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Rough Hollow market statistics

Austin, TX 78738

Single-family homes · closed sales through October 31, 2026

Prepared for Buyers, sellers and agents

Prepared by ALEX Real Estate

Market Statistics · Closed Sales

Version 14.565

November 8, 2026 · 7:00 AM CST

Online: alex-companies.com/market-data/tx-travis-austin-rough-hollow-market-statistics-canonical.html · Printable PDF: alex-companies.com/market-data/tx-travis-austin-rough-hollow-market-statistics-canonical.pdf

MARKET STATISTICS Every figure is measured from closed sales recorded in the ABOR MLS; the county index on the first chart is the only modeled element. Figures are medians, so one unusual house cannot move a line, and prices are net of what the seller paid toward the buyer's costs.

SALES, NOV 2025 TO OCT 2026	MEDIAN NET SALE PRICE	MEDIAN NET PRICE PER SF	MEDIAN DAYS ON MARKET
646	$885,550	$279	43 days
single-family homes · ZIP 78738	average $1,164,830	average $316	average 82 days

NET SALE PRICE

Prices are net sale prices.

Net sale price = Closing price − Buyer closing costs paid by Seller − Repairs paid by Seller at Buyer request

Prices per square foot are the net sale price divided by the living area. The two measures that compare a sale with its first asking price use the recorded closing price, because the asking price is a gross figure too.

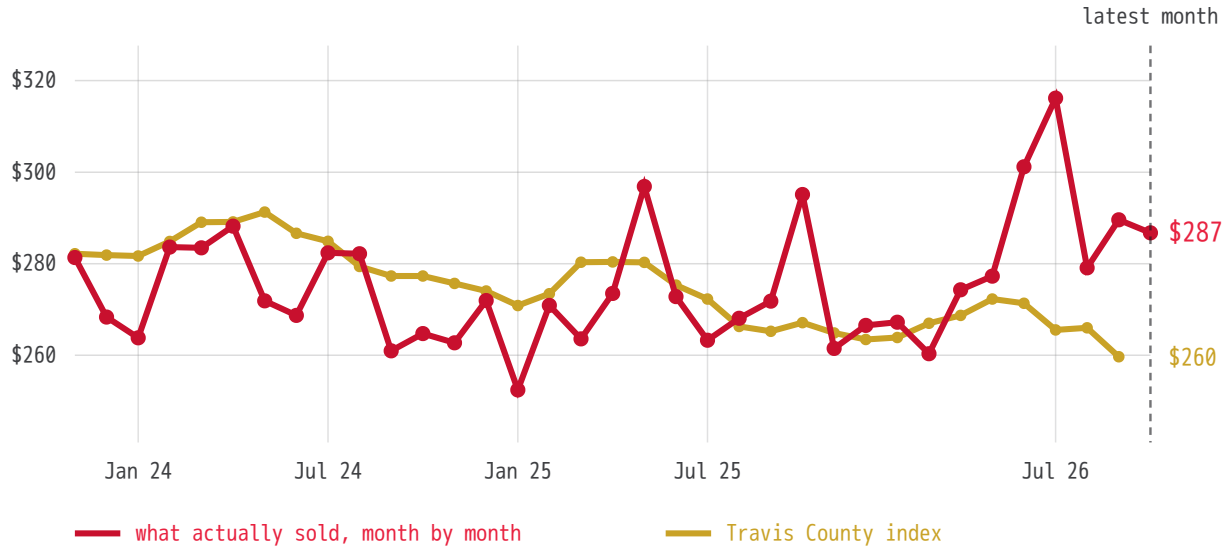
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HOW THIS AREA IS MEASURED

ZIP 78738 recorded 1,928 closed sales over the period, a median of 56 per month. That is enough for a monthly series, so these charts are monthly and each month is set against the same month a year earlier.

1. WHERE THIS MARKET HAS BEEN GOING

ZIP 78738 · single-family homes · median net price per square foot



The gold line is the Travis County index ALEX uses to bring every comparable sale to today. Over the twelve months to September 2026 it moved −2.1%.

NOW Aug–Oct 2026: $285 a square foot, against $278 a square foot in Aug–Oct 2025 — prices are higher than a year ago.

There are currently 177 single-family homes for sale in ZIP 78738, against a recent selling rate of about 54 a month. At that rate it would take 3.3 months to sell every home now on the market.

