

# 2026 TEXAS HOMEBUYERS AND SELLERS REPORT

## ABOUT THE TEXAS HOMEBUYERS AND SELLERS REPORT

Data in the 2026 edition of the *Texas Homebuyers and Sellers Report* is derived from the Texas responses to NAR's *Profile of Homebuyers and Sellers* survey. Texas REALTORS® distributes insights about the Texas housing market throughout the year, including quarterly market statistics, trends among homebuyers and sellers, luxury home sales, international trends and more.

## ABOUT TEXAS REALTORS®

With more than 145,000 members, Texas REALTORS® is a professional membership organization that represents all aspects of real estate in Texas. We are the advocates for REALTORS® and private property rights in Texas. Visit [texasrealestate.com](https://texasrealestate.com) to learn more.

## MEDIA CONTACT

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## EXECUTIVE SUMMARY

The 2026 *Texas Homebuyers and Sellers Report* provides insights into the behaviors, motivations, and opinions of Texas homebuyers and sellers who had a real estate transaction during the 12-month period between July 2024 and June 2025.

In this time period, the median age of all Texas buyers was 58, the same as in the previous year, which was an all-time high. First-time purchases accounted for 21% of sales, compared to the all-time low of 20% last year. Senior housing made up 7% of Texas home purchases, and 14% of homes were purchased for multi-generational families.

Price reductions were common, with 74% of sellers reducing their asking price two or more times before the sale, an increase of 53 percentage points from the previous year. An additional 18% reduced the price once. Cash sales reached a record high of 30%.

Most Texas buyers did not travel far to find their new homes, with 54% moving less than 30 miles, though 23% of them moved 300 miles or more. In choosing the location of their homes, 60% of buyers considered commuting costs to be very or somewhat important.

Clients' satisfaction with agents was high, with 90% of buyers and 87% of sellers saying they would definitely or probably use the same agent again. Most buyers (79%) and sellers (70%) interviewed only one agent before deciding to work with them.

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# BUYERS

# TEXAS HOMEBUYERS

## First-time Homebuyers



### TEXAS HOMEBUYERS

**2025 vs. 2024**

AGE: ALL BUYERS (MEDIAN)

**58**

**58**

HOUSEHOLD INCOME (MEDIAN)

**\$112,500**

**\$112,500**

HOME SIZE (MEDIAN)

**2,100 sq. ft.**

**2,095 sq. ft.**

## About Texas Homebuyers

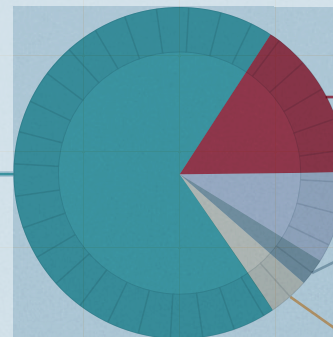
**14%**

BOUGHT A MULTI-GENERATIONAL HOME



(adult children, adult siblings, parents, grandparents, etc.)

