

2026

San Antonio and the Surrounding Areas

MARKET UPDATE

3rd Quarter

THE SCHRADER GROUP

Brokered by eXp Realty

VIDEO MARKET UPDATE

[WATCH]

FROM DAYTON SCHRADER



As we enter the final quarter of 2026, the San Antonio housing market continues to favor buyers. While interest rates remain a factor in purchasing decisions, elevated inventory and builder incentives are creating favorable conditions for those looking to purchase a home.

As of October 1, there are 17,259 active homes on the market, including 4,949 new construction homes and 12,310 pre-owned properties. Inventory has remained relatively steady since mid-year, giving buyers greater selection, increased negotiating power, and opportunities to take advantage of builder incentives.

During the third quarter, 8,608 homes sold across the San Antonio metro area, including 3,239 new construction homes and 5,369 pre-owned homes. The average sold price was $376,452, with homes averaging 102 days on the market. Sellers received an average of 93% of their original list price.

Despite more buyer-friendly conditions, sales activity has remained relatively steady. Third-quarter sales increased compared to both 2024 and 2025, while longer market times and the gap between original list and sold prices demonstrate the increased leverage buyers have in today's market.

Many buyers are still facing financial or logistical barriers that can keep them from moving forward. Through our exclusive Buyer Programs and builder partnerships, we can help address those challenges, giving your sales team additional opportunities to turn prospects into homeowners and convert more leads into closings.

Thank you for your continued partnership and trust in The Schrader Group. As we head into the final quarter of 2026, we look forward to working alongside your team, utilizing our Buyer Programs to help overcome buyer obstacles and create more opportunities for successful closings.

Respectfully,

Dayton Schrader, ABR, ABRM, CCIM, CRB, CRP, CRS
Broker Associate
210.757.9785 | dayton@theschradergroup.com

[EMAIL LEADS]

3RD QUARTER REVIEW

JULY 1 - SEPT 30

3RD QUARTER	HOMES SOLD			AVERAGE LIST PRICE	AVERAGE SOLD	LISTING TO SOLD PRICE DIFFERENCE	AVERAGE DAYS ON MARKET
	NEW CONST.	PRE-OWNED	TOTAL				
2024	3,363	5,184	8,547	$381,710	$372,064	97%	85
2025	3,139	5,225	8,364	$390,643	$376,968	96%	97
2026	3,239	5,369	8,608	$386,050	$376,452	93%	102

Source: SABOR MLS - Closed sales for Bexar, Comal, Guadalupe, Kendall & Wilson Counties. New and Resale Single Family Homes.

Connect with The Schrader Group





[HOT SPOT]

NEW BRAUNFELS

Nestled between San Antonio and Austin along the I-35 corridor, New Braunfels continues to be one of the region's most active housing markets. Known for the Comal and Guadalupe rivers, historic Gruene, local restaurants and entertainment, and convenient access to both cities, New Braunfels offers a blend of Hill Country lifestyle and modern convenience.

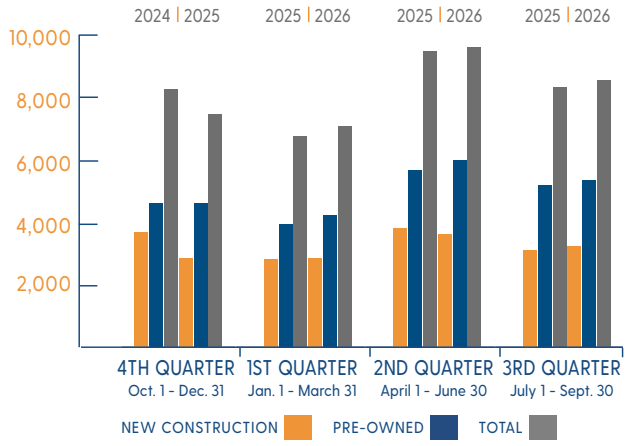
Through the third quarter of 2026, New Braunfels recorded 2,125 home sales. Homes averaged 112 days on market, with an average list price of $467,607 and an average sold price of $453,541. Sellers are receiving about 90% of their original asking price.

There are currently 1,351 homes on the market, including 789 pre-owned and 562 new construction homes. With more inventory and homes taking longer to sell, buyers have more choices and greater negotiating power than they did a few years ago. At the same time, competition from new construction means resale sellers need to pay close attention to pricing, condition and how their home is positioned in the market. Overall, New Braunfels continues to see strong sales activity, but in a more balanced and competitive environment.

