

Eastside Market Intelligence: Fragmented Realities in Spring 2026

A Deep Dive into NWMLS Areas
510, 520, 530, 550, and 560

Prepared by
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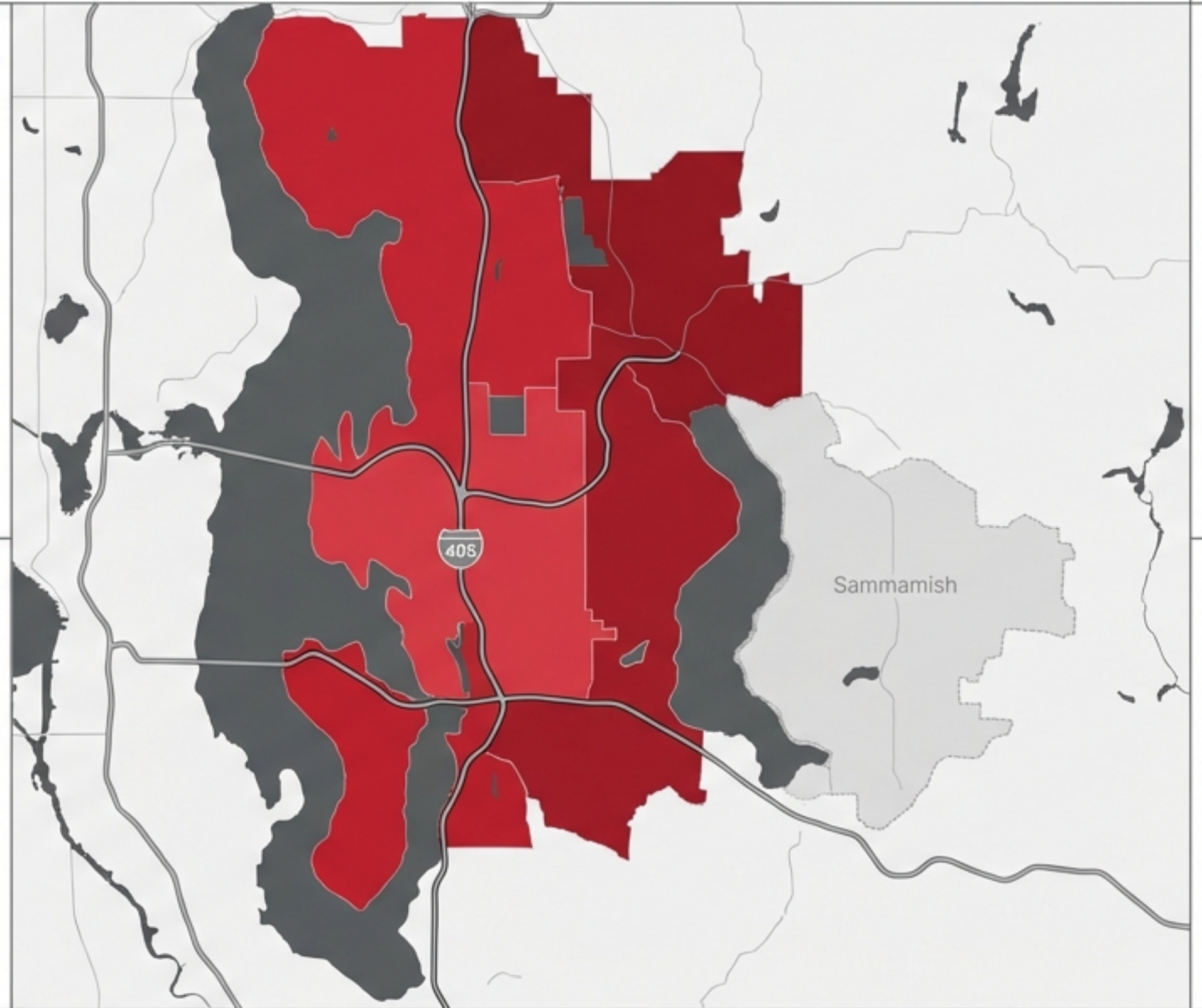
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Five Submarkets, Five Distinct Trajectories

The Eastside real estate ecosystem is not behaving uniformly in early 2026.

