REALTY **ONE** GROUP RESULTS

WINSTON-SALEM · FORSYTH COUNTY · FALL 2026

Buyer *Leverage*

Inventory up 25%. Nearly a quarter of listings cut. Fifty days on market. Leverage is a moment — and you don't get to schedule it.

TERESA OVERCASH

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THE SHIFT

Five numbers moved at the same *time.*

Winston-Salem is handing leverage back to buyers this fall. Not because of a recession, and not because prices collapsed — because supply arrived faster than buyers did.

JULY 2026	WINSTON-SALEM	NATIONAL
Active listings, year over year	2,095 — up 25.3%	Up 2.1%
New listings, year over year	Up 4.8%	Down 2.5%
Share carrying a price cut	22.9% — up 3.3 pts	20.0%
Median list price	$340,000 — down 4.1%	$428,950 — down 2.4%
Median days on market	~50 days	57 days

Supply here grew roughly **twelve times faster than the national rate**, and new listings rose while the national count fell. Sellers stepped into a market where buyers already had options, and every new listing thinned the pool further.

> *Every month since May, one more indicator flipped toward the buyer. Now all five have flipped at once. Leverage is a moment — you don't get to schedule it.*
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One honest note before you go further: Winston-Salem's 50 days is still faster than the national 57. The trend is genuinely buyer-friendly. The level is not distressed. Both of those are true, and a buyer who mistakes the first for the second will write offers that lose.

WHAT IT ADDS UP TO

2,095	22.9%	~50	6.66%
ACTIVE LISTINGS UP 25.3%	CARRYING A PRICE CUT	DAYS ON MARKET MEDIAN	30-YEAR FIXED LATE AUGUST

READ THE SOURCES CORRECTLY

Three sources.
Three different *answers.*

Search "Winston-Salem home prices" and you will get three numbers that look like they contradict each other. They don't. They measure different things, and knowing which is which is what separates a confident buyer from a confused one.

SOURCE	WHAT IT MEASURES	JULY 2026	YEAR OVER YEAR
Realtor.com	Median list price — what sellers are asking	$340,000	−4.1%
Redfin	Median sale price — what buyers actually paid	$293,853	+2.7%
Zillow ZHVI	Modeled value across all homes, listed or not	$265,029	+0.3%

What each one is good for

Asking prices are falling. Sale prices are not. That is the single most important sentence in this guide, and it is not a contradiction — it is the whole opportunity. Sellers are recalibrating what they ask. Buyers are still closing at values that held or rose modestly.

Use the **list** figure to find leverage. Use the **sale** figure to price your offer. Use ZHVI for the long-run direction of value and nothing else.

THE SAME CAUTION APPLIES TO EVERY OTHER STAT

You will see the price-cut share quoted anywhere from 22.9% to 30.9% — one is a city figure for a single month, the other a metro figure from a different month. You will see days on market quoted at 38, 47, 50, and 53 depending on whether pending sales are included and which week the dashboard refreshed. **None of them are wrong. They are answers to different questions.**

And the below-asking figure

Depending on the source, Winston-Salem buyers have been closing roughly **1 to 2 percent below asking.** On a $340,000 list price that's about $3,400 to $6,800 of built-in room — before inspection credits or any price cut the seller has already taken.

This is why we pull comparable closed sales for the specific neighborhood rather than negotiating off a citywide statistic. Every number on this page is orientation. Comps are evidence.

THE CLOCK

Fifty days is a negotiation *window.*

Days on market matters because it tracks something no price chart shows: how the seller feels. Weeks one and two are hope. Weeks three and four are frustration. By week six they're asking their agent what's wrong with the house.

DAYS LISTED	WHERE THE SELLER'S HEAD IS	HOW TO WRITE IT
0 – 14	Confident, will hold price	Full price or very close. Don't ask for concessions.
15 – 30	Starting to worry — first cut usually lands here	1 – 3% below list, ask for inspection credits
31 – 50	Negotiating, listening to feedback	3 – 5% below list, closing costs, discuss a buydown
51 – 90	Motivated — second cut often done	5 – 8% below list, stack concessions
Over 90	Ready to deal or relist in spring	Bring your strongest package. You may be the only offer.

Why a cut listing is worth more than a cheap listing

A seller who has already cut once has told the entire MLS they will move on price. That information doesn't expire. **The second buyer to make an offer on that house has more leverage than the first did** — the concession is already public.

> *When I see a home at forty-five days with one cut, I don't just tell my buyer the new price is negotiable. I tell them the seller is emotionally past the "it's worth what I think it's worth" stage. That's the moment to bring a real offer with a real due diligence fee and ask for closing costs on top of the cut. In April they said no. Now they say yes.*
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The search filter that finds it

Sort for listings active **forty-five days or more that have already taken one reduction.** That combination — tested, adjusted, still sitting — is where the real negotiating room is, and most buyers never filter for it.

ZIP BY ZIP

Some submarkets didn't get the *memo.*

Winston-Salem is not one market. It's a dozen. The citywide numbers hand leverage back to buyers, but a few ZIP codes are still running the other way — and bringing citywide posture into one of those loses you the house.

ZIP	SUBMARKET	MEDIAN LIST	DAYS	WHICH LANE
27106	West Winston-Salem, Reynolda, Sherwood	$384,500	51	Buyer room above $500K
27107	South Fork and East	$328,120	~50	Entry level moves fast
27127	South Winston-Salem, Konnoak Hills	$324,725	44	Seller lane
27103	Buena Vista, Ardmore, West End	$313,500	~50	Mixed — luxury depth

Two things to notice

27127 is the fastest at 44 days — well under the citywide median. That is a seller lane inside a softening market, and it is exactly where a low offer gets beaten by a first-time buyer with a clean pre-approval.