**68%** Married couple



Single female **18%**

Single male **7%**

Unmarried couple **3%**

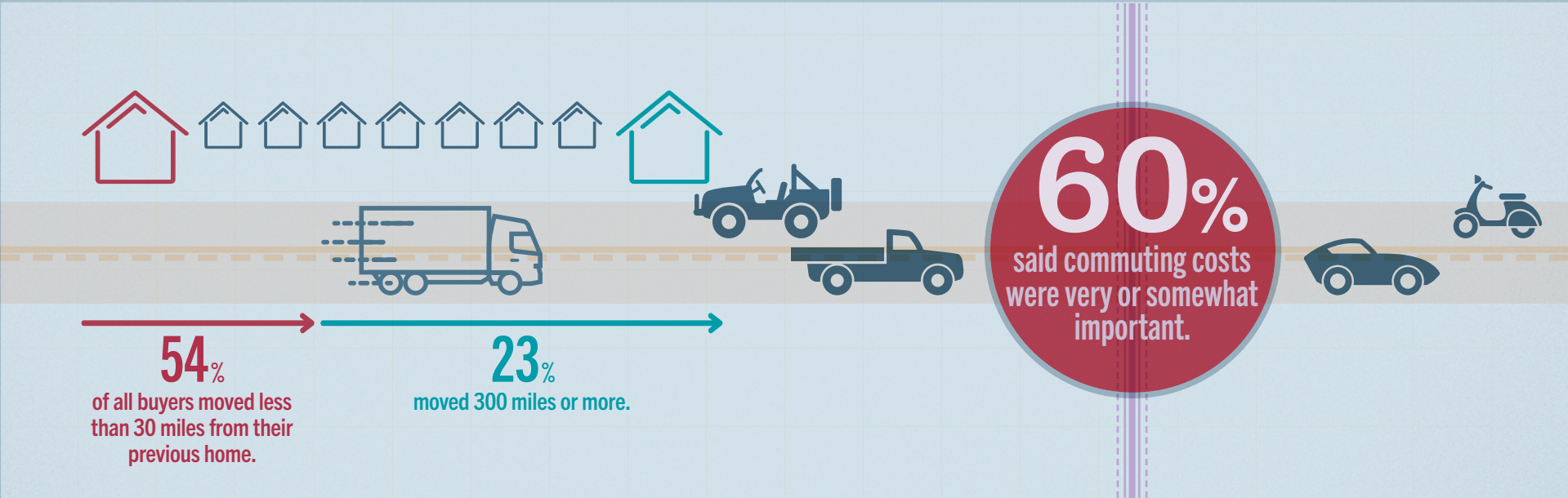
Other **4%**

**7%**

BOUGHT HOMES IN A RETIREMENT COMMUNITY

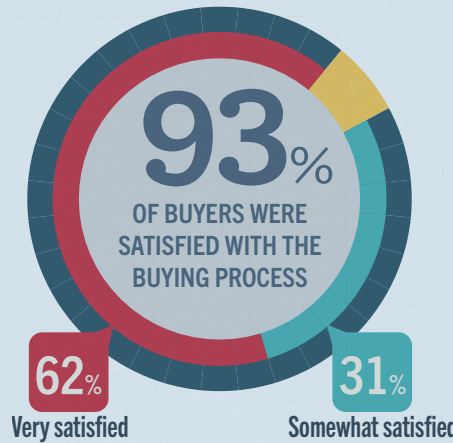
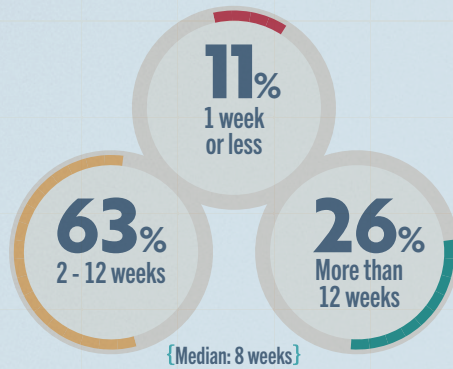


# TEXAS HOMEBUYERS: ON THE MOVE



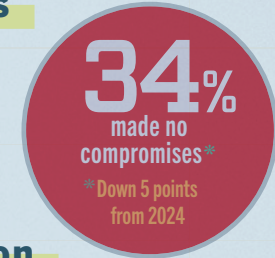
# TEXAS HOMEBUYERS: HOMEBUYING PROCESS

## Length of search before locating home purchased



## Most common compromises

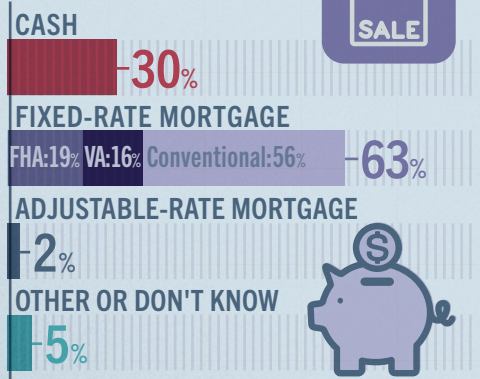
- Price
- Home size
- Condition
- Style of home
- Lot size