From Kirkland's explosive price surge to Mercer Island's volume contraction, each area is at a different phase of the market cycle, demanding highly localized strategies.

-  Mercer Island (510)
-  Bellevue West (520)
-  Bellevue East (530)
-  Redmond/Carnation (550)
-  Kirkland/Bridle Trails (560)



Eastside Vital Signs: February 2026 Snapshot

510 - Mercer Island \$1.89M ↓ -36.7% YoY  6 Units 39 DOM Contracting	520 - Bellevue West \$2.07M → +3.0% YoY  20 Units 74 DOM Stable	530 - Bellevue East \$1.55M ↑ +15.3% YoY  47 Units 34 DOM Rising	550 - Redmond / Carnation \$1.24M ↑ +17.9% YoY  29 Units 50 DOM Rising	560 - Kirkland / Bridle Trails \$1.91M ↑ +31.9% YoY  56 Units 56 DOM Rising
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Kirkland leads in appreciation, Bellevue West holds the premium price ceiling, and Bellevue East commands the highest velocity.

The Structural Drivers of Eastside Demand

Amazon HQ2 Gravity

Anchors Bellevue West (520). Any headcount changes in Bellevue will move this \$2M+ premium market faster than macro interest rates.

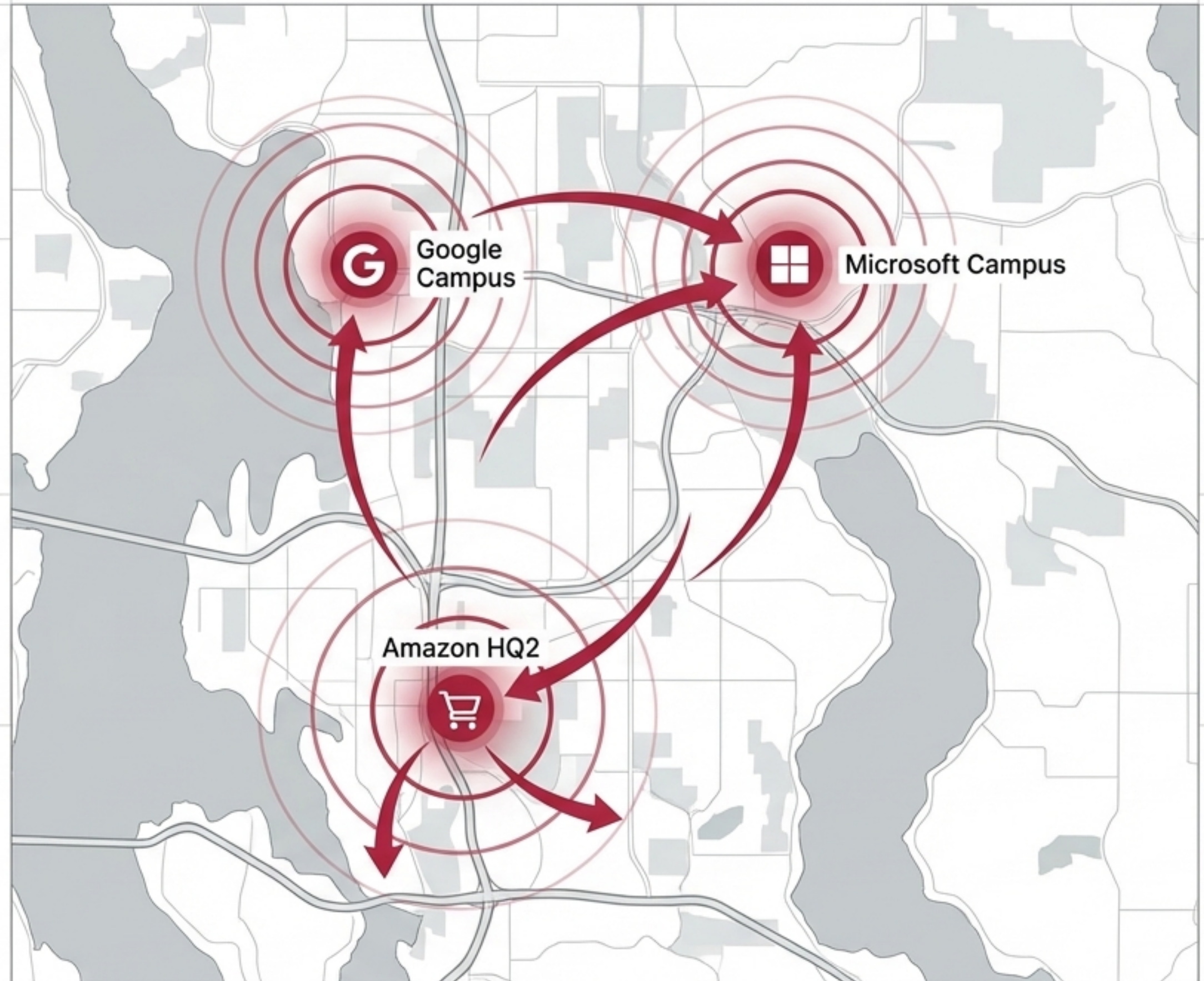
Pushes value-conscious buyers east to 530.

