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Media contact: Christine Barnhart, Vice President, Strategic Communications
301.590.8764 or cbarnhart@gcaar.com

GCAAR housing stats | July '26

Sellers: Reset your expectations

ROCKVILLE, Md. – A creative marketing strategy matters now more than ever for home sellers as an increased supply and softer demand shift the local housing market. According to the latest data from the [Greater Capital Area Association of REALTORS® \(GCAAR\)](http://GCAAR.com), the July 2026 housing market reports reveal a total of 4,700 active listings in Montgomery County, Md. and Washington, D.C., well above the five-year July average of 3,661.

Further, the region's housing supply increased to 3.5 months compared with the five-year average of 2.6 months. And GCAAR's reports show residential properties spent an average of 35 days on the market last month, a 12.9% increase from July 2025 and 33% above the 5-year average of 26 days.

Additionally, new pending sales totaled 1,350 compared with the higher five-year average of 1,485, and new listings decreased to 1,692, slightly below the five-year average of 1,885. The average sold price for a residential property remains strong, with an increase of 3.3% to \$870,069 compared to July 2025.

Washington, D.C. (vs. July 2025)

Median sold price: \$672,500 (↓0.4%)
Average days on market: 41 (-0)
New listings: 731 (↓8.3%)

Montgomery County, Md. (vs. July 2025)

Median sold price: \$656,000 (↓0.6%)
Average days on market: 30 (↑8)
New listings: 961 (↑5.1%)

“Days on the market are up. So, while sellers should work with their real-estate agents on creative strategies to market their homes, they need to understand that it still may take longer than anticipated to sell, despite some houses continuing to get multiple offers,” said GCAAR President Russell Brazil. “At the same time, buyers have more time to explore the available inventory to find just what they’re looking for.”

About GCAAR

The Greater Capital Area Association of REALTORS®, one of the largest local REALTOR® associations in the U.S., is the voice for REALTORS® in Washington, D.C. and Montgomery County, Maryland. Representing more than 11,000 real estate professionals in the greater capital area, GCAAR provides services vital to its members' daily business needs and works with lawmakers to ensure public policy that encourages homeownership and supports the real estate industry. For more information, visit www.GCAAR.com.

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