804 Michael 642-4235

Market Report for the Ashland Area

October 2026

SINGLE-FAMILY

September 2026 numbers, compared with September 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
$500,000	$486,273	43	27	13	3.0
▼ 23.4% vs Sep '25	▼ 28.2% vs Sep '25	▲ 30.3% vs Sep '25	▼ 22.9% vs Sep '25	▼ 7.1% vs Sep '25	▲ 36.4% vs Sep '25
YTD $535,000 ▼ 3.0%	YTD $584,482 ▲ 1.7%	33 a year ago	YTD 27 ▼ 22.9%	YTD 127 ▼ 5.2%	2.2 a year ago

804-Michael's Take on the Ashland Area

The Ashland Area is a balanced market this month. With only 13 sales in September, a single sale can swing the month's numbers, so I lean on the year to date: 127 homes have sold since January, down from 134 last year, at a median of $535,000, down 3% from $551,789. Homes for sale rose to 43 from 33 a year ago, a 3-month supply: at the current pace of sales, that is how long they would last.

September's median sales price was $500,000, down 23.4% from last September's $652,377, but that rests on 13 sales; year-to-date numbers say prices are down only a little. Sellers have received 98.9% of their original asking price this year, down from 100.4% last year, as more of them negotiate.

Buyers are active: pending sales are up 12% for the year, and homes took 27 days to sell, eight fewer than last September. But homes for sale are growing faster than sales, and with sales usually slowing in the fall, I'm watching whether more homes start to sit. The SimpleMarket Scale calls Ashland a balanced market, and the SimpleMarket Momentum says it is holding steady. Hanover County around it is also balanced; my Hanover County report has the bigger picture.

Strategy in This Market

Sellers, price with the competition on your street in mind, because the homes that show best will sell and the rest will wait. **Buyers**, you have more choices than a year ago and a little more time to decide; if listings keep outpacing sales, your room to negotiate should grow into the winter. With only 13 closed sales in September, a few sales can make a small change look dramatic, so the year-to-date figures are a steadier guide.

These numbers describe the whole market, not your street or neighborhood. Before you set a price or make an offer, call **804-Michael** for a look at the sales closest to you.

SimpleMarket Read

BALANCED MARKET

Seller | +1 Balanced | Buyer

→ Steady



Single-Family Detail

	Sep 2025	Sep 2026	Change	YTD 2025	YTD 2026	Change
New listings	26	**22**	▼ 15.4%	174	**199**	▲ 14.4%
Pending sales	22	**20**	▼ 9.1%	132	**148**	▲ 12.1%
Closed sales	14	**13**	▼ 7.1%	134	**127**	▼ 5.2%
Days on market	35	**27**	▼ 22.9%	35	**27**	▼ 22.9%
Median sales price	$652,377	**$500,000**	▼ 23.4%	$551,789	**$535,000**	▼ 3.0%
Average sales price	$676,913	**$486,273**	▼ 28.2%	$574,537	**$584,482**	▲ 1.7%
% of original list price	98.1%	**100.9%**	▲ 2.9%	100.4%	**98.9%**	▼ 1.5%
Homes for sale	33	**43**	▲ 30.3%	-	-	-
Months of supply	2.2	**3.0**	▲ 36.4%	-	-	-

SimpleMarket Scale

	Supply	List price	Days	Inventory	Pending	Prices	Total
Sellers	0	2	1	0	1	0	4
Buyers	0	0	0	2	0	1	3

Buyer Activity

	Sep 2026	vs Sep 2025
Showings	**163**	▼ 10.4%
Per listing	**3.1**	▲ 20.0%
Listings shown	**53**	▼ 25.4%

Every showing booked through ShowingTime, all property types.