Microsoft Gravity

Anchors Redmond (550). Ongoing campus investment provides a structural demand floor, though it creates heavy single-employer exposure for the area.

The Dual-Commute Phenomenon

Kirkland (560) sits in the overlapping gravity of both Google and Microsoft. This dual-employer adjacency creates a unique buyer pool that is larger and higher-income than single-employer markets, driving its massive 32% price surge.





Area 510 | \$1.89M | **-36.7%** YoY | 6 Sales | 39 DOM

Mercer Island (510): The Eastside's Most Exclusive and Illiquid Market

The Noise: Data Anomaly

Do not read the -36.7% drop as a market crash. With only 6 closed sales (down 33% from last year's 9), a single high-value waterfront transaction in Feb 2025 artificially inflated the prior-year median. The data is thin and fragile.

The Signal: Market Reality

Correctly priced homes are moving decisively. The 39-day Average DOM proves high-end buyers are still still engaged.



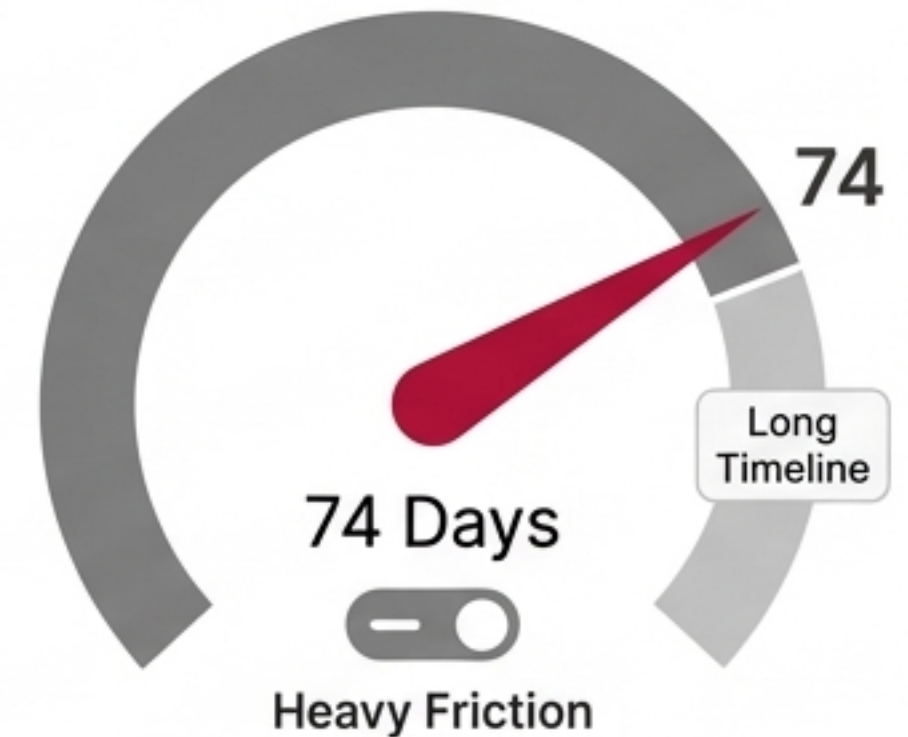
Inventory Alert: Active listings jumped 81% YoY (29 vs 16). Sellers now face meaningfully more competition. 17 pending sales indicate steady demand, but spring volume will dictate the true price floor.

