



ANNUAL

MARKET

REPORT



2014

WELCOME TO THE NEST REALTY ANNUAL REPORT.

2014



CONTENTS

WELCOME A Letter From the Broker	04
NEST BIRD'S-EYE VIEW 2014 Highlights-at-a-Glance	05
ASHEVILLE AREA MSA	08
BUNCOMBE COUNTY	10
DOWNTOWN ASHEVILLE	12
EAST ASHEVILLE	13
WEST ASHEVILLE	14
SOUTH ASHEVILLE	15
NORTH ASHEVILLE	16
BLACK MOUNTAIN	18
FAIRVIEW	19
BREVARD	20
HENDERSONVILLE	21
WAYNESVILLE	22
HAYWOOD COUNTY	23
MADISON COUNTY	24



HELLO!

Nest Realty is excited to present the 2014 Nest Annual Report. This yearly wrap up is created to provide a thorough analysis of the Asheville real estate market. We've synthesized vast amounts of data to provide you with relevant metrics and statistics to help you buy a new home, sell your current home, or simply learn more about the real estate market.

LOCAL

Asheville continues to land atop best-places-to-live lists and this national attention along with healthy economic fundamentals continues to drive prices and volume upward. The total number of home sales in the region was up approximately 5% in 2014 compared to 2013. For comparison, total sales in 2013 rose 20% compared to 2012. While this year-over-year growth from 2012 to 2013 appeared more dramatic, it was largely a result of the unusually low 2011 volume. The median price increased nearly 4.5%

in 2014 to \$197,475, which is more-or-less equal to the 2013 price increase of 5%. One of the most-watched indicators of demand, days on market, fell for the second year in a row to 153 from 161 in 2013 and 180 in 2012. Total volume for 2014 was \$1.5B, an increase of 9.25%. Overall, the local market continued the upward trend we have witnessed the past four years.

TRENDS

Home sales across the country were relatively flat, with inventory levels and median prices rising modestly. The most surprising trend was the continued drop in interest rates. Despite expectations for rates to end 2014 at well over 5%, we closed out the year with rates hovering around 4%. As always, rates will be watched closely as borrowing costs have a direct impact on the movements of all key real estate metrics.

OUR TEAM

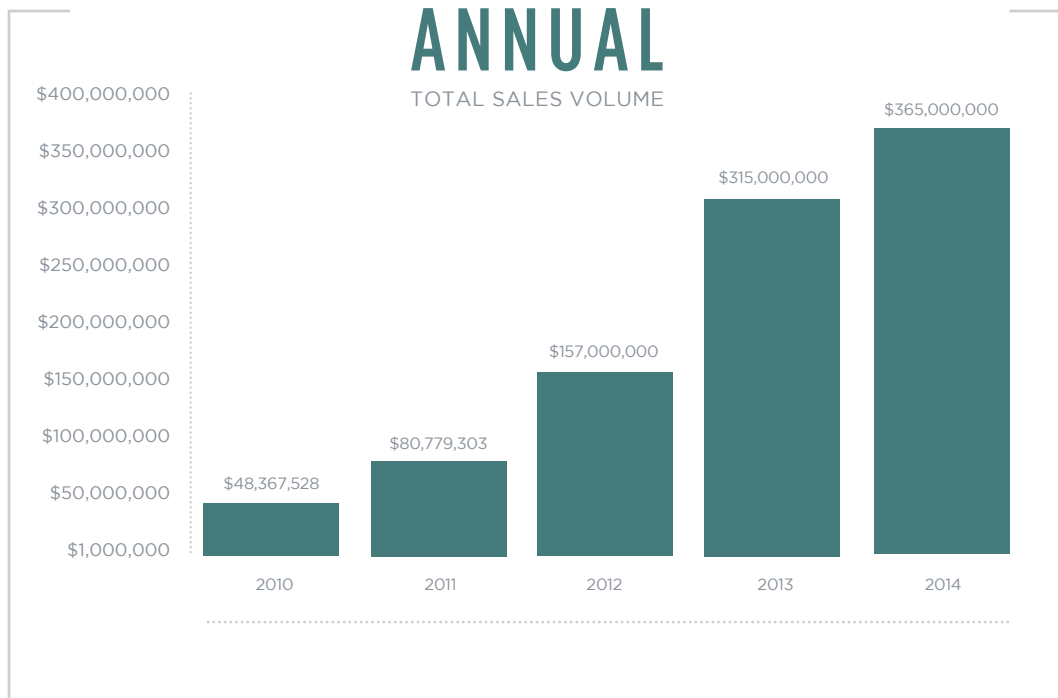
Nest Realty Asheville is proud to bring the already exceptional Nest Realty brand

and a new breed of brokerage to the Asheville area. Our office of three Brokers grew to five with Asheville area top-producers Janet Whitworth and Angie Cullen joining us in December. As we move into 2015, it is exciting to see our vision of combining the area's best and brightest Realtors with the world-class marketing of the Nest brand coming to life. For the second year in a row, *Inc. Magazine* recognized Nest as one of the fastest growing private American Real Estate brokerages. Lastly, our Marketing & Creative team continued to grow, ending 2014 with 10 full-time staffers on board to help our brokers continue to provide exemplary customer service to our clients and community partners.

LOOK FOR OUR TREND INDICATORS



NEST BIRD'S-EYE VIEW



983 

TOTAL CLOSINGS



TOTAL
SALES **\$365,000,000**





LIVE WHERE YOU LOVE

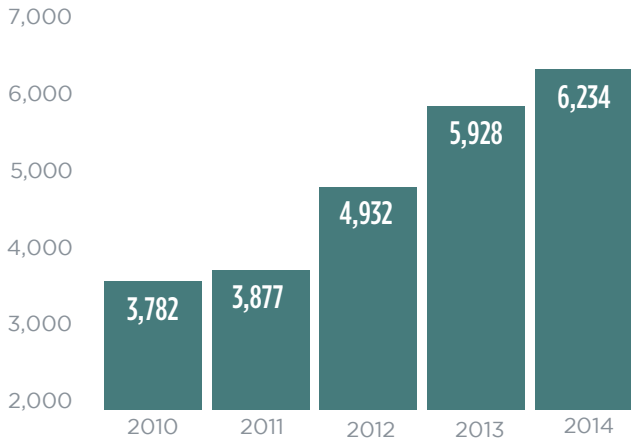


ASHEVILLE AREA MSA

AREA ANALYSIS FOR ASHEVILLE AREA MSA

MSA	2014	%	2013	%	2012
Total Sales	6234	5.16	5928	20.19	4932
Median Price	\$197,475	4.48	\$189,000	5.06	\$179,900
Days on Market	153	-5.59	161	-10.56	180
Avg. List Price	\$256,280	3.11	\$248,552	3.81	\$239,424
Avg. Sale Price	\$243,795	3.89	\$234,670	5.02	\$223,458
Total Volume	\$1,519,815,213	9.25	\$1,391,125,536	26.23	\$1,102,094,666

