



NORTH STATE BUILDING INDUSTRY ASSOCIATION

MONTHLY SALES REPORT

DECEMBER 2025 SALES REPORT

For Immediate Release – January 13, 2026

Sacramento-Area New Home Sales Return to Pre-Pandemic Levels in 2025, North State Building Industry Association Reports

New home sales in the greater Sacramento region returned to pre-pandemic levels in 2025, signaling that the pandemic-era housing boom has ended, the North State Building Industry Association reported today.

BIA members reported selling 5,747 homes in the eight-county region during the year, down 18% from 2024 but still 8% higher than 2019. Sales surged during the pandemic era as remote work expanded, migration into the region increased and mortgage interest rates fell to historic lows, at times dipping to below 3%. (More sales data for the year and for the month of December can be found in the charts below.)

BIA President and CEO Tim Murphy said despite generous builder incentives, many prospective buyers have been holding off until mortgage rates dip below 6%.

“Interest rates have been trending downward and fell to an average of 6.19% in early January. As financing costs continue to decline, we expect more households to reenter the housing market in 2026,” Murphy said.

“A recent analysis by the National Association of Home Builders shows that a 25-basis-point reduction from 6.25% to 6% could bring approximately 1.1 million additional households back into the buyer pool nationwide, so downward-trending rates are encouraging.”

In 2025, Roseville saw the most new home sales with 447, followed by Rancho Cordova (386), Elk Grove (280), Sacramento (262), Plumas Lake (159) and Lincoln (150).

As typical in the region, December sales dropped to a low point, with 338 sales reported by members. That's down 17% from November and 15% lower than December 2024. For the month, Rancho Cordova was the sales leader with 74, followed by Roseville (59), Sacramento (41), Elk Grove (34) and Plumas Lake (28).

Murphy noted that housing experts at the BIA's recent housing forecast event predicted the worst of the slump was behind us and that sales will gradually pick up during the next three years.

He added that new homes remain a great option for buyers because of incentives existing homeowners can't offer, and because the supply of existing homes is still well below normal as homeowners with low mortgage rates remain reluctant to sell.

"In addition, buying a new home gives buyers the opportunity to customize many features to meet their family's needs and provides peace of mind since problems are much less likely and any that occur are covered by warranties," Murphy said.

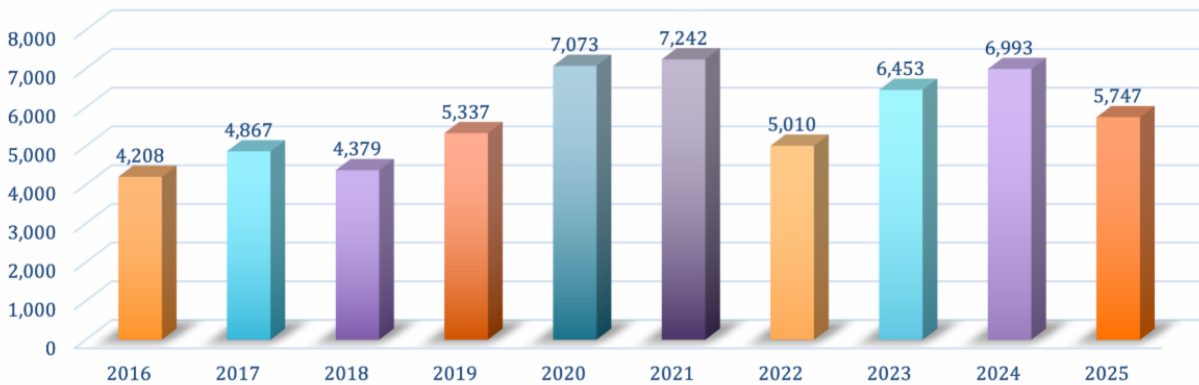
"We are also continuing to improve affordability by working with local governments to streamline procedures and reduce fees that currently average \$109,000 per new home."

BIA statistics covered 191 new home communities in Amador, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo and Yuba counties.

