

# THE LONG & FOSTER MARKET MINUTE™

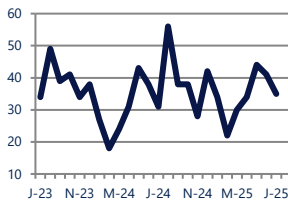
FOCUS ON: **EATONTOWN, OCEANPORT, AND WEST LONG BRANCH HOUSING MARKET**

**JULY 2025**

**Zip Code(s): 07724, 07757, 07764, 07702 and 07703**

## Units Sold

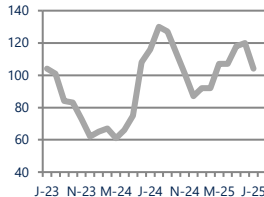
**35**



**Up 13%**  
Vs. Year Ago

## Active Inventory

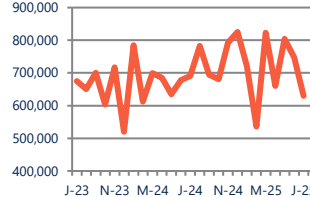
**104**



**Down -10%**  
Vs. Year Ago

## Median Sale Price

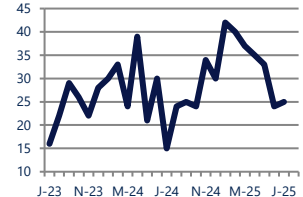
**\$630,000**



**Down -9%**  
Vs. Year Ago

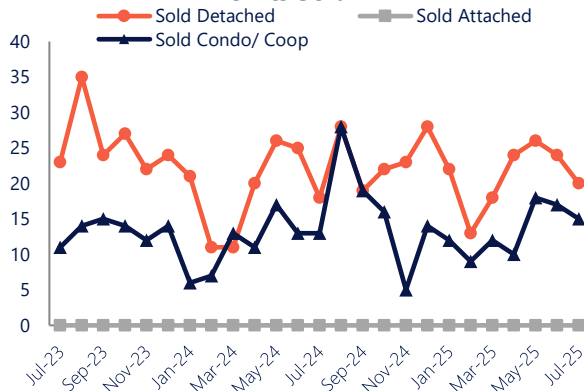
## Days On Market

**25**



**Up**  
Vs. Year Ago

### Units Sold\*



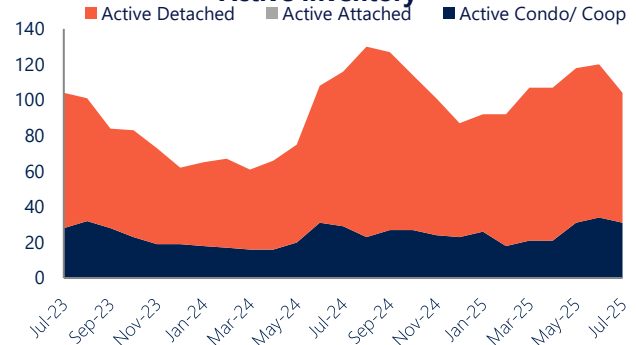
## Units Sold

There was a decrease in total units sold in July, with 35 sold this month in Eatontown, Oceanport, and West Long Branch versus 41 last month, a decrease of 15%. This month's total units sold was higher than at this time last year, an increase of 13% versus July 2024.

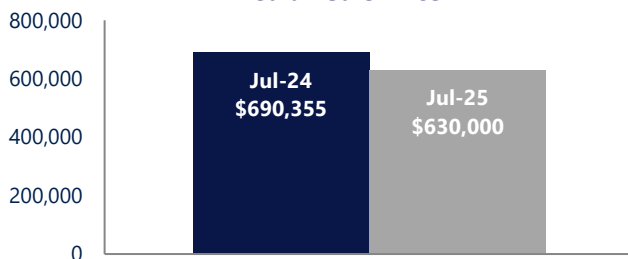
## Active Inventory

Versus last year, the total number of homes available this month is lower by 12 units or 10%. The total number of active inventory this July was 104 compared to 116 in July 2024. This month's total of 104 is lower than the previous month's total supply of available inventory of 120, a decrease of 13%.

### Active Inventory\*



## Median Sale Price



## Median Sale Price

Last July, the median sale price for Eatontown, Oceanport, and West Long Branch Homes was \$690,355. This July, the median sale price was \$630,000, a decrease of 9% or \$60,355 compared to last year. The current median sold price is 16% lower than in June.

Median sale price is the middle sale price in a given month. The same number of properties are above & below the median.

Eatontown, Oceanport, and West Long Branch are defined as properties listed in zip code/s 07724, 07757, 07764, 07702 and 07703.

\*Detached, Attached, and Condo varies by local area Multiple Listing Service (MLS) definition. For more information regarding your specific market, contact one of Long & Foster's knowledgeable and experienced sales associates.

