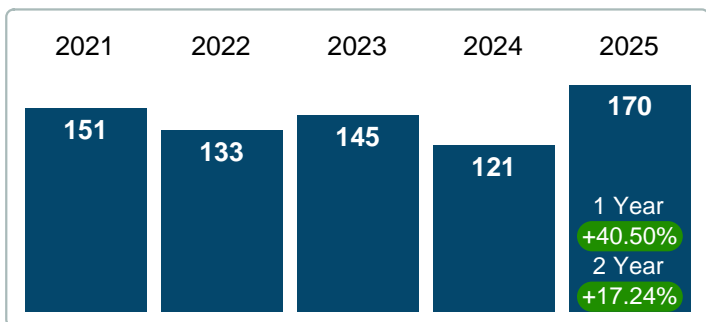
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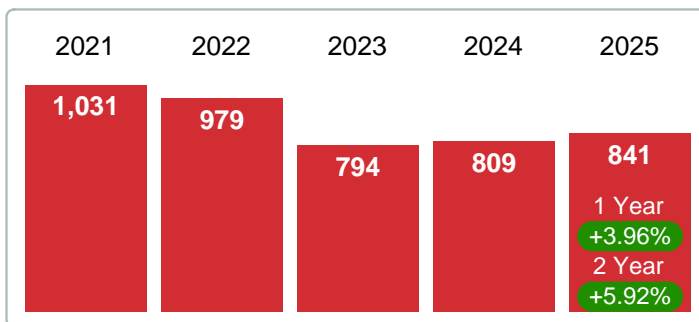
## PENDING LISTINGS

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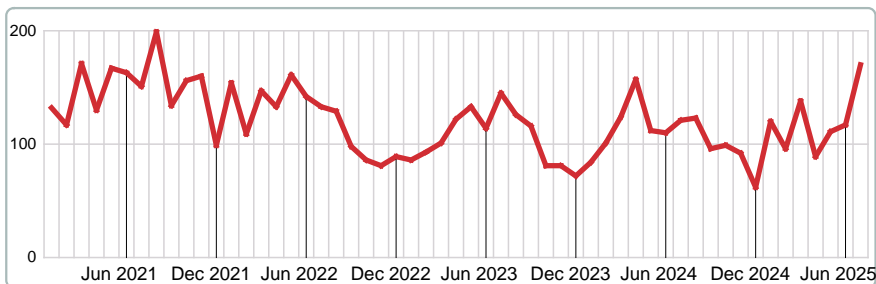
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

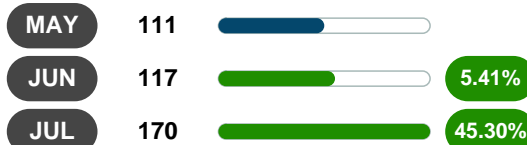


### 3 MONTHS

5 year JUL AVG = 144

High Aug 2021 199 Low Dec 2024 62

Pending Listings this month at 170 above the 5 yr JUL average of 144



### PENDING LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Pending Listings by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$150,000 and less	13	7.65%	32.4	6	5	1	1
\$150,001 - \$200,000	22	12.94%	19.1	3	16	3	0
\$200,001 - \$225,000	13	7.65%	55.1	0	13	0	0
\$225,001 - \$325,000	51	30.00%	44.2	1	34	16	0
\$325,001 - \$425,000	31	18.24%	52.6	0	12	16	3
\$425,001 - \$525,000	17	10.00%	37.5	0	9	6	2
\$525,001 and up	23	13.53%	73.4	1	2	18	2
<b>Total Pending Units</b>	<b>170</b>			<b>11</b>	<b>91</b>	<b>60</b>	<b>8</b>
<b>Total Pending Volume</b>	<b>56,757,336</b>	<b>100%</b>	<b>45.7</b>	<b>2.36M</b>	<b>24.96M</b>	<b>25.51M</b>	<b>3.93M</b>
<b>Average Listing Price</b>	<b>\$333,867</b>			<b>\$214,518</b>	<b>\$274,319</b>	<b>\$425,102</b>	<b>\$491,062</b>

