

MIDDLETON ELITE COACHING

Spring 2026 Market Update

Where We Are. What's Coming. What to Do About It.

April 2026

Agenda

01

Where We Are Right Now

Predictions that have held • What's happened since January • The short-term play

02

The Broader Market Setup

Drivers of buyer demand • Drivers of seller supply • What the data are telling us

03

What Comes Next

Predictions for the back half • Three structural investments for 2027 and beyond

PART ONE

Where We Are Right Now

And what to do about it between now and the end of May.

Predictions That Have Held True

Higher for longer

Every prior consensus forecast has been more optimistic than reality. Our predictions have held since November **2024**.

Volatility creates opportunity

The rate-dip-to-price-spike correlation we mapped at mid-year is playing out again right now.

The market doesn't determine your success

It tells you how to be successful. Many of you just had your best Q1 ever.

The Story Arc

Q1 2026

The setup

Rates near three-year lows.
Market positioned for the busiest spring in five years.

LATE FEB

The shock

Iran war begins. Rates jump from a four-year low to a six-month high — +50 bps in 30 days.

MARCH

The drag

Existing home sales fall 3.6% MoM to a 9-month low of 3.98M (NAR). Buyers retreat to the sidelines.

APRIL

The bounce

Ceasefire holds. 30-year fixed back to 6.23% — lowest of the last three spring seasons (Freddie Mac).

Demand Has Responded

6.23%

30-year fixed (4/23)

Lowest of last three spring seasons (Freddie Mac)

+7.9%

Mortgage apps WoW

Largest weekly jump since January (MBA, week ending 4/17)

+14%

Purchase apps YoY

Buyers who extended preapprovals are now writing offers (MBA)

+1.5%

Pending home sales MoM increase in March

Beat 0.5% consensus forecast .Also up 9% YoY. (NAR)

This is a risk-premium unwind. *Not a monetary policy pivot.*

Rates eased because bond markets calmed on the ceasefire — not because the Fed cut or that long term monetary policy is becoming more favorable. The same mechanism that brought us here can unwind in the other direction quickly. We've seen this movie three times in 18 months.

Pressure Has Intensified

38 of 49

of the largest U.S. metros analyzed

are now buyer's markets

Up from 29 a year ago. Sellers outnumber buyers nationally by 43% — biggest gap on record going back to 2013.

A note on the math.

The seller count is hard data — active MLS listings. The buyer count is a model Redfin builds from their own buyer-shopping-time data plus pending sales. Directional, not precise.

Strongest buyer's markets:

- **Miami**
- **Nashville**
- **Austin**
- **San Antonio**
- **Las Vegas**

All pandemic boomtowns now correcting.

Sell Everything You Can Sell — Now Through May

01 Be on the market, properly priced, when the dip happens

Don't be scrambling to list during a 60-day window. The buyers responding right now are the ones who extended preapprovals in March.

02 Pricing means today's market, not yesterday's comp

National prices up just 0.8% YoY — 89 of 300 largest markets posted YoY declines (ResiClub / Zillow HVI). The appreciation backstop is gone.

03 The hidden-cost-of-waiting math has changed

Without appreciation as a backstop, motivation has to carry more weight. If sellers aren't lifestyle-motivated to move, they need to either stay or rent and hold.

04 Concessions are now the norm

44.4% of U.S. home-sale transactions included concessions in Q1 2025 (Redfin) — and the share has stayed elevated into 2026.



Lock-In Is Real — But Slowly Unwinding

~7 in 10

outstanding mortgages still carry a rate below 5%.

(FHFA National Mortgage Database, Q3 2025)

THE UNWIND SIGNAL

Mortgages above 6% have surpassed mortgages below 3% for the first time in five years.

21.2% of mortgages now at 6%+
20% still below 3%

Life events are starting to override the rate penalty.

PART TWO

The Broader Market Setup

What's driving demand. What's driving supply. What it means.

Net Migration

South Carolina

led the nation in 2025 per-capita net migration: 79.7 residents per 10,000.

Watch the trend reversals

Midwest is emerging: Minneapolis cracked U-Haul's top 25 for the first time. Indianapolis flipped to net inflow.

Bleeding is slowing: NY, LA, DC, Chicago all improved YoY. SF and Denver flipped to net-gain.

