PITT | REAL ESTATE

Monthly Newsletter

August 2026

Latest News

Hey Pitt Real Estate followers!

Can you believe we're already heading into fall?! Apparently Mother Nature didn't get the memo, because as I'm writing this, I'm sitting at Aqua Car Wash waiting for my car to be cleaned and the heat and humidity outside are absolutely ridiculous. Fall? Yeah…not exactly feeling it yet.

But hey, WOOO, it's Labor Day weekend! I hope you have some fun plans with friends and family and get to enjoy one last summer weekend before we start pretending we're excited about pumpkin spice everything.

And speaking of weather…what the heck was going on this month?! It feels like we've had a new weather event every few days. I heard Pantops got absolutely hammered by a hailstorm, with so much roof damage that some homeowners are already having their roofs replaced. Nothing like a little free home renovation courtesy of Mother Nature!

Over in Earlysville, we lost power a couple of times, and trees actually blocked the main road for a few days. After dealing with that, I finally bit the bullet and invested in a whole-house generator. And let me tell you…BEST. MONEY. EVER. SPENT. Of course, now that I've bought one, I'm fully expecting Dominion to provide me with uninterrupted power for the next 15 years just to make sure I don't get my money's worth.

Anyway, enough about my newfound obsession with backup power — let's get into what's happening around Charlottesville, real estate, and a few other things I think you'll want to know about this month!

As for our local market stats: August brought a little more inventory to the Charlottesville-area market, with 254 homes hitting the market — 22 more than July. At the same time, the median sales price dipped from $590,000 to $559,900, while average days on market increased slightly from 11 to 13 days. Looking back at August 2025, we had 204 homes listed, a $533,000 median sales price, and an average of 9 days on market. So compared to last year, we're seeing 50 more homes come onto the market, homes are taking about 4 days longer to sell, and the median sales price is up roughly $27,000.

Overall, buyers have a little more inventory and a little more time to make decisions, while sellers need to be a bit more strategic with pricing and presentation. Translation: the market is still moving, but you can't just throw a house on the MLS and expect everyone to fight over it anymore.

Mortgage rates didn't make any major moves in August, but they did give buyers a tiny bit of a break. The average 30-year fixed rate started the month around 6.69%, dipped to 6.65% mid-month, and finished August at 6.66%. So, basically…not exactly the dramatic rate drop everyone has been waiting for. Rates are still hovering in the mid-6% range, which continues to keep affordability front and center for buyers. The good news? With more homes coming onto the market and rates holding relatively steady, buyers have a little more room to shop around and negotiate.

As for the past few days(September), the mortgage rates have started with a little bit of a headache. After hovering around 6.6% throughout August, the average 30-year fixed rate has ticked back up to around 6.7%, and a stronger-than-expected jobs report has added some uncertainty about where rates go from here. The big wildcard will be inflation data coming later this month, which could determine whether we see rates settle back down or continue creeping higher. My guess? Expect some bouncing around in the mid-to-high 6% range for the time being. In other words, I wouldn't hold off on buying a house because you're waiting for that magical 5% mortgage rate to suddenly appear — we may be waiting a while.

As for fun things to do this month…I have you covered!

- **Fridays After Five** – Sept. 4 & 11: Free live music at Ting Pavilion to close out the summer concert series.
- **Charlottesville Chamber Music Festival** – Sept. 8–19: Two weeks of incredible classical music performances throughout Charlottesville.
- **Cville VegFest** – Sept. 13: Food, vendors, music and plenty of plant-based eats.
- **Cville Sabroso Festival** – Sept. 19: A celebration of Latin food, music and culture at Ting Pavilion.
- **Willie Nelson & Family** – Sept. 20: The legendary Willie Nelson comes to Ting Pavilion. This one is pretty hard to beat.
- **Charlottesville Pride Festival** – Sept. 26: A free community celebration with entertainment and activities at Ting Pavilion.

Wishing you all a fantastic September! Hopefully we can finally say goodbye to the heat and humidity and start enjoying some actual fall weather. As always, if you know someone thinking about buying, selling, or even just curious about what's happening in the real estate market, I'm always happy to help. Feel free to pass along my number or send them my way. I truly appreciate every referral and the trust you put in me!

Market Statistics for Charlottesville City & Albemarle County

Month Of August







Total Number of Homes Listed (30 days)

Median Sales Price (30 days)

Average Days On Market (30 days)

254 homes were listed in the month of August, 22 more than July. Median sales price decreased from $590K to $559,900. Average days on market increased by 2 from 11 to 13 days.