# July 2025



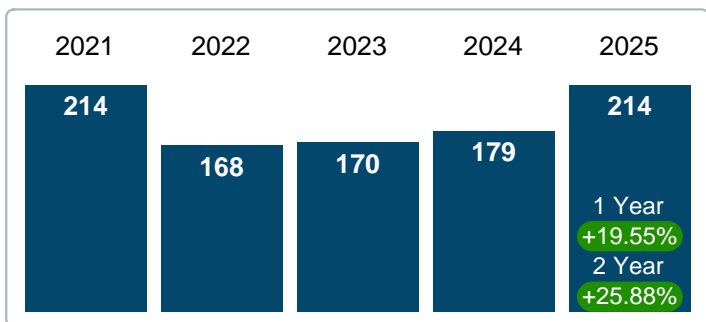
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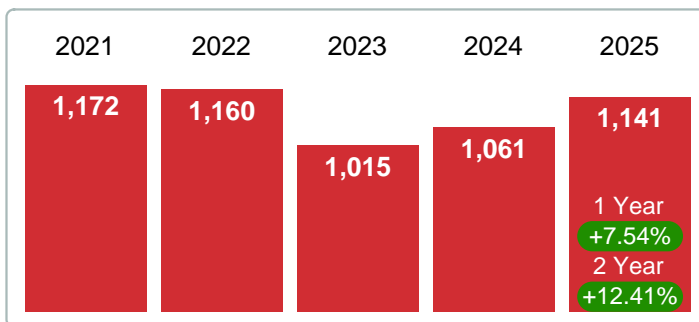
## NEW LISTINGS

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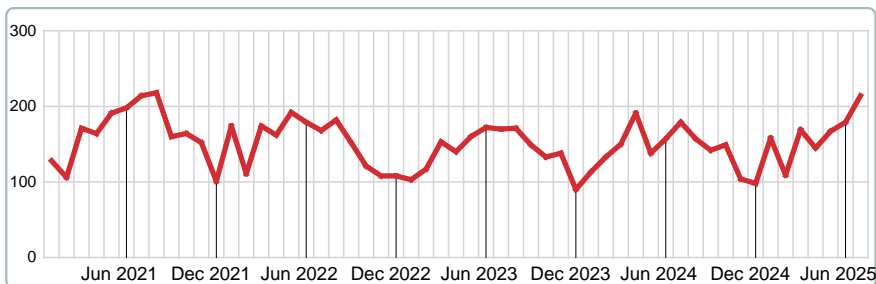
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 189

High Aug 2021 218 | Low Dec 2023 90

New Listings this month at **214**  
above the 5 yr JUL average of **189**

- MAY 167 (Progress bar)
- JUN 179 (Progress bar) **7.19%**
- JUL 214 (Progress bar) **19.55%**

### NEW LISTINGS & BEDROOMS DISTRIBUTION BY PRICE

Distribution of New Listings by Price Range		%	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$175,000 and less	17	7.94%	6	9	2	0
\$175,001 - \$225,000	28	13.08%	2	21	5	0
\$225,001 - \$250,000	21	9.81%	1	16	4	0
\$250,001 - \$350,000	62	28.97%	3	36	21	2
\$350,001 - \$425,000	32	14.95%	0	10	18	4
\$425,001 - \$575,000	33	15.42%	0	14	16	3
\$575,001 and up	21	9.81%	0	3	9	9
<b>Total New Listed Units</b>	<b>214</b>		<b>12</b>	<b>109</b>	<b>75</b>	<b>18</b>
<b>Total New Listed Volume</b>	<b>80,307,396</b>	<b>100%</b>	<b>2.19M</b>	<b>32.85M</b>	<b>33.44M</b>	<b>11.82M</b>
<b>Average New Listed Listing Price</b>	<b>\$375,268</b>		<b>\$182,775</b>	<b>\$301,403</b>	<b>\$445,921</b>	<b>\$656,505</b>

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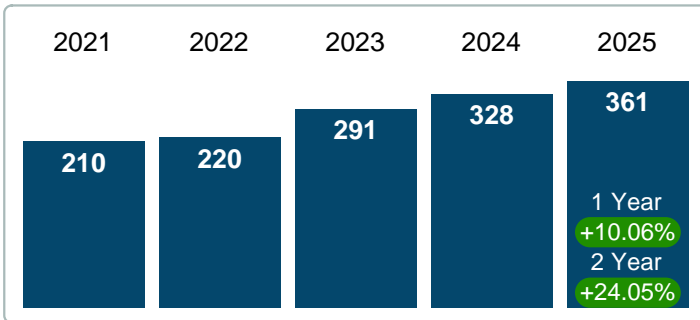
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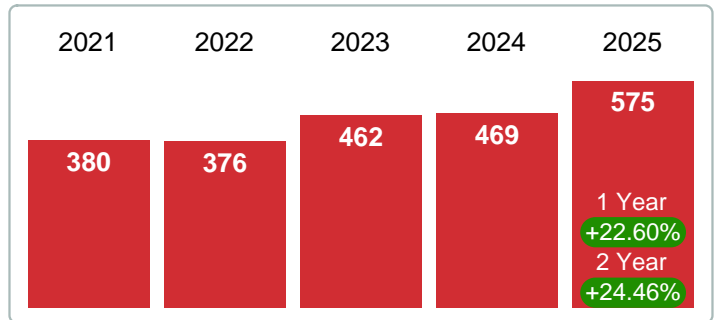
## ACTIVE INVENTORY

