



Monthly Newsletter

July 2025

Latest News

Hey Pitt Real Estate Followers!

I hope your July was a fun one and that you enjoyed the 4th! Yes, I celebrate it—who can resist a day off to drink beer and too much food? (this Brit can't). What my British ancestors did is beside the point—I'll take the day off every time!

We checked out the fireworks at Bald top Brewery in Madison, which was awesome. Some of our friends raved about it last year, so we had to see for ourselves this year. They had great beer, wood-fired pizza (the good stuff), food trucks, and prime seating for the fireworks. Highly recommend! Pet and kid friendly. Charlottesville also had some great options—I heard Carter's Mountain put on a top show. We really do live in a great area to enjoy this each year.

We also spent some time at a lake house on Buggs Island Lake during their lake fest. The fireworks over the water were incredible—hundreds of boats anchored in the dark, watching the show. So very American...

Restaurant Week was last week! I didn't make it out, but I hope you did and enjoyed some good food. If not, mark your calendar for next year!

As a big soccer fan, I have to mention that the England Women's team (Lionesses) won the Euro Championships! Go girls! They're showing the men's team how it's done, this is their second major tournament win in a row!

Back to business: Pitt Real Estate had a busy month, closing six clients into or out of homes and putting six more under contract. Despite it being summer, the market has been steady, with strong interest from buyers and sellers. We also have some really exciting new listings coming soon—stay tuned!

For our local market: This month, 202 homes were listed, with a median

sales price of \$513,400 and 11 days on market. Compared to last year, we saw 33 more homes listed, a similar median price (down \$11K), and one more day on market.

Interest rates are around 6.75%, and the Fed hasn't lowered them yet. I expect rates to drop this fall or Q1 '26, and when they do, I expect activity will surge. There's pent-up demand, like a slingshot being pulled back each time they keep them up. My advice: Trying to time the market perfectly is tough, near impossible, so move when it's right for you. Buyers, you'll likely get a better deal now with better negotiation power than later this year or in 2026. And remember, you can always refinance when they do!

Wishing you a fun and relaxing August. To all the parents out there—just a little longer until they go back to school, hang in there.

As always, Here if you need anything—talk next month!



Market Statistics for Charlottesville City & Albemarle County

July 31st



202



\$513,400



11

**Total Number of
Homes Listed
(30 days)**

**Median Sales Price
(30 days)**

**Average Days On
Market (30 days)**

202 homes were listed this month, 10 less than last month. Median sales price decreased from \$569,900 to \$513,400. Average days on market increased by one to 11.

Last year, we had 167 listed homes, a median sales price of \$525K, and 10 average days on market. Comparing to last year, number of homes listed is up (33 units), days on market is up by one (11), and median sales price is down slightly (\$11,600).

Beyond Curb Appeal: Have the Backyard Tell a Story

The backyard isn't just a patch of grass. It's a stage to get buyers to envision a new lifestyle of possibilities.

When it comes to selling or simply enjoying your home, the backyard is more than just an outdoor space—it can sell a lifestyle. Ginger Wilcox, president of Better Homes and Gardens Real Estate, says outdoor staging has become all “about storytelling.”

She cites Dotdash Meredith consumer research that shows how buyers are increasingly looking for outdoor areas that reflect how they live, not just how the outdoor space looks.

Younger adults—millennials and Gen Z buyers—are turning their backyards into event spaces, such as a place to host a lavish Bridgerton-themed, backyard party under the stars. They are seeking “cozy” and “social spaces where they can host themed gatherings and movie nights,” viewing themselves as “curators of an experience,” Wilcox notes.

Designing a backyard with this mindset may significantly increase its appeal. Consider these ideas:

Tell a Story with Your Backyard

“Buyers want to emotionally connect with a home,” she says. Whether it’s “having a cup of coffee there or a place to play with their kids,” the backyard becomes a place where future memories take root.

“A beautifully staged outdoor space really can create an emotional hook when you’re looking to sell that home,” Wilcox says. “It tells a story of how a life can be lived—not just what it looks like.”



Photo credit: Johnner Images / Getty Images

Smart Zoning Creates Flow and Function

"Zoning is key," Wilcox says. Create a lounge area with chairs and a rug for relaxing, a dining zone under string lights for meals, and a social zone around a firepit for conversation. Use rugs, planters or decorative screens to create a visual separation between the spaces. When "each space has a defined place and purpose," the backyard feels purposeful and inviting, she says.