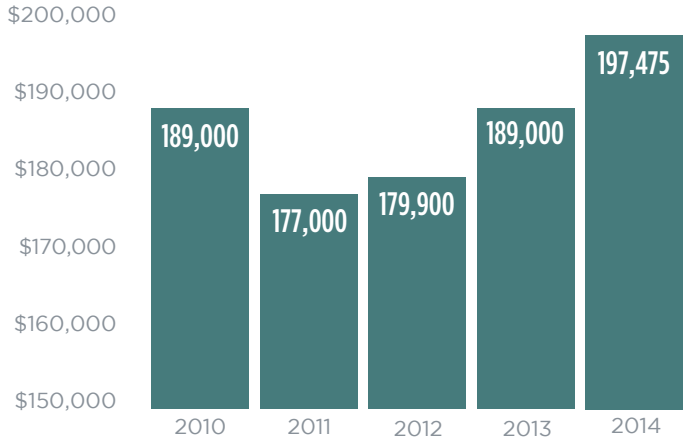
TOTAL SALES



TRENDING



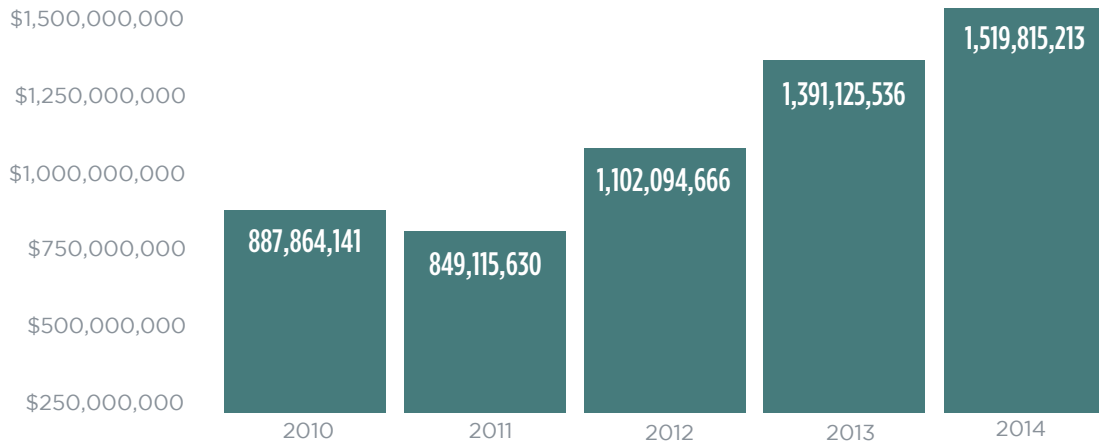
MEDIAN PRICE



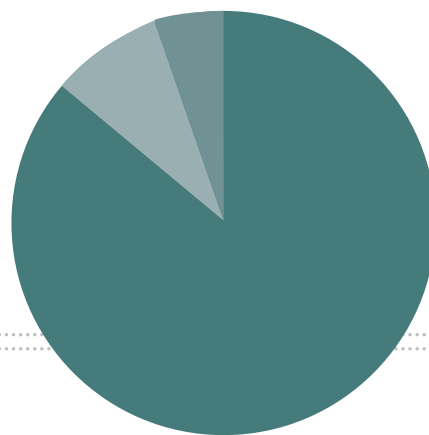
TRENDING



TOTAL CLOSED VOLUME



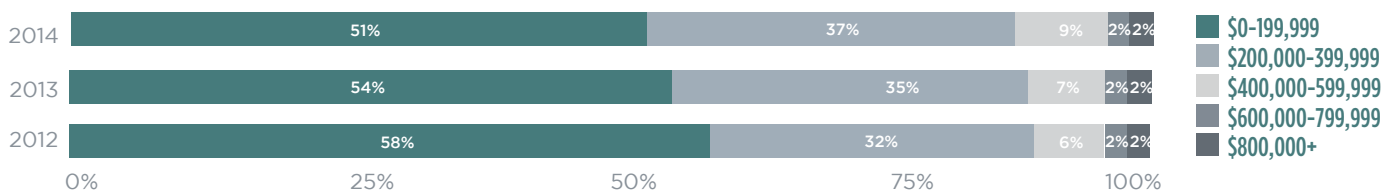
TRENDING



SALES BY TYPE 2014

- 5,371 SINGLE FAMILY
- 332 ATTACHED
- 531 CONDO

SALES BY PRICE POINT

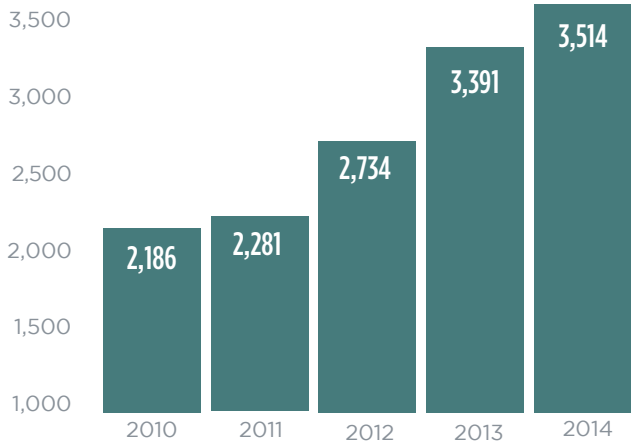




BUNCOMBE COUNTY

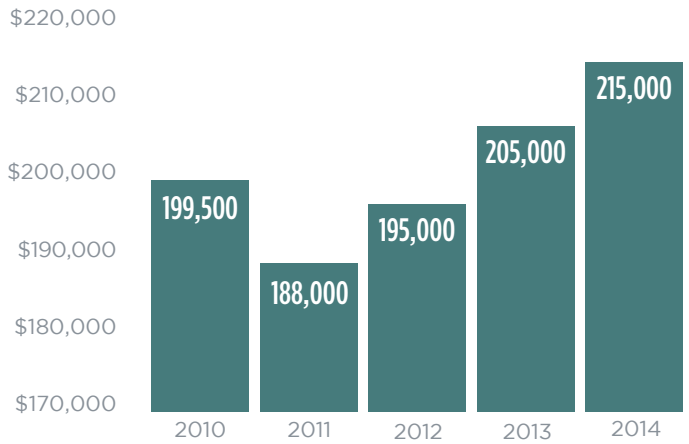
BUNCOMBE	2014	%	2013	%	2012
Total Sales	3514	3.63	3391	24.03	2734
Median Price	\$215,000	4.88	\$205,000	5.13	\$195,000
Days on Market	131	-7.75	142	-12.35	162
Avg. List Price	\$282,930	3.48	\$273,426	3.79	\$263,434
Avg. Sale Price	\$270,421	4.29	\$259,292	4.86	\$247,279
Total Volume	\$950,258,377	8.07	\$879,259,115	30.06	\$676,060,433