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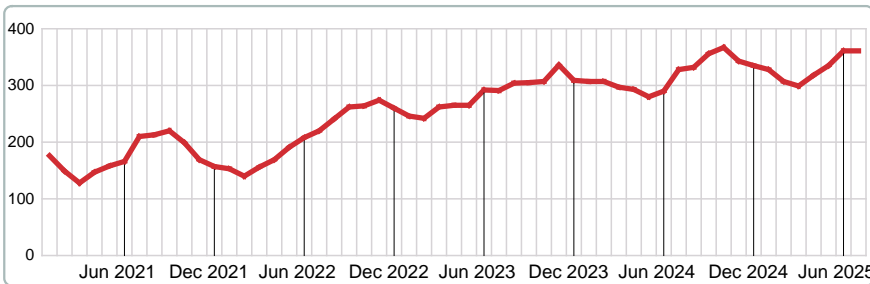
### END OF JULY



### ACTIVE DURING JULY

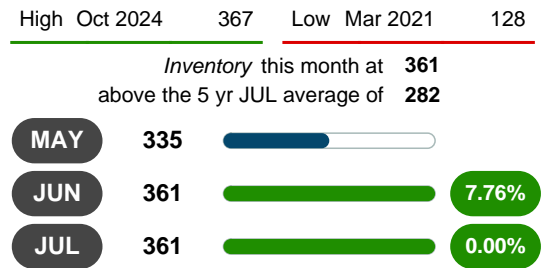


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 282



### INVENTORY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Inventory by Price Range		%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$200,000 and less	31	8.59%	46.3	12	14	5	0
\$200,001 - \$250,000	43	11.91%	56.3	1	37	4	1
\$250,001 - \$300,000	50	13.85%	44.3	4	31	14	1
\$300,001 - \$450,000	100	27.70%	67.5	2	39	51	8
\$450,001 - \$525,000	43	11.91%	87.4	1	15	21	6
\$525,001 - \$775,000	53	14.68%	75.7	0	12	33	8
\$775,001 and up	41	11.36%	79.1	0	7	16	18
Total Active Inventory by Units			361	20	155	144	42
Total Active Inventory by Volume			167,353,925	3.99M	55.88M	74.51M	32.97M
Average Active Inventory Listing Price			\$463,584	\$199,542	\$360,529	\$517,420	\$785,060

# July 2025



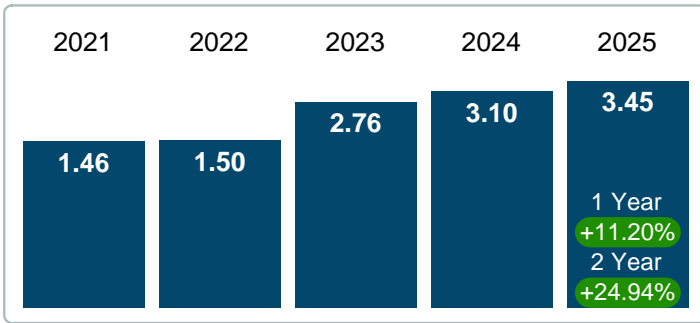
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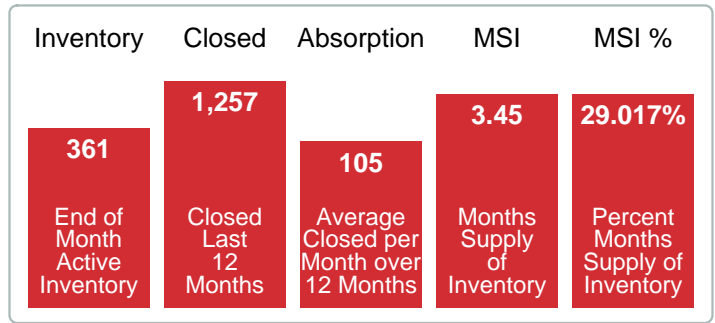
## MONTHS SUPPLY of INVENTORY (MSI)

