REALTY **ONE** GROUP RESULTS

WINSTON-SALEM & GREENSBORO · BUYER NEGOTIATION · 2026

Price Cuts & *Below List*

Nearly a quarter of Winston-Salem listings have already cut price. Here is how to read that — and how to write the offer.

TERESA OVERCASH

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THE TWO NUMBERS

Sellers are adjusting. That isn't a *crash.*

Two figures are driving Triad buyer searches right now. In July 2026, roughly 22.9% of active Winston-Salem listings carried a price reduction — up 3.3 points year over year, and above the national share near 20%. And Triad homes have been closing around 98.5% of list, meaning the typical buyer pays about 1.5% under asking.

Neither number is a crash signal. Both are negotiation signals. And there is a measurable difference between the buyer who reads them and adjusts, and the buyer who doesn't.

But here is the part most coverage skips: **these two numbers come from different sources measuring different things over different windows.** Used carelessly, they will point you in the wrong direction. Page 5 shows you how to read them honestly — it's the most valuable page in this guide.

> *When 22.9% of Winston-Salem homes have already had a price cut, the market is telling you something out loud. Sellers are adjusting. Buyers have room. But that does not mean you throw a lowball at every house. It means you read the cut history first, then write the offer.*
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WHERE THINGS STAND

22.9%	+25.3%	~98.5%	Under 4
WINSTON-SALEM LISTINGS WITH A PRICE CUT	ACTIVE INVENTORY YEAR OVER YEAR	SALE-TO-LIST TRIAD REGION	MONTHS OF SUPPLY STILL NOT OVERSUPPLIED

The supply story underneath the *cuts.*

The price cuts aren't happening in a vacuum. They are the visible result of a supply surge — and understanding that is what tells you how durable your leverage is.

JULY 2026	WINSTON-SALEM	NATIONAL	WHAT IT MEANS FOR YOU
Active listings, year over year	+25.3%	+2.1%	Local supply expanding roughly twelve times faster. More to choose from.
Active listing count	2,095	—	The deepest selection buyers have had here in several years
Share with a price cut	22.9%	20.0%	Roughly one in four sellers has already blinked
New listings, year over year	+4.8%	−2.5%	Sellers kept arriving while some buyers stepped back
Median list price	$340,000	$428,950	List prices sit about 21% below national
Median list price, year over year	−4.1%	−2.4%	See the caution on page 5 — this is a list figure, not a sold figure
Median days on market	53 days	57 days	Up about 7% locally — but still faster than the national pace

Realtor.com July 2026 local market report. Figures describe the Winston-Salem market as a whole and blend every submarket in it.

What actually happened

More sellers came to market this spring while part of the buyer pool stepped back to wait on rates. Sellers who mispriced in April have been cutting their way back toward the market ever since. Sellers who priced correctly on day one are still transacting inside forty-five days.

That distinction matters more than the headline. The 22.9% figure is not measuring a market in decline. It is measuring how many sellers guessed wrong in the spring — and those are precisely the listings where your leverage lives.

The nuance in the days-on-market line

Winston-Salem's 53 days is up about 7% year over year, which reads as slowing. But it is still faster than the national 57 days. Both things are true. Use the local trend to judge seller patience, not to conclude the market has stalled — because it hasn't.

A tighter market wearing the same *headline.*

Buyers who lump the two cities together will mis-write their offers. Greensboro is running tighter than Winston-Salem on the measures that matter most — even though the same price-cut coverage applies to both.

METRIC	VALUE	WINDOW AND SOURCE
Median sale price	~$293,000	July 2026, Houzeo
Median sale price, 3-month	$285,000	Through June 2026, Redfin
Median list price	$320,000	July 2026, Realtor.com
Sale-to-list ratio	98.6% – 98.7%	Mid-2026, Redfin and Houzeo
Homes sold above list	~23.5%	Houzeo, easing slightly
Median days on market	47 days	August 2026, Triad MLS
Active listings	1,681	June 2026, Realtor.com
Active listings, year over year	+25.1%	Realtor.com
Months of supply	Under 3	Mid-2026, multiple sources

Read this against Winston-Salem

Greensboro's median sale price is up modestly year over year, roughly 0.9%. Its supply is tighter. Nearly a quarter of homes still sell above list. **Sellers here are less pressed than Winston-Salem sellers** — which means the same offer strategy applied in both cities will win in one and lose in the other.