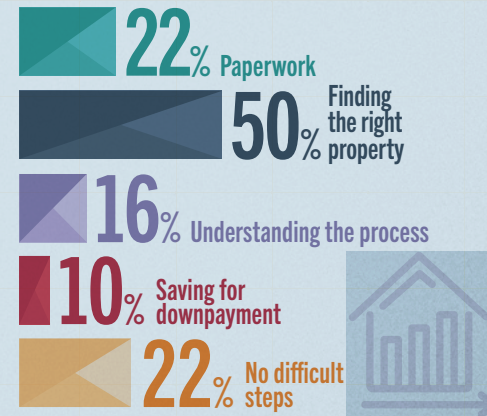
## Least common

- School distance
- School quality
- Quality of neighborhood

## Financing

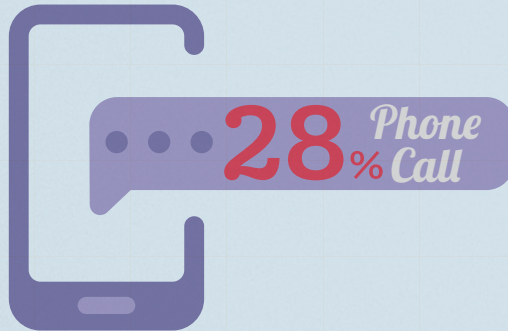


## Most difficult steps



# TEXAS HOMEBUYERS: FINDING AN AGENT

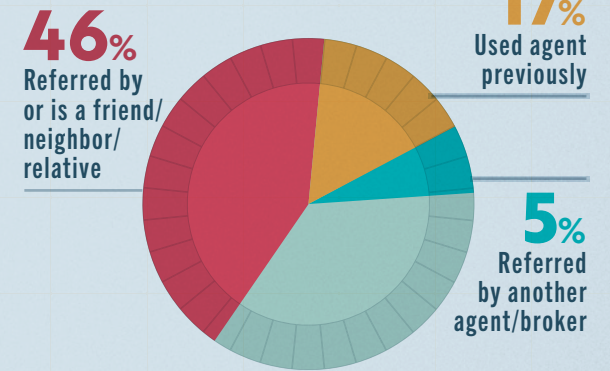
## Top method to first contact agent



## Most important factors when choosing agent



## How buyer found agent

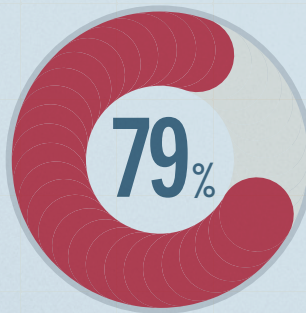
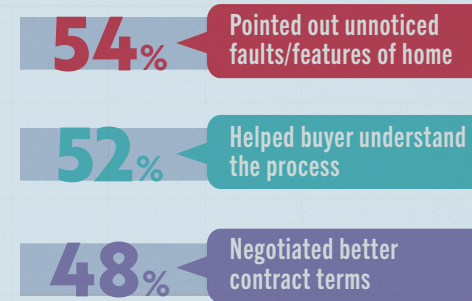


# TEXAS HOMEBUYERS: WORKING WITH AN AGENT

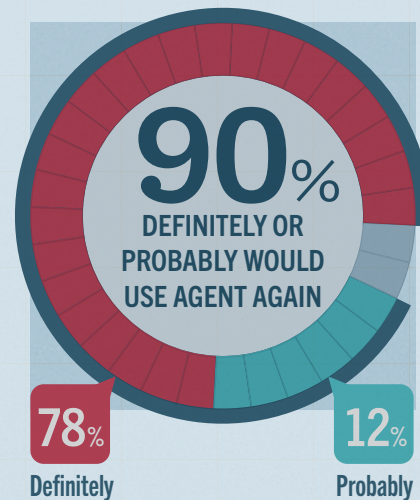
## What buyers want most from real estate agents



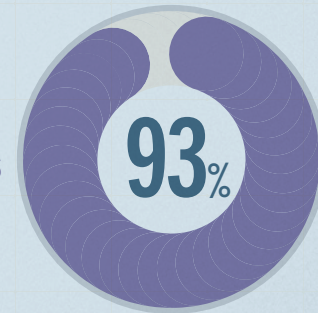
## Top benefits provided by agent



INTERVIEWED ONLY ONE AGENT\*  
 { \* up 4 points from 2024 }



WERE VERY SATISFIED WITH AGENT'S HONESTY AND INTEGRITY  
 { 5% were somewhat satisfied }

