Q1 • 2026

Market Report

30A & South Walton Real Estate Trends by Community

From Miramar Beach to Inlet Beach, our report covers market trends for each beach community. Reach out for an in-depth study of any neighborhood in between!

Q1 • 2026 Insights

The 30A and South Walton market changing in structure rather than just in price. Across many communities, we're seeing a widening gap between entry-level and luxury inventory, with buyer activity concentrating in specific price ranges instead of spreading out across the market.

Sales volume is steady in some segments, but homes are taking longer to sell in many areas. This shows buyers are being more selective. Homes priced well still sell quickly, while those priced too high are staying on the market longer and facing more negotiation.

Price Trends and What They Mean

Instead of prices rising or falling across the board, current price changes are mostly due to the types of homes being sold. In some areas, more sales at the high or low end are affecting median prices, which can make the market look more volatile than it really is.

What's Influencing the Market

- Cash buyers remain a strong driver, reflecting second-home and investment demand.
- Buyers are focused on value, especially price, property condition, and rental potential.
- Inventory is rising, increasing competition for sellers.

What to Expect Next

As we head into 2026, the market is becoming more balanced but still competitive. Sellers will need to stand out with pricing and presentation, while buyers are gaining more negotiating power, especially where homes sitting longer.

Demand for well-located coastal properties, remains strong, but the market is no longer forgiving of overpricing.

Curious how these trends impact your property or buying strategy?

We're happy to provide a personalized, no-obligation market analysis tailored to your goals.

Data taken from Emerald Coast Assoc. of Realtors® MLS and Metro Market Trends (MMT).
While we believe this info to be reliable, we cannot guarantee its accuracy.

Explore South Walton by Community

- Miramar Beach
- Santa Rosa Beach
- Point Washington
- Dune Allen
- Blue Mountain Beach
- Grayton Beach
- WaterColor
- Seaside
- Seagrove Beach
- WaterSound Beach
- Seacrest Beach
- Alys Beach
- Rosemary Beach
- Inlet Beach

Miramar Beach Community Profile

12,590* residential properties in Miramar Beach.

82% are second-family dwellings.

58% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

High volume with steady pricing, but a clear split between quick sales and lingering listings.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	75	$1,137,000 ▲	64	96%
2025	62	$942,000	60	96%

CONDOS

	# Of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	84	$505,000 ▼	71	96%
2025	82	$560,000	82	96%

Notable Sales in • 2026

The highest sale for a home was a 6-bedroom with Gulf views in Gulf Pines that sold for $6,300,000.

The highest sale for a condo was a Gulf front 4-bedroom at Southwinds Condos that sold for $3,000,000.

The highest sale for a lot was in Baytowne North that sold for $1,050,000.

Time on the Market

Of the 75 homes sold, 35% spent less than 30 days on the market. 32% spent 120+ days on the market before receiving an offer.

Santa Rosa Beach Community Profile

7,304* residential properties in Santa Rosa Beach.

62% are second-family dwellings.

68% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Stable pricing and demand, with longer timelines reflecting more selective buyers.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	65	$514,000 ▲	74	97%
2025	59	$510,000	56	97%

LOTS

	# of Lots Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	24	$155,000 ▲	83	90%
2025	28	$147,000	24	92%

Notable Sales in Q1 • 2026

The highest sale for a home was a Bay front 5-bedroom in Bay Pine Shores that sold for $4,750,000.

The highest sale for a lot was in Driftwood Estates that sold for $1,450,000.

Time on the Market

Of the 55 homes sold, 35% went under contract within 30 days. 33% of homes were on the market for more than 121 days before receiving a contract.

Point Washington Community Profile

1,556* residential properties in Point Washington

63% are second-family dwellings.

52% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Limited sales activity and slower absorption in a smaller, niche market.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	17	$834,000 ▲	35	97%
2025	14	$817,000	46	98%

LOTS

	# Of Lots Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	6	$201,000 ▼	67	93%
2025	12	$211,500	43	97%

Notable Sales in Q1 • 2026

The highest sale for a home was a Bay front 6-bedroom in Eden Estates that sold for $2,550,000.

The highest sale for a lot was in the Daughettes that sold for $367,500.

Time on the Market

Of the 17 homes sold, 4% went under contract within 30 days. 25% of homes were on the market for more than 121 days before receiving a contract.

Dune Allen Community Profile

1,340* residential properties in Dune Allen.

73% are second-family dwellings.

75% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Strong luxury pricing, but extended days on market point to a slower pace.

HOMES

	# Of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	15	$2,250,000 ▲	169	93%
2025	10	$1,230,000	93	90%

CONDOS

	# Of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	1	$685,000	108	94%
2025	0	0	0	0

Notable Sales Q1 • 2026

The highest sale for a home was a 9-bedroom with Gulf views that sold for $6,000,000.