Where Greensboro gives you room is in time. Forty-seven days is enough to inspect properly, think, and walk away if the numbers don't work. That is leverage, even when the price isn't moving much.

One number to be careful with

You may see a figure suggesting more than half of Greensboro listings have taken a price cut. **That is a trailing twelve-month cumulative share, not a current snapshot** — a completely different measurement from Winston-Salem's 22.9% of active listings in a single month. Comparing them directly makes Greensboro look far softer than it is. See the next page.

READ THIS BEFORE YOU QUOTE ANY NUMBER

Three ways market data will *mislead* you.

Every figure in this guide comes from a source measuring something specific over a specific window. Mix them and you get a conclusion the data does not support. Here are the three traps, because you will encounter all of them.

One — cumulative share versus monthly snapshot

"22.9% of Winston-Salem listings had a price cut" measures **active listings in a single month.** A figure like "51.8% of Greensboro listings had a cut" typically measures **everything that happened across twelve months.** The second number will always look larger. It does not mean Greensboro is softer — the rest of Greensboro's data says the opposite.

Two — list price versus sale price

Winston-Salem's median list price fell about 4.1% year over year. Over roughly the same period, some sources show median sale prices up.

Both can be true. List prices move when the **mix** of what's for sale changes — more modest homes listed pulls the median down without any individual home losing value. **A falling list median is not evidence that your target house is worth less.** Only comparable sold properties tell you that.

THE PRACTICAL RULE

Never negotiate off a city-wide median. Negotiate off the last three to five comparable closed sales in that neighborhood, at that size, in that condition. Every other number in this guide is orientation. Comps are evidence.

Three — regional versus city

You will see a Triad-wide median well above any individual city's. That is because the regional figure pulls in higher-priced pockets across several counties. It is a real number and it is the wrong one for pricing a Winston-Salem ranch.

Match the geography to the decision. City medians for city decisions, neighborhood comps for offers, regional figures only for the broad direction of travel.

This is also why we pull the data ourselves. Aggregator sites publish on different schedules, with different methodologies, and refresh at different times — which is how the same market ends up with three different days-on-market figures in the same week.

WHERE THE ROOM ACTUALLY IS

Averages hide the interesting *parts.*

Drill into submarkets and the Triad splits into very different negotiating environments. Homes under $500,000 in fast-turn neighborhoods still transact near list in thirty to forty-five days. Above $500,000, the price-cut number turns into real dollars.

SUBMARKET	MEDIAN LIST	DAYS	ACTIVE	LEVERAGE READ
West Suburban Winston-Salem	$399,000	45	373	Strong buyer leverage — deep inventory, listings resetting
South Suburban Winston-Salem	$286,400	40	—	Balanced. Room for 1–2%, not more
Southwest Suburban Winston-Salem	$290,000	48	—	Slowing. Watch for cuts after day 45
27104 — Buena Vista, Ardmore	$390,000	—	—	Running the other way — sellers still hold cards
Reedy Fork Ranch, Greensboro	$315,000	30	99	Fast-moving. Expect to pay 98–100% of list
Grandover, Greensboro	$699,000	53	55	Real room on aged listings
Old Irving Park, Greensboro	$795,000	57	40	Well-priced ones move; overpriced ones cut

The 27104 lesson

That ZIP code runs against every other Winston-Salem trend, with sale prices reportedly up sharply year over year on tight inventory in the Buena Vista and Ardmore historic districts.

This is the whole argument in one data point. Winston-Salem is not one market. It is a dozen submarkets stitched together, and the price-cut trend does not apply evenly across them. A buyer who brings a city-wide statistic into a 27104 negotiation is going to lose the house.

> ### The single best search filter this fall
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> Sort for listings active **forty-five days or more that have already taken one cut.** Those sellers have tested the market, watched the summer window close, and adjusted once. They are measurably more willing to move again than a seller three weeks in.

BEFORE YOU WRITE

Three questions every cut listing *forces.*

1 How long, and how many cuts?

A home listed twenty-one days with no cuts is a completely different negotiation from a home listed seventy-six days with two. The first seller is testing patience. **The second is running out of options** — and knows it.

2 Where does the current price sit against sold comps?

If a seller cut from $400,000 to $385,000 but the neighborhood's last two closings were $360,000 and $368,000, **the cut was cosmetic** — there is still 4 to 7% of real negotiation left. If the cut brought the price below the comps, the seller is signaling they want out, and a strong clean offer will close it.

