



**FOR IMMEDIATE RELEASE**

**Bay Area Buyers Stay the Course, While  
Things Slow Down Nationally**

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*Pleasanton, California (October 22, 2025)* – While real estate transactions may be falling apart nationally, Bay Area buyers continue to fall into homeownership moving into Autumn.

New data shows contract cancellations rose nationally to 15% in September, but the San Francisco Bay Area continues to demonstrate resilience and commitment even in one of the country's most expensive markets.

Recent reports show that across the nation, homebuyers are increasingly backing out of deals, with some markets seeing cancellation rates as high as 20%, yet here in the Bay Area, buyers are following through on their commitments at notably higher rates.

“What we're seeing locally tells a very different story than what's happening in other parts of the country,” said Tracey Esling, 2025 President of the Bay East Association of Realtors®. “Despite the high cost of homeownership in our region, Bay Area buyers remain serious and committed to their purchases.”

The California Association of Realtors® (C.A.R.) reported that statewide home sales rebounded in September 2025, with a 5% increase from August and a 6.6% jump from the previous year.

The San Francisco Bay Area specifically posted a 9.8% year-over-year sales gain in September, demonstrating sustained buyer interest despite the region's premium prices.

Looking closer to home, Alameda County has shown remarkable market activity heading into fall. According to C.A.R. data, Alameda County has seen home sales in September increase 8% from last year.

“Bay Area buyers understand the value of what they're purchasing, not just a home, but a lifestyle, strong schools, vibrant communities, and proximity to employment hubs,” Esling explained. “The buyers we're seeing now are genuinely ready to purchase. They've done their research and they're ready to move forward.”

As the market moves into fall, both buyers and sellers have opportunities to achieve their real estate goals. Increased inventory means more options and slightly more negotiating power for buyers, while properly priced homes continue to attract serious buyers who follow through to closing.

“This is actually an excellent time for serious buyers to enter the market,” Esling said. “If you're ready to buy or sell, work with a real estate professional who knows the local market. They can help you understand current conditions and make informed decisions that are right for your situation.”

**About the Bay East Association of REALTORS®**

The Bay East Association of REALTORS® is a professional trade association serving more than 5,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promotes homeownership and a variety of networking opportunities and events.

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