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Homebuilder Sentiment Just a Bit Gloomier

Builder sentiment declined for the second straight month according to the National Association of Homebuilders (NAHB) and Wells Fargo's latest Housing Market Index (HMI). The headline index dropped two points to 32 in June, marking another step down toward the post-pandemic lows seen in 2023.



All three components of the index moved lower:

- Current sales conditions fell two points to 35
- Sales expectations for the next 6 months dipped to 40
- Buyer traffic dropped to 21

Persistent affordability challenges—namely high mortgage rates and tariff-related material costs—remain major headwinds. As builders adapt, many are turning to price cuts and incentives to attract buyers. In fact, the share of builders reporting price reductions climbed to 37% in June, the highest since NAHB began tracking the data monthly in 2022. The average price cut held

National Average Mortgage Rates



	Rate	Change	Points
Mortgage News Daily			
30YR Fixed	7.50%	+0.08	0.00
15YR Fixed	7.03%	+0.03	0.00
30YR FHA	7.05%	+0.05	0.00
30YR Jumbo	7.50%	+0.04	0.00
7/6 SOFR	7.13%	+0.08	0.00
30YR VA	7.07%	+0.06	0.00

Rates as of: 11/13

MBS and Treasury

	Price / Yield	Change
MBS UMBS 6.0	98.69	-0.07
10 YR Treasury	5.1413	+0.0117
30 YR Treasury	5.4682	+0.0134

Pricing as of: 11/13 5:59PM EST

Recent Housing Data

		Value	Change
Mortgage Apps	Nov 4	204.6	+6.23%
Building Permits	Sep	1.4M	+0.43%
Housing Starts	Sep	1.22M	-4.24%
New Home Sales	Sep	676K	-1.17%
Pending Home Sales	Aug	71.2	0%
Existing Home Sales	Oct	3.99M	+0.25%
Builder Confidence	Oct	29	-9.38%

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steady at 5%.

Incentives were also widespread, with 62% of builders reporting some form of sales sweetener, up slightly from 61% in May.

Despite the gloomy headline, it's worth noting that the market continues to be highly sensitive to any shift in rate expectations or material costs. As the broader economic picture evolves, builder sentiment may yet rebound—but for now, confidence remains historically low.

More information can be found at: nahb.org Housing Market Index

About Red Realty, LLC

Red Realty, where trust and exceptional service intersect. Choose a Red Realty REALTOR® you can rely on for all your Middle Tennessee real estate needs. As a full-service real estate firm, we prioritize honesty, hard work, and care for our clients, brokers, REALTORS®, and employees. At Red Realty, we foster a professional team culture that rewards teamwork and efficient service. Our agents are known for their knowledge and expertise. Whether you need help with commercial buying or selling, residential buying or selling, land buying or selling, or property/building management services, Red Realty has you covered.

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