Michael Hottman

Call 804-Michael or Text 804-642-4235

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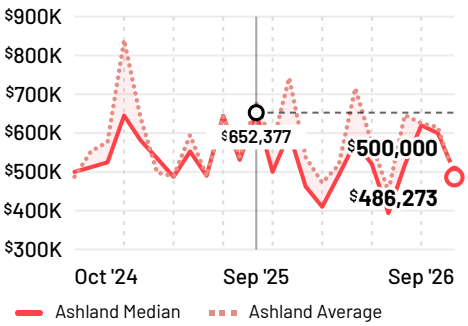
Source: Central Virginia Regional MLS via ShowingTime Plus FastStats, current as of October 10, 2026. Based on information from CVR MLS for the period October 1, 2024 through September 30, 2026. Deemed reliable but not guaranteed. Median prices, average prices, and percent of list price do not account for seller concessions or down payment assistance. Percent changes use rounded figures and can swing widely where there are few sales or listings. SimpleMarket Scale: six signals, each worth up to 2 points toward sellers or buyers. Map: US Census Bureau.

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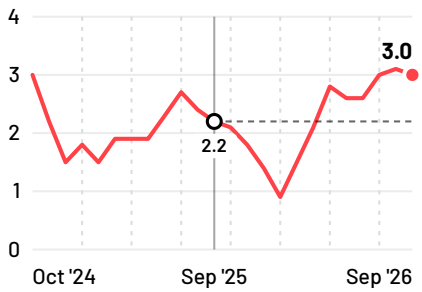
Market Report for the Ashland Area

September 2026 numbers, month by month

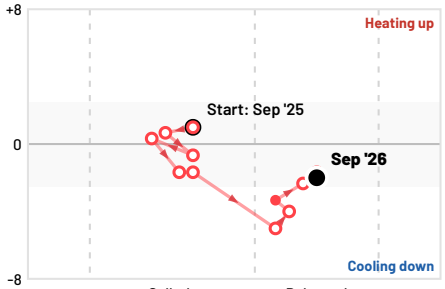
Median and Average Price



Months of Supply

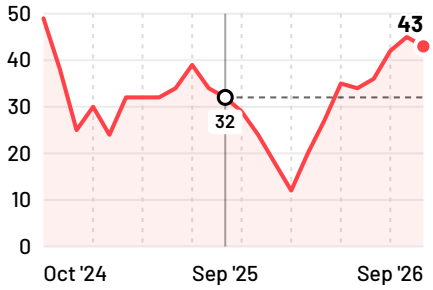


SimpleMarket Trail (1 year)

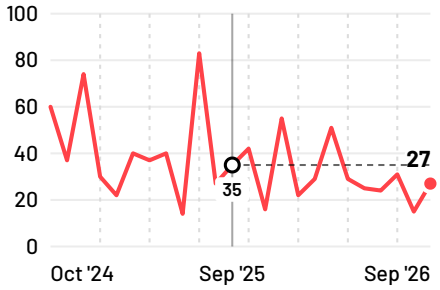


Across: where it stands. Up: which way it's moving.
Each dot is that month and the two before it, averaged.

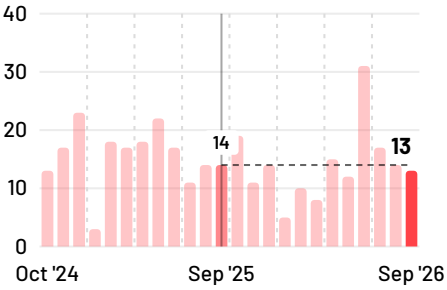
Homes for Sale



Days on Market



Closed Sales



SimpleMarket Momentum: September 2026 vs September 2025

Ashland Area

September 2026
Single-family homes

Sellers Moving toward **Buyers**

3 → **5**

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

Ashland	Favors · points
New listings *year to date*	Buyers +1
Homes under contract *year to date*	Sellers +1
Months of supply	Buyers +2
Median Sales price *year to date*	Buyers +1
Average % of original list *year to date*	Buyers +1
Average Days on market *year to date*	Sellers +2
Total	**Sellers 3 · Buyers 5**

How the SimpleMarket Momentum and the SimpleMarket Carpet are figured: 804re.com/market-report

SimpleMarket Carpet (4 months)

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

2 1 Sellers 1 2 Buyers N Neither

▲ heating up ▼ cooling

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

About These Numbers

13 closed sales of single-family homes in September 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.

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A SimpleMarket Report, developed by Michael Hottman