

Southeast Home Seller Sentiment Report

When Expectations Meet Reality in Today's Housing Market | Fall 2025



MARKSPAIN REAL ESTATE

Southeast Homesellers Hit Reality Check: 80% Are Anxious About Selling Right Now

Home sellers across the Southeast are feeling the strain of a cooling market. In a September 2025 survey of 548 homeowners planning to sell within the next year, 80% reported anxiety about the process, 62% said recent market news had already influenced their plans, and 37% admitted they wish they had sold sooner. The study, conducted by Mark Spain Real Estate, included representative samples from Atlanta, Tampa, Dallas, Orlando, and key North Carolina markets (Charlotte, Greensboro, and Raleigh combined).

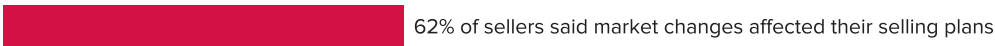
Despite growing awareness of market headwinds, sellers aren't always lowering expectations to market realities. Even as [one in four listings nationally requires a price cut—with the South leading those reductions](#) (Zillow)—our survey found 72% of sellers still expect to get their full asking price or more, and 40% expect multiple offers. In reality, bidding wars have vanished in these markets: just [6% of Southeast homes receive more than one offer](#).

Some are searching for middle ground: 54% say they would accept less money to avoid stress, 29% are exploring cash offers, and 68% are open to concessions as ways to preserve list prices while reducing uncertainty.

This report highlights how seller expectations intersect with today's market—and why those willing to adapt are still seeing strong results. While many regret not selling earlier, the focus now is on what can be controlled. The frenzied bidding wars may be behind us, but today's more traditional market rewards preparation, flexibility, and openness to options that lead to solid outcomes.



How have recent market changes or news affected your selling plans?



How those sellers adjusted their plans:

Changed timeline (sooner or later)



Wishing I had sold sooner



Greater urgency to sell



More openness to buyer concessions



Adjusted price expectations downward



Exploring cash offers



Changed prep work



More strategic about pricing



Dallas



Wish sold sooner



Adjusted pricing



Orlando



Urgency



Price adjustments



Atlanta



More open to concessions



Urgency



North Carolina



Changing my timeline



Exploring cash



Tampa



Changing my timeline



Wish I'd sold sooner



Nearly Half of Peak-Market Buyers Have Regrets About The Home They Bought

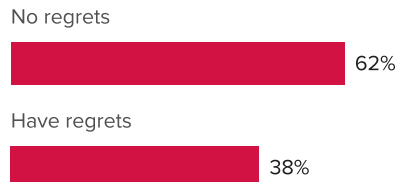
The shine has worn off for many recent buyers. Thirty-eight percent of sellers report having regrets about the home they bought (and now plan to sell), from surprise repair bills to overpaying in hot markets. The most common regrets across the region include unexpected repairs (39%), buying in the wrong neighborhood or location (34%), and feeling they overpaid (30%).

Among peak-era buyers (those who bought between 2020-2022), a higher 48% say they have regrets, though they're more likely to regret their neighborhood choice (45%) and overpaying (37%), while pre-peak buyers more often cite unexpected repairs (39%) and rushing into purchases (36%).

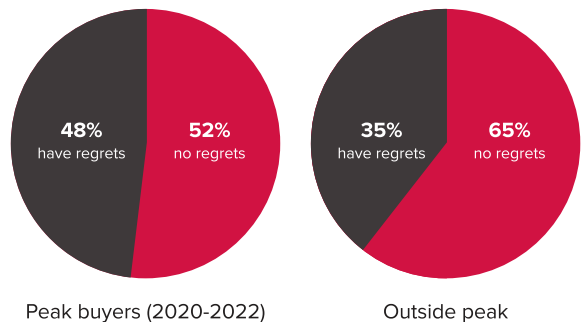
Local variations reveal specific pain points. Dallas leads in repair regrets at 48%, followed by North Carolina markets at 47%. Atlanta sellers most often say they overpaid (45%), while Orlando sellers frequently regret rushing into purchases (41%). Tampa shows balanced concerns with the wrong neighborhood (33%) and unexpected repairs (33%) tied.

These regrets carry financial weight. In Tampa, [where home values dropped 6.5% year-over-year according to Zillow's September 2025 data](#), sellers who bought at peak now face buyers unwilling to match yesterday's prices. Dallas shows similar pressure with values down [3.9% annually per Zillow's index](#).

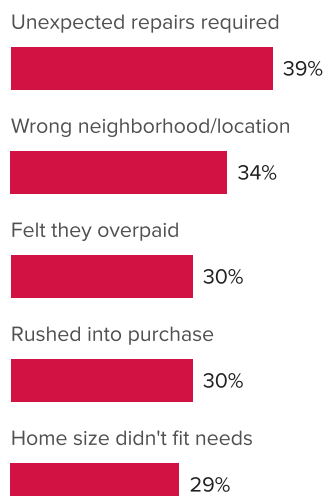
Do you have any regrets about the home you purchased?



