# December Rules for 55+ Sellers

The quietest month reveals the strongest market cycle.

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THE DATA

# 65

**Closed Sales**

December 2025 saw the highest volume of sales in Sun City Texas over a 24-month period.

This peak in transaction volume during December underscores a counterintuitive trend: the most active month for 55+ communities is not spring or early summer, but late fall. The data suggests a seasonal alignment of retirement timing, family visitation patterns, and end-of-year financial planning that drives buyer urgency.

Source: ALEX Companies · Published October 10, 2026



# 01

## Seasonality Drives Pricing Power



While December 2025 led in volume, February 2025 saw a price spike to $475,000 despite lower activity. This indicates that price strength is not solely tied to volume but to the timing of buyer demand. The market rewards strategic listing during high-intent months, even if volume is lower.



# 02

## Summer’s Low Activity Isn’t Weakness

July 2026 recorded only 48 closings and a median price of $359,500—the lowest in the two-year window. Yet this dip may reflect seasonal withdrawal rather than market weakness. For buyers, it presents a rare window of reduced competition and potential for negotiation, especially in high-demand submarkets.

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