TOTAL SALES



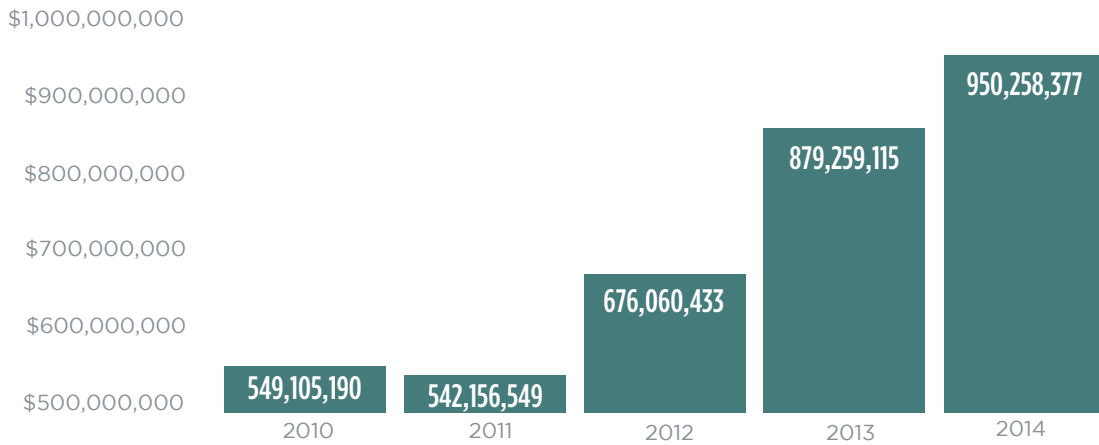
TRENDING 

MEDIAN PRICE

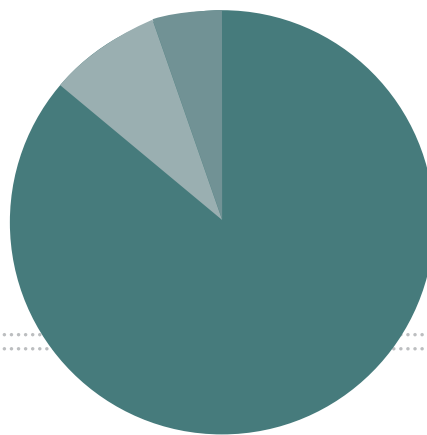


TRENDING 

TOTAL CLOSED VOLUME



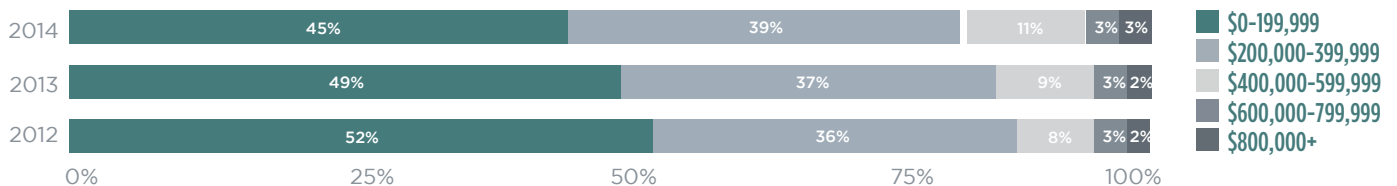
TRENDING 



SALES BY TYPE 2014

2,998 SINGLE FAMILY
190 ATTACHED
326 CONDO

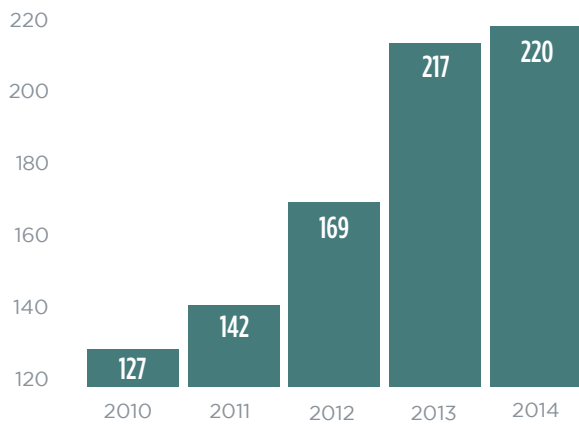
SALES BY PRICE POINT





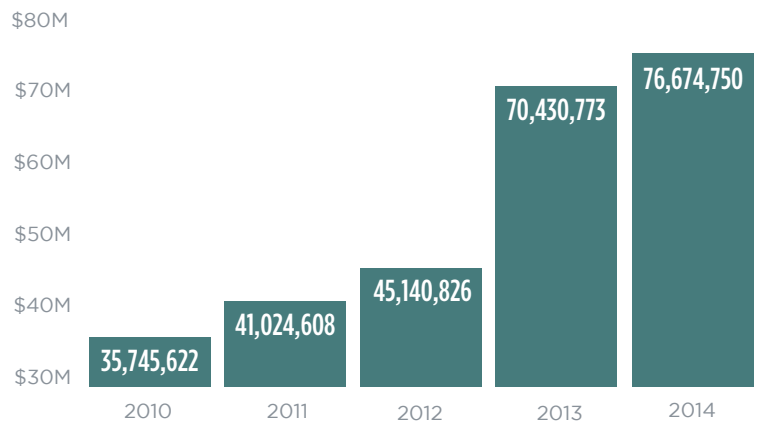
DOWNTOWN ASHEVILLE

TOTAL SALES



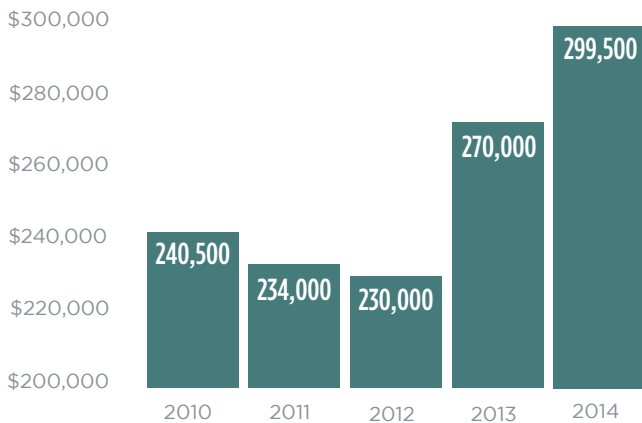
TRENDING

TOTAL CLOSED VOLUME



TRENDING

MEDIAN PRICE



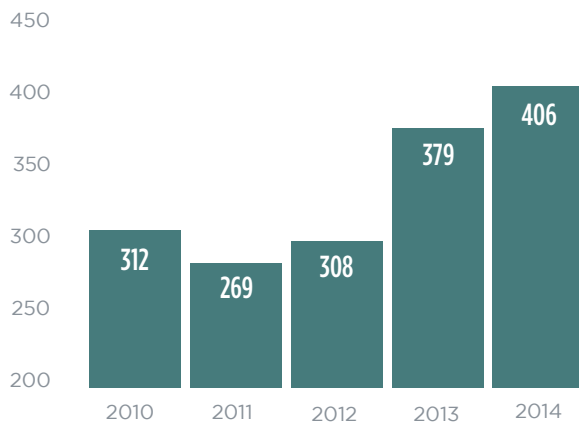
TRENDING

DOWNTOWN	2014	%	2013
Total Sales	220	1.38	217
Median Price	\$299,500	10.93	\$270,000
Days on Market	125	13.64	110
Avg. List Price	\$366,672	6.91	\$342,985
Avg. Sale Price	\$348,522	7.38	\$324,566
Total Volume	\$76,674,750	8.87	\$70,430,773