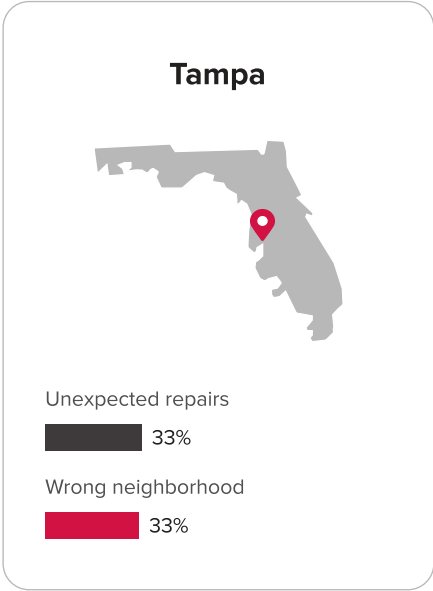
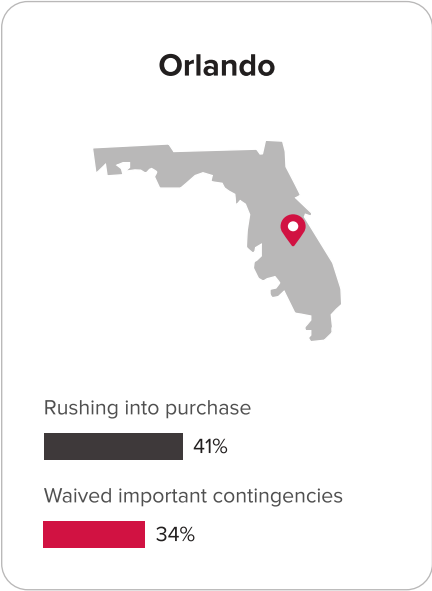
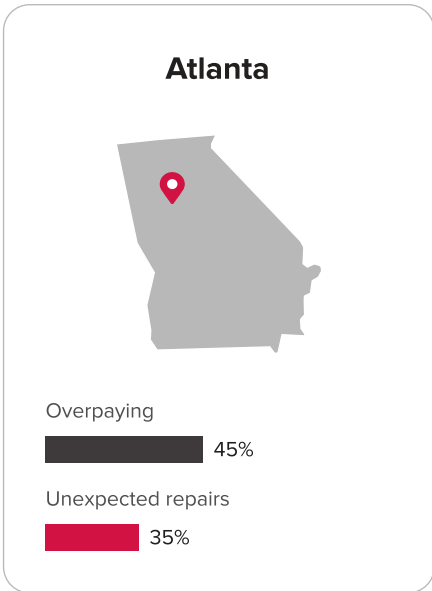
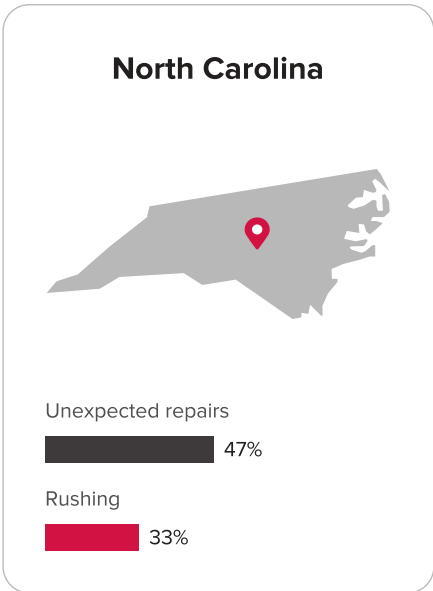
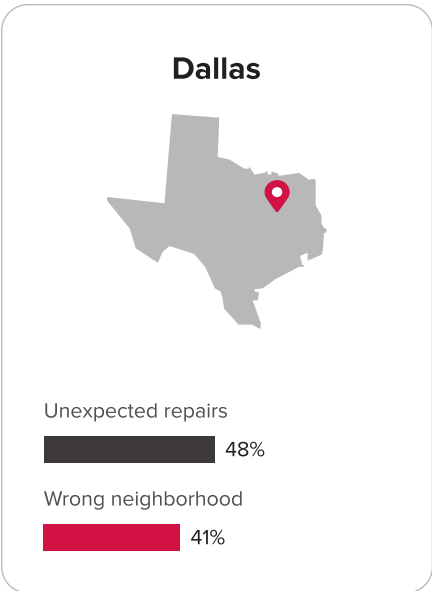
Peak vs Non-Peak Buyer Regrets



Top Regrets



Top Regrets by City



54% of Sellers Would Accept a Lower Price for Certainty

Seller anxiety runs high across all markets. Our survey found 80% of sellers report at least some anxiety about selling (53% somewhat anxious, 27% very anxious), with only 20% feeling confident. Tampa and Dallas show the highest anxiety levels at 89% and 87%, respectively.

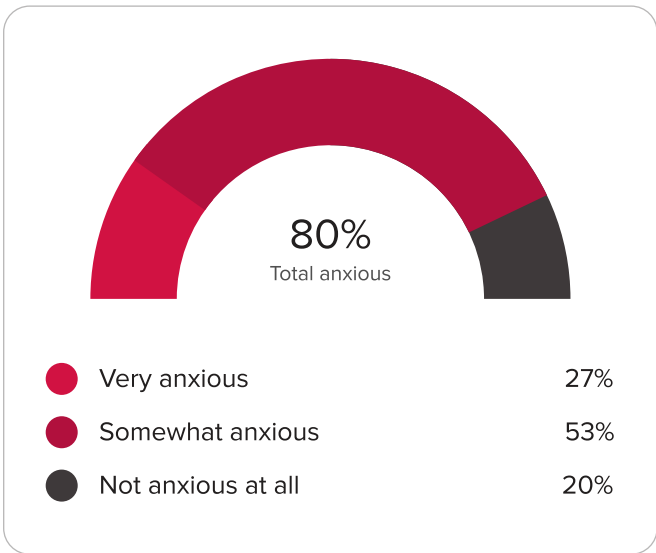
Across markets, top anxieties include:

- Not getting the desired price (40%)
- Unexpected costs (37%)
- Making repairs or updates (34%)
- Home sitting too long on the market (33%)