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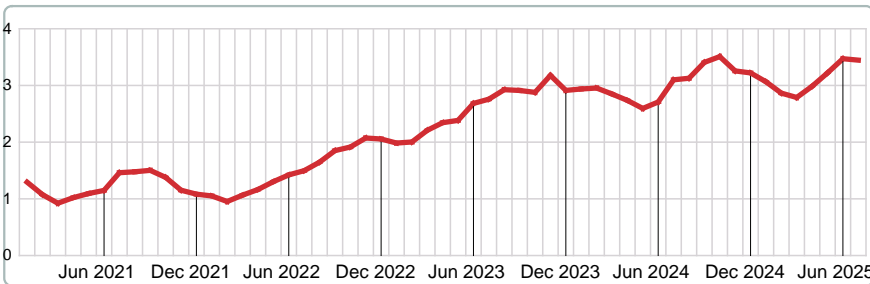
### MSI FOR JULY



### INDICATORS FOR JULY 2025

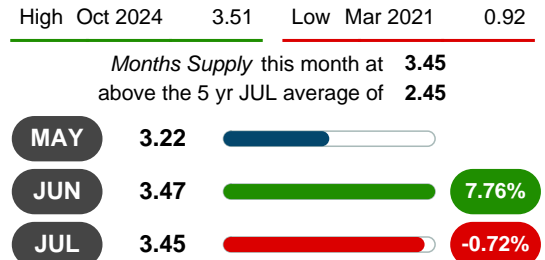


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 2.45



### MONTHS SUPPLY & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Active Inventory by Price Range and MSI		%	MSI	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$200,000 and less	31	8.59%	1.49	2.09	1.08	2.40	0.00
\$200,001 - \$250,000	43	11.91%	2.22	1.20	2.44	1.30	4.00
\$250,001 - \$300,000	50	13.85%	2.69	6.86	2.66	3.57	0.41
\$300,001 - \$450,000	100	27.70%	4.03	6.00	3.10	4.67	8.00
\$450,001 - \$525,000	43	11.91%	7.70	0.00	7.20	7.41	9.00
\$525,001 - \$775,000	53	14.68%	4.93	0.00	6.26	4.83	4.17
\$775,001 and up	41	11.36%	8.48	0.00	0.00	5.49	9.39
Market Supply of Inventory (MSI)			3.45	2.64	2.75	4.42	5.09
Total Active Inventory by Units		100%	361	20	155	144	42

# July 2025



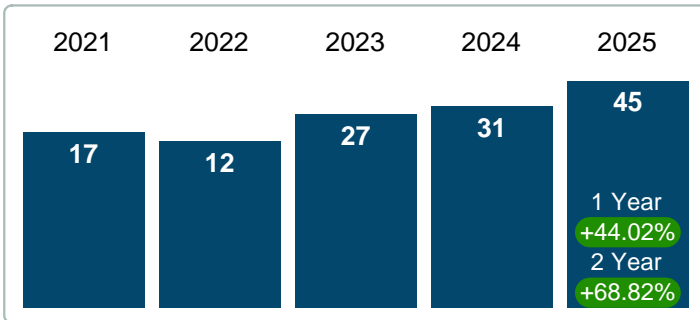
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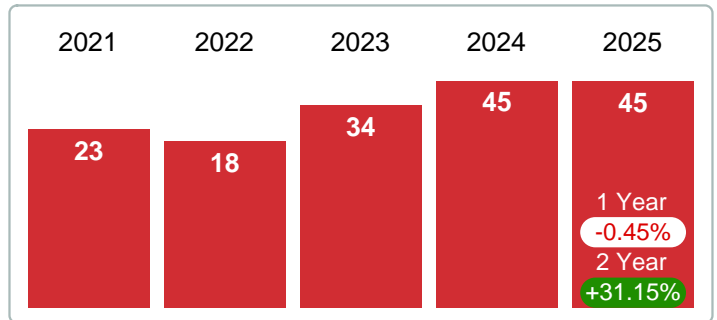
## AVERAGE DAYS ON MARKET TO SALE

