



Prepared by Alexander Brandau IV
Aperture Global Real Estate

JULY 2026

DAVIDSON COUNTY LUXURY MARKET REPORT

EXECUTIVE SUMMARY

July's luxury market remained balanced as healthy inventory met steady buyer demand across Davidson County's \$750K-\$1.5M segment.

With 397 active listings and 104 closed sales, buyers had meaningful selection while well-positioned properties continued to achieve strong pricing. The 97.8% sale-to-list ratio and 47% of sales closing at or above list reflect continued buyer commitment to quality homes.

While transaction activity moderated in July, the data points more toward seasonal cooling than a meaningful shift in market conditions.



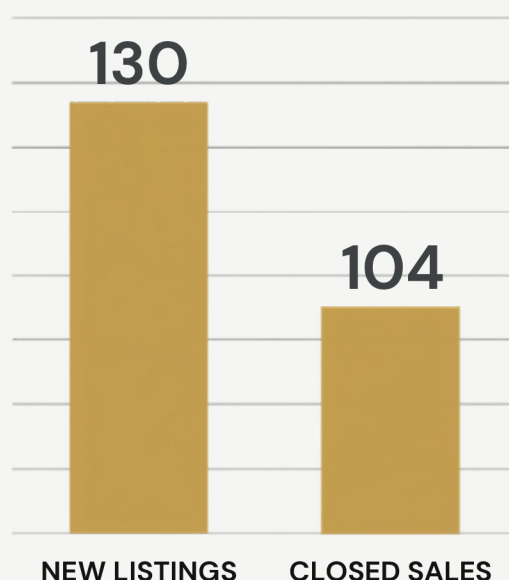
KEY METRICS

July 2026 Luxury Market Snapshot

ACTIVE LISTINGS	CLOSED SALES	MEDIAN SALE PRICE	SALE-TO-LIST
397	104	\$945K	97.80%
MARKET SUPPLY			
3.8 MONTHS OF SUPPLY			

\$750K-\$1.5M LUXURY MARKET SEGMENT

MARKET ACTIVITY + PRICING – JULY 2026



MARKET ACTIVITY

July brought healthy inventory and steady buyer activity across Davidson County's \$750K–\$1.5M luxury segment.

With 130 new listings and 104 closed sales, buyers had meaningful selection while well-positioned homes continued to perform. 16 listings went under contract and 5 closed within July, resulting in a 16% same-month absorption rate.

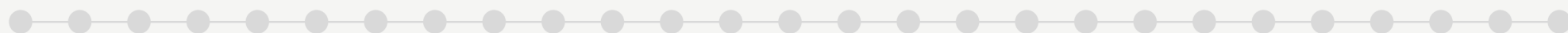
Overall, the market remained balanced, with performance varying by price point and positioning.

PRICING TRENDS

Pricing remained firm despite moderated transaction activity.

The median sale price reached \$945,000, while the average closed price was \$994,575. Properties averaged \$370 per sq ft, with a median of \$350 per sq ft.

The 97.8% sale-to-list ratio shows that well-positioned homes continued achieving strong results for properly positioned homes, while nearly half of July's sales closed at or above asking price.



MARKET TAKEAWAY

Healthy selection. Firm pricing. More selective buyers.

July's market suggests that pricing and positioning mattered more than simply having a desirable property.

PRICING ANALYSIS - JULY 2026

\$994.6K

Average Closed Price

\$370

Average \$ / Sq Ft

PRICING TRENDS

July 2026 Luxury Segment

July pricing remained firm despite moderated transaction activity across Davidson County's \$750K–\$1.5M luxury segment.

The median sale price reached \$945,000, while the average closed price was \$994,575, reflecting continued demand for well-positioned homes.

Average price per square foot reached \$370, with a median of \$350, showing that buyers continued to recognize quality and location.

The 97.8% sale-to-list ratio reinforces that properly priced homes continued attracting strong buyer interest, while nearly half of July's sales closed at or above asking price.

MARKET TAKEAWAY

Firm pricing. Strong buyer interest. Strategic positioning.