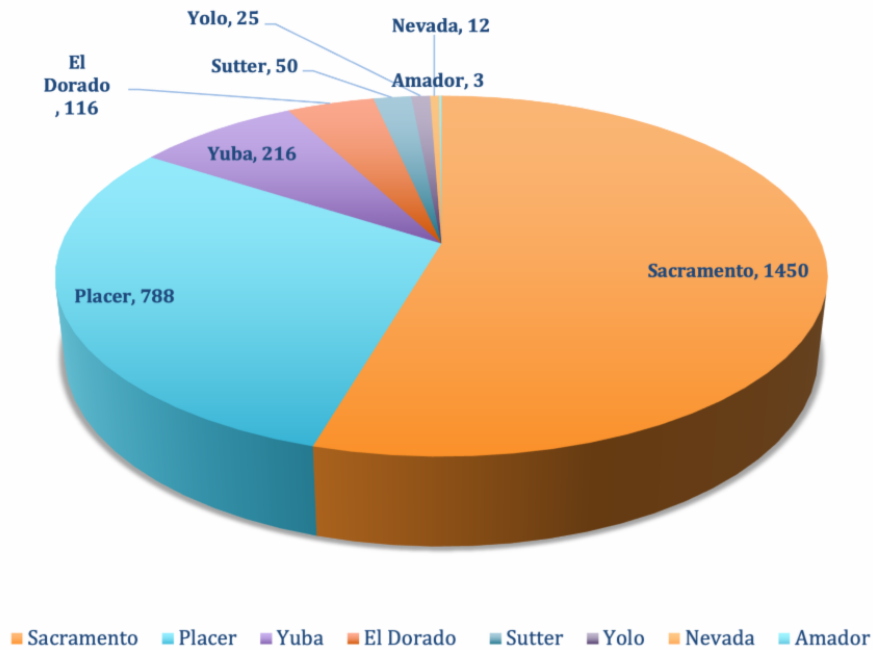
(Note: The annual sales total has been trued up by including figures from BIA members who do not report on a monthly basis. Thus the annual figure is larger than the sum of annual sales by county and by submarket.)

