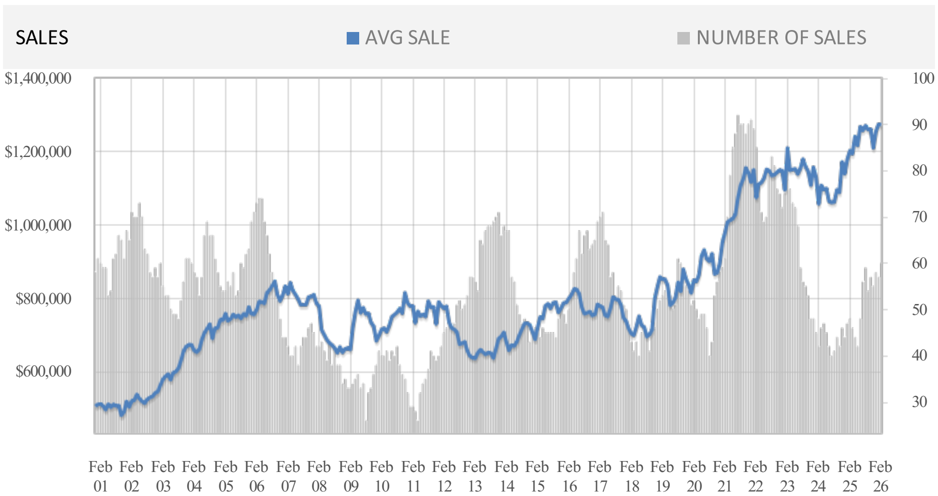
# MADISON ADAMS™

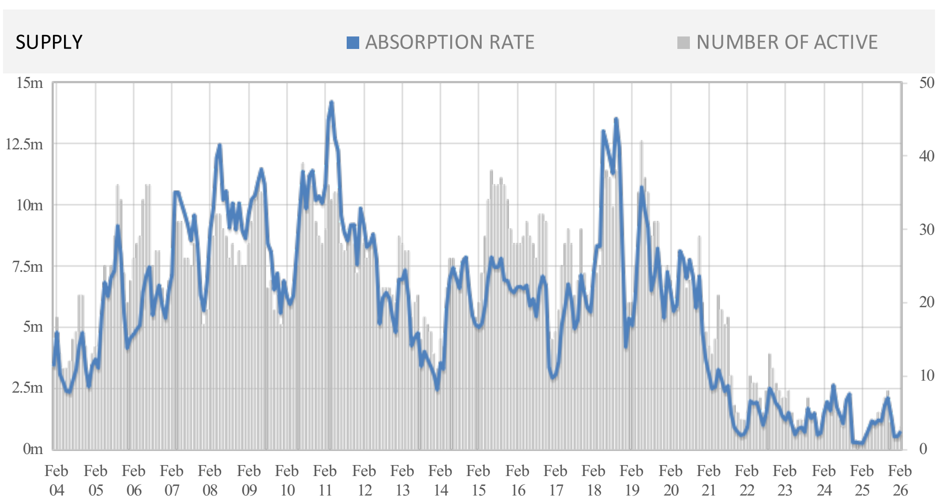
## REAL ESTATE MARKET REPORT

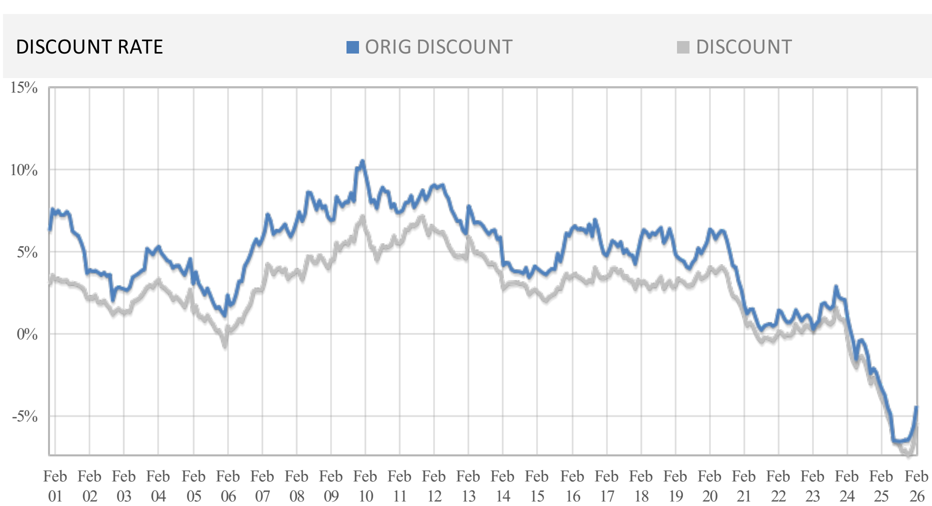
## HO-HO-KUS

BERGEN COUNTY—NEW JERSEY—GOLD COAST ON THE HUDSON™

**02 2026**
**MARKET TRENDS**
Monthly Market Report




## HOME SALES
### & MARKET TRENDS

12 MONTH MOVING AVG