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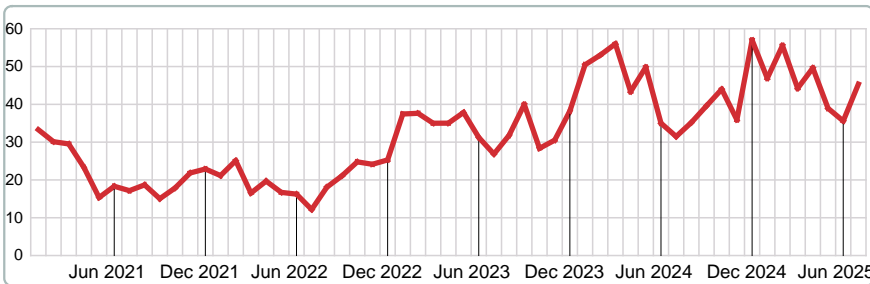
### JULY



### YEAR TO DATE (YTD)

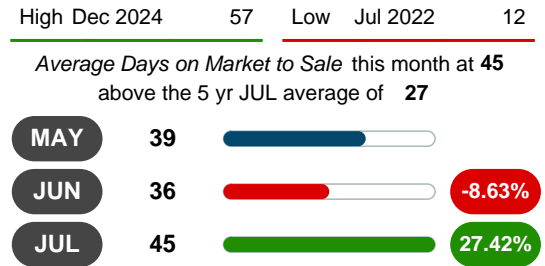


### 5 YEAR MARKET ACTIVITY TRENDS



### 3 MONTHS

5 year JUL AVG = 27



### AVERAGE DOM OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average Days on Market to Sale by Price Range	%	AVDOM	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$150,000 and less	7.56%	16	43	8	10	0
\$150,001 - \$200,000	8.40%	21	9	24	0	0
\$200,001 - \$250,000	21.01%	36	3	37	41	0
\$250,001 - \$325,000	19.33%	43	1	34	58	0
\$325,001 - \$425,000	18.49%	50	0	65	26	65
\$425,001 - \$600,000	15.13%	68	0	29	81	48
\$600,001 and up	10.08%	69	0	6	72	105
Average Closed DOM		45	18	37	58	80
Total Closed Units	100%	45	6	64	43	6
Total Closed Volume		42,028,312	1.14M	17.62M	18.57M	4.70M

# July 2025



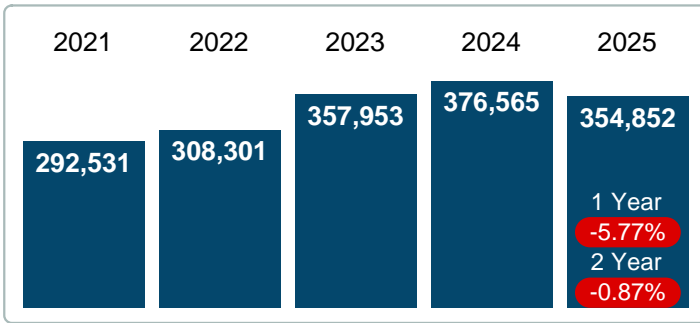
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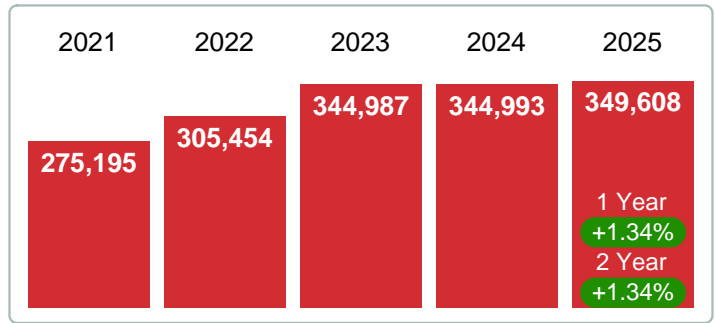
## AVERAGE LIST PRICE AT CLOSING

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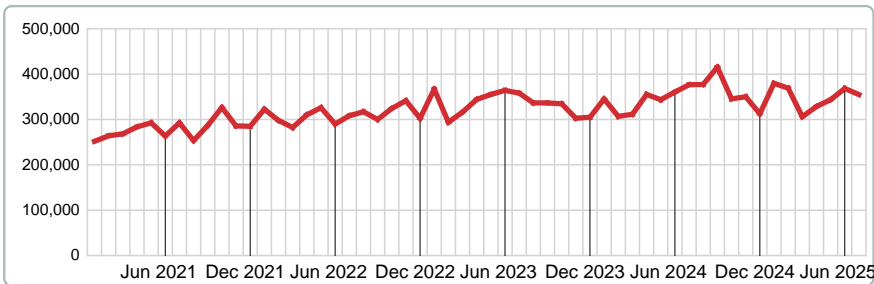
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