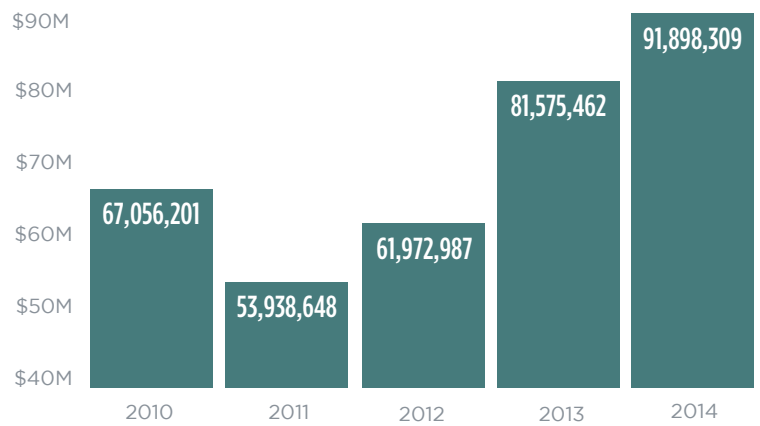
EAST ASHEVILLE

TOTAL SALES 



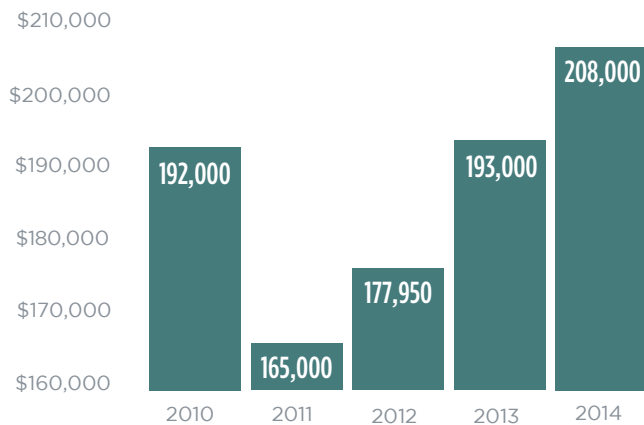
TRENDING 

TOTAL CLOSED VOLUME 



TRENDING 

MEDIAN PRICE 



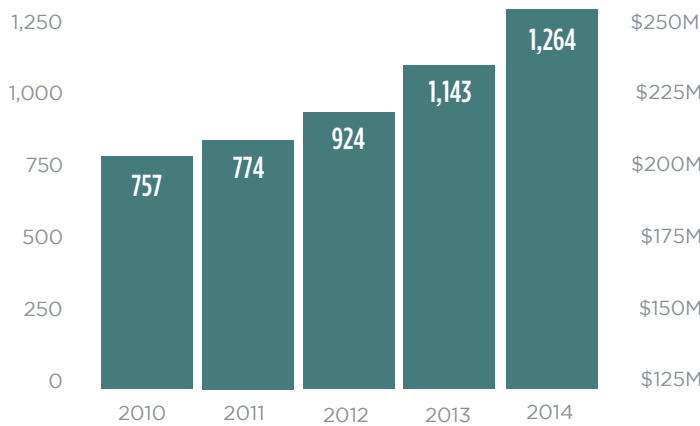
TRENDING 

EAST	2014	%	2013
Total Sales	406	7.12	379
Median Price	\$208,000	7.77	\$193,000
Days on Market	126	-5.97	134
Avg. List Price	\$236,335	5.37	\$224,290
Avg. Sale Price	\$226,351	5.16	\$215,239
Total Volume	\$91,898,309	12.65	\$81,575,462



WEST ASHEVILLE

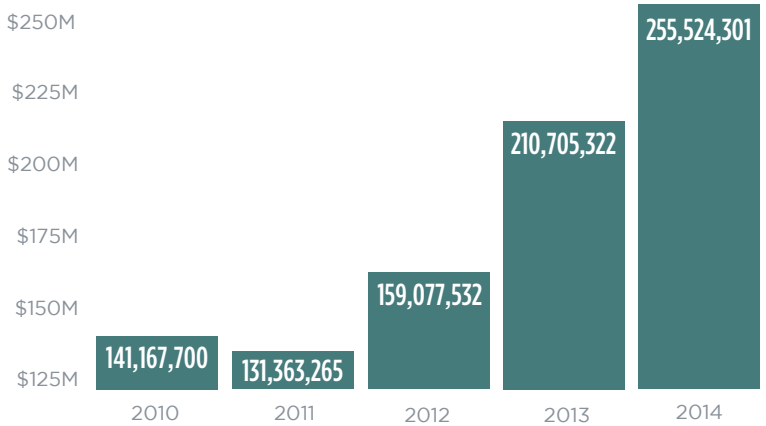
TOTAL SALES



TRENDING



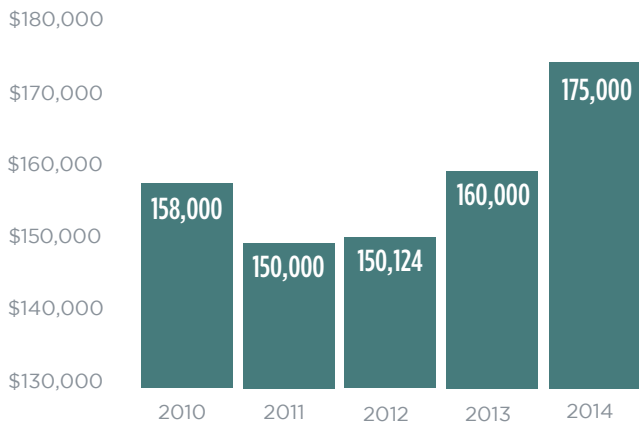
TOTAL CLOSED VOLUME



TRENDING



MEDIAN PRICE



TRENDING

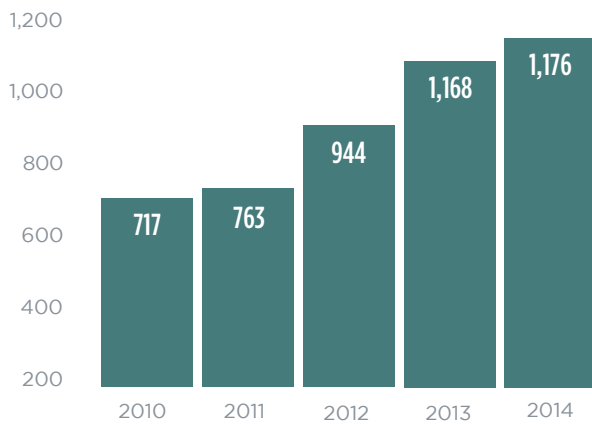


WEST	2014	%	2013
Total Sales	1264	10.59	1143
Median Price	\$175,000	9.38	\$160,000
Days on Market	130	-2.99	134
Avg. List Price	\$210,819	9.29	\$192,900
Avg. Sale Price	\$202,155	9.66	\$184,344
Total Volume	\$255,524,301	21.27	\$210,705,322



