

HOUSING MARKET

WHATS NEW

HOT LISTINGS

# **MONTHLY LETTER**

*By Toni Woodley*



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## *Letter from Toni*

As the holidays approach, I'm reminded why I love this work: helping people move with **confidence**. I'm thankful for your trust, your questions, and your wins—big and small.

The **market** remains active, and with a bit of rate relief, there's space to make smart, **well-timed** decisions.

If you're thinking of selling, we'll focus on **high-impact** prep and a launch plan that speaks to today's buyers. If you're planning to buy, we'll align on **budget**, timing, and neighborhoods so you're ready when opportunity knocks.

**Gratitude** looks like clarity, communication, and follow-through. If you want a current valuation, a second opinion, or simply a plan for the new year, I'm here.

Wishing you a **meaningful** Thanksgiving and a smooth finish to 2025.



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📍 @twrealtyid

*Give Thanks  
with a  
Grateful Heart*

# How was the Housing Market

## *this October 2025*

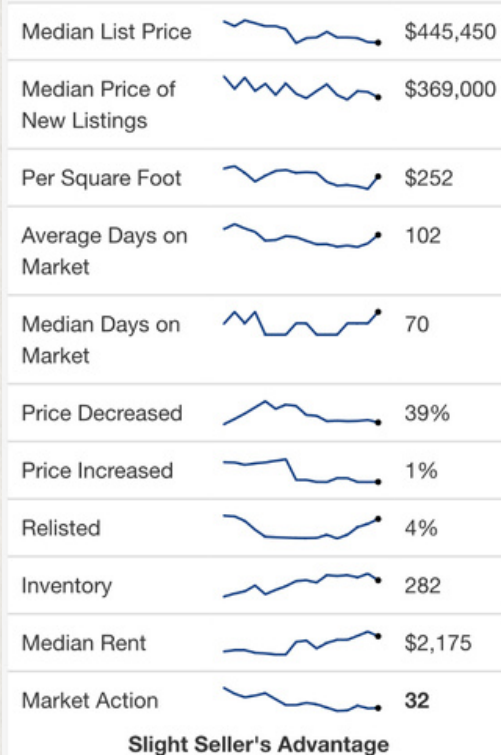
### MAGIC VALLEY, IDAHO EDITION

The Twin Falls housing market continues to show steady activity with a slight **seller's advantage** this month.

- **Median List Price:** \$445,450 — holding relatively stable.
- **Median Price of New Listings:** \$369,000 — showing that new homes are entering the market at slightly lower prices.
- **Average Price per Sq. Ft.:** \$252 — consistent with recent months, reflecting steady buyer demand.

#### REAL-TIME MARKET PROFILE

Never miss important changes in the Twin Falls market.