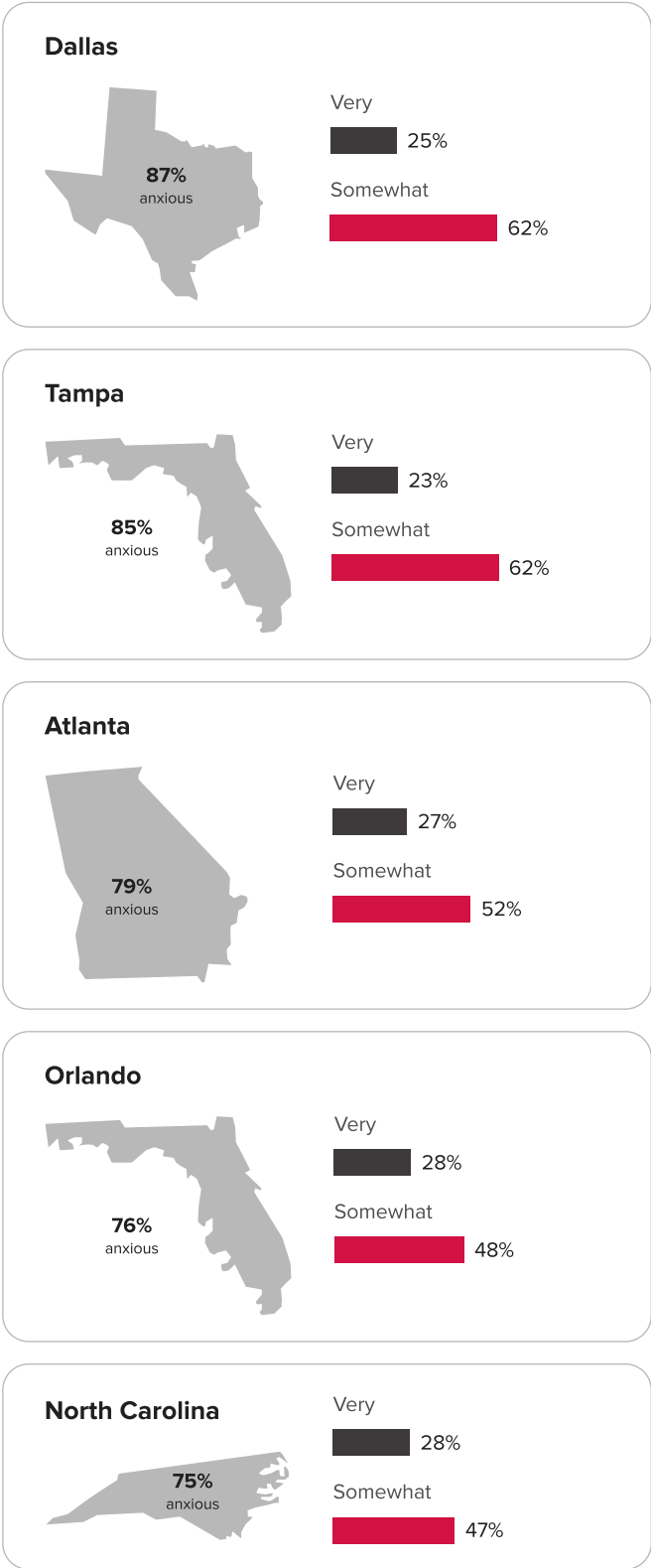
Orlando and Tampa sellers show highest concern for “not getting the price I want” at 48%and 42%, respectively, while Dallas sellers express the most concern over unexpected costs (43%). North Carolina sellers worry most about making repairs or updates (40%).

With anxieties running high, 54% percent of sellers would accept less money to avoid stress, while only 31% want to maximize price at all costs. Tampa leads this trend at 58% who would accept less, followed by Atlanta at 56%.

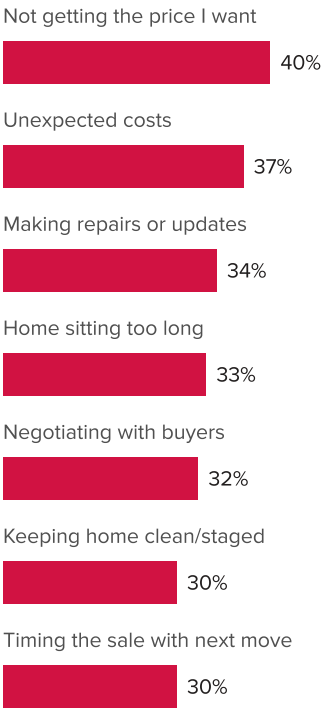
How do you feel about selling your home in today's market?



Local Breakdown

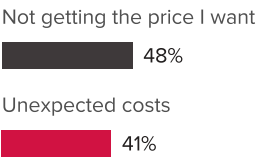
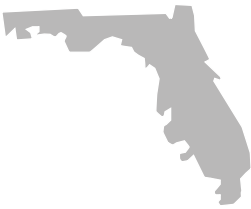


What are you nervous about when it comes to selling?

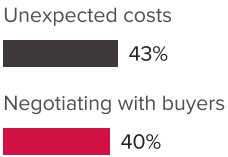


Local Breakdown

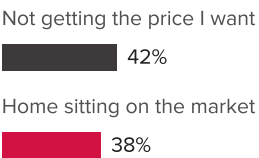
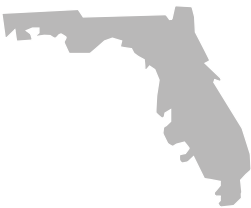
Orlando



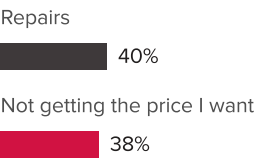
Dallas



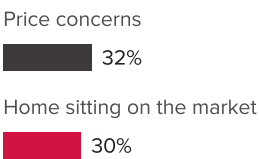
Tampa



North Carolina



Atlanta

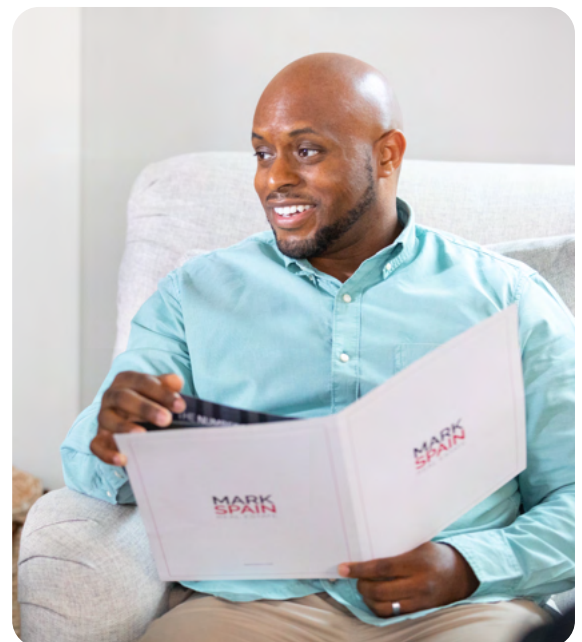


Over 1 in 3 sellers wish they'd **sold sooner**

Sellers are keenly aware the market has shifted. Nearly two-thirds (62%) say recent changes have already affected their selling plans, and more than one in three (37%) admit they wish they'd sold sooner. Dallas sellers feel this most sharply, with 60% saying they regret not listing earlier.

