MARKET INTELLIGENCE

Folsom Real Estate Market Report

A data-driven look at pricing, inventory, buyer demand, and neighborhood trends across Folsom and the surrounding Sacramento foothills.

EDITION
Spring 2026

COVERAGE
Q1 2026 MLS Data

AREAS
Granite Bay · Loomis · EDH · Folsom

POWELL
REAL ESTATE

OVERVIEW

Folsom at a Glance

Folsom is the most active market in the Sacramento foothills. Here's where the Q1 2026 MLS data stands.

$780,000 MEDIAN SALE PRICE
+2.0% YoY

156 Q1 2026 SALES
145 → 156 (+7.6%)

17 MEDIAN DAYS ON MARKET
Avg: 47 days

$361 AVG. PRICE PER SQ FT
-2.0% YoY

Source: Metrolist MLS — Q1 2026 single-family detached home sales, 95630 zip code.

What the Data Shows

- **156 Q1 sales — highest volume** and up 7.6% year-over-year.
- **Median DOM dropped to 17 days** (from 26 in Q1 2025) — the fastest-moving market of the four cities.
- **26% sold above list price** and 19% sold at exactly list — nearly half of all sales at or above asking.
- **Average 2.3 offers per listing** — up from 1.9 in Q1 2025, indicating growing competition.

Market Pulse

Folsom's combination of volume, speed, and price stability makes it the most balanced market of the four. Median prices are up 2.0% YoY to $780K.

> "The theme for 2026 is stuck, but a little less stuck. Entry-level ranges are super-hot if priced right. And there has been more strength at higher prices."
>
> — Ryan Lundquist, Sacramento Appraisal Blog, March 2026

With 35% of homes selling in 7 days or fewer, prepared buyers have a real advantage in Folsom.

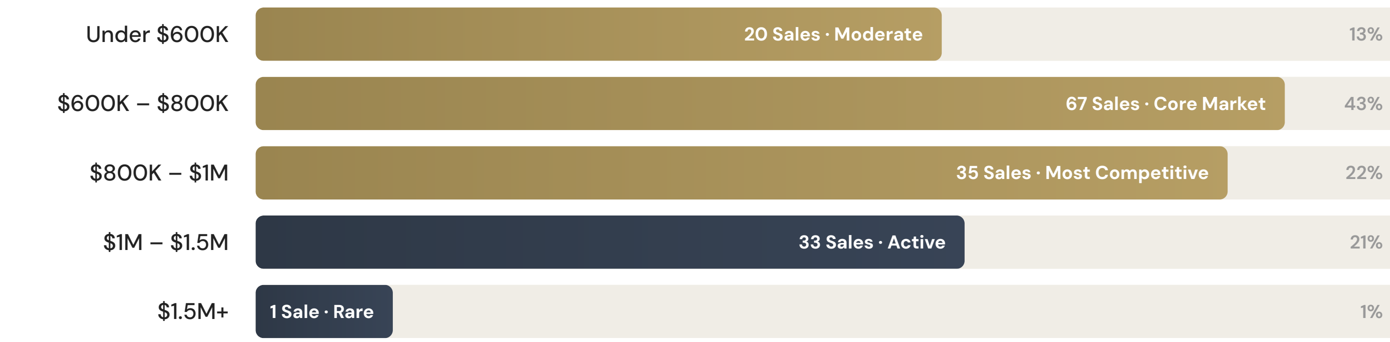
SUPPLY & DEMAND

Q1 Sales by Price Point

Where are Folsom buyers actually buying? This breakdown of all 156 Q1 2026 closed sales reveals where demand concentrates and where patience is needed.

Sales Volume & Competition by Price Tier

Bar width reflects relative demand intensity. Percentages show each tier's share of total Q1 sales.



The $800K – $1M Most Competitive Tier

While $600K–$800K has the highest volume, the $800K–$1M tier is where competition is fiercest:

- **49% went pending in 7 days or fewer** — nearly half sell in the first week
- **40% sold above original list price** — the highest above-list rate of any tier
- Average 2.3 offers per listing — steady buyer competition
- Updated move-in-ready homes in this range sell the fastest

> "It's rarely the market that's the problem — it's the strategy. Price it right and buyers show up. Price it wrong and you sit."
>
> — Powell Real Estate Market Minute, Mar 12, 2026

Speed & Competition

Across all 156 Q1 sales, buyer urgency follows a clear pattern:

When Offers Come In

- **≤ 7 days:** 35% of all sales — strongest offers
- **≤ 14 days:** 47% — urgency drops after this
- **≤ 30 days:** 56% — price reduction territory
- **90+ days:** 22% — stigma and stale perception

Average offers per listing: **2.3**. The sale-to-list ratio was **97.6%**, with 26% selling above and 55% selling below original list price.