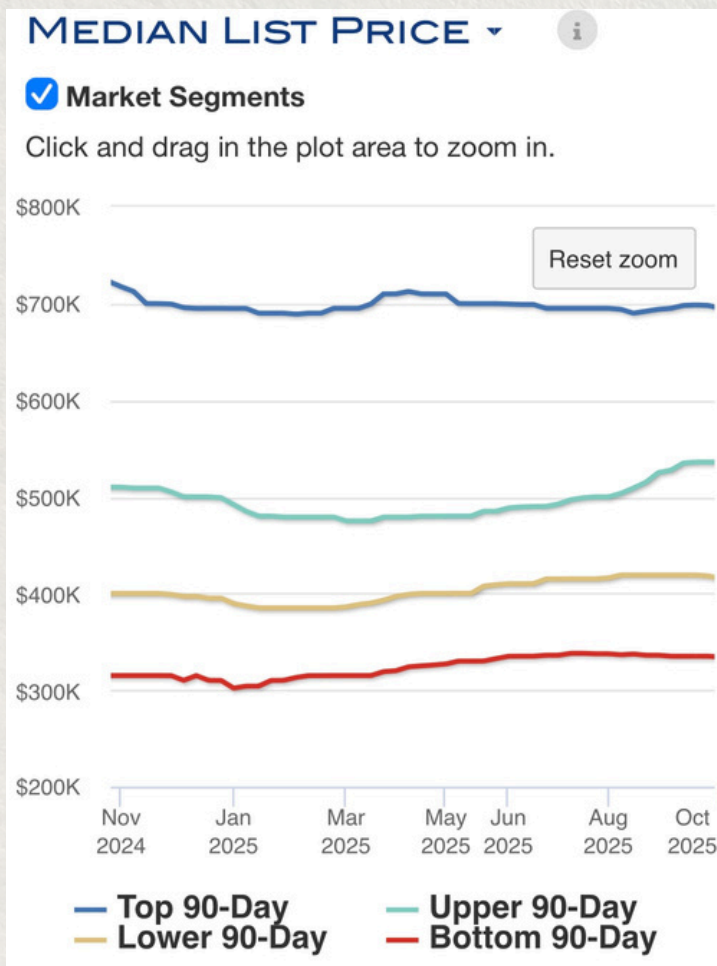


- **Days on Market:** Homes are averaging **102 days**, with a median of 70, indicating that while properties are still selling, buyers are taking their time to make decisions.
- **Price Adjustments:** 39% of listings saw price decreases, while only 1% experienced price increases, suggesting **sellers are adjusting** to current buyer expectations.
- **Inventory:** At 282 active listings, inventory remains moderate, giving buyers more options but still keeping leverage slightly in **sellers' hands**.
- **Median Rent:** \$2,175 — a reminder that renting continues to be a costly alternative, reinforcing the appeal of homeownership.
- **Market Action Index:** 32 — steady, signaling a balanced yet slightly seller-favored market.

Overall, the market **remains healthy but cooling**, with stable pricing and longer days on market creating opportunities for well-prepared buyers and realistic sellers alike.

# How was the Housing Market *this October 2025*

## MAGIC VALLEY, IDAHO EDITION



Over the past year, list prices across Twin Falls have shown **steady movement** with moderate growth in higher-end properties:

- The top 90-day segment (higher-end homes) has remained stable around **\$700K**, showing little fluctuation through 2025.
- The upper 90-day segment has seen a gradual climb since early spring, now nearing **\$600K**, indicating renewed confidence in mid-to-high range buyers.
- The lower 90-day segment has held consistent around **\$400K**, while
- The bottom 90-day segment (entry-level homes) has slightly increased, hovering near **\$320K** — suggesting that affordable listings remain competitive.

Overall, prices have stabilized, and modest growth in mid-range listings signals a balanced market heading into the end of 2025.

### Market Insights Powered by Nathan Jensen

All housing market stats and mortgage insights featured in this edition are proudly sourced from Nathan Jensen — a trusted local mortgage broker and one of Idaho's top 1%. Nathan consistently shares real-time updates on market trends, interest rates, and homebuyer tips.

If you're hungry for more data or want to stay informed, check out his updates at [homeloanstwinfalls.com/jg](https://homeloanstwinfalls.com/jg) and follow him on Instagram [@nathanejensen](https://www.instagram.com/nathanejensen)



# Hot Listings

## Magic Valley



**\$416,000**



**1515 sqft**

**958 Gregory Way, Twin Falls**



**\$419,000**



**1586 sqft**

**905 Black Montain Rd, Klumberly**



**\$379,900**



**1482 sqft**

**905 E 23<sup>rd</sup> Ave, Jerome**



**\$555,000**



**3016 sqft**

**911 Ballard Way, Kimberly**

# Hot Listings

## Magic Valley



**\$410,000**

1482 sqft

938 Gregory Way, Twin Falls



**\$384,000**

1482 sqft

913 E 23<sup>rd</sup> Ave, Jerome



**\$379,900**

1482 sqft

909 E 23<sup>rd</sup> Ave, Jerome



**\$384,000**

1482 sqft

917 E 23<sup>rd</sup> Ave, Jerome

# Hot Listings

## Magic Valley



921 E 23<sup>rd</sup> Ave, Jerome



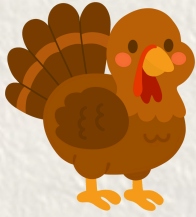
925 E 23<sup>rd</sup> Ave, Jerome



3167 Orion Ave, Twin Falls



1119 Ira Burton Road, Twin Falls



# Magic Valley Updates

## Community and Events

From holiday build-up to meaningful community moments, here are a few things happening around town that might interest you:

- The **Burley Idaho Temple** is opening its doors for a public open house from November 6–22 (excluding Sundays).
- On November 8, there's a Community **Clothing Exchange event** in Gooding — a great way to give, get, and connect locally.
- On November 9, you can attend "**Songs of Thanksgiving**" in Twin Falls — a good pick for families looking for a local evening outing.
- **Cassia Festival of Trees** – Burley (Wed Nov 19, 6 PM Gala & Auction): A festive preview of the holiday season, complete with auction, beautifully decorated trees, vendor booths and a chance to support local causes.
- **Gooding Gobber Thanksgiving Run** – Gooding (Thu Nov 20, Morning): Get outside and join one of the most relaxed, community-minded Thanksgiving-themed runs in the region — a great way to burn a few calories before the feast.



## Why these event matter for homeowners and buyers?

Living in the Magic Valley isn't just about the homes and the land, it's about the people, traditions, and everyday moments that make this place feel like home.

- **For buyers**, events like these show the neighborhood culture, community access, and local lifestyle beyond the four walls of a house.
- **For sellers**, it's a reminder that your listing isn't just a property, it's a gateway to this community and all it offers.
- **For current homeowners**, it's an invitation: engage, connect, and enjoy the very place you call home.

## City and Infrastructure

- **Magic Valley Metropolitan Planning Organization (MVMPO) — "Vision 2050: Connecting Magic Valley"**

The MVMPO is kicking off its next round of public outreach on November 17, 2025, to engage residents in long-range planning for the region's transportation system. This effort will help shape how roads, public transit, biking and walking infrastructure evolve in the coming decades.

- **Idaho Chamber Alliance + Twin Falls Chamber of Commerce — Southern Idaho Legislative Tour**

From November 5-7, 2025, state legislators will visit the Magic Valley region to tour key economic and resource sectors and meet with local stakeholders. This kind of engagement helps ensure that our region's voice is heard in statewide policy and infrastructure decisions.

- **Idaho Association of Counties (IAC) Fall County Officials Institute**

On November 20, 2025, the IAC will hold a regional meeting for county officials in Jerome County. Topics typically include county infrastructure priorities, budgeting, and cross-county collaboration.



## Client *Testimonials*

We have been working with Toni on our move to the Twin Falls area. Toni is such a **professional** and goes out of her way to help her clients. Toni is extremely **knowledgeable** about the market conditions in Twin and has always been prepared when we ask to go see a property.

She is very **kind**, honest and fun to be with too.

Which makes the experience that much more **enjoyable**. We couldn't have found a better person to work with. We highly recommend Toni!

*-Henrik and Tierza Voldbaek*

Used her 4 years ago, and used her now again to sell the house! She's **amazing!** | recommend her to all of my friends! Listens very closely to your wants and needs, fights for you, and just wants the very best for you! **10/10** the best in the valley.

*-Jordan Schenk*



Toni's website



# Stay in the Loop

## Never Miss a Listing, Market Update, or Local Event Again.

Whether you're actively house hunting, lowkey manifesting your dream home, or just love staying informed — I've got you covered.

By signing up, you'll get:

### 🌟 **Early Access to New Listings**

Be the first to see what's hot in the Magic Valley market before anyone else.

### 📊 **Real Estate Market Snapshots**

Quick, no-fluff breakdowns of what's happening in our local housing market — perfect for buyers and sellers.

### 📍 **Local Life & Community News**

From new restaurant openings to weekend events, stay connected to what's going on in Twin Falls and beyond.

### ✉️ **Monthly Letter** (like this one!) straight to your inbox

Because who doesn't love a little curated inspo, helpful tips, and a peek inside the real estate world?

### 💡 **Want in?**

Scan the QR code



# Community Connections

We love supporting local! Here are some of our favorite **businesses** run by friends, neighbors, and amazing people in our community.

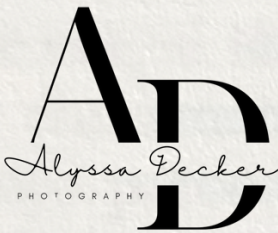
Give them a **follow**, check out what they do and let's keep lifting each other up.



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WELLNESS CENTER

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@jennyscleanings



@set2sellmagicvalley



@brooks.imaging



@nathanejensen\_

