



NORTH STATE BUILDING INDUSTRY ASSOCIATION

MONTHLY SALES REPORT

JANUARY 2026 SALES REPORT

For Immediate Release – February 10, 2026

January New Home Sales in Greater Sacramento Region Climb 79% from December, North State Building Industry Association Reports

New home sales in the greater Sacramento area got off to a fast start in January, soaring 79% higher than December's totals, the North State Building Industry Association reported today.

A total of 605 new home sales were reported by BIA members across the eight-county region, compared to just 338 sales in December. Traditionally, December is the slowest month for new home sales in the region while January, February and March are often the strongest.

The monthly total was up 1% from last January's 598 and tied August 2024 for the highest monthly sales volume since May 2024, when 666 homes sold.

BIA President & CEO Tim Murphy said several factors likely contributed to the surge in sales.

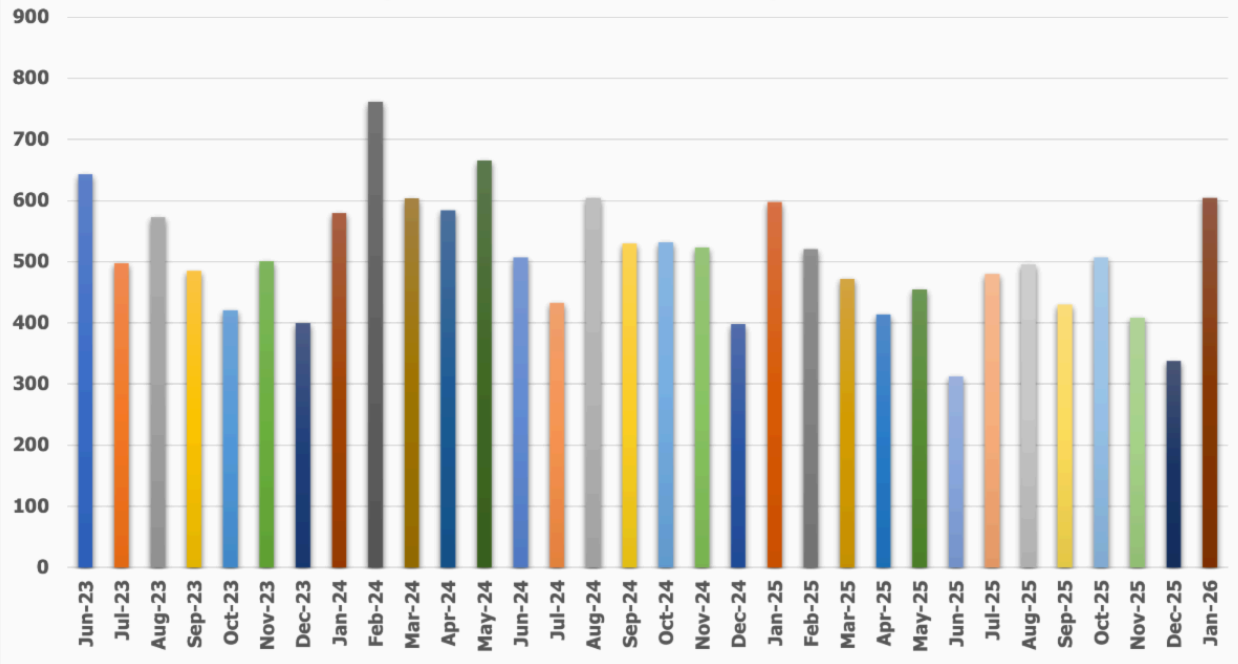
"Mortgage rates are holding steady in the low 6% range and attractive builder incentives remain available," Murphy said. "Prospective buyers may simply be tired of sitting on the fence and are ready to take advantage of those incentives, along with the wide range of locations and floorplans currently available."

Once again, Roseville and Rancho Cordova led the region in sales, with 133 and 124 respectively. Elk Grove was third with 54, followed by Sacramento (51) and Lincoln (45). The remainder of the top 10 were Natomas (41), Plumas Lake (36), and in a three-way tie for eighth place, El Dorado Hills, Folsom and Galt with 19 each.