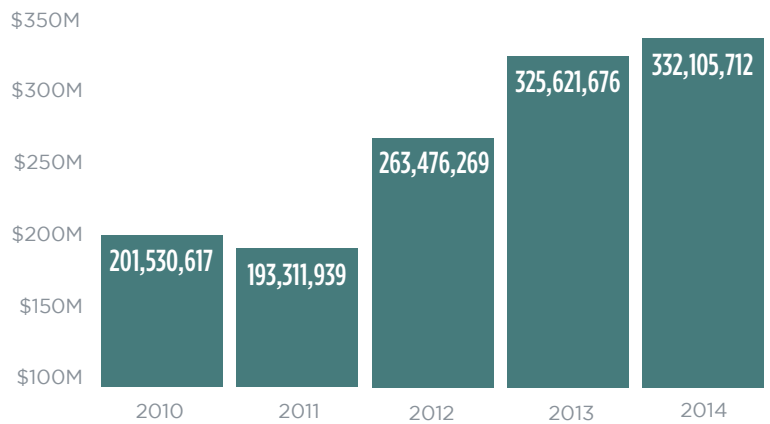
SOUTH ASHEVILLE

TOTAL SALES



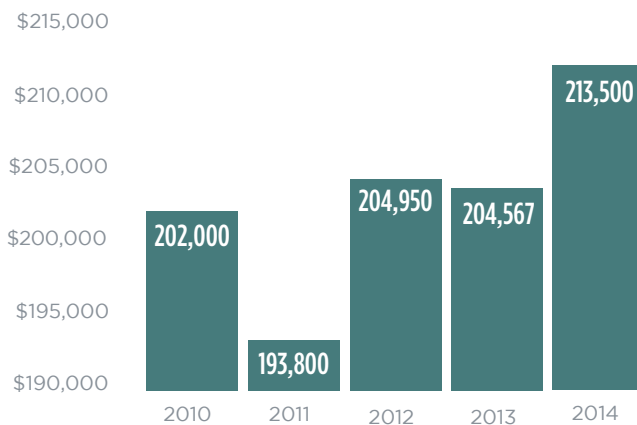
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



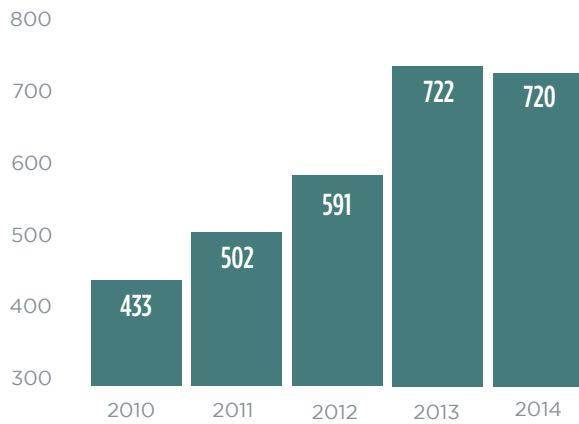
TRENDING 

SOUTH	2014	%	2013
Total Sales	1176	0.68	1168
Median Price	\$213,500	4.37	\$204,567
Days on Market	138	-8.61	151
Avg. List Price	\$295,683	-0.12	\$296,029
Avg. Sale Price	\$282,403	1.30	\$278,786
Total Volume	\$332,105,712	1.99	\$325,621,676



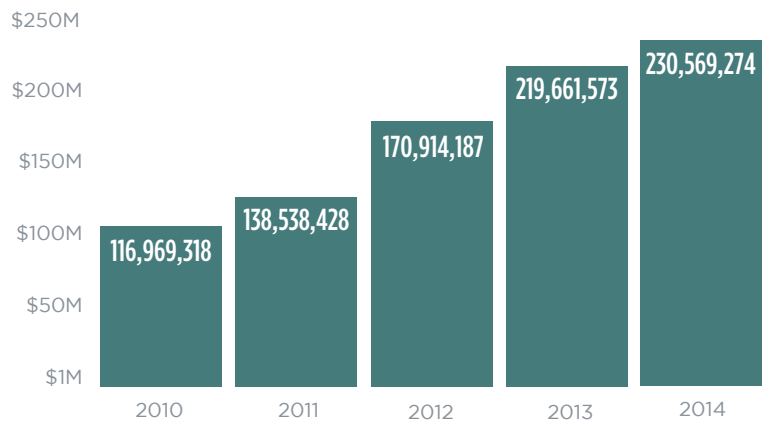
NORTH ASHEVILLE

TOTAL SALES 



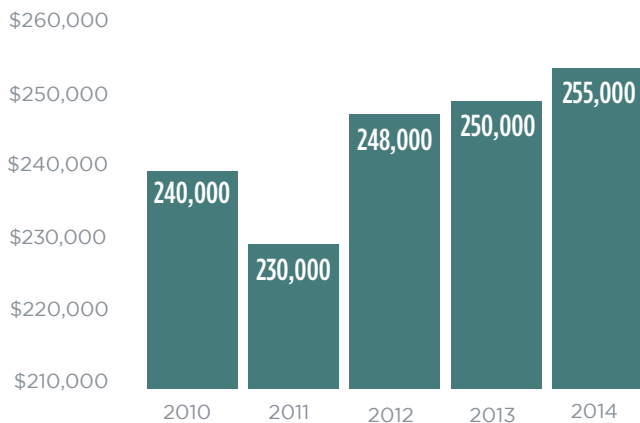
TRENDING 

TOTAL CLOSED VOLUME 



TRENDING 

MEDIAN PRICE 



TRENDING 

NORTH	2014	%	2013
Total Sales	720	-0.28	722
Median Price	\$255,000	2.00	\$250,000
Days on Market	124	-17.88	151
Avg. List Price	\$336,534	4.49	\$322,058
Avg. Sale Price	\$320,235	5.26	\$304,240
Total Volume	\$230,569,274	4.97	\$219,661,573



— LUKE AND MEGAN

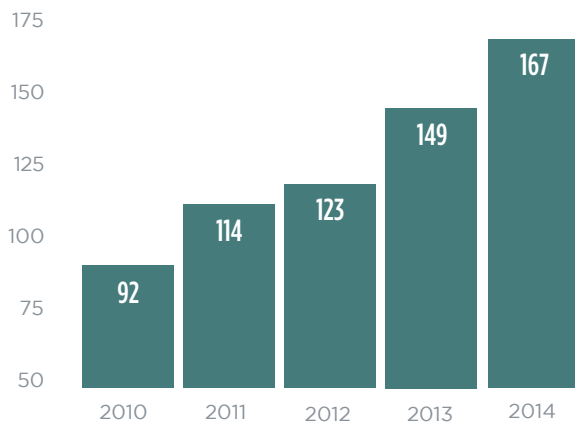
“OUR EXPERIENCE WITH NEST REALTY WAS
ABSOLUTELY FANTASTIC!”