Information included in this report is based on data supplied by MOMLS and its member Association(s) of REALTORS, who are not responsible for its accuracy. Does not reflect all activity in the marketplace. Information contained in this report is deemed reliable but not guaranteed, should be independently verified, and does not constitute an opinion of MOMLS or Long & Foster Real Estate, Inc.

**LONG & FOSTER**  
REAL ESTATE



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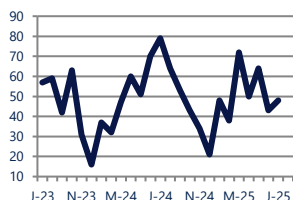
FOCUS ON: **EATONTOWN, OCEANPORT, AND WEST LONG BRANCH HOUSING MARKET**

JULY 2025

Zip Code(s): 07724, 07757, 07764, 07702 and 07703

## New Listings

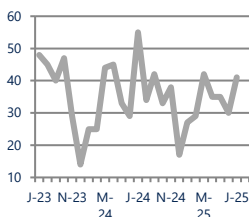
48



**Down -39%**  
Vs. Year Ago

## Current Contracts

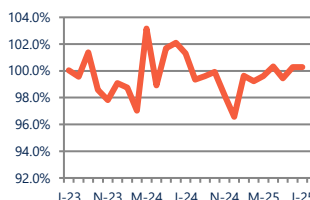
41



**Down -25%**  
Vs. Year Ago

## Sold Vs. List Price

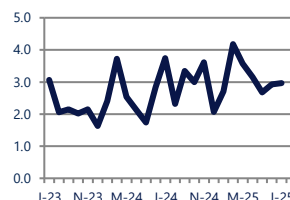
100.3%



**Down -1%**  
Vs. Year Ago

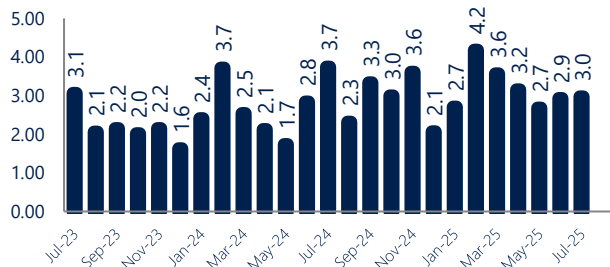
## Months of Supply

3.0



**Down -21%**  
Vs. Year Ago

## Months Of Supply



## Months of Supply

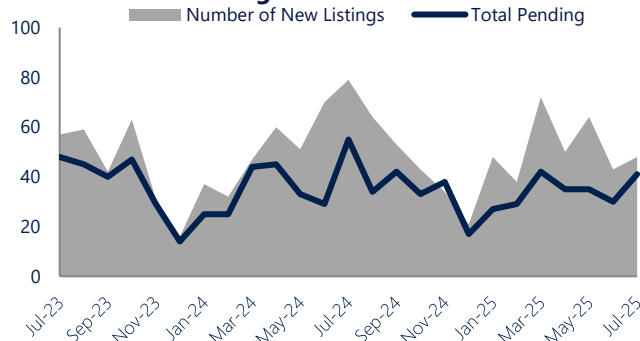
In July, there was 3.0 months of supply available in Eatontown, Oceanport, and West Long Branch, compared to 3.7 in July 2024. That is a decrease of 21% versus a year ago.

Months of supply is calculated by dividing current inventory by current sales. It indicates how many months would be needed to sell all of the inventory available at the current rate of demand.

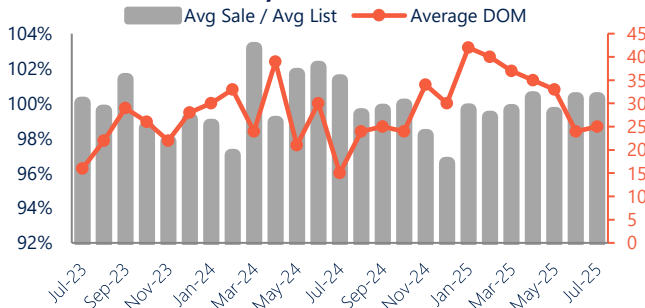
## New Listings & Current Contracts

This month there were 48 homes newly listed for sale in Eatontown, Oceanport, and West Long Branch compared to 79 in July 2024, a decrease of 39%. There were 41 current contracts pending sale this July compared to 55 a year ago. The number of current contracts is 25% lower than last July.

## New Listings & Current Contracts



## Sale Price/ List Price & DOM



## Sale Price to List Price Ratio

In July, the average sale price in Eatontown, Oceanport, and West Long Branch was 100.3% of the average list price, which is 1.0% lower than at this time last year.

## Days On Market

This month, the average number of days on market was 25, higher than the average last year, which was 15. This increase was impacted by the limited number of sales.

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