The highest sale for a condo was a 3-bedroom with Gulf views in Azure at 30A that sold for $685,000.

The highest sale for a lot was in Beach Highlands with Gulf views that sold for $1,500,000.

Time on the Market

Of the 15 homes sold, 3 went under contract within 30 days. Eight homes were on the market for more than 121 days before receiving a contract.

Blue Mountain Beach Community Profile

2,725* residential properties in Blue Mountain Beach.

81% are second-family dwellings..

49% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Solid pricing and steady demand, well positioned homes moving quickly.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	30	$1,310,000 ▲	45	95%
2025	19	$1,150,000	88	95%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	9	$1,850,000 ▲	75	96%
2025	3	$1,000,000	14	95%

Notable Sales in Q1 • 2026

The highest home sale was a Gulf front 6-bedroom in Old Florida Beaches that sold for $5,650,000.

The highest condo sale was a Gulf front 3-bedroom in Bella Vita that sold for $2,825,000.

The highest sale for a lot was in Forest Lakes for $235,000.

Time on the Market

Of the 30 homes sold, 40% went under contract within 30 days. And 27% homes were on the market for more than 121 days before receiving a contract.

Grayton Beach Community Profile

718* residential properties in Grayton Beach.

82% are second-family dwellings.

64% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Low inventory supports high prices, though buyers remain highly selective.

HOMES

	# Of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	7	$4,875,000 ▲	78	92%
2025	5	$2,375,000	69	91%

CONDOS

	# Of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	0	na	na	na
2025	0	na	na	na

Market Insights Q1 • 2026

The highest home sale was a 5-bedroom with Gulf views in Gulf Trace that sold for $5,200,000.

Condos make up a very small portion of real estate in Grayton Beach with just two complexes: Preserve Place and Grayton Beach Villas.

One lot sold in the Preserve at Grayton Beach for $446,000.

Time on the Market

Of the 7 homes sold this year, 2 went under contract within 0-60 days. And 3 homes were on the market more than 121 days before receiving a contract.

WaterColor Community Profile

1,040* residential properties in WaterColor.

91% are second-family dwellings..

70% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Premium pricing holds, with performance tied closely to property positioning.

HOMES

	# Of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	21	$2,867,000 ▼	42	98%
2025	15	$3,149,000	83	95%

CONDOS

	# Of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	1	$2,040,000 ▲	Off-market	na
2025	1	$1,725,000	267	93%

Notable Sales in Q1 • 2026

The highest sale for a home was a 7-bedroom at Sand Hill in WaterColor that sold for $9,750,000.

The highest sale for a condo was a 2-bedroom in WaterColor Town Center that sold for $2,040,000.

Time on the Market

Of the 17 homes sold this year, 43% went under contract within 30 days. And 38% homes were on the market for more than 121 days before receiving a contract.

Seaside Community Profile

370* properties in Seaside.

93% of homes/condos are vacation homes.

* Number of properties in a community is approximate .

Market Insights:

Tight inventory continues to support values, with well-priced homes moving fast.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	2	$3,775,000 ▼	251	98%
2025	2	$4,955,000	43	97%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	0	Na	Na	Na
2025	0	Na	Na	Na

Notable Sales in Q1 • 2026

Currently on the market, there are six homes for sale ranging from $1,725,000 to $3,975,000. As of this writing, there are no condos available for purchase in Seaside.

Two homes are Under Contract, with asking prices ranging from $2,199,000 to $5,750,000.

Time on the Market

The two properties "Under Contract" have been on the market an average of 27 days, moving notably faster than comparable listings across other 30A beach communities.

Seagrove Beach Community Profile

4,074* residential properties in Seagrove Beach.

89% are second-family dwellings.

46% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Healthy activity with stable pricing, though competition is increasing.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	29	$1,500,000 ▼	71	95%
2025	23	$1,900,000	51	96%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	22	$627,000 ▲	151	96%
2025	21	$493,000	47	95%

Notable Sales in Q1 • 2026

The highest sale for a home was a Gulf front 4-bedroom that sold for $10,350,000.

The highest sale for a condo was a Gulf front 3-bedroom at Thirty-One that sold for $3,800,000.

The highest sale for a lot was at Heritage Dunes that sold for $950,000.

Time on the Market

Of the 29 homes sold this year, 38% went under contract within 30 days. And 24% of homes were on the market for more than 121 days before receiving a contract.

Watersound Beach Community Profile

647* residential properties in Watersound Beach.

83% are second-family dwellings.

29% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate .

Market Insights:

Limited inventory creates variability, but demand remains for well-priced homes.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	6	$2,350,000 ▼	63	95%
2025	2	$4,325,000	7	96%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	1	$3,270,000 ▼	2	93%
2025	2	$3,325,000	102	94%

Notable Sales in Q1 • 2026

The highest sale for a home was a 4-bedroom that sold for $1,875,000.