Jon’s expertise of the Asheville market and his dedication and commitment to help us reach our goals in what we wanted in a home, all led us to finding and buying our dream house. We sincerely appreciate all of Jon’s help and guidance. His business acumen and personalized focus was incomparable!”



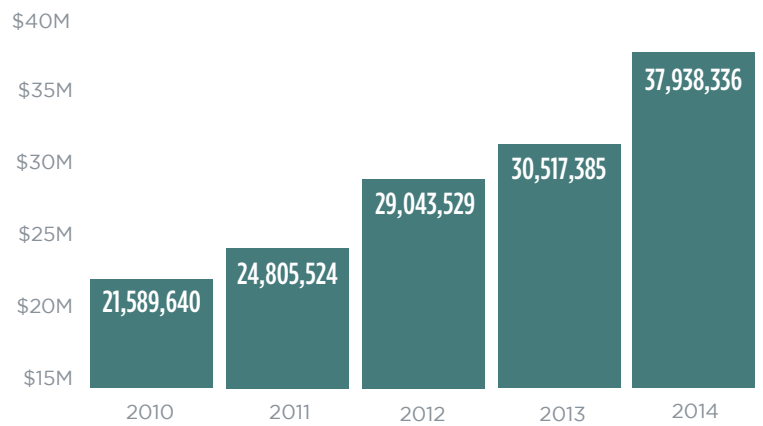
BLACK MOUNTAIN

TOTAL SALES



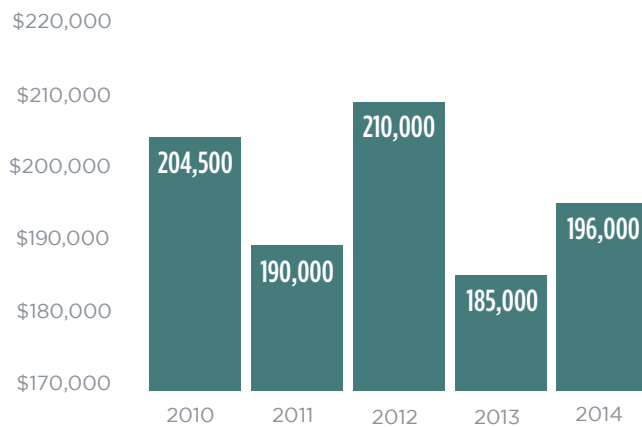
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



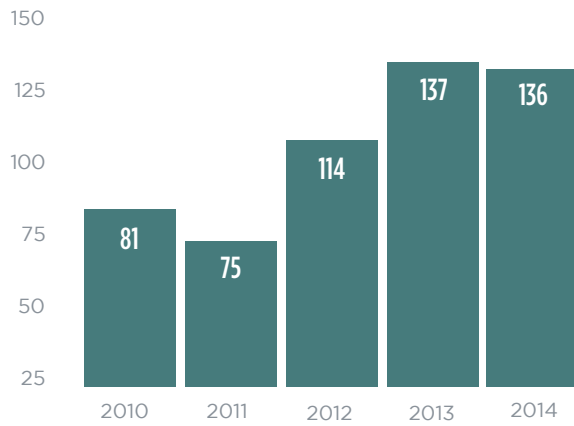
TRENDING 

BLACK MOUNTAIN	2014	%	2013
Total Sales	167	12.08	149
Median Price	\$196,000	5.95	\$185,000
Days on Market	157	-4.85	165
Avg. List Price	\$236,472	8.76	\$217,429
Avg. Sale Price	\$227,176	10.92	\$204,815
Total Volume	\$37,938,336	24.32	\$30,517,385



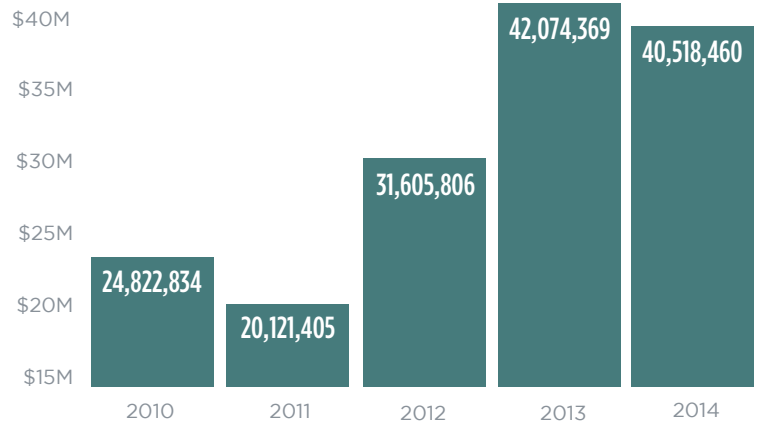
FAIRVIEW

TOTAL SALES



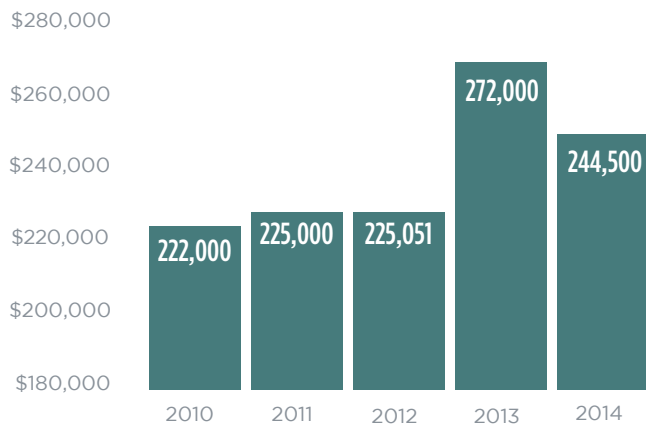
TRENDING **FLAT**

TOTAL CLOSED VOLUME



TRENDING **↓**

MEDIAN PRICE



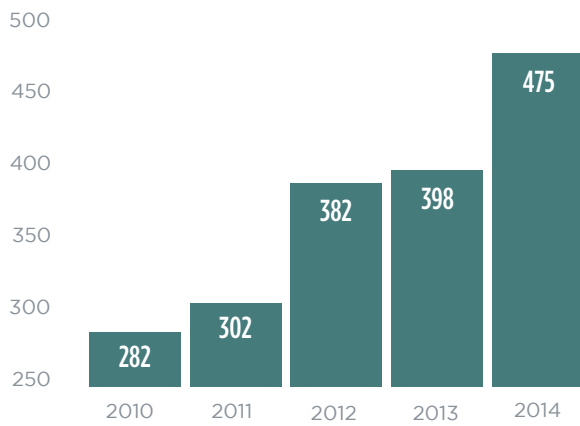
TRENDING **↓**

FAIRVIEW	2014	%	2013
Total Sales	136	-0.73	137
Median Price	\$244,500	-10.11	\$272,000
Days on Market	153	-13.56	177
Avg. List Price	\$314,403	-2.33	\$321,915
Avg. Sale Price	\$297,930	-2.99	\$307,112
Total Volume	\$40,518,460	-3.70	\$42,074,369