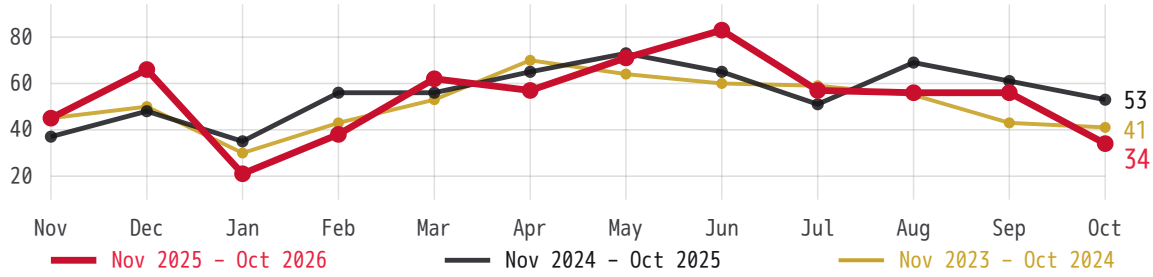
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NINE MEASURES

ZIP 78738 · single-family homes · through October 2026 · prices are net sale prices

2. Sales closed

How many homes sold in each period

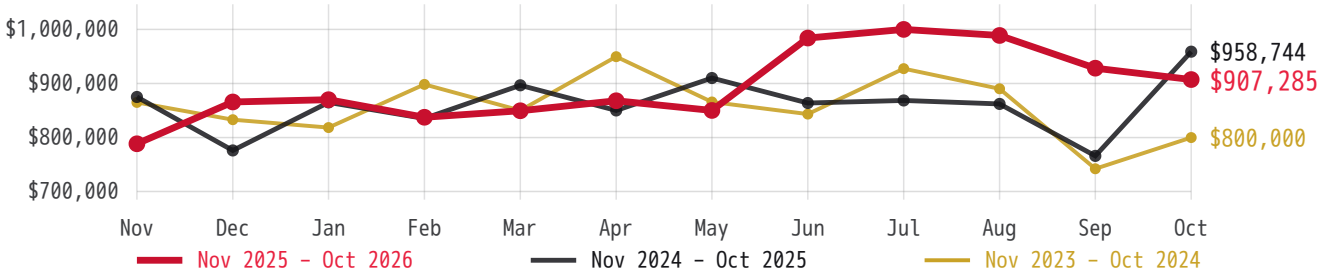


The number of homes that changed hands. When this falls, every other measure on this page rests on fewer sales and varies more from period to period.

NOW Aug–Oct 2026: 146 sales, against 183 sales in Aug–Oct 2025 — fewer homes are selling than a year ago.

3. Median net sale price

The median sale price, after what the seller paid toward the buyer's costs



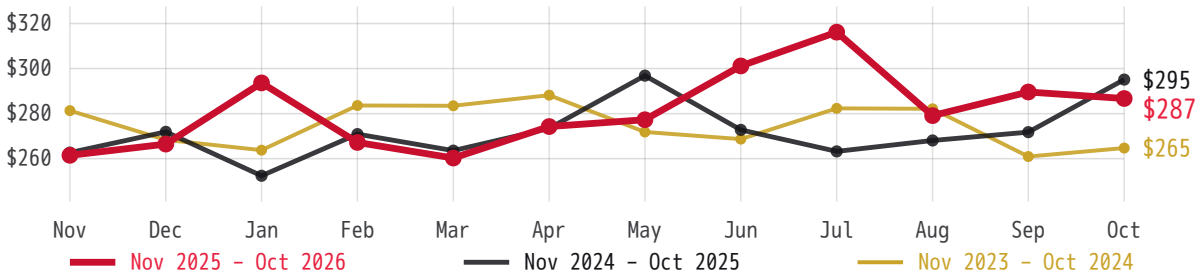
Half the homes sold for more than this and half for less. It is the net figure, what the seller kept, so it already accounts for money the seller paid toward the buyer's costs at closing.

NOW Aug–Oct 2026: $942,500, against $853,600 in Aug–Oct 2025 — prices are higher than a year ago.

