AKRON CLEVELAND ASSOCIATION OF REALTORS®

How to Use These STATS in Your Business

July 2026 Market Report | Ready-to-Use Scripts for Members

Use this month's numbers to sound like the local expert — in listing appointments, buyer consults, social posts, and follow-ups with your sphere.

This Month's Numbers at a Glance

Market Metric	July 2026	vs. Last Year
Median Sales Price	**$265,000**	▲ +4.5%
Average Sales Price	**$320,495**	▲ +3.5%
Closed Sales	**2,315**	▲ +8.9%
Avg. Days on Market	**31**	**0.0%**
Months Supply of Inventory	**2.4**	▲ +9.1%
New Listings	**3,047**	▲ +8.5%
Pending Sales	**1,740**	▼ -16.2%

Full report: akronclevelandrealtors.com/housing-data

Ready-to-Use Scripts

LISTING APPOINTMENT

"Before we look at your pricing, I want to share what the local market is doing right now. According to the latest ACAR stats, the median sale price is currently $265,000— that's +4.5% from this time last year. Homes are selling in an average of 31 days. That context is going to shape everything we recommend today."

BUYER CONSULT

"I want to make sure you understand what you're walking into. Right now we have 2.4 months of inventory — that's a seller's market, which means good homes move fast. Closed sales this month were 2,315, and homes are averaging 31 days before going under contract. My job is to get you prepared so when the right home comes along, we're ready to move."

SOCIAL MEDIA CAPTION

"July 2026 Market Update for NE Ohio: Median home prices hit $265,000 — +4.5% from last year. Homes are moving in an average of just 31 days with inventory at 2.4 months supply. Whether you're buying, selling, or just curious — I'm always happy to chat about what this means for you. Source: @AkronClevelandRealtors #NEOhioRealEstate #MarketUpdate"

RE-ENGAGE A COLD LEAD (TEXT)

"Hey [Name] — just wanted to pass along the latest market numbers since we last talked. Median home prices in our area are now $265,000, up +4.5% from last year. If you've ever thought about making a move, this might be a good time to know what your options look like. Happy to pull some numbers — no pressure at all."

Do This Every Month

- Read the full Stats PDF and jot the 3 numbers you'll use most this month.
- Open listing appointments with the market snapshot — before you show the CMA.
- Print one page of stats to leave with sellers; text or email one to buyers after the consult.
- Post one stat per week on social and send 2–3 stats to your top 20 sphere contacts monthly.
- Months Supply sets the tone: under 3 = seller's market, 3–6 = balanced, over 6 = buyer's market.

Questions? Need help using these stats with a client? Reach out to cshaw@akronclevelandrealtors.com.