Last year, we had 204 listed homes, a median sales price of $533K, and 9 average days on market. Comparing to last year, number of homes listed is up (50 units), days on market is up by 4, and median sales price is up by around $27K.

Does That Listing Have ‘Emotional Stickiness?’ Why You Want It

Here’s how strategic staging can create emotional ROI, helping buyers connect with a listing, envision themselves living there and remember it long after the showing.

A home’s price and square footage won’t always seal the deal. Home buyers often make decisions with their hearts just as much as their heads. That means creating emotional connections through strategic home staging.
After all, buying a home is a deeply psychological process, not just a major financial decision. Nearly half of all home buyers admit to following their heart more than their head during the purchase process, according to a survey conducted by Clever Real Estate and Best Interest Financial. What’s more, about three-quarters acknowledge they overlooked significant red flags because of an emotional connection to a property.

How Unique Character Creates ‘Emotional Stickiness’

Emotional ROI refers to the specific intangible feelings a home evokes in potential buyers. These feelings create what industry professionals call “emotional stickiness,” the quality that makes a home linger in buyers’ minds long after a showing.

Studies show that owning a home satisfies a primal psychological need for security and a safe haven that transcends simple financial transactions. Features with unique character can generate the strongest emotional responses. Vintage architectural details, distinctive fixtures and thoughtful design choices all contribute to this stickiness. When buyers can envision themselves living in a space that feels special rather than generic, they’re far more likely to make competitive offers.

Therefore, understanding emotional ROI helps you guide seller clients toward staging strategies that maximize buyer engagement and create emotional resonance.



The Power of a First Impression

The buyer's emotional journey begins the moment they pull up to a property. Curb appeal sets the tone for everything that follows, and first impressions are difficult to overcome. Curb appeal can boost a home's value by 7% to 10% and help potential buyers form a positive impression.

A well-maintained exterior signals care and quality. While "a neglected yard or exterior makes buyers wonder what else hasn't been maintained—the HVAC, the foundation, the roof. That first impression matters," Sriram Villupuram, associate professor in the Department of Finance and Real Estate and the director of the Ryan-Reilly Center for Urban Land Utilization at The University of Texas at Arlington, notes at Phys.org about his research on curb appeal.



Creating a Memorable and Cohesive Interior Flow

Effective staging strikes a balance between depersonalization and warmth. Remove enough personal items so buyers aren't distracted by someone else's story, but leave enough character to make the home feel welcoming rather than sterile.

Home staging should highlight a property's best features while still maintaining broad appeal. Lean into cohesive color schemes, thoughtful furniture placement and strategic lighting that contribute to a flow that helps buyers imagine themselves in the space.

It's essential to get current homeowners to detach from their home at this stage and think like a buyer.

"That starts with remembering that your home is no longer a home—it's a product," Lew Corcoran, board chair of the Real Estate Staging Association and a home stager in East Bridgewater, Mass., told AARP.org. "A property has to be properly prepared, packaged, priced, presented and promoted in order to sell for top dollar in as short an amount of time as possible."



Don't Overlook What Can Increase Home Value

The garage door is often one of the largest and most visible features on a home's exterior, yet it's frequently overlooked during the staging process. According to Southeastern Garage Door, garage door replacement delivers an ROI of over 267%, with custom doors specifically boosting resale value by 4% to 7%.

Garage doors occupy a large portion of a front of home—if it's outdated, mismatched or dented—buyers will instantly notice.

The best garage door styles for increasing home value complement the architecture, enhance curb appeal and offer modern performance features. A custom garage door can instantly elevate a property's first impression, making the entire home feel more polished and well-maintained before buyers even step inside. Materials, colors, window designs and hardware can all be tailored to create a cohesive exterior that feels intentional rather than generic.

Overall, traditional raised-panel doors are a timeless option for many properties, particularly colonial and ranch homes. On the other hand, carriage-house styles with decorative hardware often are best suited for craftsman styled properties. Modern homes often benefit from contemporary designs with clean lines.

Clients should focus on home improvements that deliver maximum visual impact for a reasonable investment. Fresh exterior paint and updated landscaping also can create inviting first impressions. Interior updates like decluttering, deep cleaning and strategic lighting changes can dramatically improve how spaces feel.

By helping clients see their properties through buyers' emotional lenses, you can recommend strategic improvements that create memorable showings and competitive offers. The agents who master this approach position home listings to trigger the psychological responses that turn interested viewers into motivated buyers.