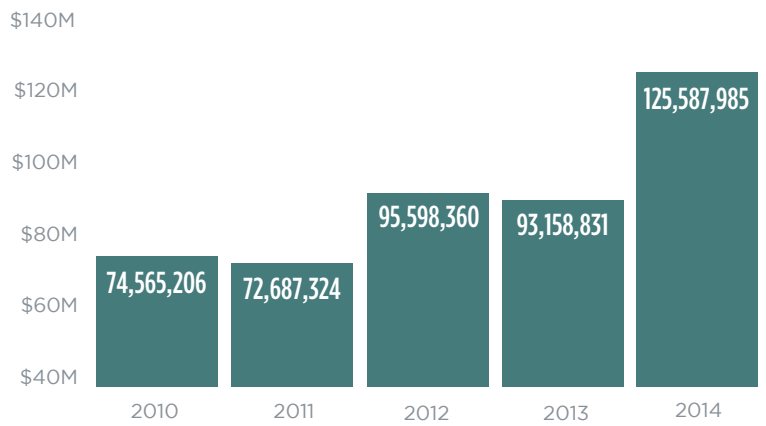
BREVARD

TOTAL SALES



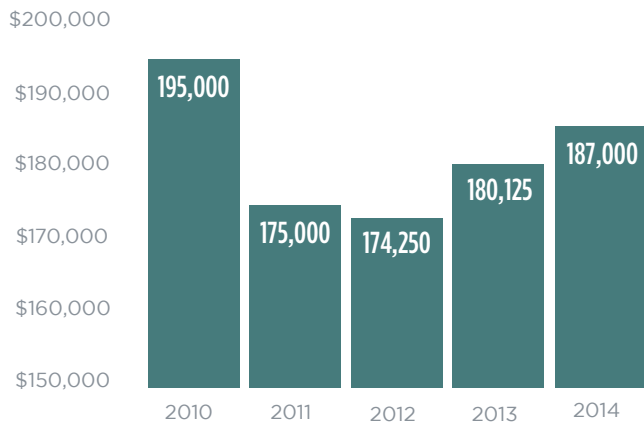
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



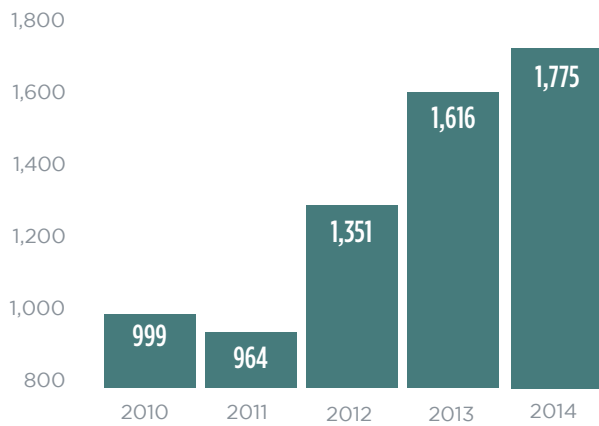
TRENDING 

BREVARD	2014	%	2013
Total Sales	475	19.35	398
Median Price	\$187,000	3.82	\$180,125
Days on Market	258	-0.77	260
Avg. List Price	\$299,672	17.13	\$255,854
Avg. Sale Price	\$264,396	12.96	\$234,067
Total Volume	\$125,587,985	34.81	\$93,158,831



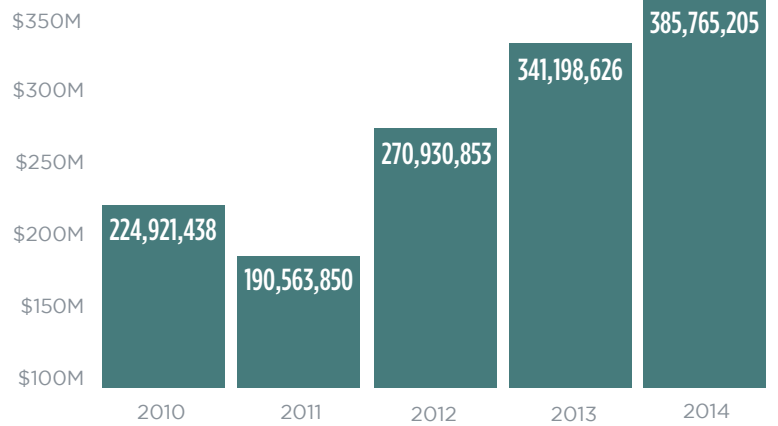
HENDERSONVILLE

TOTAL SALES



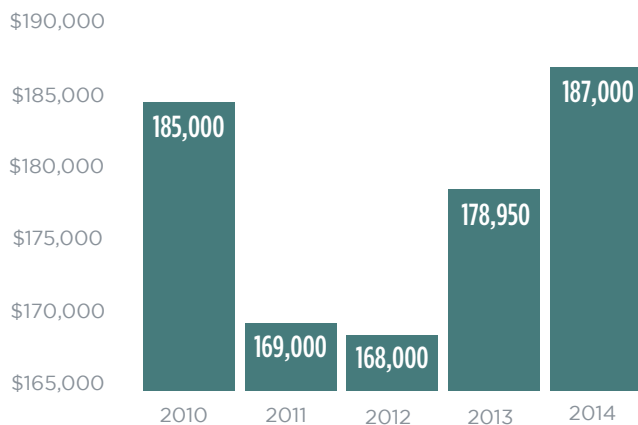
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



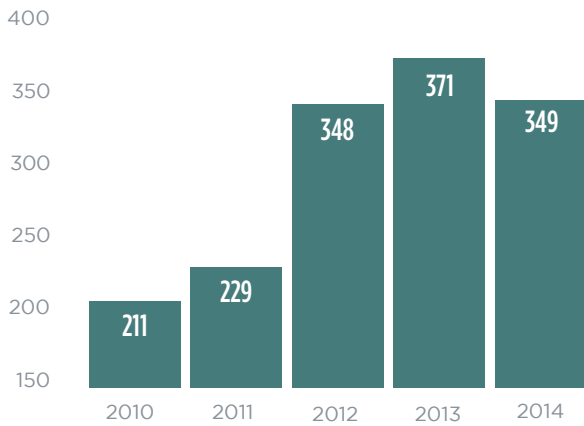
TRENDING 

HENDERSONVILLE	2014	%	2013
Total Sales	1775	9.84	1616
Median Price	\$187,000	4.50	\$178,950
Days on Market	162	-5.81	172
Avg. List Price	\$228,707	2.18	\$223,830
Avg. Sale Price	\$217,333	2.93	\$211,138
Total Volume	\$385,765,205	13.06	\$341,198,626



