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SIRVA MORTGAGE: INDUSTRY SNAPSHOT

August 2026

A Quick Update on the Latest Market Trends

The following update was curated by industry experts at Sirva Mortgage specifically for you and other global mobility professionals. Visit our industry snapshot web page to view additional updates.

HOME SALES

U.S. existing home sales remain sluggish but stable, with activity hovering just above 4 million annualized units. While forecasts at the start of the year anticipated a stronger rebound, persistent affordability challenges and mortgage rates remaining above 6% have limited demand.

Inventory growth has improved buyer choice, but sales activity continues to vary significantly by region. The Northeast and Midwest generally remain supply constrained, while many Sun Belt markets are seeing softer pricing and increased seller concessions. Most **analysts now expect a gradual recovery rather than a sharp rebound through the remainder of 2026.**

INTEREST RATES

Mortgage rates continue to fluctuate in the mid-6% range, with the average 30-year fixed mortgage rate recently ranging from approximately 6.4% to 6.6%. Although rates are lower than their 2023 peaks, they remain high enough to influence affordability and delay some move-up home buyers.

Market expectations increasingly point toward a "higher-for-longer" rate environment, with only modest declines anticipated through the end of 2026. Buyers are becoming more accustomed to today's mortgage rate environment and are relying more heavily on buydowns, adjustable-rate products, and seller concessions to manage monthly payments.

RENTAL MARKET

The rental market remains favorable for renters compared with conditions seen during 2021-2023. Elevated multifamily construction over the past several years has increased apartment supply in many major markets, helping moderate rent growth.

While some cities continue to experience localized rent increases, national rent growth remains generally flat, and renters are maintaining greater negotiating power through concessions, flexible lease terms, and move-in incentives. **Markets with significant new construction continue to experience the most competition among property owners.**

HOUSING INVENTORY

Housing inventory continues to improve nationally, creating a more balanced environment than the highly competitive markets of recent years. Many buyers now have additional time to evaluate properties, conduct inspections, and negotiate concessions. However, inventory gains remain uneven. **Some Sun Belt markets have returned to near-normal inventory levels, while portions of the Midwest and Northeast continue to experience tighter supply.** The result is a market increasingly characterized by local conditions rather than broad national trends.

JEFF MEDLEY

President and General Manager, Sirva Mortgage

The housing market is stabilizing. Elevated mortgage rates are sidelining some buyers, reducing overall competition. However, those prepared to purchase gain stronger negotiating power and a better ability to secure favorable prices. Steady long-term property growth means relocating employees can still find lasting value in their investment.

US HOUSING IMPACT ON RELOCATING EMPLOYEES

Regional market differences are becoming increasingly important for relocating employees. While some destination markets offer expanded inventory and greater negotiating leverage, others continue to experience limited supply and elevated prices. Companies should encourage employees to evaluate local market conditions early in the planning process and maintain flexibility regarding housing type, financing strategies, and timing.

INSIDER TIPS

As the housing market becomes more balanced, buyers are gaining negotiating power that was difficult to find just a few years ago. Many sellers are now offering concessions to help cover closing costs, prepaid expenses, or mortgage rate buydowns. A temporary or permanent rate buydown can reduce monthly mortgage payments and improve affordability, making homeownership more manageable in today's higher-rate environment.

Why this matters:

- **Lower upfront costs:** Seller concessions may help offset closing expenses and reduce out-of-pocket costs at settlement.
- **Improved affordability:** Mortgage rate buydowns can lower monthly payments, particularly during the first few years of homeownership.
- **Greater negotiating opportunities:** Increased inventory and longer time on market are creating more opportunities for buyers to request incentives.

For questions or more information about seller concessions and mortgage rate buydowns, please contact a Sirva Mortgage representative.

Have More Questions?
Contact a Sirva Mortgage Director of Client Services

CONTACT AN EXPERT

Sources:
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