

Green Cove Springs & Lake Asbury — September 2026

Residential Data through September 30, 2026 Kimberly Hanna, REALTOR® · CW Realty

Three questions, every time: did it sell, how long did it take, and what was the gap between asking and getting. This month the clearest answer is the second one — homes that *never cut their asking price* sold in 20 days for the full price they asked. The ones that cut took 79.

What pricing right is worth

146 Lake Asbury closings
July 1 – September 30, 2026

NEVER REDUCED THE ASKING PRICE · 61 OF 146 (42%)	REDUCED AT LEAST ONCE · 85 OF 146 (58%)
20 days on the market	79 days on the market
Sold at a median 100.0% of the original asking price .	Sold at a median 94.6% of the original asking price . Typical reduction: \$20,000, about 5.2%.

Read this the right way. A home that sells quickly at full price was usually priced well from day one — the speed and the price are two results of the same decision, not one causing the other. What the numbers do show plainly is the cost of starting too high: once a listing needs a reduction, the market has already moved on, and the reduction rarely buys the time back.

The same pattern, cut a different way. 26 homes (18%) sold within two weeks, at a median 100.0% of original asking — and 92% of them never reduced at all. The 73 that sat past sixty days finished at 95.2%, and only 25% of those got there without a cut.

Not every listing sells

Listings that closed, against those that expired, were withdrawn or were cancelled in September

Green Cove Springs

SOLD IN SEPTEMBER	CAME OFF UNSOLD	SELL-THROUGH	AVG DAYS ON MARKET	SALE VS ORIGINAL ASKING
94	31	75%	99.4	93.2%
closed sales	14 expired · 5 withdrawn · 12 cancelled	of everything that resolved	for those that did sell	city-wide

The Lake Asbury area

SOLD IN SEPTEMBER	CAME OFF UNSOLD	SELL-THROUGH	AVG DAYS ON MARKET	SALE VS ORIGINAL ASKING
49	13	79%	99.7	92.3%
closed sales	5 expired · 2 withdrawn · 6 cancelled	better than the city	for those that did sell	area-wide

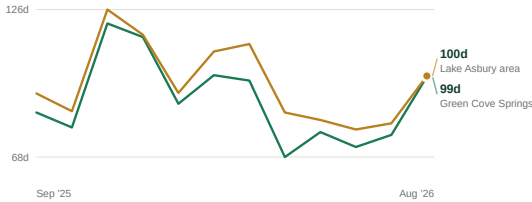
Read that figure down, not up. Builders routinely withdraw and relist unsold spec homes, so some of what shows up as a failed listing is builder inventory being recycled rather than a homeowner who could not sell. 3 of the 13 Lake Asbury listings that came off unsold were flagged as new construction. Set those aside and the sell-through for an ordinary Lake Asbury listing rises to **83.1%**, and 77.0% city-wide. The real rate for a homeowner is better than the headline number.

If you are selling a resale home in Lake Asbury — 30 of the 49 homes that sold here in September were brand new. Your competition is not only the house down the street. It is a builder who can put thousands toward a buyer's closing costs, buy down the rate, or throw in the upgrades, without ever changing the price on the sign. What a builder cannot offer is your mature trees, your finished fence, your established lot, or a house somebody can move into next month instead of next spring. Price against what a buyer actually pays a builder, and lead with what they cannot build.

The last twelve months

AVERAGE DAYS ON MARKET

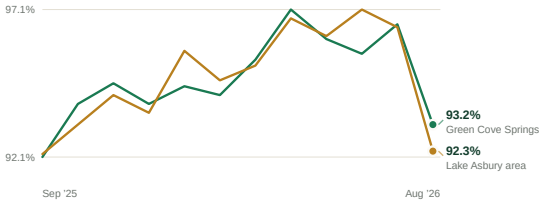
Monthly, October 2025 – September 2026



Green Cove Springs Lake Asbury area

SALE PRICE VS ORIGINAL ASKING

How much of the first asking price sellers kept



Source: realMLS

How fast homes are selling

Sales July 1 – September 30, 2026
146 Lake Asbury closings

Sorted by how long a typical home took to sell, fastest first. Neighborhoods with at least three sales in the quarter are listed on their own. A neighborhood that takes longer is not a lesser one — it usually means more homes on offer there.

NEIGHBORHOOD	SOLD (3 MO.)	MEDIAN DAYS ON MARKET	SOLD WITHOUT A PRICE CUT	VS. ORIGINAL ASKING	MEDIAN SALE PRICE
Russell Retreat	8	16.5	62%	100.0%	\$469,990
Granary Park	22	27.5	59%	98.1%	\$374,740
Glen Haven	4	46	50%	96.8%	\$339,000
Lake Asbury	16	49.5	25%	95.1%	\$625,000
Royal Pointe	3	66	33%	96.2%	\$420,000
Hyland Trail	25	67	40%	97.8%	\$400,000
Holstein Crossing	11	74	9%	94.2%	\$330,000
Silver Creek	3	87	0%	93.2%	\$307,500
Sandridge Hills	4	91	0%	97.4%	\$350,000
Edenbrooke at Hyland Trails	9	95	56%	95.4%	\$363,604
Bella Lago	15	117	20%	94.6%	\$352,990
Rolling Hills	10	127.5	50%	97.4%	\$327,400
Anabelle Island	4	161.5	75%	95.5%	\$360,000
All other neighborhoods (12)	12	19.5	75%	96.1%	\$299,500
Lake Asbury area — all	146	—	42%	—	—

Where your home is changes the timeline. A typical Russell Retreat home sold in 16.5 days; an Anabelle Island home took 161.5, and Rolling Hills 127.5.

Resale homes in the newest communities wait longest. The neighborhoods further down this table are mostly ones where builders are still selling, so a resale there competes with a brand-new house and an incentive package every weekend.

Buying instead? The buyer’s market report has prices, inventory and price per square foot by neighborhood →

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EXPLORE

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COUNTIES SERVED

Clay
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St. Johns
Nassau
Bradford
Baker

Home inspections: Hanna Home Services — a Florida-licensed home inspection and mold assessment company (HI13335) owned by my husband, Les Hanna. I disclose this because I have a

direct interest in it. You are never obligated to use them, and I am glad to give you the names of other inspectors on request.

About these figures: Source realMLS (Northeast Florida Multiple Listing Service), residential property type, pulled 8 October 2026 for the month of September 2026. Compiled from MLS records and deemed reliable but not guaranteed. A month’s closing count can still rise after the month ends as

records are entered or corrected. This is a statistical summary, not an appraisal, and not an offer to buy or a solicitation of property already listed with another brokerage.