JULY 2026 | RESIDENTIAL MARKET UPDATE

Blount County Market Brief

What buyers and sellers should know through July 27, 2026

> **THE MARKET IN ONE SENTENCE**
>
> Blount County buyers are active, but new supply is arriving faster than successful contracts - making accurate pricing and strong presentation increasingly important.

216	165	151	$420K	17
NEW LISTINGS	NEW CONTRACTS	CLOSED	MEDIAN SOLD	MEDIAN DOM

July is active - but selective

The market is moving: 165 single-family homes went under contract and 151 closed during July to date. At the same time, 216 new listings entered the market - 31% more new supply than new contracts.

- **The demand center is the low $400s.** The median July closing was $420,000, while the median current active listing is $499,000.
- **Homes that connect with buyers move quickly.** July closings spent a median 17 days on market and reached contract in a median 22 days.
- **The active market is carrying the slower inventory.** Current listings show a 48-day median and are asking roughly 11% more per square foot than July buyers paid.

Where buyer activity is strongest

Price range	July contracts	July closings	Active now
Under $350K	53	42	101
$350K-$450K	49	45	108
$450K-$600K	32	32	116
$600K-$800K	18	17	58
$800K+	13	15	120

Below $450,000, buyer activity remains comparatively strong. Above $800,000, nearly one-quarter of active inventory is competing for only about 8% of July contracts.

JULY 2026 | WHAT THE NUMBERS MEAN

Price matters - and so do the dollars behind the price

July sellers received a median 99.2% of the final list price. That sounds extremely strong - but 34% of those homes had already reduced before selling.

- **Price reductions are part of the story.** Buyers often paid close to the corrected price, not necessarily the seller's original expectation.
- **Closing-cost assistance remains common.** About 42% of July closings included seller-paid buyer closing expenses; when provided, the median was $8,000.
- **Buyer-agent compensation was usually seller-paid.** It appeared in 89% of July closings, with a median reported amount of $10,575.

> **THE PRACTICAL LESSON**
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> A strong sale-to-list percentage does not always mean the seller gave up nothing. Price changes, closing costs, repairs, and buyer-agent compensation all affect the seller's true net.

City limits and county properties

July / current snapshot	City limits	County
Current active listings	138	367
Median active price	$448,500	$515,000
Median active acreage	0.26	0.76
July closings	52	99
Median July sold price	$384,750	$427,967
Median July closed DOM	27 days	14 days

City-limit inventory is tighter relative to July contract activity, but county properties that closed in July moved faster. The takeaway: jurisdiction matters, but price, condition, neighborhood, acreage, taxes, and property type matter more than the toggle alone.

FOR BUYERS

Expect competition for well-priced homes below $450,000. Look for negotiating room on older listings, higher price points, and homes returning after a failed contract.

FOR SELLERS

The market is active at the right price. Position correctly while the listing is fresh; waiting to test the market often leads to a larger reduction later.

Data notes

Source: MLS data supplied July 27, 2026. Analysis includes Blount County RS/single-family residential records. July activity covers July 1-27; recorded closings run through July 24. Active-inventory figures are a July 27 snapshot. Directional market analysis is not an appraisal, and individual property results vary. Information is deemed reliable but not guaranteed.

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