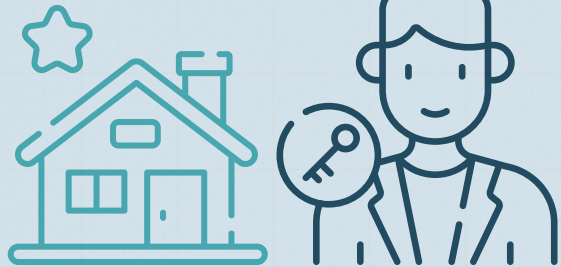


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# SELLERS

# TEXAS HOMESSELLERS

**29%**  
FIRST-TIME  
HOMESSELLERS



**4%**

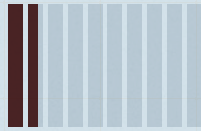
WANTED TO SELL BUT WAITED BECAUSE  
HOME WAS WORTH LESS THAN MORTGAGE



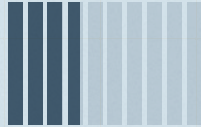
## How quickly sellers need to sell



**17%**  
AS QUICKLY AS  
POSSIBLE



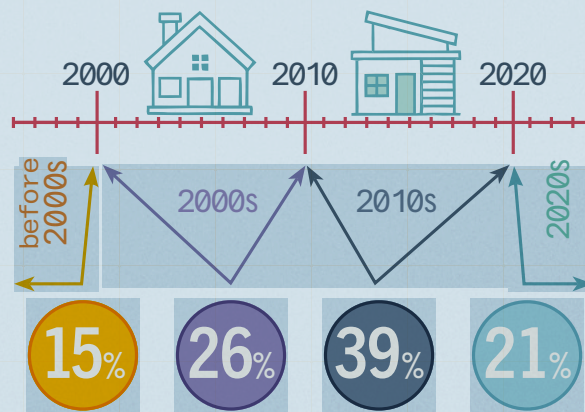
**38%**  
IN A REASONABLE  
TIME FRAME



**45%**  
COULD WAIT FOR  
THE RIGHT OFFER



## When sellers originally purchased home sold

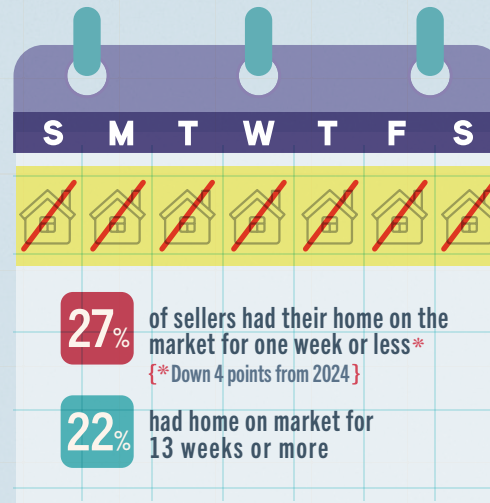


## Top reasons for selling

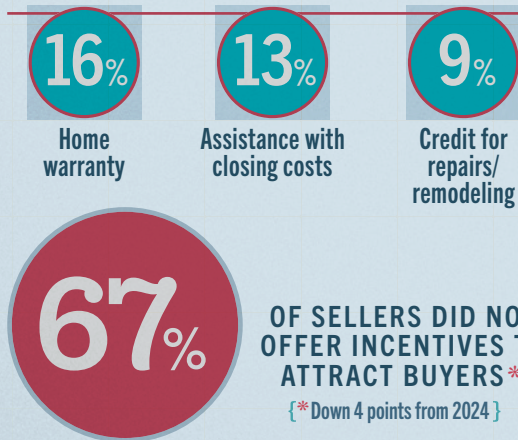
- 28%** Move closer to friends/family\*  
{\* Up 7 points from 2024}
- 9%** Job relocation
- 9%** Home too large
- 8%** Home too small
- 8%** Change in family situation

# TEXAS HOMESSELLERS: THE SELLING PROCESS

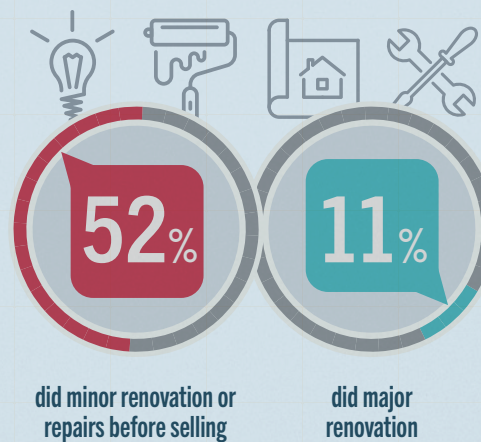
## Top methods agents used to market home