How are sellers adjusting? The most common responses include changing their timeline (40%), showing greater urgency to sell (37%), becoming more open to buyer concessions (36%), lowering price expectations (36%), and even exploring cash offers (29%). Orlando sellers lean most toward urgency (46%), while in North Carolina, 31% are now looking at cash-offer options.

At the same time, most believe they will be impacted by changing market conditions. Eighty-four percent expect their individual sale will be impacted by market shifts, with only 16% believing their home will be an exception. Orlando sellers are most likely to say the market will impact their sale at 93%, while North Carolina sellers are the most likely to think they'll be spared (24% say their home is an exception).

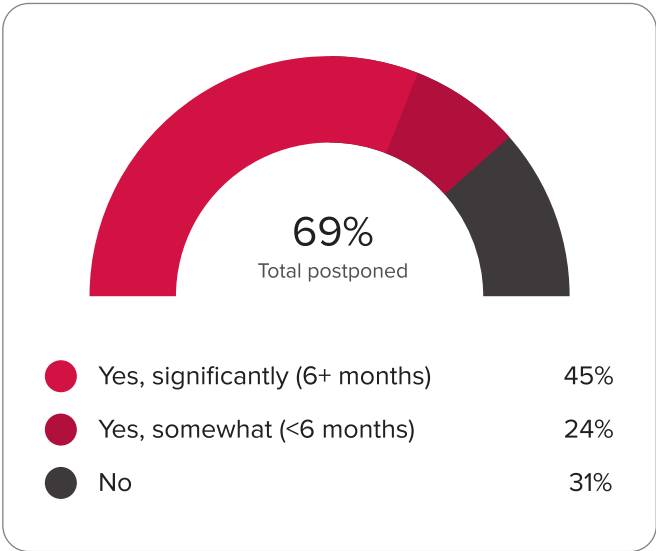


69% with a Mortgage Have Delayed Selling Due to Interest Rates

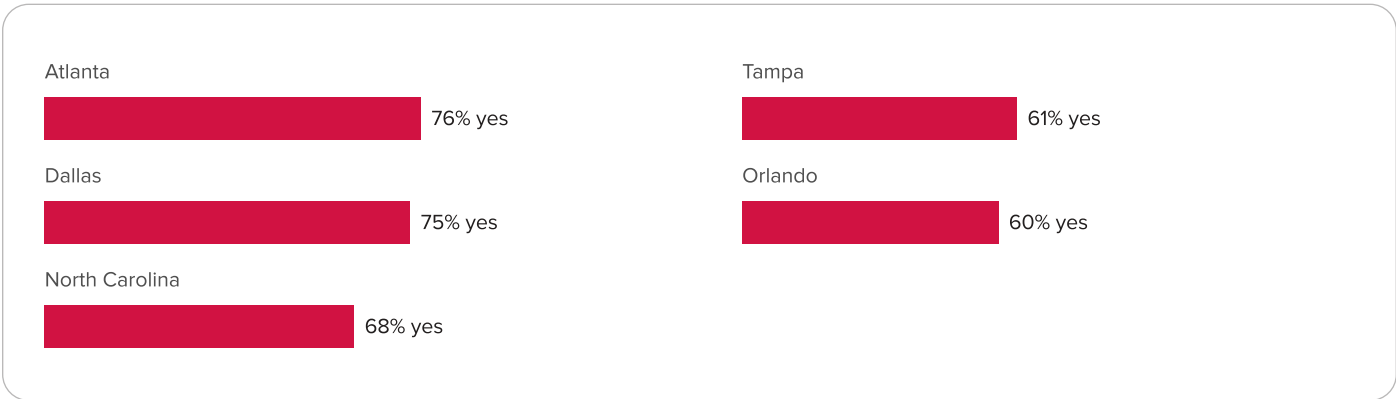
Current mortgage rates create a substantial lock-in effect. Among sellers with a mortgage, 69% have delayed selling due to current rates, with 45% postponing six months or more. Atlanta leads in rate sensitivity with 76% postponing sales, followed by Dallas at 75%, and North Carolina (68%). Tampa and Orlando follow at 61% and 60% respectively.

This hesitation shows in listing activity. Zillow's [August 2025 report noted new listings hit record lows as homeowners choose to stay put with their low-rate mortgages.](#)

Have you postponed selling your home because of current mortgage rates?



Local Breakdown: Have you postponed selling your home because of current mortgage rates?