Top inbound metros (Q1 2026)

- Boise · Raleigh · Charleston · Greenville SC
- Cape Coral · Sarasota · Knoxville · Nashville
- Charlotte · Tampa · Jacksonville · Myrtle Beach
- San Antonio · Austin · DFW · Phoenix · Las Vegas
- Salt Lake City · Spokane · Colorado Springs
- Indianapolis · Columbus OH (Midwest emerging)

Demographic Waves

53%

of sellers are boomers

42%

of buyers are boomers

\$4-5T

wealth transfer over the next decade

Seven HNW / Boomer plays

1. Luxury primary residences
2. Multi-generational estates
3. Wealth transfer through adult-children outreach
4. Luxury second homes (mountains, coast, rural)
5. Multifamily / investor — old-timer + younger cherry-picker
6. Large land tracts on growth-area outskirts
7. HNW rentals as a feeder for future luxury buys

Sources: NAR; MEC BOA Q1 2026 HNW Opportunity Report

Monetary Policy

This was a risk-premium unwind, not a Fed pivot.

YEAR-END 2026 FORECASTS — 30-YEAR FIXED

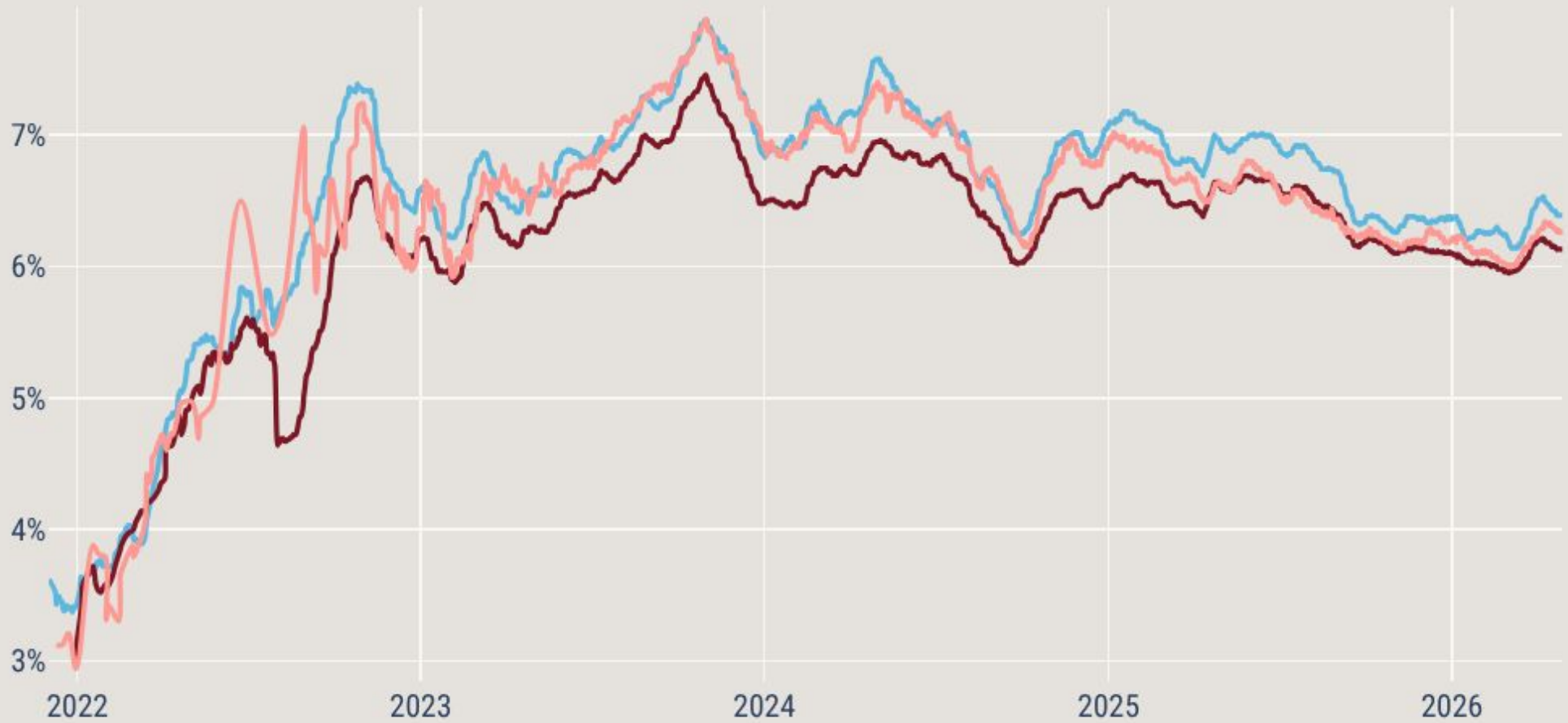
Source	Year-End 2026	Note
Fannie Mae	5.7%	<i>Most optimistic; March 2026 forecast</i>
NAR (Yun)	6.1%	<i>Closing 2026</i>
Goldman Sachs	6.2%	
Wells Fargo	6.2%	<i>"Stuck above 6% for next few years"</i>
Realtor.com / Redfin	6.3%	<i>Consensus mid-range</i>
MBA	6.4%	<i>Steady 6.1–6.4% range through 2026</i>
NAHB	Just below 6%	<i>Conditional on Iran de-escalation</i>