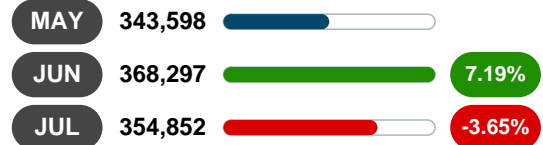


### 3 MONTHS

5 year JUL AVG = 338,041

High Sep 2024 415,422 Low Jan 2021 251,823

Average List Price at Closing this month at **354,852** above the 5 yr JUL average of **338,041**



### AVERAGE LIST PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average List Price at Closing by Price Range		%	AVLPrice	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$150,000 and less	8	6.72%	106,900	137,000	96,680	126,400	0
\$150,001 - \$200,000	10	8.40%	173,990	177,450	180,000	0	0
\$200,001 - \$250,000	26	21.85%	227,815	230,000	228,938	227,500	0
\$250,001 - \$325,000	23	19.33%	292,778	299,900	285,050	300,640	0
\$325,001 - \$425,000	21	17.65%	370,095	0	382,638	365,350	329,900
\$425,001 - \$600,000	19	15.97%	500,689	0	468,300	512,938	492,500
\$600,001 and up	12	10.08%	807,510	0	628,235	737,486	1,090,416
Average List Price			354,852	193,133	277,928	434,770	764,358
Total Closed Units		100%	354,852	6	64	43	6
Total Closed Volume			42,227,410	1.16M	17.79M	18.70M	4.59M

# July 2025



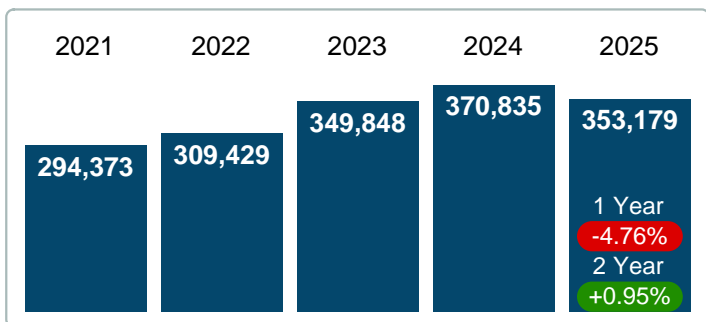
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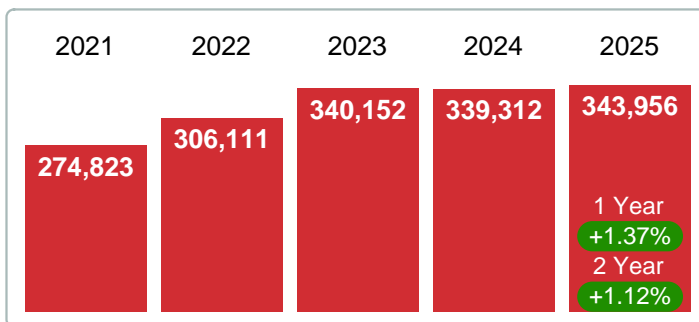
## AVERAGE SOLD PRICE AT CLOSING

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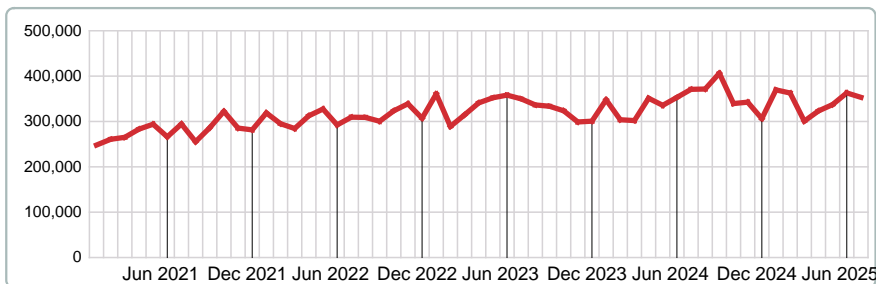
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

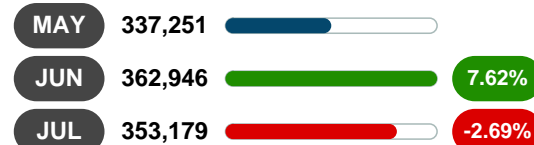


### 3 MONTHS

5 year JUL AVG = 335,533

High Sep 2024 406,320 Low Jan 2021 248,033

Average Sold Price at Closing this month at 353,179 above the 5 yr JUL average of 335,533



