

HOUSING MARKET

WHATS NEW

HOT LISTINGS

MONTHLY LETTER

By Toni Woodley



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Letter from Toni

As the year comes to a close, I find myself **reflecting** on everything 2025 has carried — the **families** I've met, the homes we've celebrated, and the quiet moments in between that remind me why **connection matters** so much. This season always brings a gentle pause, a chance to slow down and **appreciate** the people who make life meaningful.

December is a month of gathering, celebrating, and **looking ahead** with hope. Whether your home is filled with family traditions, the glow of **Christmas** lights, or simply a much-needed moment of rest, I hope this season brings **joy** to your doorstep.

As we look toward 2026, many of you are thinking about **new beginnings** — upsizing, downsizing, investing, or simply creating more clarity for the year ahead. If **housing goals** are part of your New Year's resolutions, I'd love to help you start the year informed and confident. From market insights to personalized planning, I'm here to guide you with clarity and care.

Thank you for being part of my year. It's a privilege to serve this community, and I look forward to continuing to support you in the year ahead.

Wishing you a warm and joyful **Christmas** — and a bright, meaningful start to **2026**.



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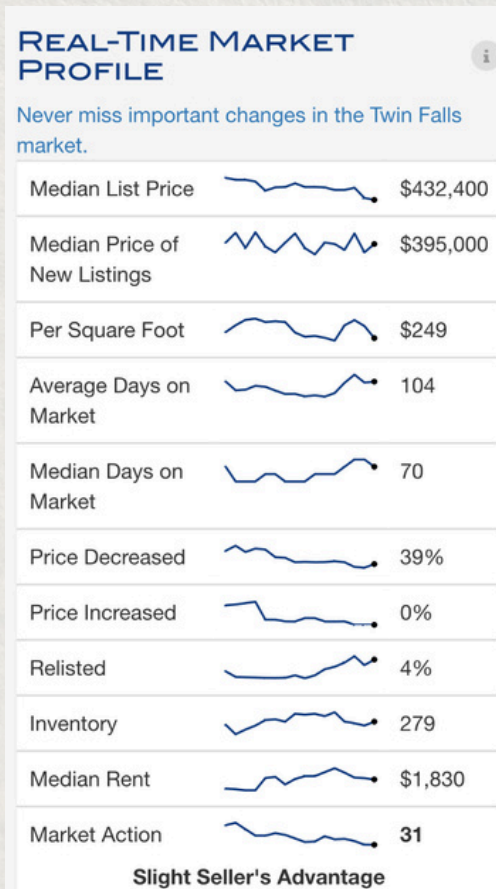
How was the Housing Market

This November 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:** \$432,400 — holding relatively stable.
- **Median Price of New Listings:** \$395,000 — showing that new homes are entering the market at slightly higher prices than last month.
- **Average Price per Sq. Ft.:** \$249 — consistent with recent months, reflecting steady buyer demand.



- **Days on Market:** Homes are averaging **104 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 0% experienced price increases, last month was 1%.
- **Inventory:** At 279 active listings, inventory remains moderate, last month was 282, giving buyers more options but still keeping leverage slightly in **sellers' hands**.
- **Median Rent:** \$1,830 — a reminder that renting continues to be a costly alternative, even tho we saw a light decrease.
- **Market Action Index:** 31 — steady, signaling a balanced yet slightly seller-favored market.

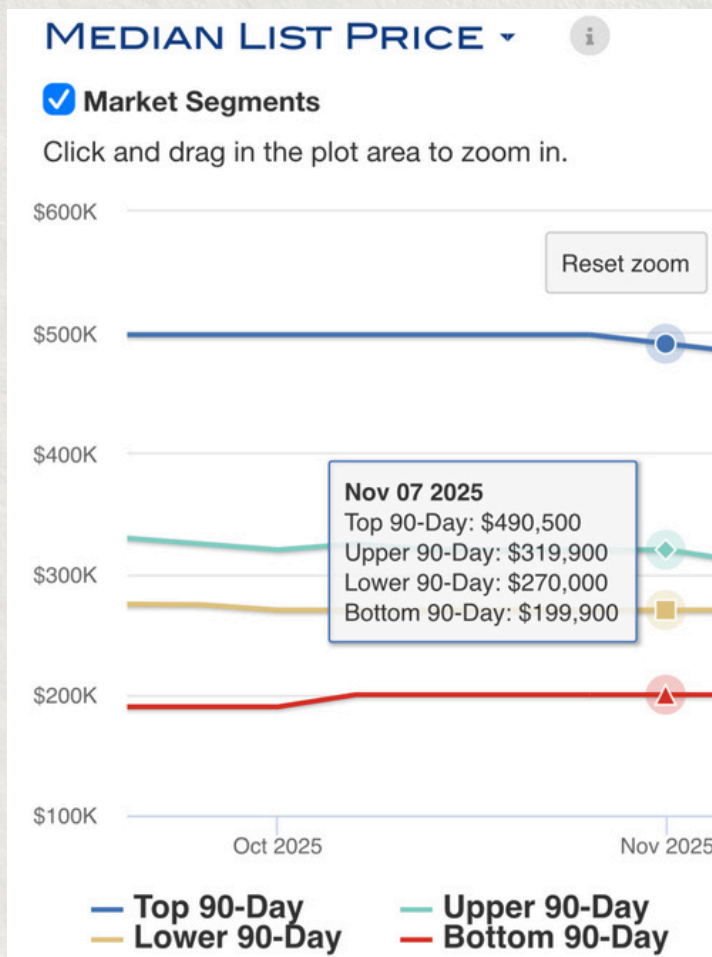
Overall, November's numbers show a steady, slightly seller-leaning market with motivated buyers still actively searching — even as days on market stretch a bit.