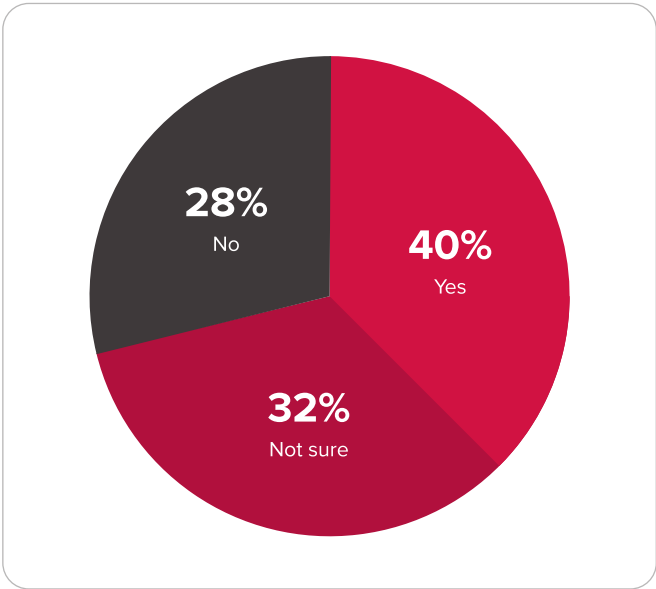


40% Expect Multiple Offers vs. 6% Reality in Southeast Markets

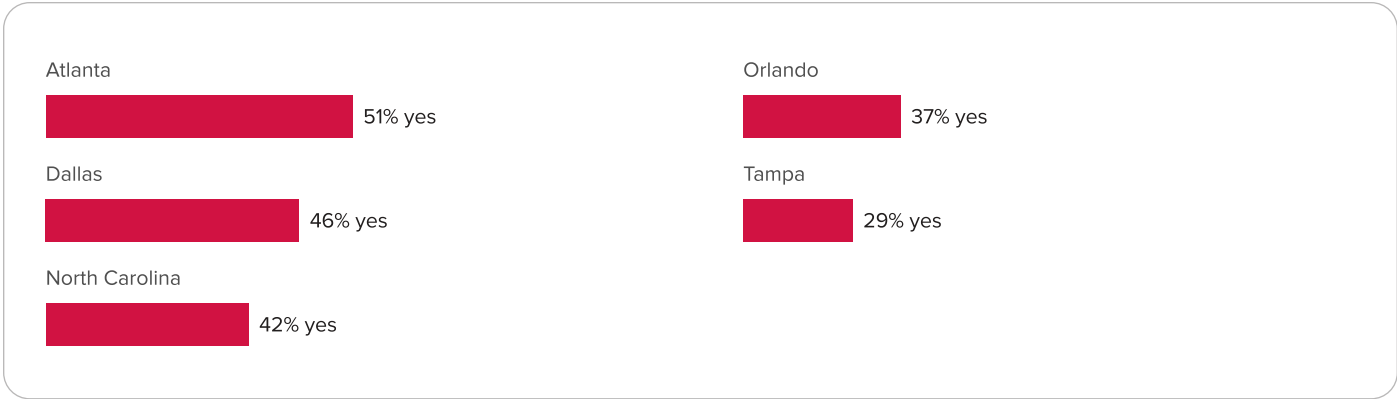
Despite shifting conditions, 40% percent of sellers expect multiple offers, with Atlanta showing the highest confidence at 51%. Dallas follows at 46%, while Tampa demonstrates the most uncertainty—40% are unsure whether they'll get multiple offers, with only 29% expecting bidding wars.

Southeast sellers may be over confident in this area. According to Keeping Current Matters' June 2025 survey, only about 20% of homes nationwide receive multiple offers, and in the Southeast, that number drops to just 6%, the lowest of any region. This represents a dramatic decline of 2021-2022 when 60% of homes sparked bidding wars.

Do you expect your home to receive multiple offers or start a bidding war?



Local Breakdown: Do you expect your home to receive multiple offers or start a bidding war?



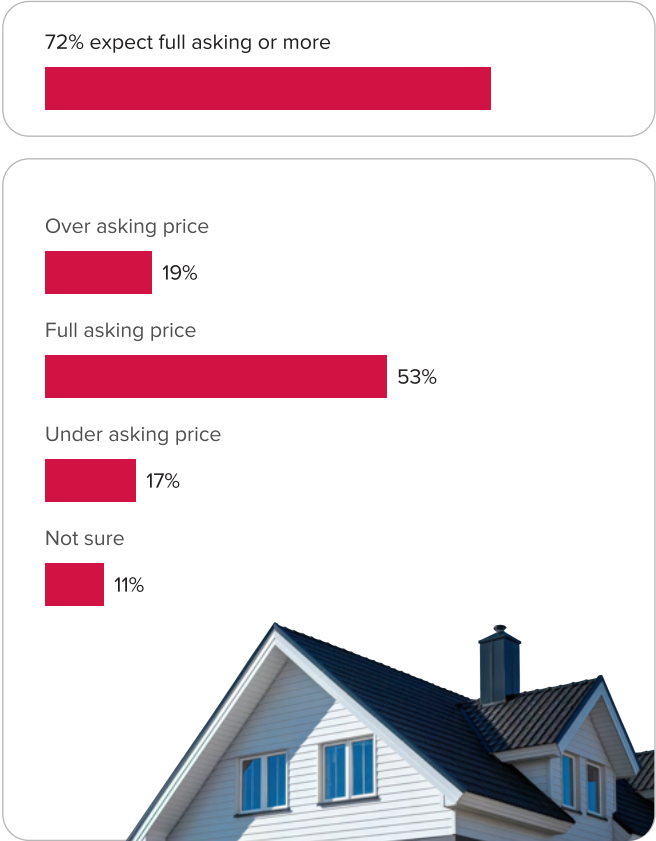
72% Expect Full Asking Price (Or More), 1 in 4 Would Wait 90 Days to Cut Price

Just over half of sellers (53%) surveyed in the Southeast expect to receive full asking price, while 19% expect over asking—a total of 72%. Perhaps driven by their own recent experiences, peak-era buyers show more confidence, with 80% expecting to receive full price or over asking.