Photo credit: Katarzyna Biala / Getty Images

Light Up Your Backyard's Potential

Lighting does more than illuminate—it can transform the space, Wilcox says. "String lights really add ambiance and create that sort of warm glow, which is particularly nice if you're thinking about an area where you might be dining."

Also, solar path lights are a cost-effective way to define where people are

supposed to walk and navigate through the space. Solar spotlights also can be pointed upwards on the landscaping for highlighting a tree or backyard feature.

For social gatherings, “twinkling lights or even color changing lights can help set a mood,” Wilcox says.



Make Small Yards Feel More Spacious

No backyard is too small to make an impact. Here are some of Wilcox’s tips:

- Think vertical: Hanging plants, mounted planters or trellises with climbing vines can draw the eye upward.
- Mirrors: Outdoor-safe mirrors can add visual depth to a small area and create a greater feeling of openness.
- Scale the space appropriately: Choose furniture that fits, like a small bistro set or bench instead of a full-size table. This can help anchor the space without overwhelming it.

Identify Where to Save, Where to Splurge

You don’t have to spend a fortune to make a big difference. Wilcox recommends starting with a general backyard cleanup, making sure that the lawns and plantings are manicured. Then, consider adding pops of color through plants, garden accents, or throw pillows on the furnishings.

For a larger budget and even greater impact, focus on features that will enhance the lifestyle and function of the outdoor space. “Think lifestyle—like adding a built-in firepit or a custom pergola,” Wilcox says.

An outdoor kitchen is a top-tier addition, offering both convenience and a social hub. Even “weather-resistant furniture that is high quality can be impactful,” blending durability with style, she says.

Credit/Source: Melissa Dittmann Tracey. Melissa Dittmann Tracey is a contributing editor for REALTOR® Magazine and editor of the Styled, Staged & Sold blog..

[Link to Blog](#)



"I had a fantastic experience working with Brad and Rebecca! Rebecca was incredibly helpful in guiding us to find the right home. Their fast communication and efficiency in getting all inspections and tasks completed enabled a quick and stress-free closing. Highly recommend!"

Sharel C.

Recently Sold/Under Contract/Listed with Brad



1867 Stage Junction Rd, Columbia - Under Contract, \$279,900



678 Noush Ct, A, Charlottesville - Under Contract, \$379,900



1210 Meriwether St, Charlottesville - Under Contract, \$450,000



645 Cherry Ave. Waynesboro -
Under Contract, \$589,900



6406 Carter Ln, Mineral - For
Sale, \$1,975,000

[Link](#)

Local Spotlight



Sun Pins - Back Yard Bowling

SunPins is a fun, laid-back hangout in Charlottesville's Dairy Market featuring duckpin bowling, interactive darts, tasty shareable bites, and a full bar. With a retro-modern vibe, indoor-outdoor seating, and group-friendly games, it's the perfect spot for casual nights out, dates, or just something different!

Check them out:

Sun Pins

Upcoming Local Events



Justin Willman: One For The Ages Tour

Justin Willman has quickly become one of the most influential magicians of his generation — without ever taking himself too seriously. A master of blending magic with comedy, heart, and just the right amount of mischief, he first rose to national fame as the host of Cupcake Wars (yes, really) before creating and starring in the critically acclaimed Netflix series Magic for Humans. Over multiple seasons, Willman redefined magic for the streaming era: sharp, fast, funny, and deeply human.

Check him out at the Paramount Theater on Saturday August 16th!

Justin Willman: One For The Ages Tour

Home Tips



For a simple yet effective interior design tip, try incorporating mirrors into your space. Mirrors not only make a room appear larger and more open but also reflect light, brightening up the space.

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Moment Of The Month

A realtor's daily life is so unpredictable. It seems like you know what kind of day you're going to have, and then it's completely different, almost every time. Every month I will share a moment, a fact about me, a story, a joke, a meme, or a funny event that happened the month before. Thanks for reading!

Thinking of Using Another Agent?

Bold move... let's talk first before you do something you'll regret at closing. 😊



Connect With Brad

If you have been thinking about a real estate decision or expect to be making one in 2025, reach out to us so we can help you get ahead on the process.

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