What does this mean for the market?

Price stability, healthy inventory, and consistent demand mean **buyers have options**, but sellers still hold a subtle advantage. As we move into December and year-end timelines tighten, the market tends to stay active with **serious buyers** ready to make decisions. If you're considering a move, this is still a strong window to plan your next step with confidence.

How was the Housing Market *this November 2025*

MAGIC VALLEY, IDAHO EDITION



- **Top 90-Day Segment** (higher-end homes) is sitting at \$490,500, showing stable pricing with minimal movement going into late fall.
- **Upper 90-Day Segment** has leveled out around \$319,900, reflecting steady demand in the mid-range market.
- **Lower 90-Day Segment** remains consistent at \$270,000, indicating balanced activity among more affordable homes.
- **Bottom 90-Day Segment** (entry-level homes) is holding at \$199,900, suggesting continued competitiveness and buyer interest at the starter-home level.

Overall Summary

Prices across all segments have remained steady, with mild variations that point toward a stable, 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/ig 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 23rd Ave, Jerome

Hot Listings

Magic Valley



\$410,000

1482 sqft

938 Gregory Way, Twin Falls



\$384,000

1482 sqft

913 E 23rd Ave, Jerome



\$379,900

1482 sqft

909 E 23rd Ave, Jerome



\$384,000

1482 sqft

917 E 23rd Ave, Jerome

Hot Listings

Magic Valley



921 E 23rd Ave, Jerome



925 E 23rd Ave, Jerome



3167 Orion Ave, Twin Falls



1119 Ira Burton Road, Twin Falls

Winter Home Guide

Keeping your home safe, cozy, and winter-ready in the Magic Valley

PROTECT YOUR PIPES

- Disconnect hoses + cover spigots
- Insulate exposed pipes
- Let faucets drip on freezing nights

SERVICE YOUR HEATING SYSTEM

- Change filters
- Check thermostat batteries
- Schedule a quick furnace tune-up

CHECK ROOF AND GUTTERS

- Clear out debris
- Make sure gutters drain properly
- Do a quick shingle check

SEAL DRAFTS

- Weather-strip doors + windows
- Add door sweeps
- Re-caulk around windows

WINTERIZE YOUR YARD

- Trim back vulnerable branches
- Store outdoor furniture
- Protect pipes in sheds/shops



**"Fall is proof that change can be beautiful—especially when
your home is ready for it."**

Toni Woodley

whishes you a

Merry Christmas

Thank you for letting me be part of your story this year.

Whether you bought, sold, dreamed, or planned. I'm grateful for every conversation and every step we took together.

May this Christmas bring peace to your home, joy to your family, and clarity to your path.

Here's to a beautiful year ahead, and to being part of your journey.

A Simple Holiday Ritual

to Welcome Good Energy into Your Home

1. Light a candle with intention — think “peace,” “growth,” or “new beginnings.”
2. Open one window for 1 minute to let fresh air reset the space.
3. Write one thing you want to leave behind in 2025 — and one thing you want to welcome in 2026.
4. Place the “welcome” note in a drawer you open often (kitchen, entryway).
5. A little symbolic, a lot meaningful.



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.

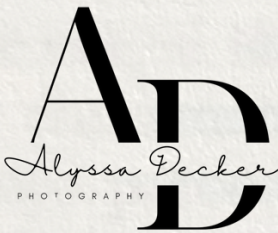
Give them a **follow**, check out what they do and let's keep lifting each other up.



@ca.homesllc



@destinocoffeeco



@alyssadeckerphotography



@dynamicplumbingllc



INNER JOURNEY
WELLNESS CENTER

@innerjourneytwinfalls



@jennyscleanings



@set2sellmagicvalley



@brooks.imaging



@nathanejensen_