Concessions: 40% of sales involved seller concessions — buyers in Folsom are negotiating terms, not just price.

NEIGHBORHOODS

Area Spotlight — Q1 2026

All four Sacramento foothills communities side by side — all data from Metrolist MLS Q1 2026 closed sales.

Granite Bay

LUXURY FOOTHILLS LIVING

Avg. Sale Price	$1,432,571 +7.8%
Median Sale Price	$1,325,000
Q1 Sales	48
Median Days on Market	34 days
Avg. Price/SF	$418/sf

Loomis

RURAL CHARM, PREMIUM VALUE

Avg. Sale Price	$1,100,080 −13.9%
Median Sale Price	$845,500
Q1 Sales	26
Median Days on Market	35 days
Avg. Price/SF	$476/sf

El Dorado Hills

MASTER-PLANNED EXCELLENCE

Avg. Sale Price	$1,084,313 +0.9%
Median Sale Price	$936,000
Q1 Sales	131
Median Days on Market	32 days
Avg. Price/SF	$373/sf

Folsom

GROWTH & OPPORTUNITY

Avg. Sale Price	$824,116 +1.6%
Median Sale Price	$780,000
Q1 Sales	156
Median Days on Market	17 days
Avg. Price/SF	$361/sf

> **Why local context matters:** Each of these communities has its own pricing dynamics, buyer profiles, and competitive landscape. Hyperlocal knowledge — not just regional averages — is critical for making smart real estate decisions.
>
> — Ryan Lundquist, Sacramento Appraisal Blog, January 2026

Q1 2026 — Four Cities at a Glance

Most sales: Folsom (156) and El Dorado Hills (131) lead in volume. **Fastest market:** Folsom's median 17 days on market is roughly half of the other three cities. **Highest price per SF:** Loomis at $476/sf, reflecting demand for smaller, character properties. **Most competitive:** Loomis had the highest above-list rate (31%) and most offers per listing (2.4).

INSIGHTS

What Buyers & Sellers Need to Know

Whether you're buying or selling in Folsom this spring, the Q1 MLS data points to clear themes.

If You're Selling

Price It Right From Day One

Q1 data shows the most competitive activity happens in the first 7–10 days. Price at or slightly below market to attract early urgency.

- Sale-to-list ratio: 97.6%
- 26% sold above list in ~7 days
- 22% of sales took 90+ days on market
- 40% of sales involved concessions

Volume market: Folsom led all four cities with 156 Q1 sales. Well-priced homes move fast — 35% sold within 7 days. 40% involved seller concessions, so expect negotiation.

Marketing matters: Professional photography, cinematic video, and targeted digital marketing differentiate listings. The right brokerage makes your home stand out — not just list it.

If You're Buying

Be Prepared to Act

The buyer pool is smaller but more serious. Being pre-qualified gives you an edge in a market where 35% of homes sell in the first week.

- 35% sold in ≤ 7 days — best homes go fast
- Average offers per listing: 2.3
- 15% were cash — but financed buyers compete
- 55% sold below list — there's room to negotiate

Where the opportunities are: The $600K–$800K range has the most inventory. But the $800K–$1M tier is where competition peaks — come prepared with strong pre-approval.

The lifestyle factor: Folsom offers lake access, 50+ miles of trails, a vibrant downtown, and top-rated schools — all at a more accessible price point than neighboring Granite Bay or El Dorado Hills.

The Bottom Line

Folsom is the most active market in the foothills with 156 Q1 sales (+7.6% YoY). Median prices are rising modestly (+2.0%), and the $800K–$1M tier is the most competitive. Buyers should be pre-approved and ready to act — well-priced homes don't last.

Thinking About Your Next Move?

Whether you're considering selling your Folsom home, searching for your next property, or just want to understand what your home is worth — we'd love to have a conversation. No pressure, just real data and honest advice.

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