

NORTHERN ARIZONA MARKET REPORT

NAAZ

MARKET INSIGHTS • 1Q25



4.0%

Prescott Unemployment Rate



\$675,473

Prescott Median New Home Price



4.3%

Flagstaff Unemployment Rate

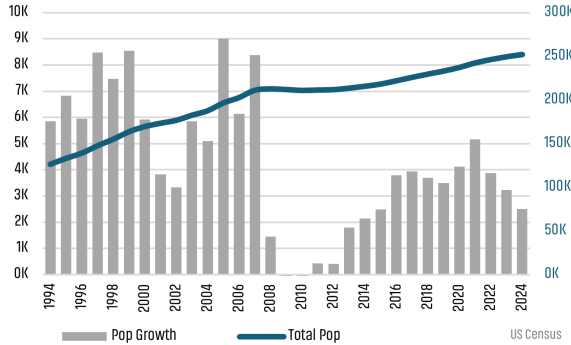


\$764,440

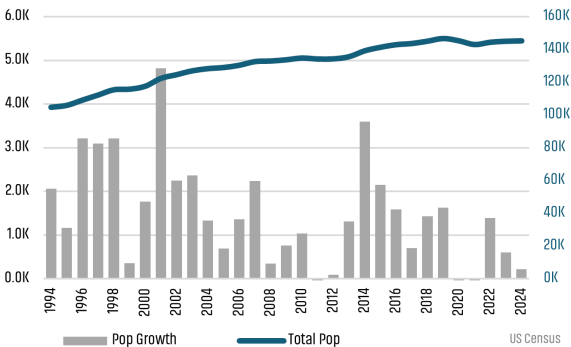
Flagstaff Median New Home Price

HOUSING HIGHLIGHTS

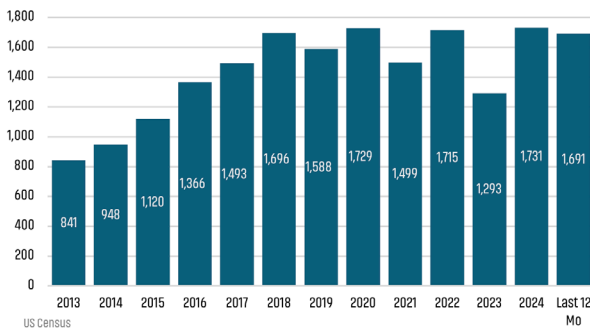
Prescott Population Growth & Total Population



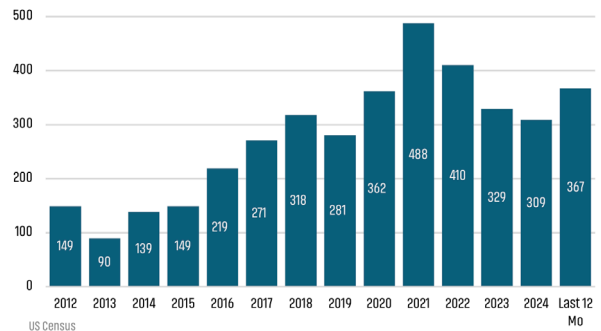
Flagstaff Population Growth & Total Population



Prescott & Prescott Valley Single Family Permits



Flagstaff MSA Single Family Permits




PRESCOTT MSA NEW HOME PERMITS²



Mar 2024¹
1,404
Mar 2025
1,691 **▲ 20.4%**

FLAGSTAFF MSA NEW HOME PERMITS³

22.7% **▲**
Mar 2024
299
Mar 2025
367 

PRESCOTT SF MEDIAN RESALE HOME PRICE³



Mar 2024
\$635,950
Mar 2025
\$625,000 **▼ -1.7%**

MLS RESALE STATISTICS

PRESCOTT TRI-CITY AREA¹

PRESCOTT MSA SF HOME SALES YTD

Mar 2024
730 **▼ -2.2%** Mar 2025
714

FLAGSTAFF AREA³

FLAGSTAFF MSA SF HOME SALES YTD

Mar 2024
270 **▲ 8.1%** Mar 2025
292

PRESCOTT MSA DAYS ON MARKET

Mar 2024
54 Days **▼ -5 Days** Mar 2025
49 Days

FLAGSTAFF DAYS ON MARKET

Mar 2024
99 Days **▲ 13 Days** Mar 2025
112 Days

Sources: (1) Prescott Association of REALTORS™ (2) Census (3) Northern Arizona Association of Realtors

ECONOMIC TRENDS³

UNEMPLOYMENT RATE (unadjusted)

PRESCOTT

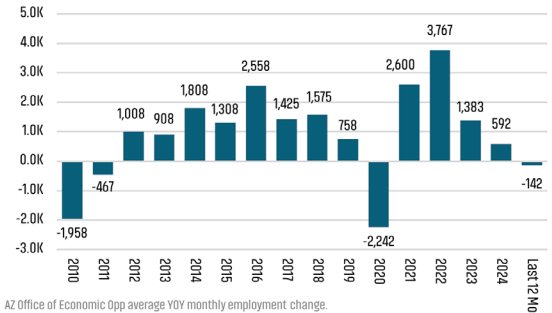
Mar 2024	Mar 2025
3.0%	4.0%
▲ 1.0%	

FLAGSTAFF

Mar 2024	Mar 2025
3.2%	4.3%
▲ 1.1%	



Prescott Change in Employment



TOTAL NONFARM EMPLOYMENT (in thousands)