3 What does the seller's situation look like?

Not private investigation — public record. Estate sales, relocations, and tax-motivated sellers show up in the disclosures, the listing remarks, and the property history. A house listed twice in eighteen months with two different agents is a different conversation from one owned free and clear for twenty years.

> *Every offer I write this fall starts with the same three data points: days on market, price-cut history, and the neighborhood comp gap. That is the whole framework. Buyers who use it consistently save five figures. Buyers who guess pay list.*
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All three are answerable before you tour — which is the point. Walk in already knowing whether this is a 98% conversation or a 92% conversation, and you will negotiate from information instead of nerve.

THE MATRIX

What to offer, and *why.*

A starting point built on days on market and cut history — not a rule. Every property is different, and the comps always outrank the matrix.

LISTING PROFILE	REASONABLE OPENING	WHY
0 – 21 days, no cuts	98 – 100% of list	Seller hasn't tested patience yet. Expect company.
22 – 45 days, no cuts	96 – 98% of list	The market is telling the seller to move. Use due diligence to verify value.
45+ days, one cut	94 – 97% of current list	They've blinked once. Room for repairs and closing costs on top.
75+ days, two or more cuts	90 – 95% of current list	Motivated. Ask for concessions, not just price.
Any home above $625,000	Add 1 – 2 points of room	Smaller buyer pool at that level. More leverage, structurally.

Three things the matrix doesn't capture

— **Condition.** A home needing $40,000 of work is a different negotiation at every row in that table. Price the work, then apply the matrix to what's left.

— **Micro-market.** In a 27104 or a Reedy Fork, the top row applies almost regardless of days on market. In West Suburban Winston-Salem with 373 active listings, you have room the matrix understates.

— **What else you're asking for.** Price is one lever. Closing costs, repair credits, a rate buydown, and possession timing are others — and a seller who won't move on price will often move on those.

Don't forget the due diligence fee

In North Carolina, the fee you write is money you lose if you walk. On a stale listing with two cuts, you have room to write a smaller fee and a lower price. Buyers routinely negotiate the price and then overpay on the fee out of habit.

Why waiting for 2027 is a *bet*, not a plan.

The instinct to wait is reasonable. Buyers see price cuts and assume six more months produces a better deal. Sometimes it does. Here is what the supply data actually says.

Winston-Salem is running roughly 3 to 3.8 months of supply. Greensboro is tighter still. **Both sit below the four-month threshold that defines a balanced market.** The Triad is not oversupplied — it is temporarily well-supplied, because part of the buyer pool is sitting out waiting on rates.

What happens when they come back

If mortgage rates drop meaningfully — whether from a Fed move or from bond yields falling on their own — that sidelined pool re-enters quickly. The price-cut share compresses. Days on market shorten. And the below-list gap narrows fastest in exactly the neighborhoods with the least inventory.

Nobody can tell you the timing or the size of that shift. What can be said honestly is that **your leverage today is documented, and your leverage in six months is a forecast.**

When waiting is genuinely the right call

If your reserves aren't built, your credit is mid-repair, or your employment is unsettled, waiting is the better decision no matter what the market does. Leverage you can't act on isn't leverage.

And if you're shopping above $625,000, patience buys negotiating power rather than just a rate — that lane is already yours.

> *The buyers I worry about spent 2023 waiting for prices to drop, 2024 waiting for rates to drop, and 2025 waiting for the perfect house. The ones who wrote reasonable offers on cut listings closed, built equity, and stopped renting. The Triad rewards buyers who move on data, not fear.*
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None of which means forcing a purchase. It means the buyer holding a price-cut list, a neighborhood comp analysis, and an offer framework is the one who wins this fall.

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Bring me the *property.*

Send the address. I'll pull the days-on-market history, the full price-cut sequence, the neighborhood comps, and whatever the public record says about seller motivation. Then we write an offer that respects the data and stops you from overpaying. That's the whole conversation.

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Current as of August 2026. Figures are drawn from several public market sources — including Realtor.com, Redfin, Houzeo, and Triad MLS reporting — which use different methodologies, geographies, and measurement windows; where sources disagree, ranges are shown rather than a single figure, and comparisons across sources should be made with care. Median list prices and median sale prices measure different things and are labeled as such. Submarket figures describe neighborhood aggregates, not any individual property. The offer matrix is a starting framework based on aggregate data and transaction experience, not a valuation, appraisal, or guarantee of outcome. Nothing here is legal, tax, lending, or investment advice. Information deemed reliable but not guaranteed.