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Champaign County Area Housing Market Shows Price Strength in the Face of January Slowdown

Seasonal Cooling Signals Preparation for Spring

Champaign County, IL — Despite a modest dip in January home sales, the Champaign County Association of REALTORS® (CCAR) is building momentum for the year ahead as they strategically prepare buyers and sellers for a strong spring. Rising home prices and improving mortgage rates position the market for an upcoming season of success.

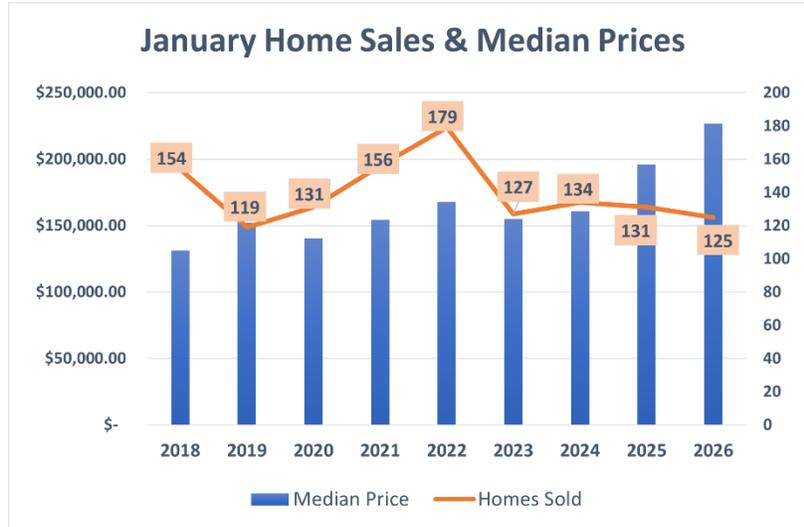
“The slower pace in January was expected given winter conditions,” said Deana Gauze, president of CCAR and broker with Coldwell Banker Real Estate Group. “What’s encouraging is the strength we’re seeing in pricing. Our REALTORS® are using this time to help clients plan with purpose so they’re ready when the market gains traction in the coming months.”

January Snapshot

- **Sales:** 125 units, down 4.6% year-over-year
- **Median Sales Price:** \$226,500 — up 15.6% year-over-year
- **Average Days on Market:** 62 days — up 26.1% year-over-year
- **Inventory:** 432 units available, down from 575 last month

According to CCAR, 125 area homes were sold last month, a 4.6% decrease year over year — the first month without a year-over-year increase in sales after an extended growth period. The shift mirrors national trends. The [National Association of REALTORS®](#) (NAR) reported existing-home sales fell 4.4% year-over-year and 8.4% compared to December.

Locally, pricing remained a bright spot, with the median sales price rising 15.6% year over year while remaining below the national median, reinforcing the area’s relative affordability.



Nationally, the median existing-home price reached \$396,800, underscoring continued demand. NAR’s chief economist, Dr. Lawrence Yun, noted harsh weather may have temporarily influenced activity, but sellers shouldn’t panic. “Due to low supply, the median home price reached a new high for the month of January,” Yun said. “Homeowners are in a financially comfortable position as a result.”

NAR [reported](#) 16% of homes sold above list price in January, and homes listed received an average of 2.2 offers.

Mortgage rates are also trending favorably. According to [Freddie Mac](#), the 30-year fixed-rate mortgage averaged 6.09%, down from 6.87% at this time last year, offering renewed opportunity for buyers preparing to search for a new home.

“Longer days on the market are creating more flexibility for buyers,” Gauze added. “At the same time, inventory remains tight for competitively priced homes. Early action and strong guidance from a REALTOR® will be critical as activity increases.”

CCAR encourages homeowners and prospective buyers to work closely with a REALTOR® to navigate changing conditions and position themselves strategically as activity increases. For sellers considering listing before peak competition arrives, pricing a home correctly from the start remains one of the most important decisions in today’s environment. Additional insights on what factors influence home pricing are available through NAR’s consumer guide, [“What Goes Into Pricing Your Home.”](#)

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About CCAR

Founded in 1917, the Champaign County Association of REALTORS® (CCAR) is one of the oldest real estate associations in the state and serves over 500 members in Champaign County and surrounding areas. By offering resources that promote ethical standards, market expertise, and leadership skills, CCAR ensures that local REALTORS® are equipped to provide exceptional service to their clients and communities. As champions of fair housing, CCAR actively promotes equality and inclusion while supporting the local community through volunteerism.

For more information, visit www.champaigncountyassociationofrealtors.com or follow along on Facebook.