Credit/Source: Evelyn Long. Evelyn Long is a writer and editor with a passion for classic townhomes.

Link to Blog



Recently Sold/Under Contract/Listed with Brad



2217 Fowler Cir, Charlottesville - For Sale, $565,000

Link



785 Park Ridge Dr., Crozet - **For Sale**, $449,000

Link



3 Langdon Dr, Dyke (Proposed Build) - For Sale, $1,049,000

Link



TBD Langdon Dr, Lot 3, Dyke, For Sale - $249,900

Link



3000 Cove Lane, Charlottesville - **For Sale**, $639,900

Link



1165 Sunset Ave Ext., Charlottesville - Under Contract, $409,900

Local Spotlight

Cou Cou Rachou

If you haven't been to Cou Cou Rachou yet, you should definitely check it out! It's a great little Charlottesville bakery with really good bread, pastries, sandwiches and coffee. It's one of those spots that's easy to stop in and grab something, but you'll probably end up wanting to go back again...

Cou Cou Rachou

Real Estate Hot Take



Upcoming Local Events



Upfront Inc. Presents: Colin Mochrie & Brad Sherwood—The 'From Whose Line is it Anyway?' Tour

If you're looking for something fun to do in January, Colin Mochrie and Brad Sherwood from ***Whose Line Is It Anyway?*** are bringing their live improv show to Charlottesville on January 29th. I'm a big fan of *Whose Line!*, I saw them a couple years ago, so this should be a really funny night out!

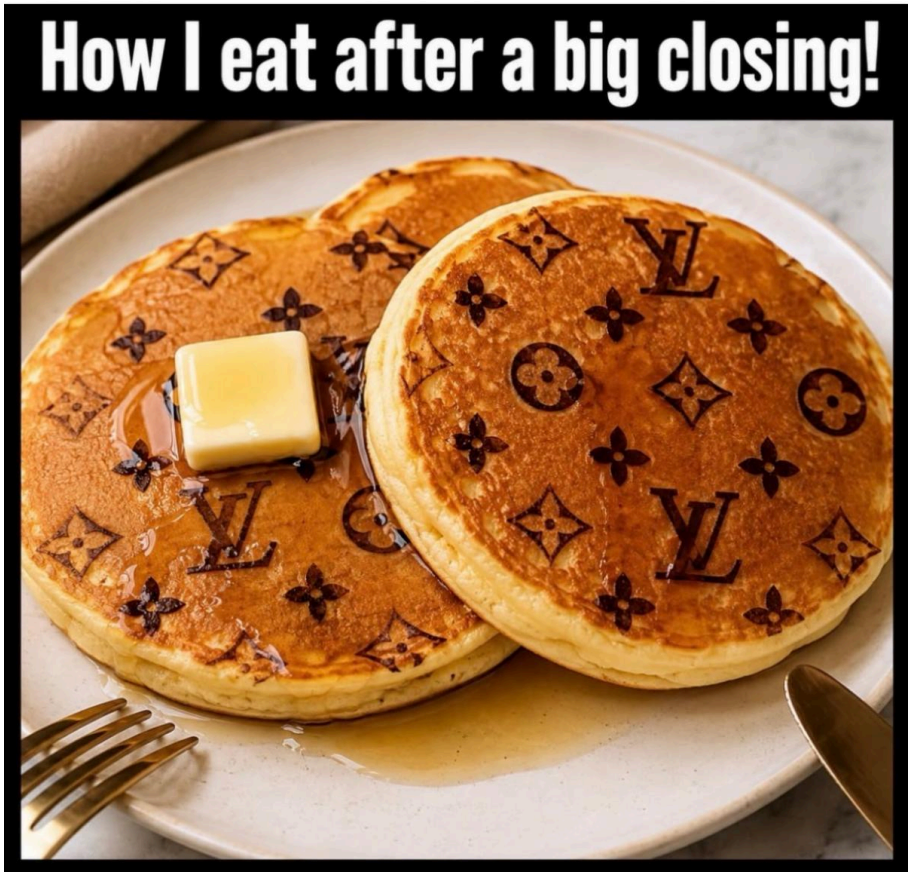
Colin & Brad from "Whose Line is it anyway?"

Home Tips/Trends



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!



Connect With Brad

If you have been thinking about a real estate decision or expect to be making one in 2026, reach out to us so we can help you get ahead on the process.

To Contact Me - Click here

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