PRESCOTT

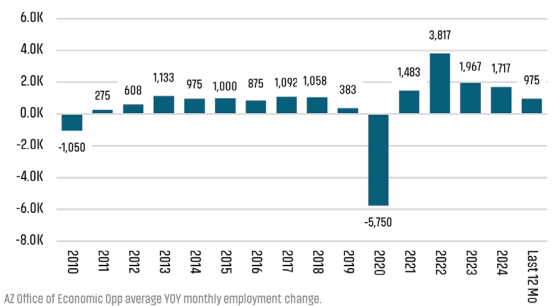
Mar 2024	Mar 2025
73.3	71.9
▼ -1.9%	

FLAGSTAFF

Mar 2024	Mar 2025
71.5	71.5
0.0%	



Flagstaff Change in Employment



EMPLOYMENT CHANGE

PRESCOTT

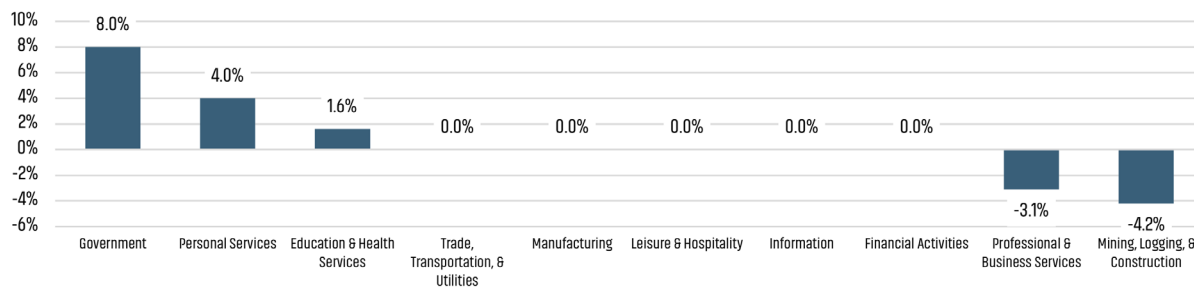
Annualized Employment Change
-0.2%

FLAGSTAFF

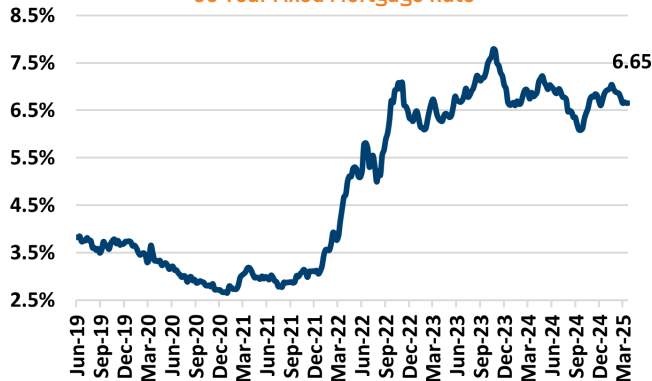
Annualized Employment Change
1.4%



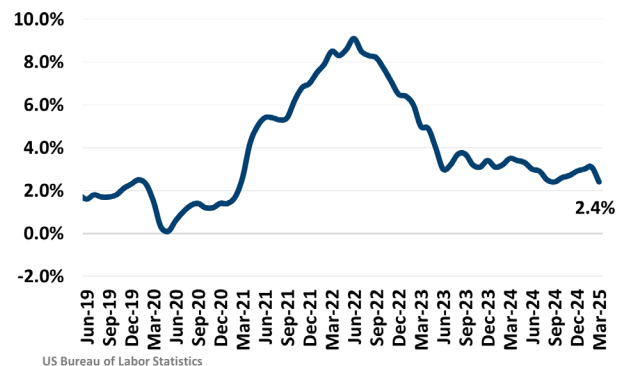
Change in Employment by Sector



30 Year Fixed Mortgage Rate



US Inflation Rate



THE NATION'S LEADING LAND BROKERAGE & ADVISORY FIRM



30 Offices Across the Nation



85+ Specialized Advisors



45+ Staff Professionals



\$15+ Billion in Sales Since 2017

PHOENIX, AZ (HQ)

CASA GRANDE, AZ

PRESCOTT, AZ

TUCSON, AZ

BAY AREA, CA

IRVINE, CA

LODI, CA

PASADENA, CA

ROSEVILLE, CA

SACRAMENTO VALLEY, CA

SAN DIEGO, CA

SANTA BARBARA, CA

VALENCIA, CA

DENVER, CO

JACKSONVILLE, FL

ORLANDO, FL

TAMPA, FL

ATLANTA, GA

BOISE, ID

KANSAS CITY, KS/MO

CHARLOTTE, NC

LAS VEGAS, NV

RENO, NV

GREENVILLE, SC

NASHVILLE, TN

AUSTIN, TX

DALLAS-FORT WORTH, TX

HOUSTON, TX

SALT LAKE CITY, UT

BELLEVUE, WA

FUTURE OFFICES

ALBUQUERQUE, NM

CHARLESTON, SC

COLORADO SPRINGS, CO

RALEIGH-DURHAM, NC

SAN ANTONIO, TX

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