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LANCASTER COUNTY

January 2026 | Market Report

LOOKING AHEAD

Here's what we'll be watching over the coming months:

1 Rising Inventory

Lancaster County saw an increase in inventory in December year-over-year. This is good news for buyers. With increasing inventory and the median sale price increasing—up 16% in December compared to December 2024—sellers who work with an expert to position themselves properly on the market can generally expect to secure a nice return.

2 The Buyers Pool Is Growing

Buyers continue to absorb the available inventory which is most desirable and strategically priced. The average days on market in December was 108 days, an increase of 11 days from December 2024. With inventory at 4.37 months, it remains a good time to sell. Regardless of what twists and turns the market takes, to truly maximize your return on investment, it's crucial that you strategically position your home to buyers.

3 Continued Growth In Lancaster County

As news development continues to grow, we'll continue to see property values increase. Here are just a few things to note:

- Lancaster County and The Northern Neck continue to rank as one of the most desirable locations to retire to and/or own a second home.
- Lancaster County had the #13 highest income per capita out of 95 counties in the state.
- Virginia Living magazine named this region as one of the top ten weekend and vacation destinations.

4 What to Expect When Selling Your Home

The market consistently evolves–and you deserve to sell for the highest possible price no matter what. The right marketing strategy, pricing knowledge, and negotiation power are what make the difference when you're ready to sell your home and embark on what may be one of the largest financial transactions of your lifetime.

If you are thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → **540-270-6528**

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Courtesy Of
Tom Thomas
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LANCASTER COUNTY

January 2026 | Market Activity

DEAR NEIGHBOR,

As a luxury homeowner, when you enter certain seasons of life, you may consider downsizing or relocating. Perhaps the idea of spending less time burdened with upkeep and maintenance, and more time to enjoy your leisure sounds attractive.

For most of us, our homes are the largest asset we'll ever own—so you are right to want to understand this asset and the market you are in. As you consider selling, you deserve the insight and guidance from an expert in your local market. Here are the top things to know about the Lancaster County, VA real estate market right now:

Buyers Have More Leverage

The holidays are over, and we are in a new year. There are 4.4 months of inventory. In December, there were four new listings. From January 1st, 2026, to January 14th, 2026, there were eight new listings in Lancaster. The winter market slow down is beginning to heat up. In December, Sales to List Price Ratios were down from December 2024 by only 1.17% at 95.72% for all property types. Average list prices, however, were significantly higher than the previous year by 26% at $620,500. To capitalize on your investment, you want to work with a real estate expert who understands how to price and market your home strategically so you get maximum return.

More Inventory Means More From Which To Choose

Monthly supply of inventory increased from the previous month by 6.8% and comparatively from December 2024 by 33%. Average days on market increased from December 2024 by 11.34% at 108 days. Median sales prices though increased comparatively by 15.7% at $350,000 for all property types. The price per square foot remained almost flat from $223.40 in 2024 to $223.60 in December 2025. With the right strategic plan, pricing, and positioning for your property and your goals, we can attract maximum offers and sell your property for the highest possible price in the fewest days on market.

Well Positioned And Strategically Priced Homes Do Not Sit For Long

An increase in inventory gives home buyers more from which to choose, and average days on market is a bit higher than the previous year. As a seller, you want your property to stand out from the others. Properties that are strategically priced and positioned well on the market in high demand locations and with high demand features continue to sell faster, commanding higher sales prices. This is why it's so important to market your home properly to qualified buyers if you're looking to maximize your sale price.

As a homeowner, what does this mean for you?

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

Selling a home is a big deal. Yet, you'll often hear people promise everything like top dollar, far-reaching exposure, and A-to-Z guidance...yet they're rarely around to offer support and problem solving if roadblocks pop up.

Working with me, I ensure a commitment to service and excellence, clear and consistent communication, and tailored strategies to market your home so that it's shown to the best pool of buyers. The result? The strongest ROI for your property. These are the reasons that my clients have trusted me with over $20 million sold in the past year. I make what can often feel like a complicated process, seamless.

If you are thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → 540-270-6528

We will cover your goals and my unique approach to getting you the highest possible price in the fewest days on market.

Call Today → 540-270-6528

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SINGLE-FAMILY HOME STATS	DEC 2024 VS. DEC 2025	ANALYSIS
Median Sale Price	⬆ Up 15.7%	Median Sale Price is up by 15.7% at $350K. When you price correctly from day one, you can maximize offers and ultimately sell for the highest possible price as quickly as possible.
Median Days on Market	⬆ Up 11.34% (+11 Days)	The average days on market in December 2024 was 97. In December 2025, the average DOM was 108, an increase of approximately 11%. The market is beginning to show signs of being more balanced. Strategic pricing and marketing ensure your home sells for top dollar.
Sale-to-List Price Ratio	⬇ Down 1.17%	Trending downward, correctly priced and strategically marketed homes continue to sell very close to list price, making it especially important to start with an expert strategy from day one to sell for the highest possible price in the fewest days on market.
Price per Square Foot	Almost Equal	The price per square foot was at $223.60/sq. ft. in December, compared to $223.40 in December 2024. To maximize your results, it is extremely important to have a proven strategy and expert guidance from

Source: www.narrpr.com/markettrends

IN THEIR WORDS

"Being an out of state buyer had its challenges. Tom Thomas never lost the vision when I could not readily travel too see properties. His communication skills were excellent at keeping me informed about the market and active properties which met my criteria for a second home. I am so happy with the purchase of my waterfront property and Tom's skills throughout the process."

-D. Martin

Call me today for your Strategic Marketing Consultation → **540-270-6528**