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4. Median net price per square foot

The same net price, divided by living area

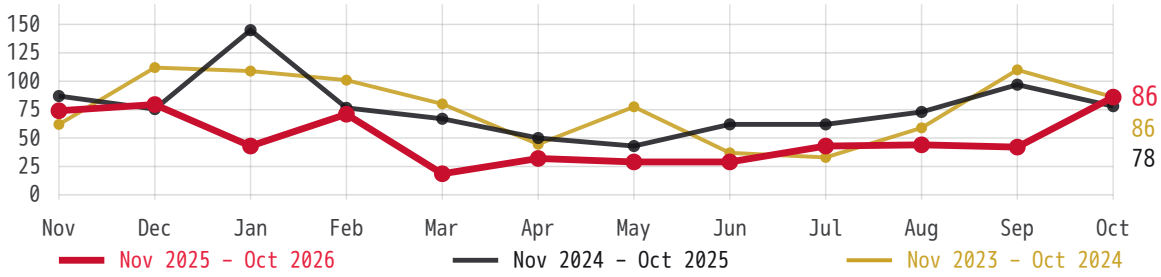


Price per square foot lets a large house and a small one be compared on the same scale. It is the measure the valuation is built on.

> NOW Aug–Oct 2026: $282 a square foot, against $277 a square foot in Aug–Oct 2025 — about the same as a year earlier.

5. Median days on market

How long the median sale took to find its buyer



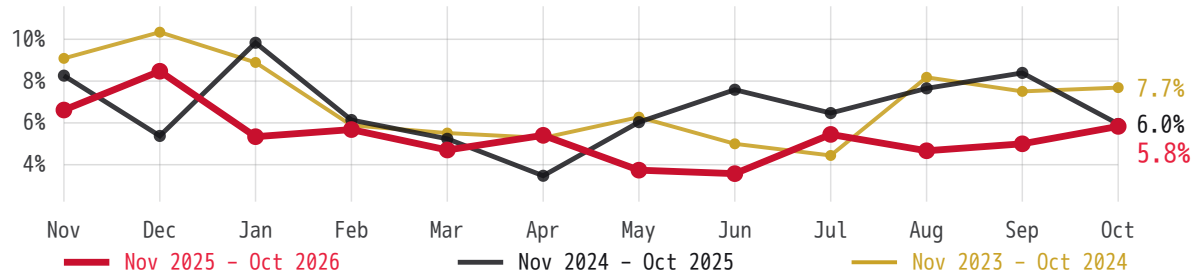
Counted, wherever the MLS record allows, from the day the home first went on the market rather than from its latest price change. Half of the sales took longer than this.

> NOW Aug–Oct 2026: 53 days, against 79 days in Aug–Oct 2025 — homes are selling faster.

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6. % Discount from the first asking price

The median amount the closing price fell below the original asking price, as a percentage

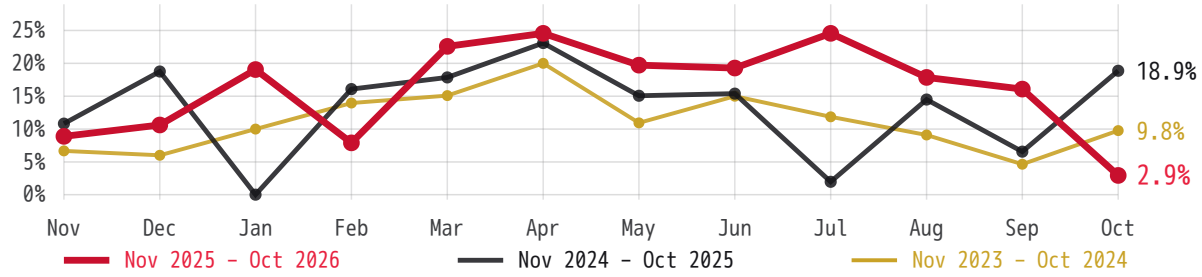


Zero percent means the home sold for exactly its first asking price. Ten percent means the seller accepted ten percent less than that price.

> NOW Aug–Oct 2026: 5.3%, against 7.7% in Aug–Oct 2025 — sellers are keeping more of their first asking price.