### AVERAGE SOLD PRICE OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Average Sold Price at Closing by Price Range		%	AV Sale	1-2 Beds	3 Beds	4 Beds	5+ Beds
\$150,000 and less	9	7.56%	111,200	128,500	97,700	127,650	0
\$150,001 - \$200,000	10	8.40%	177,830	179,950	177,300	0	0
\$200,001 - \$250,000	25	21.01%	225,170	225,000	225,321	224,167	0
\$250,001 - \$325,000	23	19.33%	291,143	299,900	283,100	299,920	0
\$325,001 - \$425,000	22	18.49%	368,859	0	375,846	362,375	329,900
\$425,001 - \$600,000	18	15.13%	501,939	0	470,083	510,511	494,000
\$600,001 and up	12	10.08%	814,489	0	643,361	729,129	1,127,749
Average Sold Price			353,179	190,300	275,294	431,780	783,525
Total Closed Units		100%	353,179	6	64	43	6
Total Closed Volume			42,028,312	1.14M	17.62M	18.57M	4.70M

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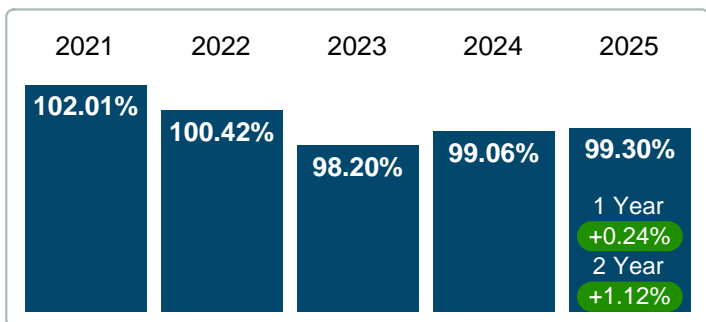
Area Delimited by County Of Rogers - Residential Property Type



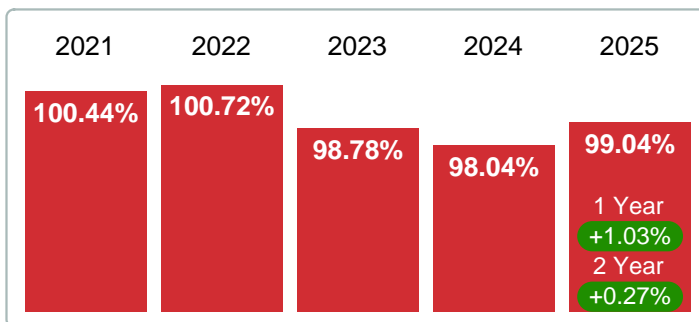
## AVERAGE PERCENT OF SELLING PRICE TO LISTING PRICE

Report produced on Aug 11, 2025 for MLS Technology Inc.

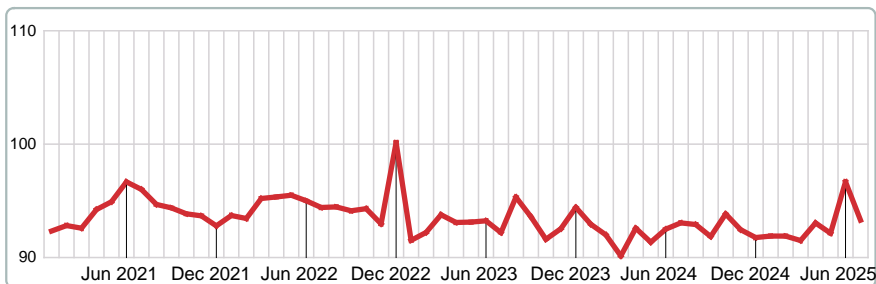
### JULY



### YEAR TO DATE (YTD)



### 5 YEAR MARKET ACTIVITY TRENDS

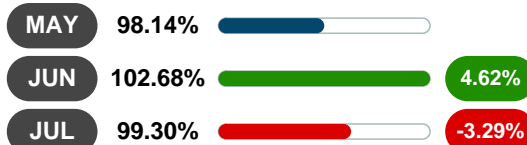


### 3 MONTHS

5 year JUL AVG = 99.79%

High Dec 2022 106.13% Low Mar 2024 96.14%

Average Sold/List Ratio this month at **99.30%**  
below the 5 yr JUL average of **99.79%**