July's results suggest that pricing and presentation remained critical to achieving strong results in a more selective luxury market.

MARKET POSITIONING + WHAT IT MEANS



INVENTORY

397

Active Listings

3.8

Months of Supply

Inventory remained healthy, giving buyers meaningful selection while keeping the market relatively balanced.



BUYER DEMAND

104

Closed Sales

47%

Closed At or Above List

Buyer activity remained steady, with well-positioned homes continuing to attract qualified demand.



PRICING

97.8%

Sale-to-List Ratio

\$945K

Median Sale Price

Pricing remained firm, showing that buyers continued to pay strong prices for homes that were correctly positioned.

WHAT THIS MEANS FOR BUYERS & SELLERS



FOR BUYERS:

More selection means greater opportunity, but the best-positioned homes still require decisive action.



FOR SELLERS:

Strategic pricing, presentation, and positioning remain critical in a more selective market.



MARKET POSITIONING

Balanced inventory. Steady demand. Strategic pricing.

NOTABLE PROPERTIES - JULY 2026

ACTIVE HIGHLIGHT

4000 Crestridge Dr — Oak Hill

List Price: \$1,485,000

- Featured active listing for the July 2026 market report
- Approximately 2,890 sq ft
- Well-positioned Oak Hill property within the luxury segment
- Offered at \$1.485M
- Represents the type of established luxury inventory available to buyers in the segment



This listing illustrates the continued opportunity for buyers seeking established luxury homes in desirable Davidson County neighborhoods.



CLOSED HIGHLIGHT

6221 Bresslyn Rd — West Meade

Sold Price: \$1,400,000

- Featured closed sale for the July 2026 market report
- 2,856 sq ft
- 3 bedrooms | 2 full baths | 1 half bath
- West Meade location
- Sold after multiple offers
- Closed at \$1.4M

This sale demonstrates continued buyer demand for well-positioned opportunities, with multiple offers reinforcing the value of location and strategic positioning in a selective market.

MARKET OUTLOOK



INVENTORY

Balanced, with opportunities for buyers

New listings continued adding selection to the market, but inventory remains within a range that supports a relatively balanced environment. Buyers should continue to see options across the segment, particularly when they are flexible on location and property type.



OUTLOOK AHEAD

Inventory is expected to remain healthy as the market moves into fall.



PRICING

Well-positioned homes should continue to outperform

July's 97.8% sale-to-list ratio suggests sellers who price strategically remain in a strong position. Properties that are overpriced or poorly positioned may require more time and negotiation.



OUTLOOK AHEAD

Pricing is expected to stay stable with continued strength for homes that are correctly priced and well-presented.



BUYER DEMAND

Active, but increasingly selective

With 104 closed sales and 47% closing at or above list price, qualified buyers remain engaged. Demand is strongest for homes that combine location, condition, and appropriate pricing.



OUTLOOK AHEAD

Buyer activity is expected to stay steady with more buyers returning in late summer and into the fall market.



MARKET OUTLOOK

A balanced market with selective opportunity.

The \$750K-\$1.5M luxury segment appears positioned to remain stable as the market moves into late summer and fall. Buyers should have meaningful choices, while sellers with well-positioned properties can continue to attract serious demand.



WHAT TO WATCH



FALL INVENTORY

Watch for new listings as the fall market gets underway.



INTEREST RATES

Rate trends will continue to influence buyer decisions.



PRICING

Price adjustments will impact time on market and results.



BUYER ACTIVITY

Monitor buyer activity in core neighborhoods and key price points.

WHY LIST WITH Alexander Brandau IV

Davidson County's luxury market is increasingly selective, making pricing, positioning, and presentation more important than ever. Alexander brings a disciplined, data-informed approach to helping sellers understand their property's position and attract qualified buyers.



From pricing strategy to marketing and negotiation, Alexander and his team focus on positioning each property to compete effectively in today's luxury market.

LUXURY MARKET STRATEGY CONSULTATION

Scan the QR code to request a confidential review of your property's valuation, positioning, and selling strategy in the current market.