7. Share selling at or above the original asking price

How often the seller received the full first asking price or more



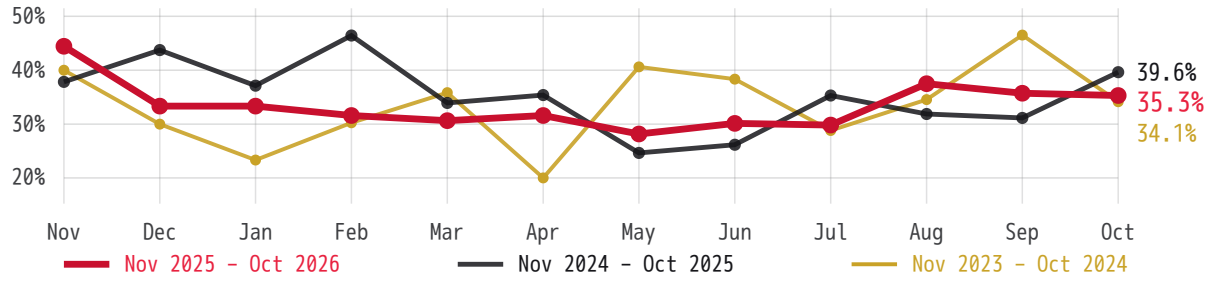
The percentage of sales that closed at or above their first asking price. It is the clearest single sign of whether buyers or sellers have the advantage.

> NOW Aug–Oct 2026: 13.7%, against 13.1% in Aug–Oct 2025 — about the same as a year earlier.

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8. % Seller Concession

How often the seller gave a discount at closing instead of a lower price

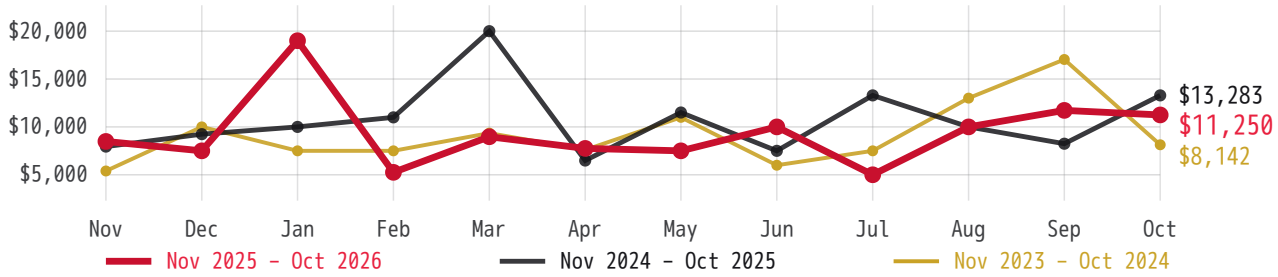


When a seller pays part of the buyer's closing costs, that discount does not show up in the recorded sale price. It is common here, so a gross sale price can overstate what comparable sellers actually received.

NOW Aug–Oct 2026: 36.3%, against 33.9% in Aug–Oct 2025 — more sellers are paying toward buyers' costs.

9. $ Seller Concession

How much the seller paid, in the sales where the seller paid anything



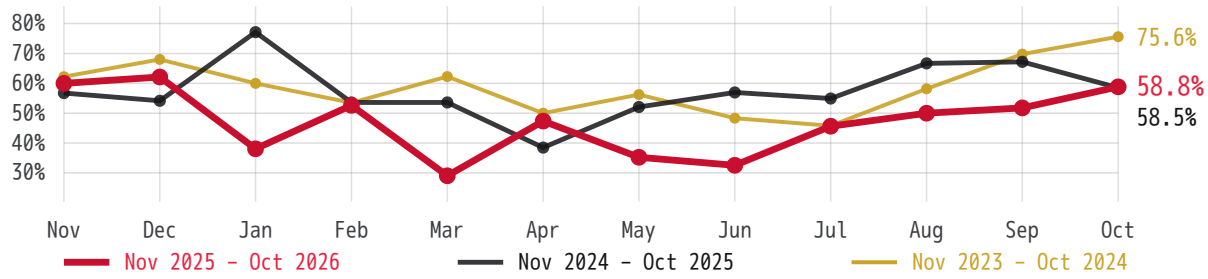
Among only the sales that included one, this is the middle amount the seller paid toward the buyer's costs.

NOW Aug–Oct 2026: $10,000, against $10,000 in Aug–Oct 2025 — about the same as a year earlier.