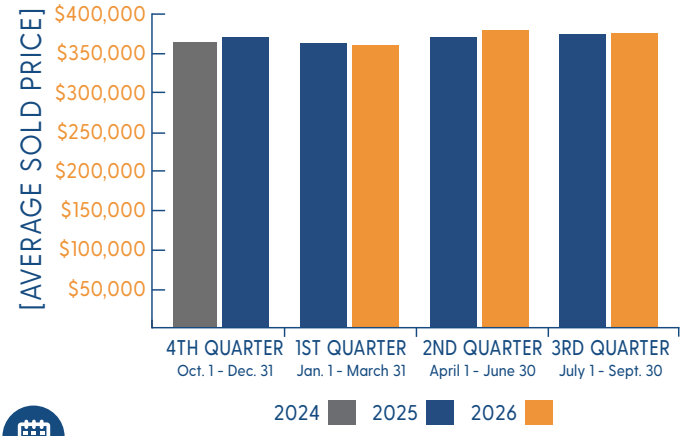
YEAR OVER YEAR REVIEW

COMPARISON OF THE PAST YEAR

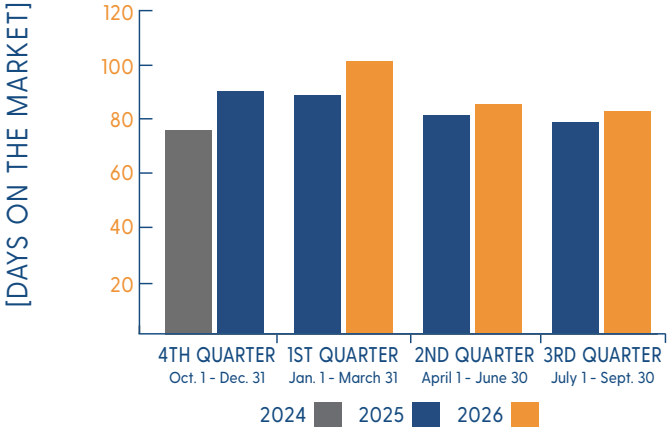
[HOMES SOLD]



[AVERAGE SOLD PRICE]

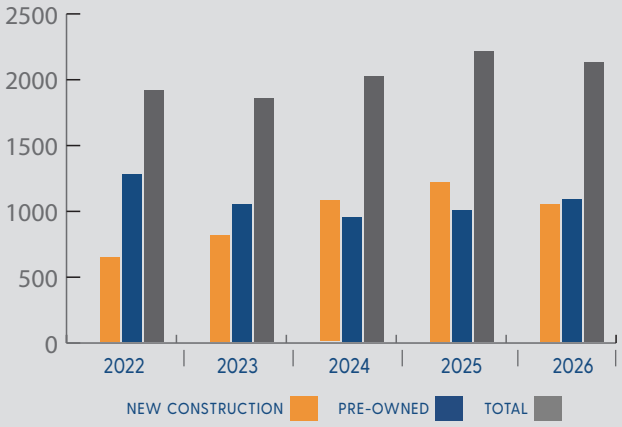


[DAYS ON THE MARKET]



HOMES SOLD

NEW BRAUNFELS, TX | YEAR TO DATE



Source: SABOR MLS - New and Resale Single Family Homes closed in New Braunfels, TX.

For additional data or comparables on this hot spot or anywhere across San Antonio and the surrounding markets, email marketing@theschradergroup.com

Cover Photo: New Braunfels, TX

3RD QUARTER REVIEW
JULY 1 - SEPT 30

YEAR TO DATE
2025 & 2026 COMPARISON

BEXAR COUNTY

3RD QUARTER	HOMES SOLD	AVERAGE LIST PRICE	AVERAGE SOLD PRICE	AVERAGE DAYS ON MARKET
2025	5,765	$361,158	$349,911	93
2026	5,769	$353,131	$345,548	93

YEAR TO DATE	HOMES SOLD	AVERAGE SOLD PRICE
2025	17,289	$344,427
2026	17,206	$341,939

COMAL COUNTY

3RD QUARTER	HOMES SOLD	AVERAGE LIST PRICE	AVERAGE SOLD PRICE	AVERAGE DAYS ON MARKET
2025	948	$500,533	$479,995	112
2026	876	$526,212	$510,453	125

YEAR TO DATE	HOMES SOLD	AVERAGE SOLD PRICE
2025	2,696	$486,718
2026	2,595	$502,716

GUADALUPE COUNTY

3RD QUARTER	HOMES SOLD	AVERAGE LIST PRICE	AVERAGE SOLD PRICE	AVERAGE DAYS ON MARKET
2025	904	$330,260	$319,259	98
2026	808	$351,407	$342,783	106

YEAR TO DATE	HOMES SOLD	AVERAGE SOLD PRICE
2025	2,666	$324,580
2026	2,556	$335,660

KENDALL COUNTY

3RD QUARTER	HOMES SOLD	AVERAGE LIST PRICE	AVERAGE SOLD PRICE	AVERAGE DAYS ON MARKET
2025	206	$731,641	$706,491	112
2026	230	$713,419	$687,407	100

YEAR TO DATE	HOMES SOLD	AVERAGE SOLD PRICE
2025	613	$718,344
2026	656	$722,889

WILSON COUNTY

3RD QUARTER	HOMES SOLD	AVERAGE LIST PRICE	AVERAGE SOLD PRICE	AVERAGE DAYS ON MARKET
2025	153	$438,305	$428,003	119
2026	136	$480,212	$470,258	137

YEAR TO DATE	HOMES SOLD	AVERAGE SOLD PRICE
2025	399	$434,290
2026	417	$457,643

Source: SABOR MLS - New and Resale Single Family Homes

UNLOCK SAVINGS WITH OUR BUYER PROGRAMS

Whether renting or selling, buyers can save on new construction homes through programs offered exclusively by The Schrader Group.

Lease Buyout Program – Helps renters break their lease and purchase a new home—enabling a move-in as soon as 30 days after contract.

Buyer Assistance Program – Provides financial support to help buyers secure a new build, ideal for those not selling a home or tied to a lease.

Move Up Program – Allows buyers to purchase a new home while their current home is on the market, with potential savings of up to 3%.

Guaranteed Sale Program – While a new home is being built, The Schrader Group will list the buyer's current home—and purchase it if it doesn't sell in time.

Express Sale Program – Delivers a fast, reliable closing with no listings, showings, or negotiations, helping time-sensitive buyers move forward.

[BUYER PROGRAMS]



THE SCHRADER GROUP
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210.729.6099 | leads@theschradergroup.com
theschradergroup.com