

# December Rules the 55+ Market

Even in summer’s quiet, timing beats location for top pricing.

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THE DATA

# $475,000

**Median Price**

Peak price in February 2025, despite lower volume.

This indicates that buyer demand in the 55+ segment is not just seasonal but price-sensitive, with premium pricing driven by concentrated interest rather than volume alone.

Source: ALEX Companies · Published October 09, 2026

# 01

## Price Peaks Before Volume

The data reveals that pricing strength in Sun City Texas is not tied to high volume, but to timing. February and December 2025 delivered record prices with moderate activity, suggesting that timing, not competition, drives premium outcomes. For sellers in Williamson County’s active adult communities, this implies that strategic listing—rather than passive waiting—can unlock higher returns even in low-activity months.



# 02

## Summer’s Quiet Isn’t Weak

July 2026 recorded just 48 closings with a median price of $359,500—the lowest in the 24-month window. Yet August saw a 1.4% year-over-year rebound. This suggests that summer’s low volume is not a sign of weak demand, but of delayed decision-making. Buyers may be using summer to evaluate, then acting in late fall—making early fall a strategic window to list and capture rising momentum.

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