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Early-Year Momentum Across the Quad Cities

Opening the year, January highlighted a housing market across the Quad Cities that continued to normalize, while still showing pockets of renewed momentum. Activity levels, inventory, and pricing reflected a market that had settled into a more deliberate rhythm, favoring thoughtful strategy over urgency. Buyers generally benefited from steadier conditions and clearer choices, while sellers faced an environment where accurate pricing and market awareness remained essential.

At the regional level, the Quad Cities market posted modest year-over-year gains in activity alongside slightly tighter supply. Total sales increased 3.8% to 55 transactions, even as new listings declined 3.7% to 364. Active inventory edged down 1.3% to 984 homes, contributing to a 5.1% decrease in months of inventory (MOI) to 3.7—signaling a marginally more competitive balance than the prior year. Pricing softened modestly, with the median sold price down 2.2% to \$487,500, while median days on market (DOM) rose 3.8% to 55 days, indicating buyers continued to move carefully but confidently.

Within Prescott, January reflected a slower pace of activity paired with improving absorption conditions. Total sales declined 9.2% to 79, and new listings fell 9.0% to 161, pointing to reduced participation on both sides of the market. Active inventory dropped 4.4% to 502 homes, while MOI decreased a notable 11.4% to 3.9, suggesting demand was keeping closer pace with supply. The median sold price eased 2.4% to \$606,900, and median DOM fell sharply by 20.8% to 57 days, indicating that well-positioned homes continued to move more efficiently despite lower overall volume.

In Prescott Valley, stronger momentum emerged as the new year began, setting this submarket apart from much of the region. Total sales surged 64.6% to 79 transactions, supported by a 7.1% increase in new listings to 135. Active inventory rose slightly by 1.1% to 274 homes, while MOI dipped 3.1% to 3.1, reflecting improved turnover. Pricing strengthened, with the median sold price climbing 5.3% to \$485,000. At the same time, median DOM declined 10.8% to 33 days, underscoring faster decision-making and sustained buyer interest in this segment of the market.

Meanwhile, Chino Valley experienced a contraction in activity alongside notable shifts in pricing and timing. Total sales fell 23.3% to 23, and new listings dropped 9.8% to 37, signaling a quieter start to the year. Active inventory decreased 4.6% to 103 homes, pushing MOI down 10.5% to 3.4. Despite lower volume, the median sold price rose 9.3% to \$430,000, reflecting continued demand for well-located or well-priced properties. Median DOM, however, more than doubled—up 108.1% to 77 days—highlighting a slower and more deliberate transaction pace.

By contrast, Dewey-Humboldt recorded some of the most dramatic year-over-year changes in January. Total sales jumped 72.7% to 19, even as new listings declined 8.8% to 31, suggesting buyers were drawing from existing supply. Active inventory expanded 12.9% to 105 homes, nudging MOI up 2.2% to 4.7 and maintaining a buyer-leaning environment. Pricing strengthened significantly, with the median sold price increasing 12.2% to \$385,000. Median DOM rose sharply to 115 days, reflecting the small-market dynamics and extended timelines often associated with higher inventory levels.

Taken as a whole, January 2026 set the tone for a year defined by balance, selectivity, and localized variation across the Quad Cities. While some areas gained momentum and others cooled, the broader market rewarded preparation, realistic expectations, and data-driven decisions. As conditions continued to evolve, partnering with a knowledgeable local REALTOR® remained a key advantage for navigating opportunities and challenges in this increasingly nuanced housing landscape.

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