Sources: Each institution's most recent 2026 forecast (Fannie Mae March 2026, MBA Q1 2026 update, Wells Fargo 2026 Outlook, NAR, NAHB, Goldman, Realtor.com, Redfin)

Mortgage Rates Over Time

HOUSINGWIRE

1w 1m 3m 6m 1y all



— 30-Yr. Conforming — 30-Yr. FHA — 30-Yr. Jumbo

POWERED BY POLLY

What's Driving Resale Inventory

MARKET-DRIVEN

Boomer Sellers

- Aging in place / right-sizing
- Estate sales as boomers age
- Inherited property (tied to wealth transfer)
- Job relocation and return-to-office mandates

LIFE-EVENT-DRIVEN

The 5 D's

- Diamonds — marriage
- Diapers — growing family
- Diplomas — kids leaving / school relocation
- Divorce
- Downsizing / Death

These sellers transact regardless of rates.

New Construction Is Pulling Buyers Away

65% of builders offered incentives in February 2026 — 11th straight month above 60%.

Lennar Q1 2026

~14%

incentive rate — roughly \$60K on a \$450K home. CEO calls normalized 5–6%.

PulteGroup Q1 2026

10.9%

incentive rate — \$54,500 on a \$500K home. Up from 8.0% Q1 '25 and 6.3% Q2 '24.

D.R. Horton

1–1.5%

below market on rate buydowns; 3.99% in select markets (mostly FHA).

Beazer Homes

4.99%

fixed buydowns in San Antonio for closings by 3/31/26.

The new-home premium over existing homes shrank to 7.8% in Q2 2025 — an all-time low (typical premium is 10–15%). Median new-home price in Jan 2026 was \$400,500 — below the median existing home price of \$418,300.

PART THREE

What Comes Next

Predictions for the back half. Three structural investments for 2027 and beyond.

Volatility, Uncertainty, Messy Midterm

The lowest rates we'll see for a while are likely behind us

The November call still holds. Rate dips will be episodic and event-driven, not structural.

The closer we get to November, the messier it gets

Capital, decisions, and consumer sentiment all get jumpy heading into the wildest midterm cycle in 100 years.

Run two scenarios in parallel

Bear: rates stuck above 6.25%, modest unit volume. Bull: rates trend toward 6% on Iran/inflation resolution. Build org charts and pipelines for both.

Three Structural Investments for 2027 and Beyond

01

Database

Reconnect with purpose

Most agents are good at what's in front of them and weak on three-month-old leads. Mine the back of the pipeline. Updated buy-box conversations with every investor. Adult-children-of-aging-parents outreach. Reactivate every preapproval older than 90 days.

02

Digital Marketing

Dual-track approach

Long-term brand marketing that builds authenticity with the buyers and sellers who'll transact regardless of macro conditions. Short-term optimization on the same audiences. Don't compete for the spooked middle of the market.

03

Deep AI Integration

The structural advantage

Build a knowledge base of your own knowledge, scripts, and IP. Create marketing collateral that actually sounds like you. Operationalize AI as a force multiplier without losing the agent-to-agent voice that makes your business yours.

NEXT MONTH

AI Implementation for Real Estate Teams — Part One

Three things you'll learn:

01 Build a knowledge base of your own coaching, scripts, and IP

So your team queries it on demand instead of asking you the same question for the tenth time.

02 Create marketing collateral that actually sounds like you

Built on your brand voice and your data — not the generic AI output most agents are getting because they haven't done the foundational work.

03 Systematize Agent-Team-Client Leverage

How to get things out of your head without your assistant or client having to guess what you're thinking.

Quick Q&A

AI Implementation, Part 1 Webinar
Wed, May 27 - 12 noon ET

Full list of sources and citations can be found [HERE](#).

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