804-Michael 642-4235

Market Report for the
Ashland Area

September 2026

SINGLE-FAMILY
PAGE 1

August 2026 numbers, compared with August 2025. Homes with an Ashland mailing address, which is zip code 23005 and how the MLS reports Ashland. The town limits are a small part of it.

MEDIAN SALES PRICE	AVERAGE SALES PRICE	HOMES FOR SALE	DAYS ON MARKET	CLOSED SALES	MONTHS OF SUPPLY
$599,975	$615,350	45	15	14	3.1
▲ 13.0% vs Aug '25	▲ 14.2% vs Aug '25	▲ 32.4% vs Aug '25	▼ 44.4% vs Aug '25	0.0% vs Aug '25	▲ 29.2% vs Aug '25
YTD $537,000 ▼ 0.6%	YTD $594,128 ▲ 5.6%	34 a year ago	YTD 27 ▼ 22.9%	YTD 114 ▼ 5.0%	2.4 a year ago

804-Michael's Take on the Ashland Area

The Ashland Area has moved into a mostly balanced market. With only 14 sales in August, a single sale can swing the month's numbers, so I lean on the year to date: 114 homes have sold since January, down from 120 last year, at a median of $537,000, just under last year's $540,513. Homes for sale rose to 45 from 34 a year ago, a 3.1-month supply: at the current pace of sales, that is how long they would last.

August's median sales price was $599,975, up 13% from last August, but that rests on just 14 sales; year-to-date numbers say prices have leveled off. Sellers have received 98.7% of their original asking price this year, down from 100.6% last year, as more of them negotiate.

Buyers are still out there: pending sales are up 16% for the year. But new listings are up 20%, faster than buyers absorb them, and with sales usually slowing in the fall, I'm watching whether they start to sit. The 804-MarketScore calls Ashland a balanced market, and the 804-MarketStrength says it is holding steady. Hanover County around it is still a strong seller's market, with about two months of supply to Ashland's three; my Hanover County report has the bigger picture.

Strategy in This Market

Sellers, you now face real competition on your street, so price with that in mind; this fall will reward the homes that show best. Buyers, you finally have choices and a little more time to decide, and if listings keep outpacing sales, your room to negotiate should grow into the winter. With only 14 closed sales in August, a few sales can make a small change look dramatic, so the year-to-date figures are a steadier guide.

Not seeing this in your own sale or search? Don't chase the market. If your listing has gone quiet, or you keep coming in second, call **804-Michael** and let's put a plan together.

Single-Family Detail

	AUG 2025	AUG 2026	CHANGE	YTD 2025	YTD 2026	CHANGE
New listings	14	**21**	▲ 50.0%	148	**177**	▲ 19.6%
Pending sales	11	**17**	▲ 54.5%	110	**128**	▲ 16.4%
Closed sales	14	**14**	0.0%	120	**114**	▼ 5.0%
Days on market	27	**15**	▼ 44.4%	35	**27**	▼ 22.9%
Median sales price	$530,975	**$599,975**	▲ 13.0%	$540,513	**$537,000**	▼ 0.6%
Average sales price	$538,928	**$615,350**	▲ 14.2%	$562,390	**$594,128**	▲ 5.6%
% of original list price	96.0%	**98.0%**	▲ 2.1%	100.6%	**98.7%**	▼ 1.9%
Homes for sale	34	**45**	▲ 32.4%	–	**–**	–
Months of supply	2.4	**3.1**	▲ 29.2%	–	**–**	–

BALANCED MARKET

→ STEADY

+1

SELLER | BALANCED | BUYER

Area these numbers cover, Zip code 23005 — Town limits

804-MarketScore

Final: Sellers 3, Buyers 2

	SUPPLY	LIST PRICE	DAYS	INVENTORY	PENDING	PRICES	TOTAL
Sellers	0	1	2	0	0	0	3
Buyers	0	0	0	2	0	0	2

Supply by Price Range

PRICE RANGE	FOR SALE	SUPPLY	SCORE
All prices	**46**	**3.2**	+1
Under $250K	1	0.3	–
$250K–$399K	4	1.1	+3
$400K–$599K	16	2.9	0
$600K–$899K	20	4.7	+4
$900K and up	5	2.9	+5

Buyer Activity

	AUG 2026	VS AUG 2025
Showings	162	▲ 14.1%
Per listing	3.2	▲ 47.6%
Listings shown	51	▼ 22.7%

Every showing booked through ShowingTime, all property types.

Michael Hottman

Call 804-Michael or Text 804-642-4235

Market Reports for 11 areas at 804re.com
Licensed Real Estate Broker in Virginia
Malcolm Real Estate, Ashland, VA

Scan for reports

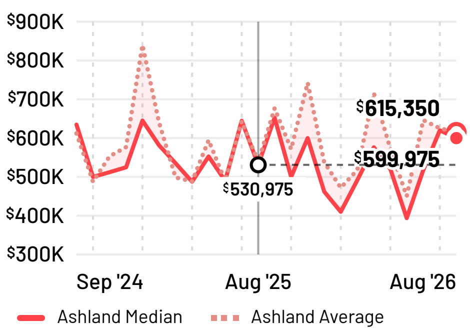
Source: Central Virginia Regional MLS via ShowingTime Plus FastStats, current as of September 10, 2026; price ranges via InfoSparks, as of September 15, 2026. Based on information from CVR MLS for the period September 1, 2024 through August 31, 2026. Deemed reliable but not guaranteed. Median prices, average prices and percent of list price do not account for seller concessions or down payment assistance. Percent changes use rounded figures and can swing widely where there are few sales or listings. 804-MarketScore: six signals, each worth up to 2 points toward sellers or buyers. Map: US Census Bureau.

