804 Michael 642-4235

Market Report for the Ashland Area

November 2026

SINGLE-FAMILY

October 2026 numbers, compared with October 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
$527,500	$555,405	42	33	12	2.9
▲ 5.5% vs Oct '25	▼ 2.8% vs Oct '25	▲ 31.3% vs Oct '25	▼ 21.4% vs Oct '25	▼ 36.8% vs Oct '25	▲ 31.8% vs Oct '25
YTD $535,000 ▼ 1.7%	YTD $581,898 ▲ 1.3%	32 a year ago	YTD 27 ▼ 25.0%	YTD 139 ▼ 9.2%	2.2 a year ago

804-Michael's Take on the Ashland Area

The Ashland Area is a balanced market this month. With only 12 sales in October, a single sale can swing the month's numbers, so I lean on the year to date: 139 homes have sold since January, down from 153 last year, at a median of $535,000, down 1.7% from $544,174. Homes for sale rose to 42 from 32 a year ago, a 2.9-month supply: at the current pace of sales, that is how long the homes for sale would last.

October's median sales price was $527,500, up 5.5% from last October, but that rests on 12 sales, so the year-to-date median is the better read. Sellers have received 99.3% of their original asking price this year, a little under last year's 99.9%, so buyers are negotiating.

Sellers are listing more: new listings rose 75% to 21 and pending sales rose 30% to 13, so some buyers are moving, and homes have taken 27 days to sell this year, down from 36. With sales usually slowing into winter, 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 a seller's market; 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**, homes for sale are up from a year ago and winter gives you more time, so compare carefully and expect room to negotiate on any home that sits. With only 12 closed sales in October, a few sales can make a small change look dramatic, so the year-to-date figures are a steadier guide.

Thinking about selling or buying in the next year? The best plans start well before the sign goes up or the first showing. Call **804-Michael** to talk through your timing.

Single-Family Detail

	Oct 2025	Oct 2026	Change	YTD 2025	YTD 2026	Change
New listings	12	**21**	▲ 75.0%	186	**221**	▲ 18.8%
Pending sales	10	**13**	▲ 30.0%	142	**160**	▲ 12.7%
Closed sales	19	**12**	▼ 36.8%	153	**139**	▼ 9.2%
Days on market	42	**33**	▼ 21.4%	36	**27**	▼ 25.0%
Median sales price	$500,000	**$527,500**	▲ 5.5%	$544,174	**$535,000**	▼ 1.7%
Average sales price	$571,682	**$555,405**	▼ 2.8%	$574,177	**$581,898**	▲ 1.3%
% of original list price	96.5%	**103.1%**	▲ 6.8%	99.9%	**99.3%**	▼ 0.6%
Homes for sale	32	**42**	▲ 31.3%	-	**-**	-
Months of supply	2.2	**2.9**	▲ 31.8%	-	**-**	-

SimpleMarket Read

BALANCED MARKET

→ Steady

Seller | Balanced (-1) | Buyer



Area these numbers cover, Zip code 23005 — Town limits

SimpleMarket Scale

	SUPPLY	LIST PRICE	DAYS	INVENTORY	PENDING	PRICES	TOTAL
Sellers	1	2	0	0	0	0	3
Buyers	0	0	0	2	1	1	4

Buyer Activity

	Oct 2026	vs Oct 2025
Showings	**131**	▼ 12.7%
Per listing	**2.8**	▲ 11.5%
Listings shown	**47**	▼ 21.7%

Every showing booked through ShowingTime, all property types.



Michael Hottman

Call 804-Michael or Text 804-642-4235

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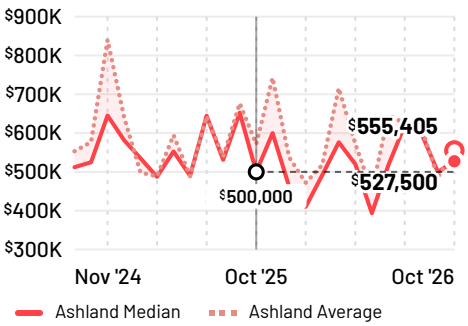
Source: Central Virginia Regional MLS via ShowingTime Plus FastStats, current as of November 10, 2026. Based on information from CVR MLS for the period November 1, 2024 through October 31, 2026. Deemed reliable but not guaranteed. Median prices, average prices, and percent of list price do not account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

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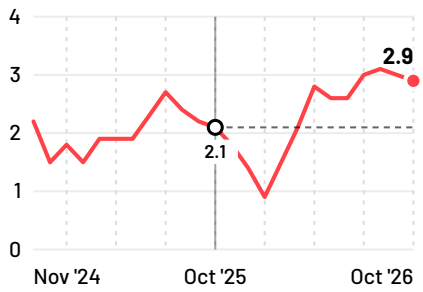
Market Report for the Ashland Area

October 2026 numbers, month by month

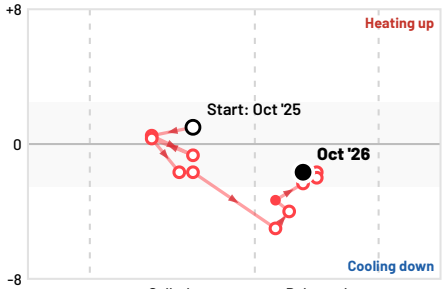
Median and Average Price



Months of Supply

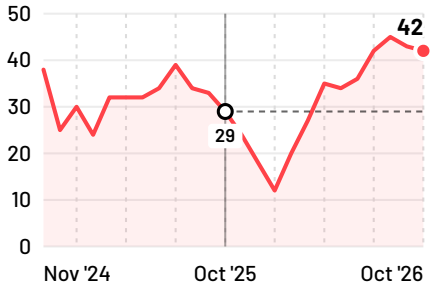


SimpleMarket Trail (1 year)

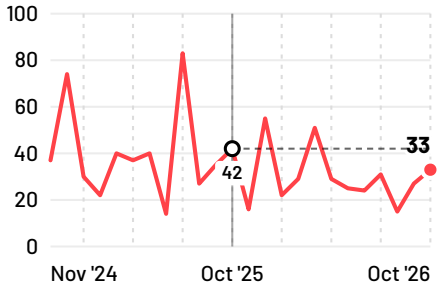


Across: where it stands. Up: which way it's moving.
Each dot is that month and the two before it, averaged.

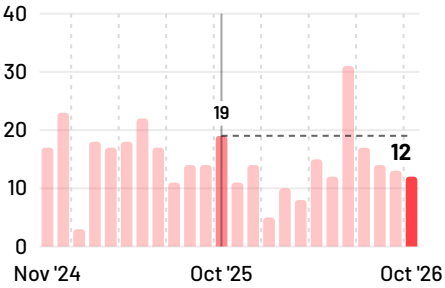
Homes for Sale



Days on Market



Closed Sales



SimpleMarket Momentum: October 2026 vs October 2025

Ashland Area

October 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 +2
Homes under contract *year to date*	Sellers +1
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 3 · Buyers 5**

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

SimpleMarket Carpet (4 months)

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

12 closed sales of single-family homes in October 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.

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

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