27106 carries the highest median because Buena Vista, Country Club, Brookberry Farm, and Old Sherwood Forest sit inside it. Luxury in Winston-Salem has always run its own microclimate, and the leverage there is real — but it lives above $500,000, not across the whole ZIP.

The Ardmore exception

27103 carries a lower median list than 27106, but the historic pockets inside it — Buena Vista and Ardmore — have been running tight on inventory and holding value. A citywide average will tell you this ZIP is soft. Walk it and you'll find blocks that aren't.

THE TWO LANES

Different budget, different *posture.*

Every Winston-Salem buyer is really shopping in one of two lanes, and the leverage math is close to opposite in each.

	ENTRY AND MID TIER	UPPER TIER
Who you're competing with	First-time buyers, FHA, USDA, VA	Move-up buyers, cash, relocation
Days on market	20 – 40 days	60 – 90+ days
Sale-to-list	98 – 99%	95 – 97%
Negotiating room	Ask for closing costs, keep price near list	3 – 5% off list plus concessions is normal
How to play it	Move fast, strong pre-approval, minimal contingencies	Take your time, use the DOM clock, stack concessions

Where the line between lanes falls shifts with the market and with the submarket — in some ZIPs it sits near $325,000, in others closer to $500,000. Ask us where it sits in the specific ZIP you're shopping before you set your posture.

> *The mistake I see every week is a buyer bringing luxury-tier posture to an entry-level home. Under $300,000 in Winston-Salem still draws multiple offers if it's priced right and shows well. Low-ball a $275,000 house in 27127 and you'll lose it to a first-time buyer with a solid FHA pre-approval. Save the aggressive math for the tier where it works.*
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The corollary is worth saying plainly: **the leverage story in the headlines is a higher-price-band story.** If your budget is under $325,000, this market feels very different from what you've been reading — and preparation beats price in that lane every time.

THE MONEY

What 6.66% actually *buys* you.

The 30-year fixed averaged 6.66% in late August 2026 — up a touch from the prior week and up from about 6.56% a year ago. Rates aren't falling. Asking prices are. That is the trade on the table this fall.

PURCHASE PRICE	LOAN AT 10% DOWN	MONTHLY P&I	WHERE THAT LANDS
$275,000	$247,500	$1,590	Entry level citywide, 27107, 27127
$340,000	$306,000	$1,966	Citywide median, most ZIPs
$425,000	$382,500	$2,458	West Winston-Salem, Sherwood Forest
$550,000	$495,000	$3,181	Country Club, West End, entry luxury
$750,000	$675,000	$4,338	Buena Vista, Brookberry Farm, Old Sherwood

Principal and interest only at a 6.66% 30-year fixed with 10% down. Taxes and insurance add roughly $250 to $400 a month depending on the ZIP and whether you're inside city limits. Rates move weekly.

Ask for the buydown before you ask for the price cut

This is the negotiation most buyers never open, and in the upper tier this fall sellers are agreeing to it.

A one-point seller-paid rate buydown takes that $340,000 payment from **$1,966 to about $1,764** — roughly **$7,300 back over three years.** On a $550,000 home the same buydown saves close to **$12,000 over three years.**

A seller who has been sitting for seven weeks would often rather write a check at closing than watch another week pass. **It costs them less than an equivalent price reduction and it moves your payment more.**

And get two lender quotes

At 6.66%, an eighth of a point is real money across thirty years. Two competing quotes give you leverage on the rate itself — which is a negotiation entirely separate from the one you're having with the seller, and one most buyers skip.

DO THIS

Five moves for this *fall.*

1 **Watch the clock, not just the price**

A home at forty-five days with a small cut is a better negotiation than a fresh listing at a slightly lower number. Filter by days on market and set alerts for repriced listings.

2 **Get pre-approved with two lenders**

Not pre-qualified. Fully pre-approved, twice. It sharpens your rate and it makes your offer credible in the lane where speed decides the outcome.

3 **Ask for the buydown before the price cut**

It costs the seller less and does more for your monthly payment. Lead with it in the upper tier, where sellers have the time pressure to say yes.

4 **Use the inspection either way**

A clean report is still a tool — ask for a home warranty, HVAC service, deferred maintenance. A troubled report is a full renegotiation. Sellers who have already cut once are conditioned to concede.

5 **Don’t bring the wrong posture to the entry tier**

Under about $300,000 in the fast ZIPs, well-priced homes still draw multiple offers. Come prepared, come fast, and skip the low-ball. The leverage story doesn’t apply evenly.

One thing that hasn’t changed

North Carolina’s due diligence fee still goes directly to the seller and you don’t get it back if you walk. A softening market is a reason to negotiate the price harder — not a reason to write a fee so thin that a serious seller passes on your offer entirely.

REALTY **ONE** GROUP RESULTS

Tell us the ZIP and the *number.*

We'll pull the actual days on market, price-cut history, and closed comps for your specific submarket and price band — then set the negotiation posture that works there. The citywide story and your street's story are often two different things, and only one of them matters to your offer.

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Current as of September 2026. Market figures are drawn from several public sources — Realtor.com, Redfin, Zillow, and Freddie Mac — which measure different things over different windows and geographies; list price, sale price, and modeled value are labeled separately throughout and should not be compared directly. Submarket figures describe ZIP-level aggregates, not any individual property, and are not a valuation. Payment figures are principal and interest only at the stated rate and down payment; your actual payment depends on credit, program, taxes, insurance, and the specific property, and mortgage rates change weekly. Buydown savings are illustrations, not offers — terms are negotiated between the parties and subject to lender approval. The negotiation table is a starting framework, not a recommendation for any particular property. Not legal, tax, lending, or investment advice. Information deemed reliable but not guaranteed.