804Michael 642-4235 — Market Report for the Ashland Area

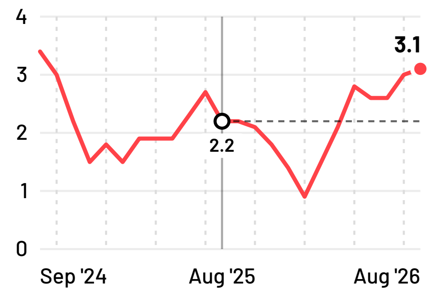
August 2026 numbers, month by month

September 2026
SINGLE-FAMILY
PAGE 2

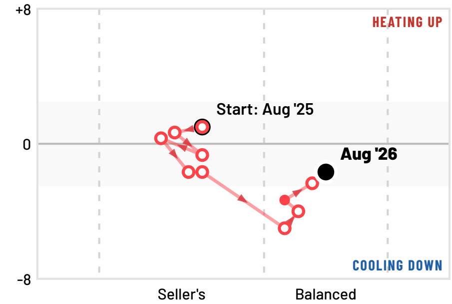
Median and Average Price



Months of Supply

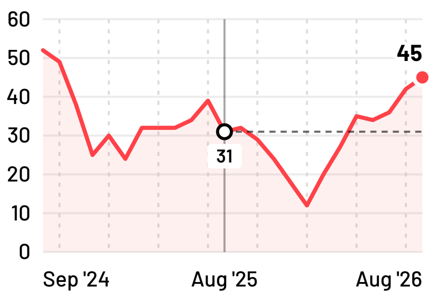


804-MarketDirection Timeline (1 year)

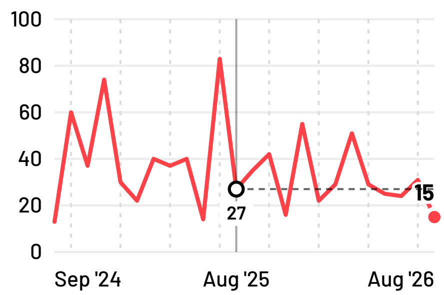


Across: where it stands. Up: which way it's moving.
Each dot is that month and the two before it, averaged.

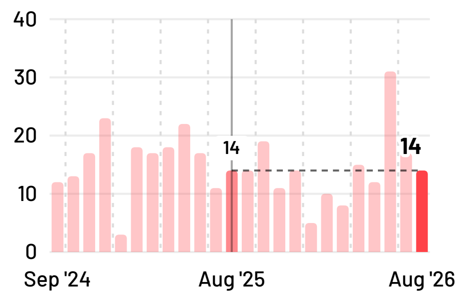
Homes for Sale



Days on Market



Closed Sales



804-MarketStrength: August 2026 vs August 2025

Ashland Area

August 2026
Single-family homes

Sellers MOVING TOWARD **Buyers**

4 ➜ 5

Maximum total score = 12
Year to date:
under 20 sales this month

Ashland	Favors · points
New listings *year to date*	Buyers +2
Homes under contract *year to date*	Sellers +2
Months of supply	Buyers +2
Median **Sales price** *year to date*	Neither
Average **% of original list** *year to date*	Buyers +1
Average **Days on market** *year to date*	Sellers +2
Total	**Sellers 4 · Buyers 5**

804-MarketCarpet (4 months)

Measure	2026 May	2026 Jun	2026 Jul	2026 Aug
Months of supply	2	2	2	2
New listings	N	2	2	2
Homes under contract	1	2	2	2
Median sales price	1	1	1	N
% of list price	2	N	2	1
Days on market	1	N	2	2
Sellers	2	3	4	4
Buyers	5	4	7	5
Which way	▼	•	▼	•

2 1 Sellers 1 2 Buyers N Neither
▲ heating up ▼ cooling

How the 804-MarketStrength and the 804-MarketCarpet are figured: 804re.com/market-report

About These Numbers

14 closed sales of single-family homes in August 2026. With so few sales, one or two homes can change every number dramatically, so comparisons and trends are unreliable. For a more accurate picture, see the Hanover County or Richmond Metro report.

See five years of the 804-MarketCarpet for every area at 804re.com/market-report, or scan the code below.

Michael Hottman · Licensed Real Estate Broker in Virginia · Malcolm Real Estate, Ashland, VA · **Call 804-Michael or Text 804-642-4235** · **804re.com**

More reports at 804re.com: 10 more areas, each with **804-Michael**'s take and strategy for that market, and **all areas at a glance**.

Scan for reports

Source: Central Virginia Regional MLS via ShowingTime Plus FastStats, current as of September 10, 2026; price ranges via InfoSparks, as of September 15, 2026. Based on information from CVR MLS for the period September 1, 2024 through August 31, 2026. Deemed reliable but not guaranteed. Median prices, average prices and percent of list price do not account for seller concessions or down payment assistance. Percent changes use rounded figures and can swing widely where there are few sales or listings. 804-MarketScore: six signals, each worth up to 2 points toward sellers or buyers. Map: US Census Bureau.