PBP REAL ESTATE

JOURNALIST PACKAGE - UPDATED DAILY - AS OF SEPTEMBER 5, 2026

Hollywood price cuts and true days on market

HEADLINE OPTIONS

1. 39.2% of Hollywood houses for sale have cut their asking price, 46.6% of condos
2. Hollywood sellers hold firmer than the rest of Broward County as 31.7% of houses pass 90 days on the market
3. Buying in Hollywood? Two in five houses have already come down once, by a median $32K

LEDE

HOLLYWOOD, Fla., September 5, 2026 - 39.2% of the 429 single-family homes listed for sale in Hollywood have reduced their asking price at least once, by a median 4.6% (about $32K), according to a daily analysis of BeachesMLS listing data by PBP Real Estate. Among the city's 888 condominium listings, 46.6% have cut, by a median 6.4%.

NUT GRAF

The figures point to a market where roughly one in three homes finds a buyer only after a price decision: of the 119 Hollywood houses now under contract, 42.9% reduced before going under contract, with a median cut of 6.7% and a median 52 days to contract. Across Broward County the price-cut share is 43.5% for houses and 44.9% for condominiums, so Hollywood houses are cutting 4.3 points less often than the county. Counting every relisting, the median Hollywood house for sale has been on the market 51 days, against 48 on its current listing; 4.0% of active houses have been withdrawn and relisted at least once.

FACT BOX

Active single-family listings, Hollywood	**429**	September 5, 2026
Share with at least one price reduction, houses	**39.2% (168 of 429)**	September 5, 2026
Median reduction from original asking, houses	**4.6% (about $32K)**	September 5, 2026
Active condominium listings, Hollywood	**888**	September 5, 2026
Share with at least one price reduction, condominiums	**46.6% (414 of 888)**	September 5, 2026
Median cumulative days on market, houses	**51 days (48 on current listing)**	September 5, 2026
Houses on market more than 90 days, cumulative	**31.7% (136 of 429)**	September 5, 2026
Houses under contract that reduced first	**42.9% of 119**	September 5, 2026

Broward County price-cut share, houses / condominiums	**43.5% / 44.9%**	September 5, 2026

QUOTABLE DATA POINTS

> "39.2 percent of single-family homes for sale in Hollywood have reduced their asking price at least once, by a median $32K."

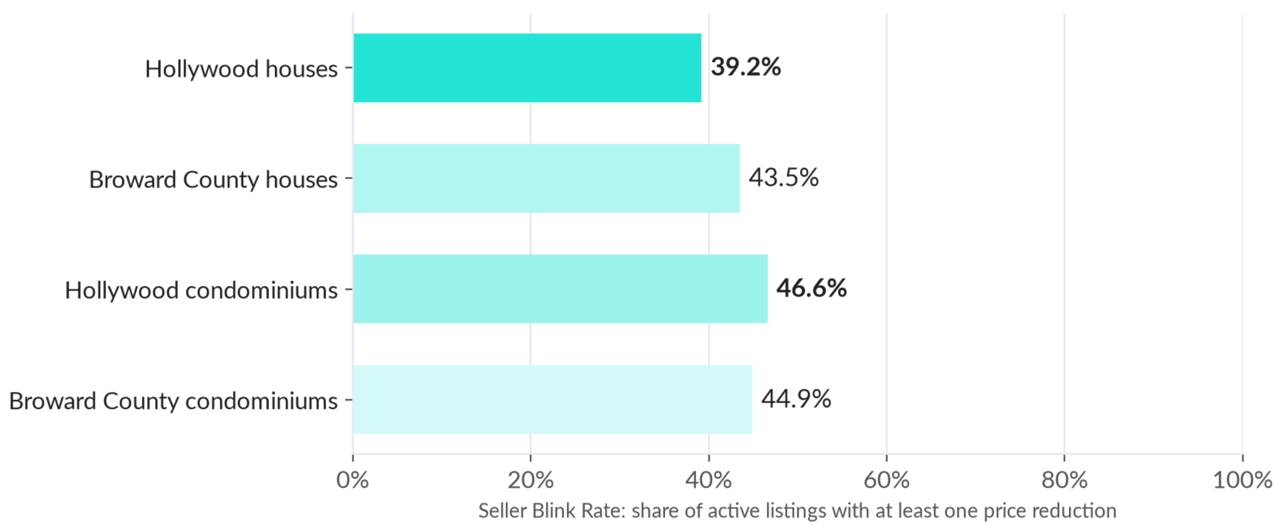
> "Counting every relisting, the median Hollywood house for sale has been waiting 51 days, not the 48 the current listing shows."