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10. Share that cut the price before selling

How often the asking price was lowered before the sale

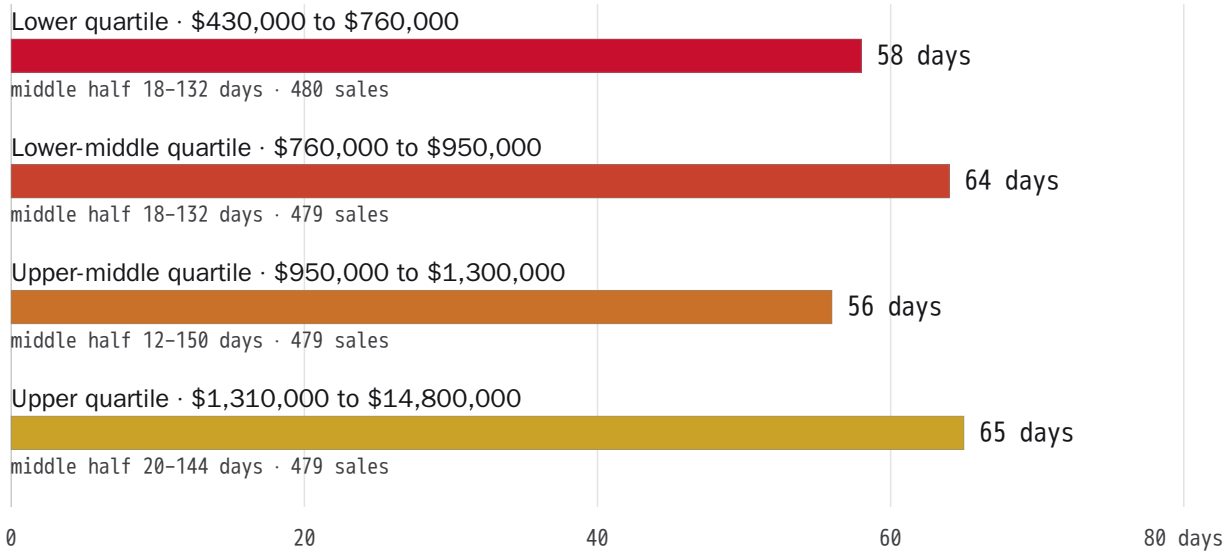


The percentage of sold homes whose final asking price was below their first asking price, meaning the price was reduced at least once before the sale.

> NOW Aug–Oct 2026: 52.7%, against 64.5% in Aug–Oct 2025 — fewer sellers are having to cut their price.

11. How long sales take, by price quartile

Every sale from November 2023 to October 2026, ranked by its first asking price and split into four groups of equal size



A quartile is one quarter of the sales: the lower quartile is the cheapest quarter by first asking price, the upper quartile the dearest. Each bar is the median number of days those homes took to sell; the line under it gives the middle half of that group, so the

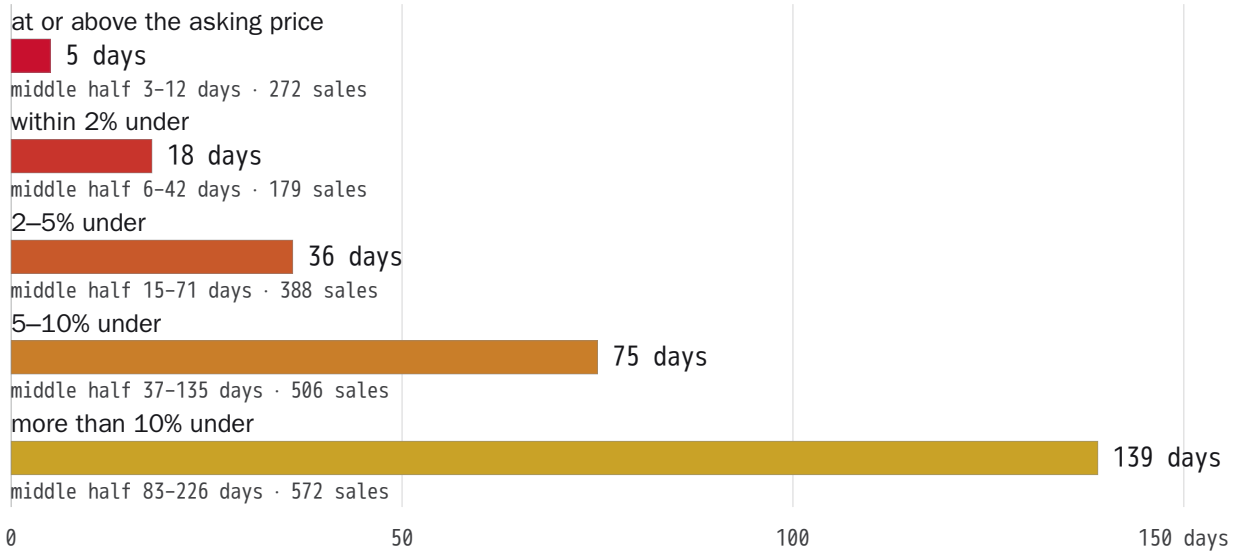
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spread is shown with the median. The upper quartile's median is 7 days longer than the lower quartile's. Where that gap is small next to the spread inside each group, price explains little of how long a sale takes.