2025 New Home Sales at a Glance

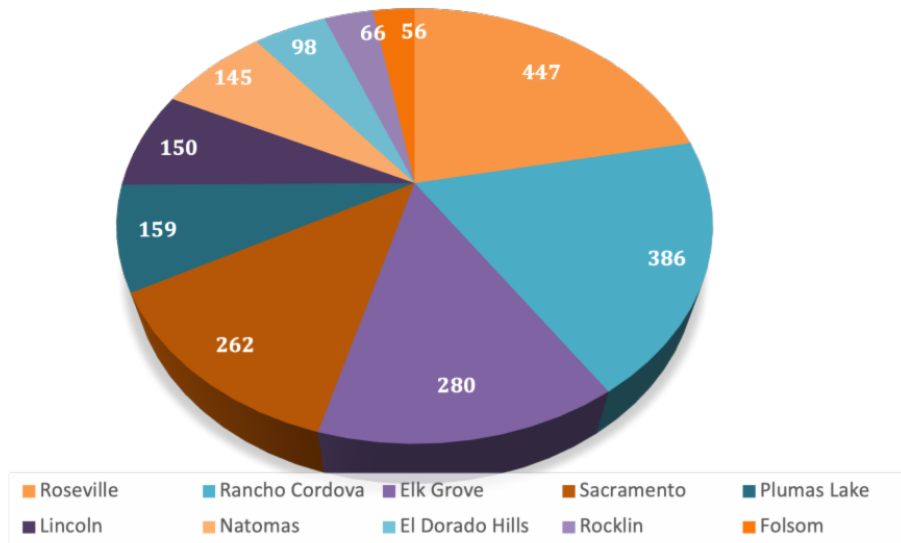
New Home Sales 2016 - 2025



2025 New Home Sales By County



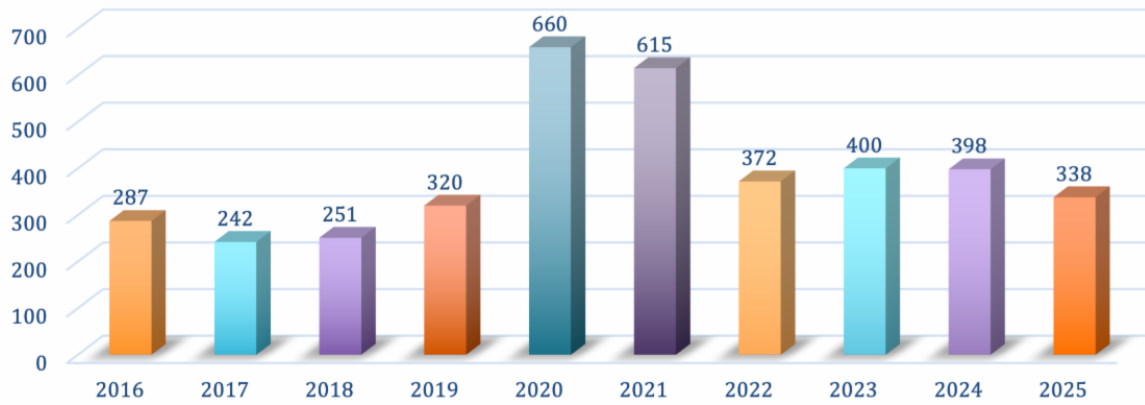
2025 New Home Sales by Submarket



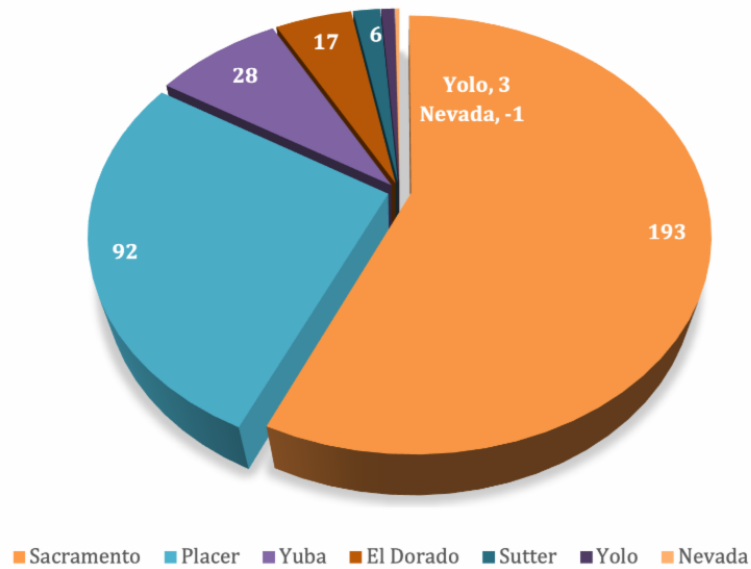
December New Home Sales at a Glance



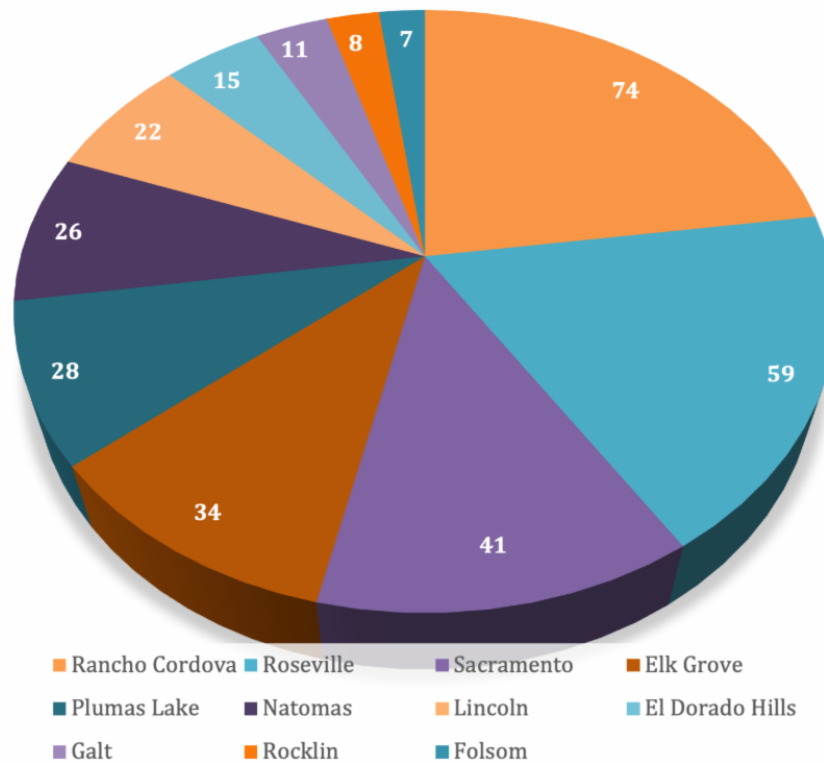
December New Home Sales 2016 - 2025



December New Home Sales by County



December New Home Sales by Submarket



About the North State Building Industry Association

The North State BIA is the leading advocate for the home building industry in the greater Sacramento region. Representing more than 500 members who provide 55,000 industry jobs, the North State BIA is committed to preserving and furthering the economic interests of its members, while also working to enhance the industry's standing as a significant contributor to the regional economy. For more information, visit www.northstatebia.org.

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