### AVERAGE SOLD/LIST RATIO OF CLOSED SALES & BEDROOMS DISTRIBUTION BY PRICE

Distribution of Sold/List Ratio by Price Range		%	AV S/L%	1-2 Beds	3 Beds	4 Beds	5+ Beds	
\$150,000 and less	9	7.56%	99.70%	94.32%	101.38%	100.90%	0.00%	
\$150,001 - \$200,000	10	8.40%	99.19%	101.43%	98.63%	0.00%	0.00%	
\$200,001 - \$250,000	25	21.01%	98.53%	97.83%	98.55%	98.62%	0.00%	
\$250,001 - \$325,000	23	19.33%	99.59%	100.00%	99.44%	99.74%	0.00%	
\$325,001 - \$425,000	22	18.49%	98.77%	0.00%	98.42%	99.18%	100.00%	
\$425,001 - \$600,000	18	15.13%	99.73%	0.00%	100.41%	99.53%	100.06%	
\$600,001 and up	12	10.08%	100.42%	0.00%	102.58%	98.72%	102.94%	
Average Sold/List Ratio		99.30%		98.22%	99.13%	99.38%	101.49%	
Total Closed Units		119	100%	99.30%	6	64	43	6
Total Closed Volume		42,028,312			1.14M	17.62M	18.57M	4.70M

# July 2025



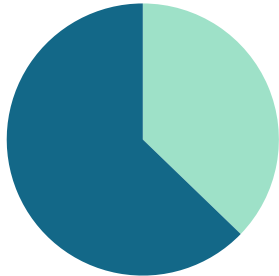
Area Delimited by County Of Rogers - Residential Property Type



## MARKET SUMMARY

Report produced on Aug 11, 2025 for MLS Technology Inc.

### INVENTORY

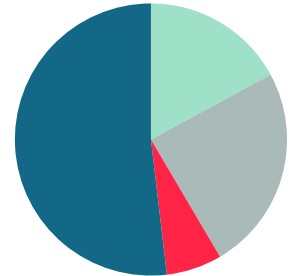


**Inventory**  
 New Listings  
**214 = 37.22%**  
 Start Inventory  
**361**  
 Total Inventory Units  
**575**  
 Volume  
**\$243,857,958**

### Market Activity

Closed Sales  
**119 = 17.10%**  
 Pending Sales  
**170 = 24.43%**  
 Other Off Market  
**46 = 6.61%**  
 Active Inventory  
**361 = 51.87%**

### MARKET ACTIVITY



Compared Metrics	July			Year to Date		
	2024	2025	+/-%	2024	2025	+/-%
Closed Sales	110	119	8.18%	725	734	1.24%
Pending Sales	121	170	40.50%	809	841	3.96%
New Listings	179	214	19.55%	1,061	1,141	7.54%
Average List Price	376,565	354,852	-5.77%	344,993	349,608	1.34%
Average Sale Price	370,835	353,179	-4.76%	339,312	343,956	1.37%
Average Percent of Selling Price to List Price	99.06%	99.30%	0.24%	98.04%	99.04%	1.03%
Average Days on Market to Sale	31.49	45.35	44.02%	44.84	44.63	-0.45%
Monthly Inventory	329	361	9.73%	329	361	9.73%
Months Supply of Inventory	3.11	3.45	10.86%	3.11	3.45	10.86%

**Absorption:** Last 12 months, an Average of **105** Sales/Month

**Inventory** on July 31, 2025 = **361**

**2024** **2025**

### JULY MARKET

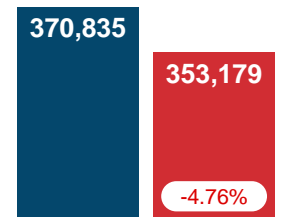
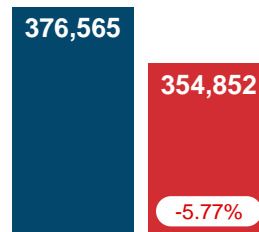
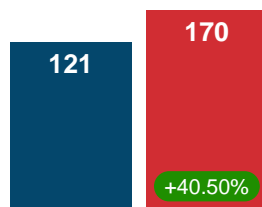
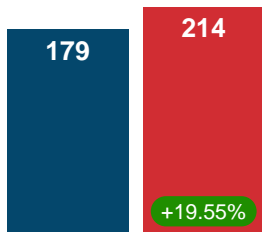
### AVERAGE PRICES

#### New Listings

#### Pending Listings

#### List Price

#### Sale Price



### INVENTORY

### AVERAGE SOLD/LIST RATIO & DOM

#### Active Inventory

#### Monthly Supply of Inventory

#### Sale/List Ratio

#### Days on Market