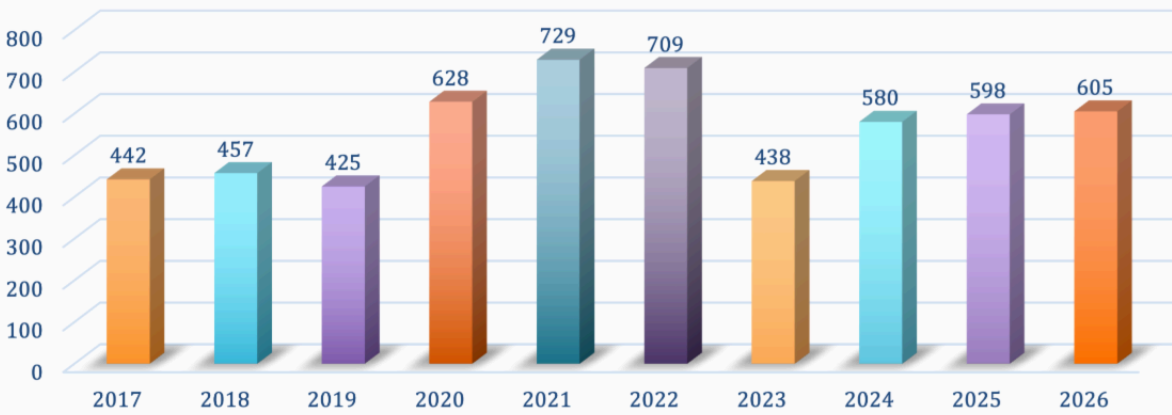
There were 189 active communities at the end of the month in the region, which includes Amador, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo and Yuba counties.

January New Home Sales at a Glance

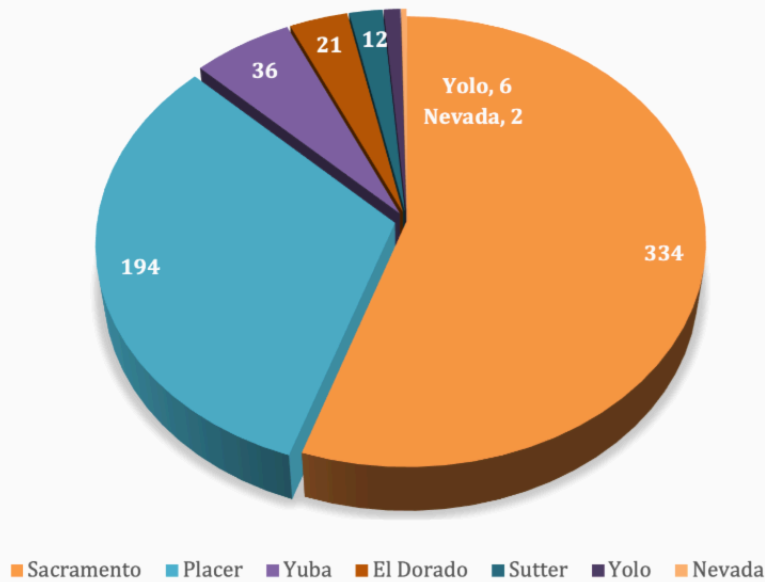
Monthly Sales June 2023-January 2026



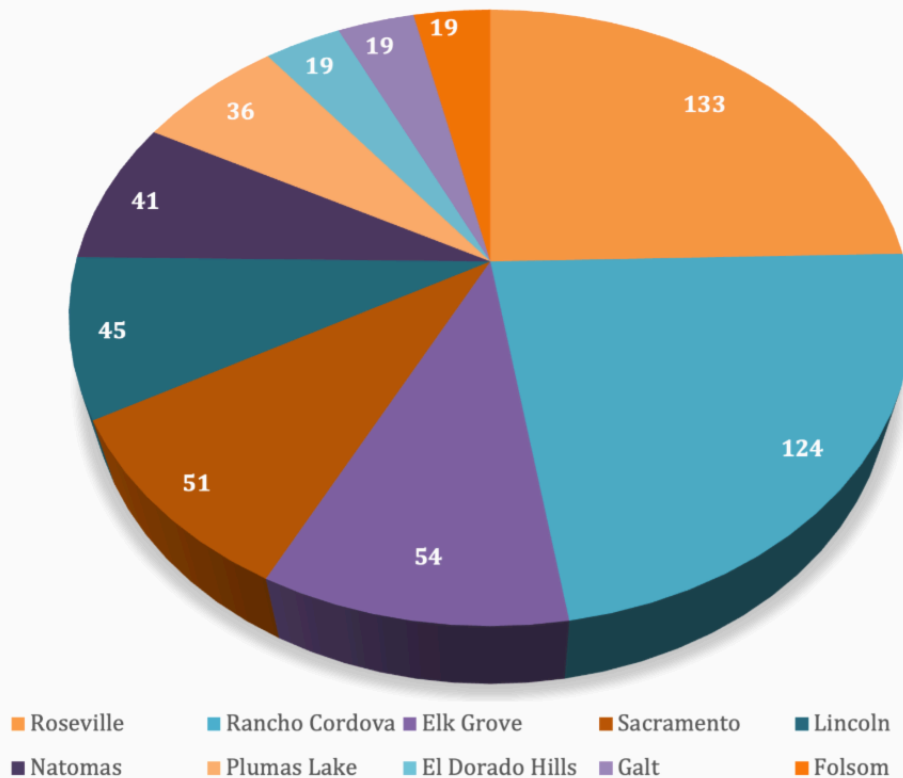
January New Home Sales 2017 - 2026



January New Home Sales by County



January 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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