> "Of the Hollywood houses now under contract, 57.1 percent never had to cut; the rest reduced by a median 6.7 percent before a buyer committed."

Attribute to: PBP Real Estate analysis of BeachesMLS listing data.

CHARTS

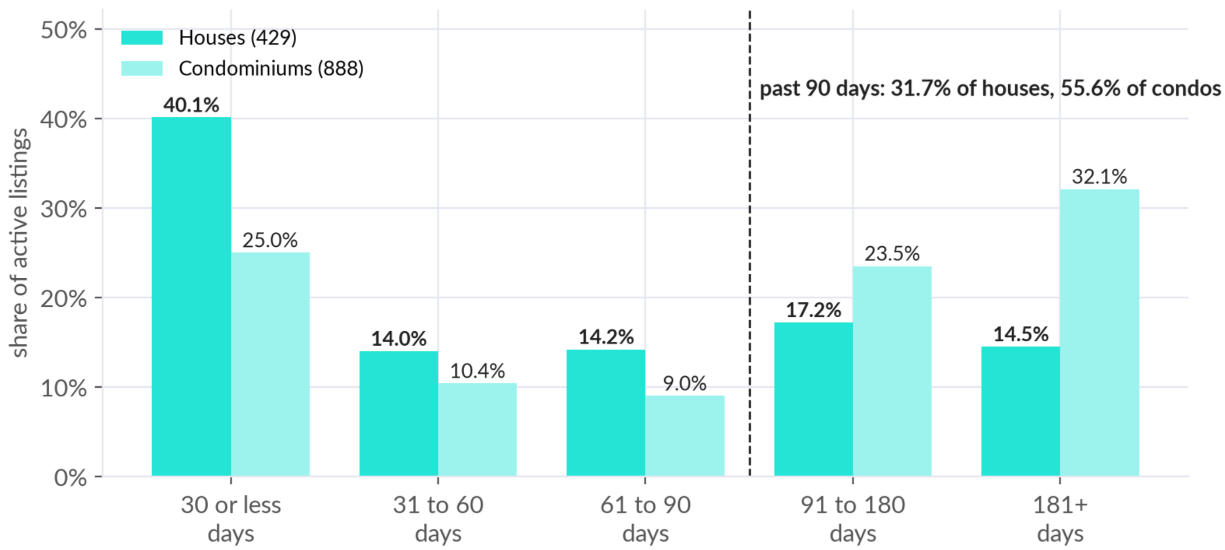
Hollywood houses are cutting 4.3 points less often than Broward County



Source: BeachesMLS, listings permitted for internet display, via PBP Real Estate's brokerage feed. As of September 5, 2026. Not verified for authenticity or accuracy; may not reflect all real estate activity in the market.

Share of active listings with at least one price reduction, Hollywood versus Broward County, houses and condominiums, September 5, 2026. Source: BeachesMLS via PBP Real Estate.