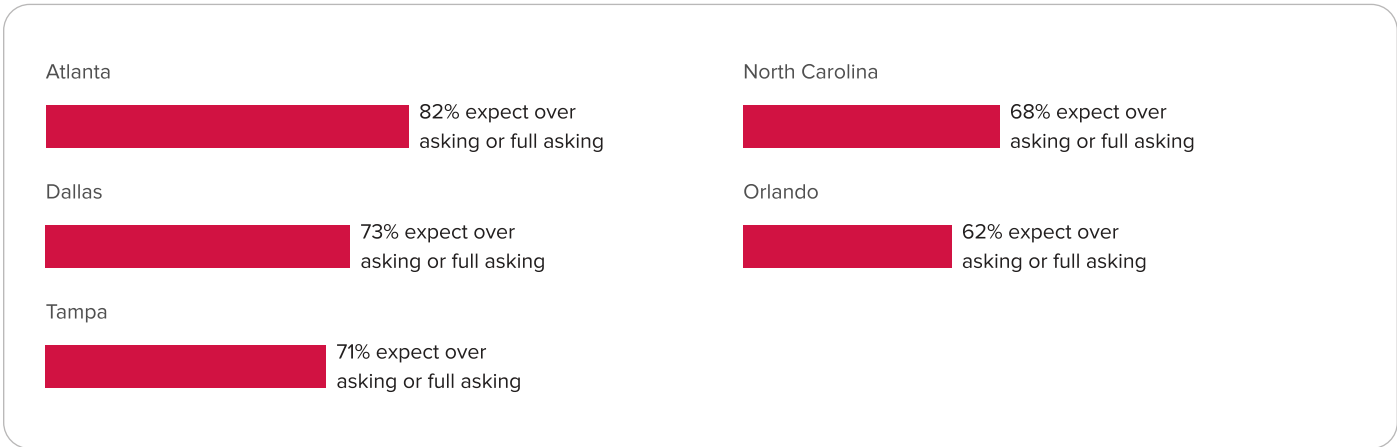
Current market conditions suggest this expectation is misplaced. Zillow’s August 2025 data shows [26% of listings nationally take price cuts—near record highs](#). In Southeast markets like Charlotte and Raleigh, nearly 25% of listings reduce prices during their listing period. According to data platform Cotality, in recent months as many as [56% of listings nationally sold under asking](#).

When it comes to price reductions, timing is everything. One in four sellers (25%) would wait 90 days before lowering their list price if it doesn’t sell as quickly as expected. About a third (35%) would reduce after at least 60 days, while 26% would make a cut after 30 days. Notably, 14% say they are not open to lowering their price at all.

How much of your asking price do you expect to receive?



Local Breakdown

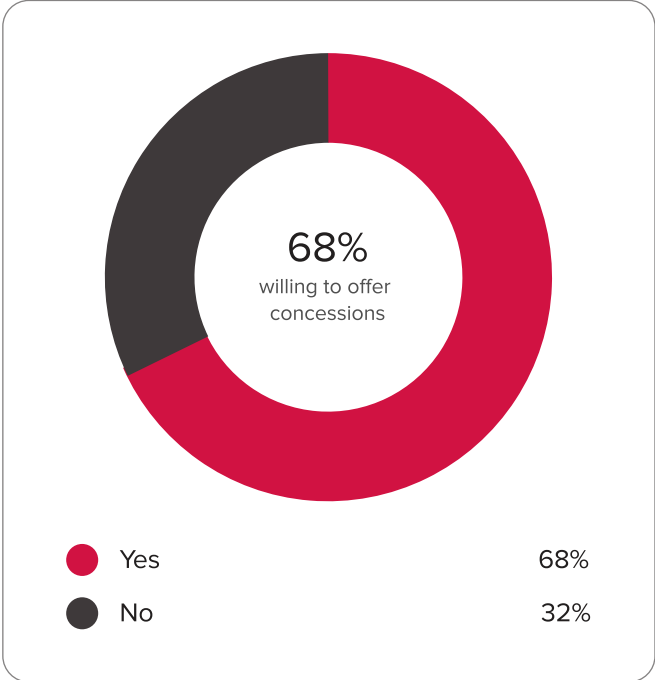


68% Are Willing to Offer Concessions

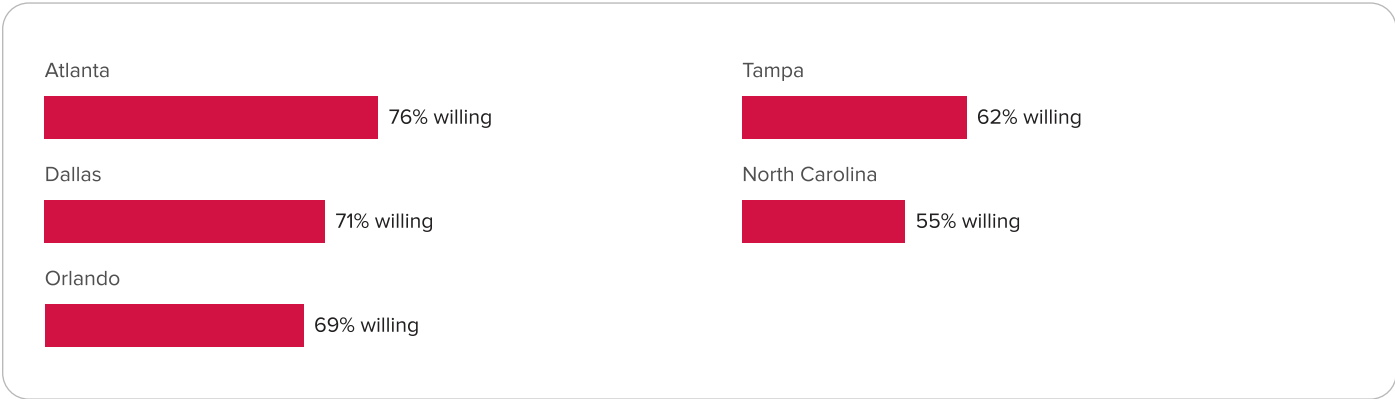
As bidding wars fade and buyer leverage increases, Southeast sellers are using concessions as a strategic tool to secure deals. Sixty-eight percent of sellers surveyed say they're willing to offer buyer concessions—covering closing costs, handling repairs, or helping with mortgage rate buydowns—to get their homes sold .

Atlanta sellers lead in flexibility, with 76% willing to offer concessions, followed by Dallas at 71% and Orlando at 69%. North Carolina and Tampa sellers show more resistance, with 55% and 62% willing respectively, suggesting these markets may still be adjusting to the new dynamics.

Would you be open to offering buyer concessions (e.g., paying closing costs, covering repairs, helping with mortgage rate buydown) to get the house sold?