Bellevue West (520): Stable Premium Pricing, Extended Timelines

DOM Context Box: 74 Days is Structural, Not Distress.

The highest DOM in the corridor (+85% YoY). At the \$2M+ tier, due diligence, financing contingencies, and buyer selectivity inherently extend the timeline.

Heavy DOM Speedometer



Volume vs. Price Matrix

Volume Contraction



Down 41% (20 vs 34 sales). Inventory is building (+52% to 85 active), and pending sales are slipping (-27% to 27). Buyer leverage is increasing.

Price Resilience



Median holds at \$2,071,500 (+3.0%). Sellers are not capitulating. Those who need to move are accepting longer marketing periods over price cuts.

Strategic Takeaway: Amazon HQ2 proximity remains the long-term anchor, but rising inventory presents a short-term risk if pending sales do not recover.



Vital Signs Dashboard **Area 530** | \$1.55M | +15.3% YoY | 47 Sales | 34 DOM

Bellevue East (530): The Fastest-Moving Engine on the Eastside



\$2.07M (West)

Buyer Migration



\$1.55M (East)



DOM Speedometer

Bullish Indicators

Pipeline Strength

Pending sales are up 32% (70 vs 53). The strongest forward-looking signal in the report.

Rapid Absorption

34-day DOM is exceptional for the \$1.5M price point, indicating a highly liquid market.

The Value Play

Somerset, Newport Hills, Factoria, and Eastgate offer comparable lifestyle and school quality to West Bellevue, but at a ~25% price discount. Buyers have recognized this gap and are acting aggressively.

The Risk Factor

Active listings surged 128% YoY (91 vs 40). If this new supply isn't absorbed by the strong pending pipeline, Q2 appreciation could moderate.