The highest sale for a condo was a 3-bedroom at The Crossings that sold for $3,270,000.

The highest sale for a lot was in Phase 2 that sold for $1,725,000.

Time on the Market

Of the 6 homes sold, 2 went under contract with 30 days, and 3 were on the market for 121+ days before receiving a contract.

Seacrest Beach Community Profile

1,252* residential properties in Seacrest Beach.

77% are second-family dwellings..

33% of sales were all-cash in Q1 of 2026.

[Seacrest Beach boundary from Camp Creek Lake to Rosemary Beach, excluding Alys Beach & Kaiya.]

* Number of properties in a community is approximate.

Market Insights:

Consistent demand, with longer timelines reflecting a more patient buyer pool.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	23	$1,675,000 ▲	100	95%
2025	19	$1,545,000	78	95%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	10	$1,100,000 ▲	116	93%
2025	2	$785,000	125	97%

Notable Sales in Q1 • 2026

The highest sale for a home was a 8-bedroom at Gulfview Estates that sold for $4,650,000.

The highest sale for a condo was a Gulf front 5-bedroom at The Devonshire that sold for $9,950,000.

Time on the Market

Of the 23 homes sold this year, 26% went under contract within 30 days. And 39% of homes were on the market for more than 121 days before receiving a contract.

Alys Beach Community Profile

516* residential properties in Alys Beach.

92% are second-family dwellings.

83% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate.

Market Insights:

Top-tier demand with strong pricing and notably quick sales.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	10	$6,350,000 ▲	21	95%
2025	10	$5,656,000	22	97%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	6	$2,946,000 ▲	10	99%
2025	1	$2,685,000	118	94%

Notable Sales in Q1 • 2026

The highest sale for a home was 5-bedroom that sold for $10,450,000.

The only condo was sale was at The Della, a 2-bedroom that sold for $3,250,000.

The highest sale for a lot was $1,450,000.

Time on the Market

Of the 10 homes sold this year, 60% went under contract within 30 days. And 2 homes were on the market for more than 121 days before receiving a contract.

Rosemary Beach Community Profile

554* residential properties in Rosemary Beach.

93% are second-family dwellings.

13% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate.

Market Insights:

Luxury demand remains strong, supported by limited inventory and quick contracts.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	7	$5,700,000 ▲	10	99%
2025	3	$3,820,000	10	96%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	3	$1,400,000 ▼	100	94%
2025	4	$2,292,000	70	93%

Notable Sales in Q1 • 2026

The highest sale for a home was a Gulf front 4-bedroom that sold for $15,000,000.

The highest sale for a condo was a 3-bedroom that sold for $2,275,000.

Time on the Market

Of the 10 homes sold this year, 4 went under contract in less than 30 days. And 2 were on the market 121+ days before going under contract.

Inlet Beach Community Profile

1,346* residential properties in Inlet Beach.

85% are second-family dwellings.

33% of sales were all-cash in Q1 of 2026.

* Number of properties in a community is approximate.

Market Insights:

More inventory is slowing absorption and increasing buyer leverage.

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	21	$1,225,000	78	94%
2025	19	$1,075,000	153	95%

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	2	$637,000	92	98%
2025	0	Na	Na	Na

Notable Sales in Q1 • 2026

The highest sale for a home was a 6-bedroom with Gulf views that sold for $9,295,000.

The only condo sale was at The Pointe, a 2-bedroom that sold for $690,000.

The only sale for a lot was in Lakeshore Estates that sold for $600,000.

Time on the Market

Of the 21 homes sold this year, 2 went under contract within 30 days. And 10 homes were on the market for more than 121 days before receiving a contract.

30A Gulf Front

HOMES

	# of Homes Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	9	$7,500,000	76	94%
2025	7	$10,700,000	71	97%

Market Insights for Homes in Q1 • 2026

The Gulf front home segment showed a notable shift in Q1 2026, with median sales price declining despite similar days on market.
This shift is not mainly due to falling home values, but rather to the types of homes sold. There were fewer ultra-high-end sales this quarter and more sales in the mid-tier Gulf front range.
Also, the ask-to-get ratio dropped from 97% to 94%. This shows that buyers are negotiating harder and want prices to match the current market.

CONDOS

	# of Condos Sold	Median Sales Price	Days on Market	Ask Vs. Get Price
2026	20	$1,865,000 ▲	106	95%
2025	11	$1,160,000	43	95%

Market Insights for Condos in Q1 • 2026

Gulf front condos saw a big jump in median sales price, and total sales volume also went up. However, condos are taking longer to sell. This means higher-end condos are selling, but more slowly.

This indicates that buyers are shifting toward larger, more premium condos, while still keeping strong negotiation power. The ask-to-get ratio is holding at about 95%.

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How can we help with your real estate goals? Let us know.

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