As of 02/28/26

**PRICES** — Average Sale: **$1,273,740** ↓

**UNITS SOLD** — 12 Months: **60** ↑

**ACTIVE** — February: **3** ↑

**ABSORPTION** — Months: **0.7** ↑

**ORIG DISCOUNT** — From First List Price: **-4.4%** ↑

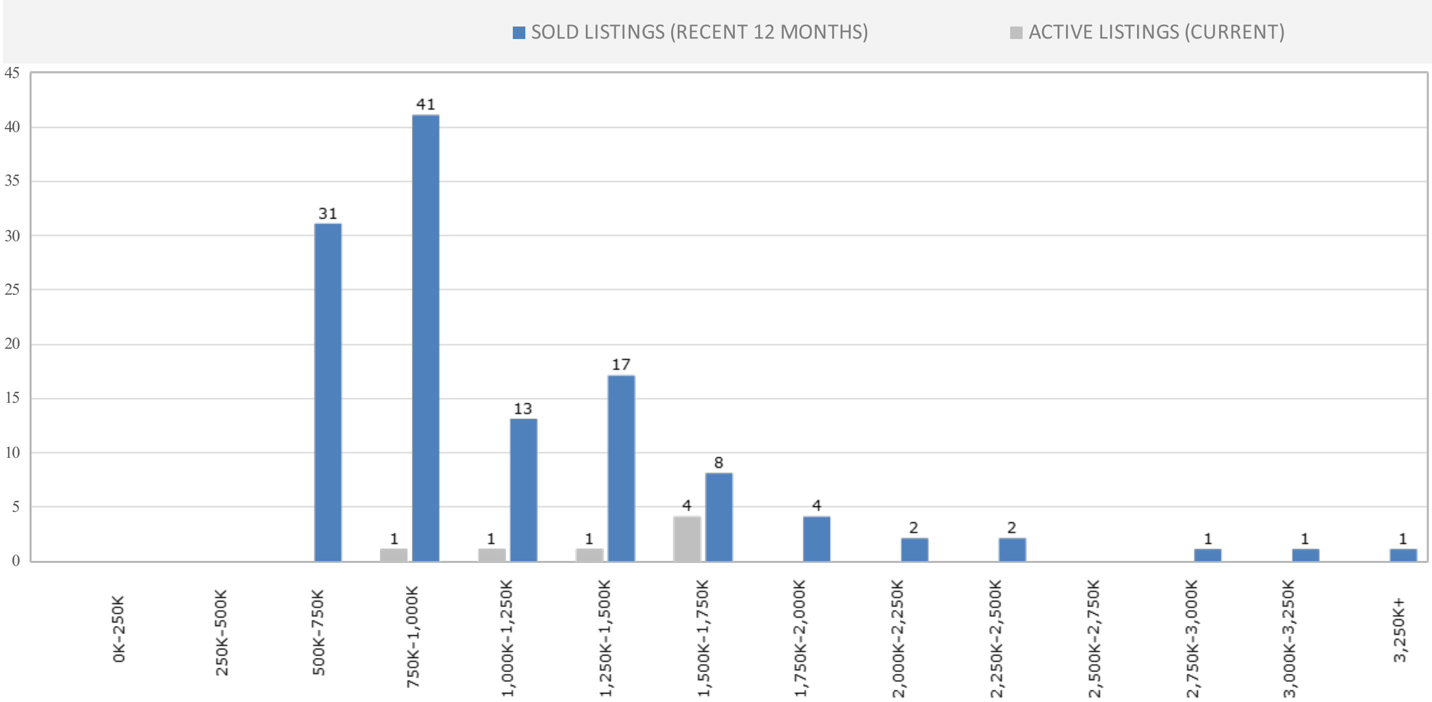
**DISCOUNT** — From Last List Price: **-5.4%** ↑