Redmond & Carnation (550): Strong Appreciation in Microsoft's Backyard

Price vs Volume Divergence

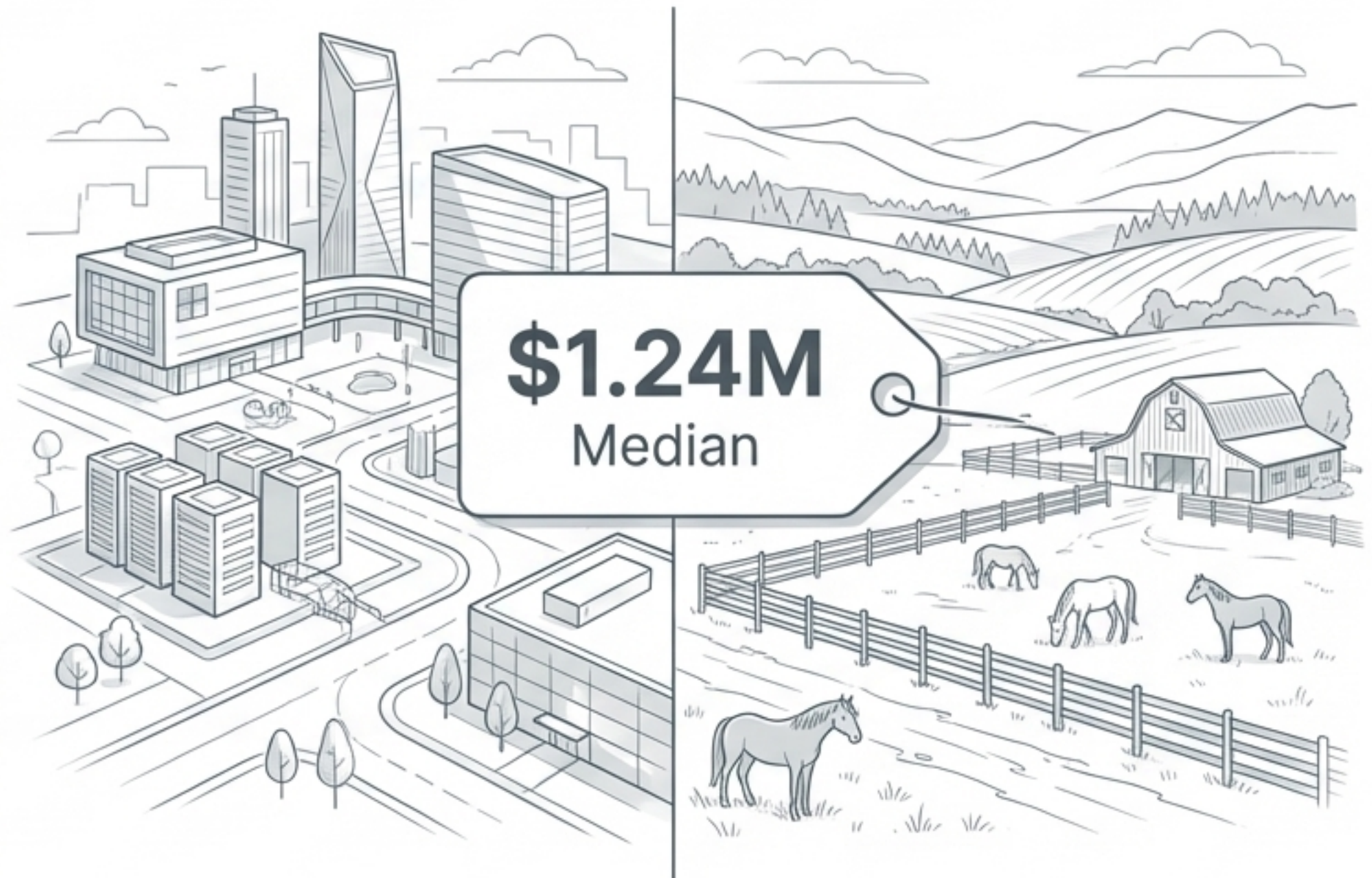
The 17.9% price increase to \$1,240,000 is real, but it masks a 29% volume drop (29 vs 41 sales). Sellers are holding firm, completing fewer, higher-quality transactions.

Forward Warning

Pending sales are down 24% (57 vs 75). A weaker pipeline could soften Q2 prices. Watch Q1 Microsoft headcount announcements closely—this is the market most exposed to single-employer risk.

The Carnation Opportunity

Carnation Valley offers an underappreciated acreage/equestrian alternative. It attracts buyers priced out of the inner core, providing **genuine lifestyle differentiation** well below western Washington acreage averages.





Area 560 | \$1.91M | +31.9% YoY | 56 Sales | 56 DOM

Kirkland (560): The Breakout Market of Spring 2026

+31.9% Price Surge

Feb 2026: \$1.91M

Feb 2025: \$1.44M

A \$462,550 median increase in 12 months represents a **structural re-pricing** of Kirkland, not a statistical artifact.

Volume Validation

The market is absorbing this elevated pricing with only a slight **10% volume dip** (56 sales). This indicates genuine, deep-pocketed demand, not speculative pricing.

Healthy Friction

DOM increased from **35 to 56 days**. Buyers require an adjustment period and longer due diligence at the new \$1.9M threshold.

Strategic Playbook

Sellers should list in March. Capture peak appreciation before the inevitable spring inventory surge dilutes buyer urgency and initiates a pricing plateau.

Comparative Framework: The Eastside Market Tiers

Tier 1: Price Leadership

Kirkland 560 & Bellevue West 520

Competing for the ceiling at \$1.9M–\$2.1M. Kirkland arrived via rapid appreciation; West Bellevue maintains it through stability. Challenge: Finding enough qualified buyers to sustain volume.

Tier 2: Volume Leadership

Kirkland 560 & Bellevue East 530

The most liquid markets with 56 and 47 sales. Deep comparable data makes pricing and financing easier. Strongest negotiating position for sellers.

