

The Hidden Story in Home Prices



Why It's Time For Leadership To Emerge



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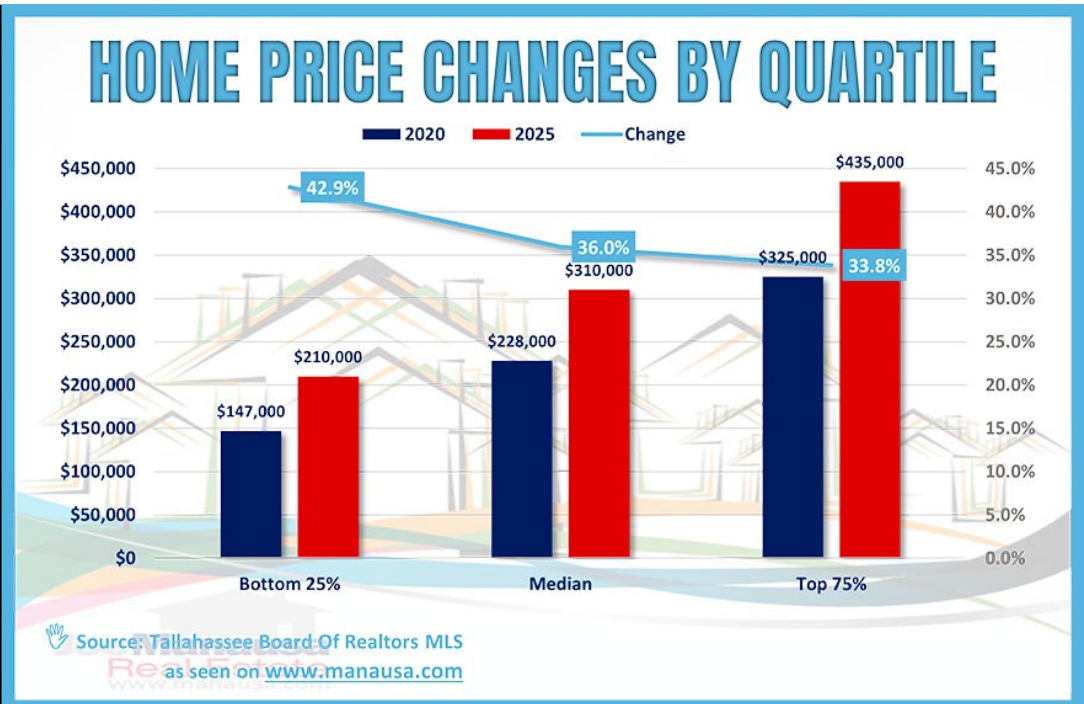
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The latest quartile analysis of Tallahassee home values gives us a clear, data-backed picture of how the market has shifted over the past five years. What stands out most is not that prices have risen, but where they have risen fastest, and what that means for buyers and homeowners today.

The most dramatic movement occurred at the bottom of the market. Homes in the lowest 25 percent climbed from roughly \$147,000 in 2020 to about \$210,000 in 2025. That is close to a 43 percent increase, and it represents the sharpest appreciation of any segment. When the most affordable homes rise the fastest, access becomes the story. This is the part of the market where first-time buyers, essential workers, and renters hoping to purchase often begin their search. Today, that entry point sits much farther up the ladder.

The median price tells a similar story of upward pressure. A move from \$228K to \$310K, or about 36 percent growth,

confirms that the midpoint of the market no longer resembles what many longtime homeowners may remember. The “typical” Tallahassee home now requires a materially higher budget, even for buyers with moderate financial flexibility.

At the top quartile, appreciation remains strong, rising from \$325,000 to \$435,000, a gain of nearly 34 percent. Yet this type of increase tends to change lifestyle decisions more than it changes eligibility. Higher-income households are better positioned to absorb these shifts.

The bottom quartile, however, tells a different story. When the most affordable homes rise the fastest, tens of thousands of potential future buyers find themselves pushed farther from ownership, not because demand has cooled, but because price acceleration has outpaced wages.

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