### TOWN STATS

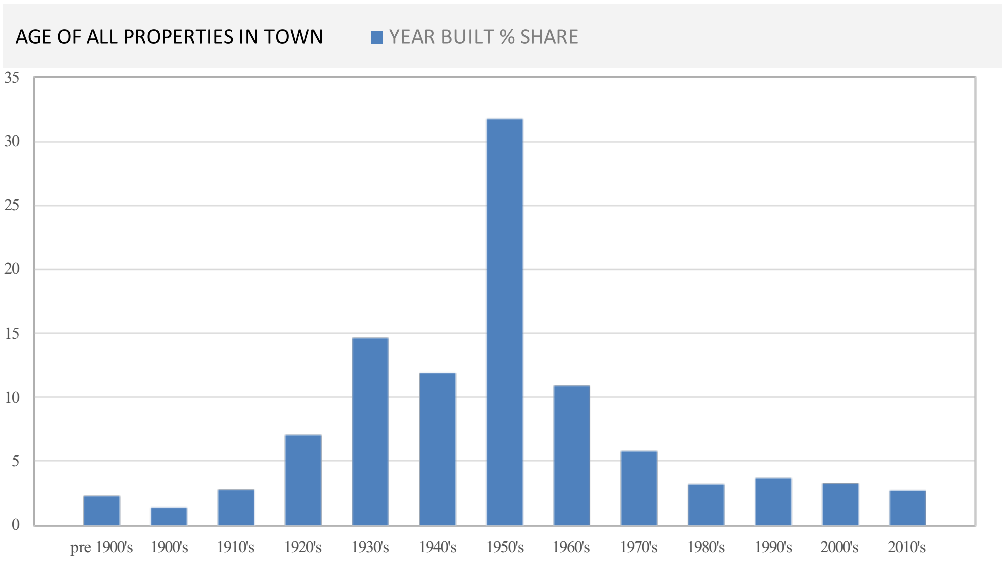
| | |
|---|---|
| Population | 4,078 |
| Total Housing Units | 1,462 |
| Single Family Homes | 1,436 |
| General Tax Rate (2023) | 2.330% |
| Effective Tax Rate (2023) | 1.734% |

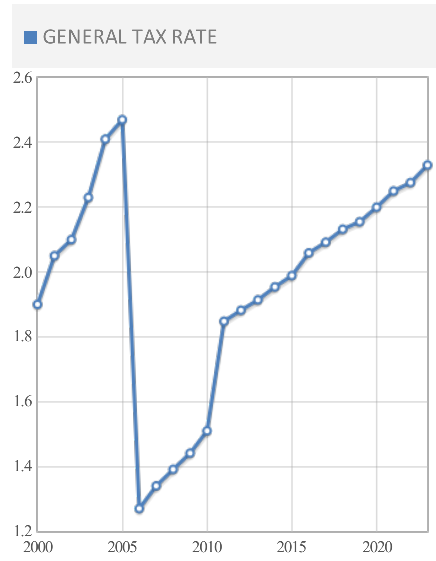
# HO-HO-KUS
SINGLE FAMILY HOMES

# MARKET DEPTH ANALYSIS
FEBRUARY 2026




# VIBRANCY & DEVELOPMENT

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# HO-HO-KUS
SINGLE FAMILY HOMES

# MARKET INDICATORS
FEBRUARY 2026

SELLER GUIDANCE - Ho-Ho-Kus is clearly a stronger seller market, with demand outpacing supply and buyers competing for the best homes. The market is relatively forgiving, small pricing errors are less likely to require reductions, though discipline still protects your leverage. The recommended approach is to hold price and protect terms, prioritize clean contract structure, limit unnecessary concessions, and use strong positioning to preserve leverage. Closing behavior reflects a bidding-up trend, many deals tend to sell at or above the final asking price, consistent with competitive buyer behavior. Practical takeaway: align the list price with the most defensible value range, match the strategy to current leverage and risk, and use early-market feedback, including showing activity, offer quality, and timing to confirm the listing is positioned appropriately.

## MARKET LEVERAGE INDEX (MLI)

The Market Leverage Index (MLI) is a 1–100 score that shows how much negotiating power sellers have right now in your town. Higher scores mean buyers are competing more, and sellers can typically hold firmer on price and terms.

**93**

### STRONG SELLER'S MARKET

Buyers are competing and homes move quickly. Sellers can usually hold firmer on price and terms.

## MISPRICING RISK INDEX (MRI)

The Mispricing Risk Index (MRI) is a 1–100 score that estimates how likely a home is to sit longer and require price reductions if it's listed above what buyers are currently paying in the market.

**30**

### LOWER MISPRICING RISK

The market is fairly forgiving. Small pricing mistakes are less likely to require price reductions.

## DISCOUNT CLIMATE INDICATOR (DCI)

The Discount Climate Indicator (DCI) shows whether homes are typically selling below the final asking price (buyers negotiating discounts) or at/above it (buyers competing and paying premiums).

### BIDDING-UP TREND

Homes are commonly selling above the final asking price, which usually means buyers are competing and sellers can hold firm.

## MARKET PRICING GUIDE (MPG)

The Market Pricing Guide (MPG) helps sellers choose the best listing price approach by showing how strong the market is right now and how risky it is to start too high.

### HOLD PRICE AND PROTECT TERMS

Sellers have leverage while buyers compete. Sellers can hold the price and keep concessions tight.