Tier 3: Value Opportunity

Redmond 550

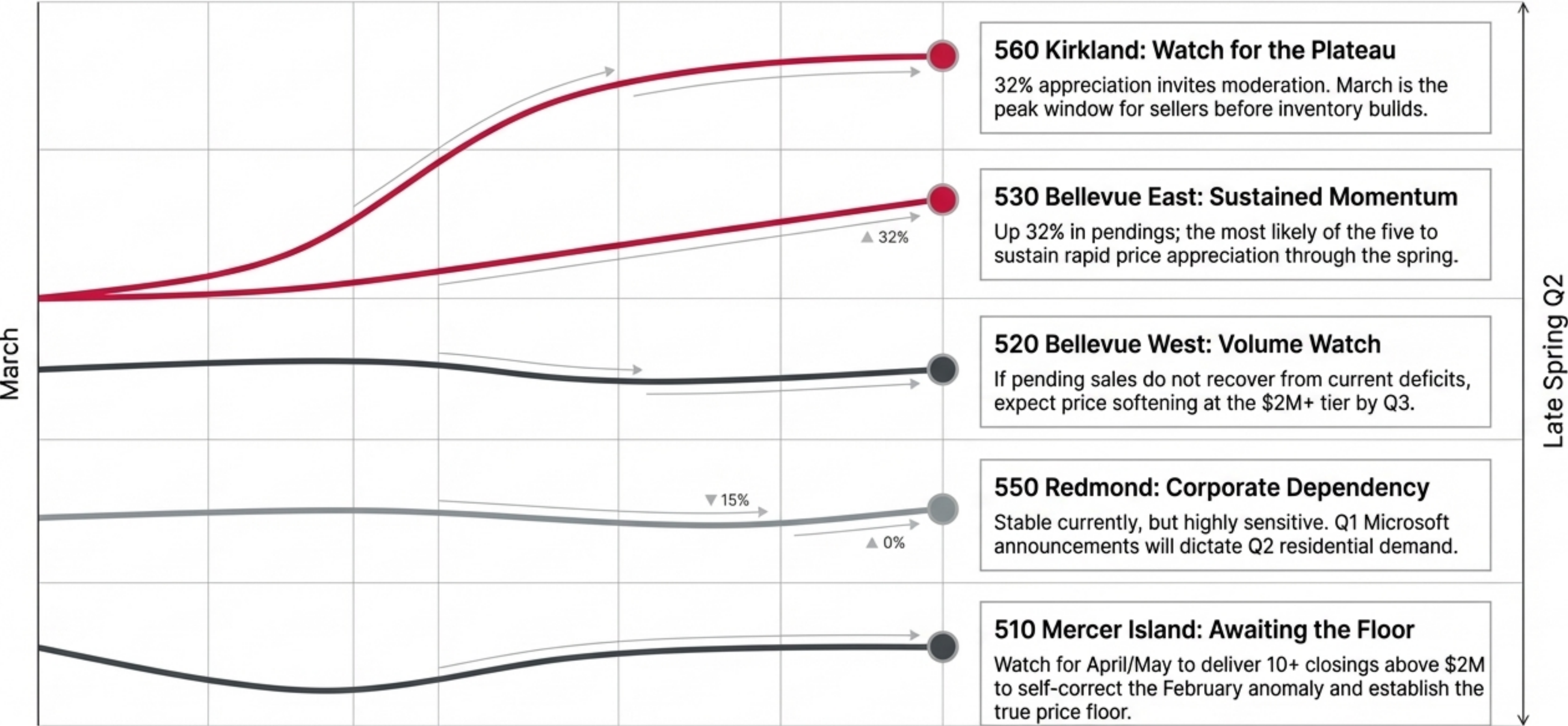
At \$1.24M, it is the entry point to the tech corridor. The value gateway for buyers requiring Microsoft adjacency but priced out of the \$1.5M+ Bellevue/Kirkland core.

Tier 4: The Thin Market

Mercer Island 510

With only 6 closings, it requires extreme caution. Pricing strategies here must rely on rolling 6–12 month data, not single-month statistics.

Spring 2026 Outlook: Five Divergent Trajectories



Precision Guidance for High-Stakes Markets

The Eastside real estate market rewards those who can separate structural shifts from statistical noise. For bespoke analysis of your specific neighborhood, property tier, or portfolio, contact us directly.

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