## Most frequent incentives:



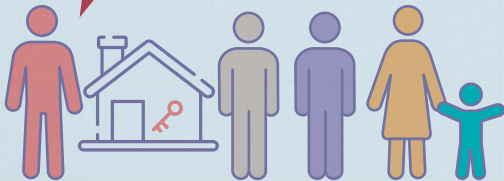
## Renovations



## TEXAS HOMESSELLERS: AFTER THE SALE

11%

OF SELLERS SOLD TO A FRIEND, FAMILY MEMBER, OR ACQUAINTANCE

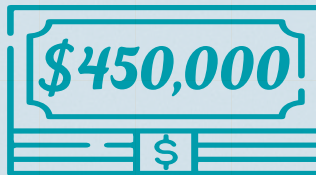


20% OF HOMES SOLD FOR

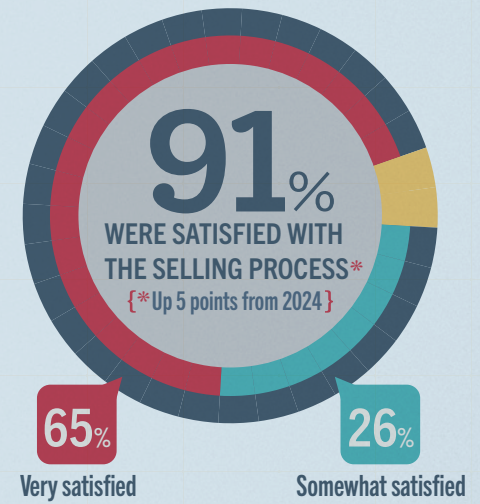


*or less*

39% OF HOMES SOLD FOR



*or more*

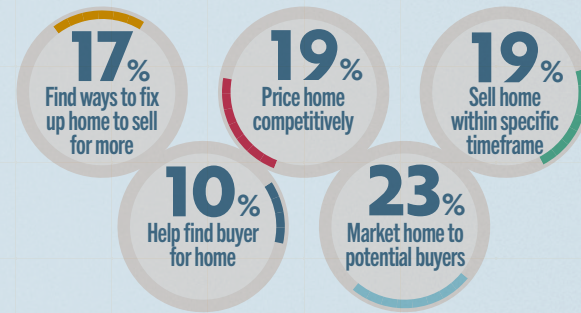


# TEXAS HOMESSELLERS: FINDING AN AGENT

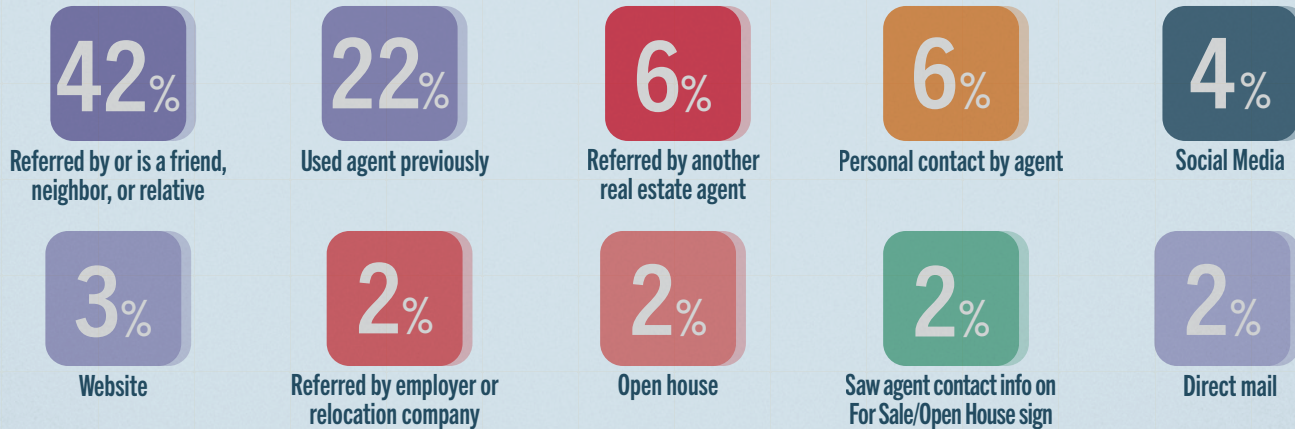
## Number of agents contacted before selecting one



## What sellers want most from real estate agents



## How seller found agent

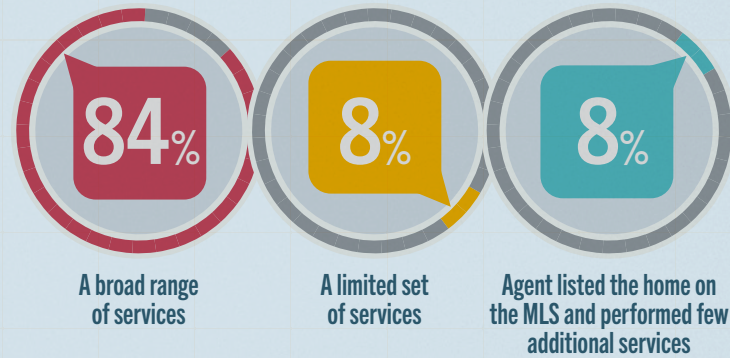


## TEXAS HOMESSELLERS: WORKING WITH AN AGENT



{\*Up 6 points from 2024 }

### Level of service provided by agent



**3%** sold their homes to a homebuying company