NOW Nov 2025–Oct 2026: the lower quartile (up to $750,000) took a median of 38 days and the upper quartile ($1,375,000 and up) 58 days — higher-priced homes are taking longer to sell.

12. How long sales take, by how much was given up

The same sales, November 2023 to October 2026, grouped by how far under the first asking price they closed



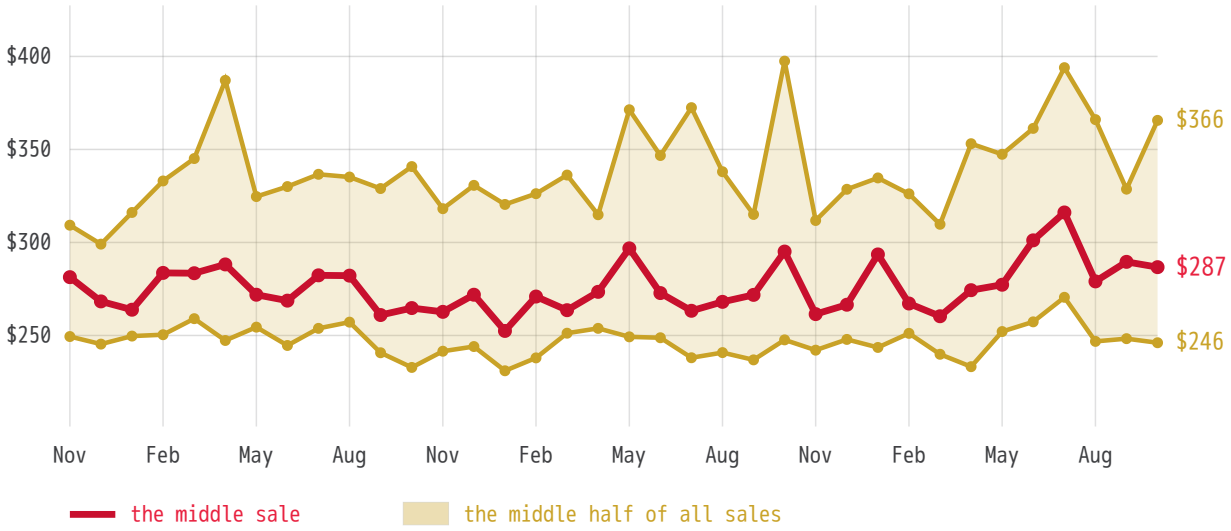
A home that stays unsold is usually reduced in price, so time on the market and the discount from the first asking price tend to rise together. This chart describes how past sales behaved at each level of discount; it does not predict how long any particular home will take.

NOW Nov 2025–Oct 2026: homes that sold at or above their first asking price took a median of 5 days; those that closed more than 10% under it took 120 days — the more a seller gave up, the longer the sale took.

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13. The middle half of net prices per square foot

How consistently this market prices homes: the range around each median above



A quarter of sales landed below the lower line and a quarter above the upper one. When these lines sit close together, homes here price predictably and a valuation can be held to a tight range. When they spread apart, the middle figure means less and the range around it matters more.

> NOW Aug–Oct 2026: the middle half spanned $97 a square foot, against $98 a square foot in Aug–Oct 2025 — about the same as a year earlier.

+ Click here for details — in the online report, https://alex-companies.com/market-data/tx-travis-austin-rough-hollow-market-statistics-canonical.html

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If there is a measure you would like to see here that this page does not yet include, contact George Alexander — george@alex.realestate or +1 713.918.9951.

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