Local Breakdown



1 in 4 Sellers Want to Compare Traditional Listing to Cash—Or **Go Straight to Cash**

Most sellers plan to list with a real estate agent (57%), yet a sizeable share are looking beyond the standard listing. One in four (25%) want to weigh their options—either by comparing a traditional listing against cash offers (18%) or pursuing an off-market cash sale (7%). Just 10% are considering a For Sale By Owner path.

55% Define Success by Price, 44% by a Smooth Process

For most sellers, a successful home sale comes down to two things: getting the right price and keeping stress low. More than half (55%) say getting asking price or higher defines success, while nearly as many (44%) point to a smooth, low-stress experience. Certainty also matters, with 35% valuing a guaranteed close and 30% highlighting flexible closing dates. Convenience factors like avoiding repairs (33%) or showings (15%) also play a role.

When it comes to the selling process itself, predictability rises to the top. Nearly half of sellers (45%) say avoiding unexpected problems or costs is what they value most. Others prioritize having control over decisions and timing (37%) and knowing each step of the process (36%). A third want reassurance through regular updates (33%) or a clear understanding of their options (33%), while one in four (26%) want multiple selling options on the table.

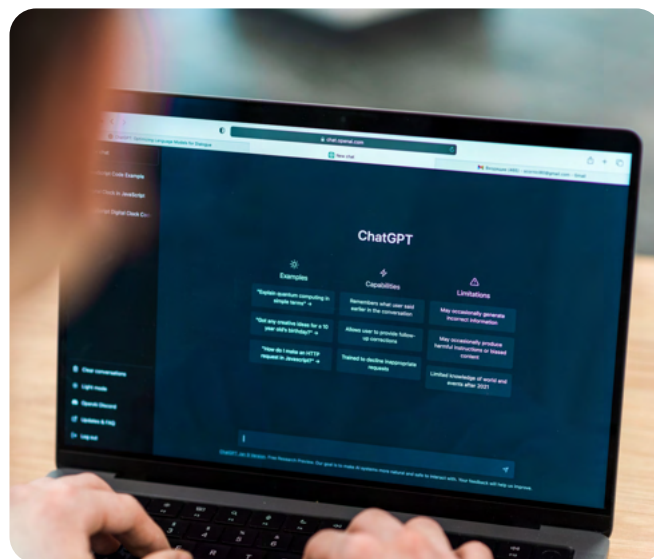
Together, these responses show that while financial outcomes remain the main benchmark of success, sellers place nearly equal weight on certainty, control, and transparency throughout the process.



38% Want AI for Listing Strategy as ChatGPT Era Arrives

The rise of consumer AI tools like ChatGPT has sellers thinking about technology applications in real estate. When asked which ways they'd be open to using AI in the home sale process, sellers most often pointed to optimizing listing strategy (38%), virtual tours/3D walkthroughs (36%), and AI-generated market reports (35%).

Only 13% reject AI tools entirely, indicating broad openness to technology assistance. Other popular applications include personalized property descriptions (35%), getting AI-powered insights on the best time to list (34%), and getting personalized recommendations for which home improvements increase value (33%).



Atlanta:

82% Expect Full Price or More, Despite 5.6 Months of Supply

Atlanta sellers remain more optimistic than most. In our survey, 51% still expect multiple offers — the highest among surveyed markets — and 82% expect to get full asking price or more.

But with active listings up 25% year-over-year and 5.6 months of supply (Realtor.com) on the market, conditions are tilting toward buyers. Homes take 10 days longer to sell than last year, and median listing prices have flattened at around \$415,000.

Based on our survey, sellers are planning for concessions as a fallback. While 76% of Atlanta sellers say they're willing to offer concessions, external data shows 62% of homes already sold with concessions in Q1 2025—one of the highest rates nationally. For many, giving a credit or covering closing costs feels like a safer compromise than cutting list price.

- **Anxiety levels:** 79% anxious (27% very, 52% somewhat)
- **Top anxiety:** Not getting the price I want (32%), home sitting too long (30%)
- **Wish I'd sold sooner:** 29%
- **Willing to make concessions:** 76% willing (highest)
- **Exploring cash offers:** 32%
- **Expect multiple offers:** 51% (highest among markets)
- **Expect full/over asking:** 82%
- **Top regrets about home purchased:** Overpaying (45%), unexpected repairs (35%)
- **Current market:** Active listings up 25% YoY, 5.6 months of supply, homes take 10 more days to sell, median list ~\$415,000

Orlando:

48% Fear Falling Short on Price as Supply Hits 7 Months

Orlando sellers show more realistic expectations than other markets. Only 37% expect multiple offers, and 48% worry most about not getting their desired price.

With 7 months of housing supply, Orlando qualifies as a buyer's market. Realtor.com data shows active listings up 19.5% year-over-year while new listings dropped 10.7%.

Price declines have begun: median listing prices fell 2.8% annually, with Zillow showing home values down 4.6%—among the steepest nationwide drops. Orlando homes now spend 14 more days on market than last year, validating seller concerns about properties sitting too long.

- **Anxiety levels:** 76% anxious (28% very, 48% somewhat)
- **Top anxiety:** Not getting the price I want (48%), unexpected costs (41%)
- **Wish I'd sold sooner:** 32%
- **Willing to make concessions:** 69%
- **Exploring cash offers:** 25%
- **Expect multiple offers:** 37%
- **Expect full/over asking:** 62%
- **Top regrets about home purchased:** Rushed purchase (41%), waived contingencies (34%)
- **Current market:** 7 months supply, listings up 19.5% YoY, new listings down 10.7%, median list price down 2.8% YoY, home values down 4.6%, homes take 14 more days to sell

Tampa:

58% Would Take Less to Avoid Stress Amid Nation's Steepest Price Drop

In Tampa, only 29% of sellers expect bidding wars—the lowest among surveyed markets. Sixty-two percent are willing to offer concessions, and 58% would accept lower prices to avoid stress.

With 6.3 months of supply, Tampa sits firmly in buyer's market territory (Realtor.com). Tampa home values dropped 6.5% year-over-year according to Zillow—the largest decline among major U.S. metros at that time. Nearly 28% of Tampa listings cut prices during their marketing period, and homes sit 13 days longer on market annually.

