



For more information, contact:
Laine Paglia
Communications Manager
Prescott Area Association of REALTORS®
Office: 928-445-2663
Laine@paar.org

Early-Year Momentum Across the Quad Cities

As March took shape, the housing market across the Quad Cities continued to show signs of renewed activity, even as conditions remained measured in a few key areas. Buyers had more opportunities to engage as pending sales and closed transactions increased, while sellers still needed to remain mindful of pricing, presentation, and market timing. Although the market had not shifted into an overly aggressive pace, March reflected stronger momentum than had been seen earlier in the year.

Across the region, several indicators pointed to a busier and more competitive spring market. Closed sales rose 27.9% year over year, climbing from 265 to 339, while pending sales increased 32.3% from 294 to 389. At the same time, new listings declined 8.9% from 559 to 509, and months of inventory fell 14.3% from 4.9 to 4.2 months. Those trends suggested that demand had strengthened relative to supply, creating firmer conditions than had existed at the same time last year.

From a pricing standpoint, the market had shown a mixed but still informative picture. The median sales price came in at \$470,000 in March, compared with \$510,000 a year earlier, while the median price per square foot edged down from \$294 to \$291. Median days on market increased from 46 to 50 days, indicating that while buyers had remained active, they had still taken time to evaluate their options carefully. Even in a month with stronger sales activity, the market had not moved uniformly, reinforcing the need for realistic expectations and property-specific strategy.

Meanwhile, buyer engagement appeared to have improved in other meaningful ways. Showings per listing increased 9.1% year over year, rising from 3.3 to 3.6, which suggested that interest in available homes had grown as the spring market began to build. Even with fewer new listings entering the market, buyers had continued to watch closely and act when the right opportunities appeared. That combination of stronger showing activity, more pending sales, and reduced inventory signaled a market that had become more active without losing its sense of balance.

Taken together, March 2026 underscored the value of working with a trusted REALTOR® who could interpret changing conditions and apply them to local strategy. With sales activity accelerating, inventory tightening, and pricing trends appearing more nuanced than headline numbers alone might suggest, buyers and sellers had been best served by professional guidance

grounded in current market data. In a market like this, where momentum had returned but conditions still required careful navigation, a knowledgeable REALTOR® remained an essential resource for making confident real estate decisions.

###