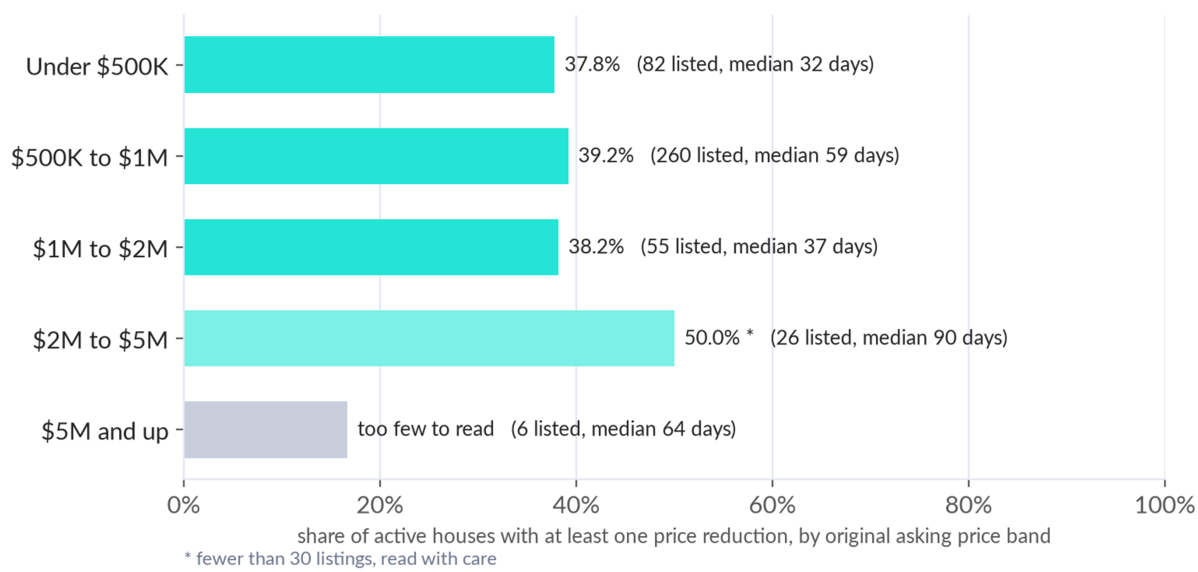
31.7% of Hollywood houses for sale have waited more than 90 days, counting every relisting



Source: BeachesMLS, listings permitted for internet display, via PBP Real Estate's brokerage feed. As of September 5, 2026. Not verified for authenticity or accuracy; may not reflect all real estate activity in the market.

Active Hollywood listings by cumulative days on market, houses and condominiums, September 5, 2026. 31.7% of houses have passed 90 days. Source: BeachesMLS via PBP Real Estate.

$500K to $1M Hollywood houses have cut most often: 39.2% of 260



Source: BeachesMLS, listings permitted for internet display, via PBP Real Estate's brokerage feed. As of September 5, 2026. Not verified for authenticity or accuracy; may not reflect all real estate activity in the market.

Share of active Hollywood houses with a price reduction by original asking price band, September 5, 2026. Bands under 30 listings marked; under 10 not read. Source: BeachesMLS via PBP Real Estate.

METHODOLOGY

Method: counts and medians over active and under-contract residential listings in Hollywood and Broward County permitted for internet display in PBP Real Estate's BeachesMLS data feed, snapshotted daily at about 5:00 AM Eastern; this kit reflects listings as of September 5, 2026. A price cut means the current asking price is below the original list price. Cumulative days on market counts every relisting; days on market as shown on portals resets on relist. Houses are single-family residences; condominiums exclude townhouses and villas; the two are never combined. Under contract includes Pending and Active Under Contract. Price bands with fewer than 30 listings are marked; fewer than 10 are not read. Sample sizes: 429 houses, 888 condominiums, 119 houses under contract. No estimate or model is applied; every figure is a count or a median of MLS fields. Figures refresh every morning at https://www.pbprealestate.com/price-cuts-hollywood/ . Attribution: PBP Real Estate analysis of BeachesMLS listing data. This data is not verified for authenticity or accuracy and may not reflect all real estate activity in the market. Based on information (c) 2026 BeachesMLS, Inc. Equal Housing Opportunity.

CONTACT

Questions, a number for a story, or a licensed quote: Gia Freer, Broker of Record (Lic. BK689801), PBP Real Estate, LLC, 700 NW 7th Dr, Boca Raton, FL 33486. 561-395-8418, info@pbpre.com, same-day response Monday to Saturday. Reuse of figures and charts is free with attribution to PBP Real Estate analysis of BeachesMLS data.