Tampa shows the strongest preference for certainty over profit, with the highest share willing to accept less money to avoid stress (58%). However, over 1 in 4 (27%) would wait at least 90 days before making a price reduction.

- **Anxiety levels:** 85% anxious (23% very, 62% somewhat)
- **Top anxiety:** Not getting the price I want (42%), home sitting too long (38%)
- **Wish I'd sold sooner:** 32%
- **Willing to make concessions:** 62% willing (lowest)
- **Exploring cash offers:** 14%
- **Expect multiple offers:** 29% (lowest)
- **Expect full/over asking:** 71%
- **Top regrets about home purchased:** Wrong neighborhood (33%), unexpected repairs (33%)
- **Current market:** 6.3 months supply, home values down 6.5% YoY (largest drop nationally), 28% of listings cut price, homes sit 13 more days longer

Dallas:

71% Willing to Offer Concessions as Sellers Outnumber Buyers by Nearly 2:1

Dallas sellers lead in repair concerns, with 48% citing unexpected repairs as their top homebuying regret (compared to 39% for the region) and 39% worrying about making repairs or updates (compared to 34% for the region). These concerns align with market conditions where buyers now commonly demand repair credits.

Redfin estimates sellers outnumber buyers by **98% in Dallas**—one of the largest imbalances among major metros. Median sale prices fell **3.1% year-over-year**, with **Zillow showing values down 3.9% annually**.

Dallas had one of the highest concession rates in early 2025: 49% of all sales in Dallas involved **a seller giving something extra to the buyer**, while our survey finds 71% of Dallas sellers are willing to offer concessions.

- **Anxiety levels:** 87% anxious (25% very, 62% somewhat)
- **Top anxiety:** Unexpected costs (43%), negotiating with buyers (40%)
- **Wish I'd sold sooner:** 60% (highest)
- **Willing to make concessions:** 71% willing
- **Exploring cash offers:** 26%
- **Expect multiple offers:** 46%
- **Expect full/over asking:** 73%
- **Top regrets about home purchased:** Unexpected repairs (48%), wrong neighborhood (41%)
- **Current market:** Sellers outnumber buyers by nearly 2:1, median prices down 3.1% YoY, home values down 3.9% YoY, 49% of sales already involve concessions

North Carolina:

24% Believe They're Exceptions, Even as 58% Say Market News Changed Their Plans

North Carolina sellers recognize that market shifts are influencing their plans. Fifty-eight percent say recent housing news has already affected their timeline or strategy, and three out of four (75%) report feeling at least somewhat anxious about the selling process. Their top concerns include making repairs or updates (40%), not getting the price I want (38%), and unexpected costs during the selling process (35%).

At the same time, many North Carolina sellers in the markets we surveyed still hold onto optimism. Nearly a quarter (24%) believe their home will be an exception to broader market conditions, and 20% are not open to a price reduction at all—the highest share among surveyed markets. Even so, listings are taking **8–13 days longer to sell compared to last year** in markets like Charlotte and Raleigh.

Signs of flexibility are emerging. Thirty-one percent of North Carolina sellers surveyed are exploring cash offers, and 64% are willing to make concessions to get deals done.

- **Anxiety levels:** 75% anxious (28% very, 47% somewhat)
- **Top anxiety:** Making repairs/updates (40%), not getting the price I want (38%)
- **Wish I'd sold sooner:** 34%
- **Willing to make concessions:** 64% willing
- **Cash offers:** 31% exploring (highest)
- **Expect multiple offers:** 36%
- **Expect full/over asking:** 68%
- **Top regrets about home purchased:** Unexpected repairs (47%), I rushed into it (33%)
- **Current market:** Listings taking 8–13 more days to sell YoY, 20% not open to price reductions (highest share), 24% believe they'll be exceptions to market trends

The Path Forward:

Confidence Through Options

The Southeast housing market of late 2025 has clearly shifted from the frenzy of a few years ago. Homes are taking longer to sell, concessions are becoming more common, and about one in four listings nationally requires a price cut. Yet [29% of homes still sold above list price in July 2025](#) (Redfin), underscoring that well-positioned properties are the ones that will still spark competition.

For sellers, the challenge now is less about timing the market and more about weighing trade-offs: certainty versus price, speed versus preparation. That's where our company Mark Spain Real Estate has been leaning in, not by betting everything on one outcome, but by giving sellers more than one path forward. Our Guaranteed Offer program, for instance, lets homeowners see multiple cash offers from a vetted investor network before deciding whether to accept or move ahead with a traditional listing.

Even if sellers choose to list on the open market, they do so knowing what the cash market would pay, a baseline that can make it easier to navigate concessions, price adjustments, or longer timelines. And for those who prioritize speed or flexibility, some investors even offer leasebacks or delayed closings, which can ease the transition.

In short, the days of bidding wars driving homes far over asking are behind us. But the combination of realistic pricing, careful preparation, and having options—including cash—can still put sellers in a position of strength.

Methodology

This study was conducted online using the Pollfish survey platform from September 5-September 11, 2025. The survey targeted homeowners who plan to sell their house in the next 12 months, creating a representative sample of 548 respondents across the Southeast region.

Sample Distribution:

- **Atlanta:** 99 respondents (18.07%)
- **Dallas–Fort Worth:** 99 respondents (18.07%)
- **Orlando–Daytona Beach–Melbourne:** 83 respondents (15.15%)
- **Charlotte:** 55 respondents (10.04%)
- **Nashville:** 44 respondents (8.03%)
- **Raleigh–Durham (Fayetteville):** 41 respondents (7.48%)
- **Jacksonville:** 24 respondents (4.38%)
- **Greensboro–High Point–Winston-Salem:** 17 respondents (3.10%)

External Data Sources: Market performance data comes from industry-standard sources including Realtor.com monthly housing trends reports, Zillow Research market analyses, Redfin housing market reports, and local MLS data as reported by regional news outlets. All external sources are cited with publication dates and attribution.