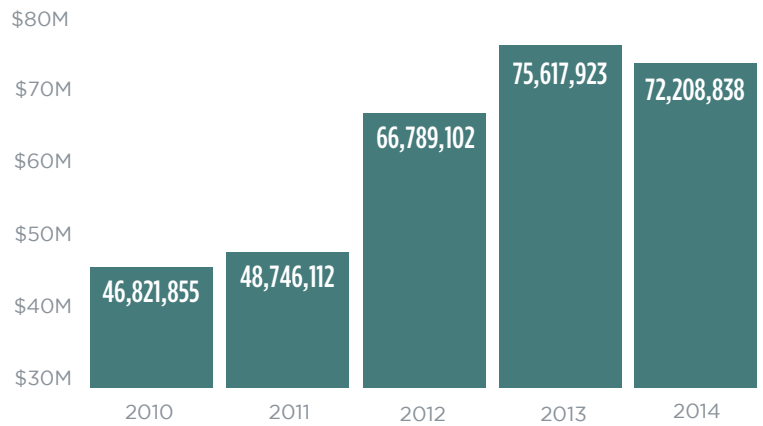
WAYNESVILLE

TOTAL SALES



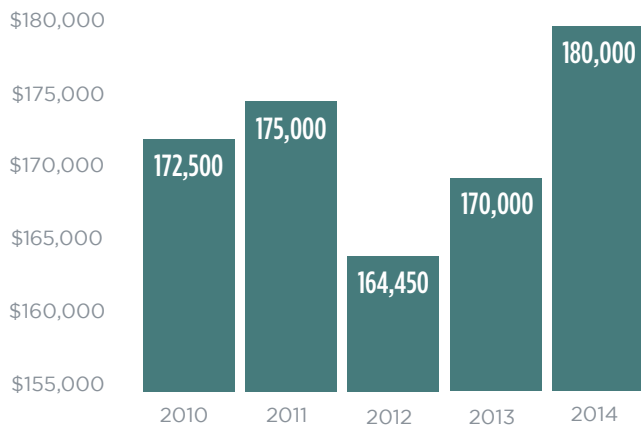
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



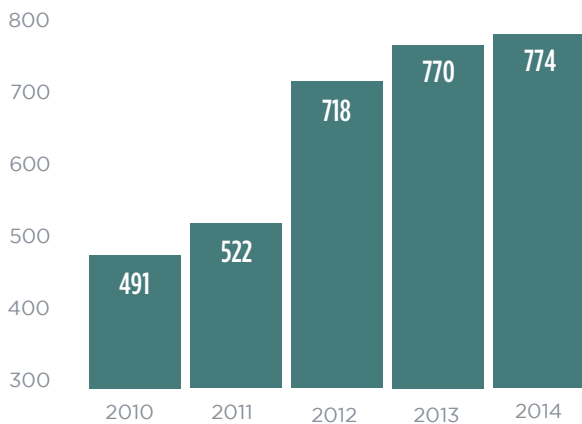
TRENDING 

WAYNESVILLE	2014	%	2013
Total Sales	349	-5.93	371
Median Price	\$180,000	5.88	\$170,000
Days on Market	214	-3.60	222
Avg. List Price	\$221,036	0.21	\$220,567
Avg. Sale Price	\$206,902	1.51	\$203,822
Total Volume	\$72,208,838	-4.51	\$75,617,923



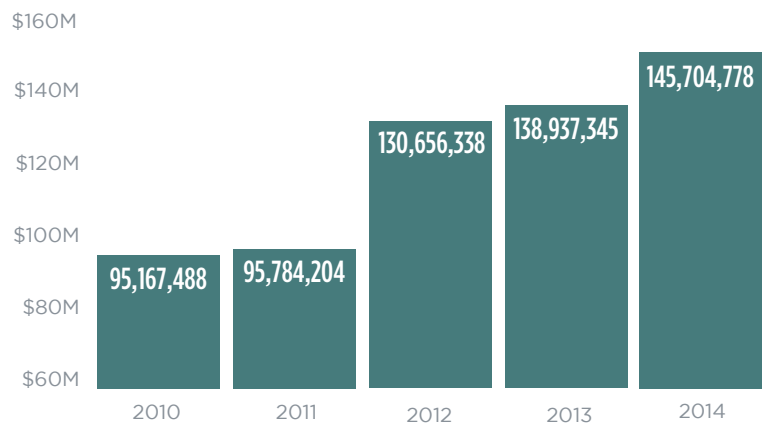
HAYWOOD COUNTY

TOTAL SALES 



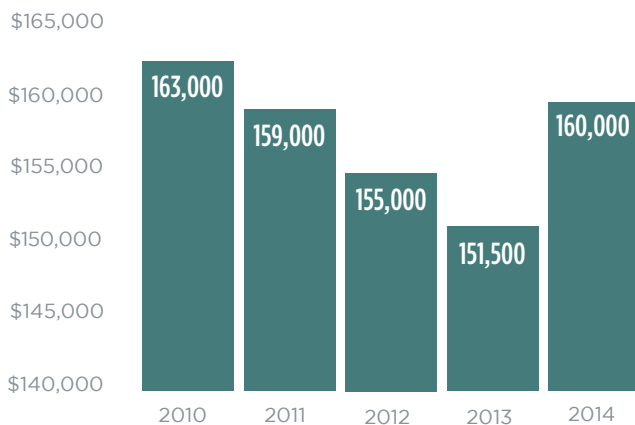
TRENDING 

TOTAL CLOSED VOLUME 



TRENDING 

MEDIAN PRICE 

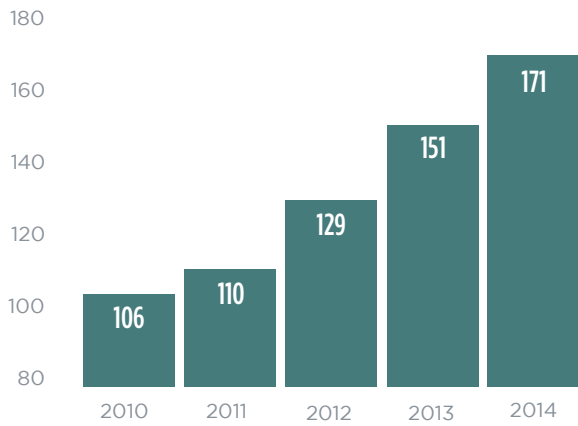


TRENDING 

HAYWOOD	2014	%	2013
Total Sales	774	0.52	770
Median Price	\$160,000	5.61	\$151,500
Days on Market	213	0.47	212
Avg. List Price	\$201,222	3.24	\$194,915
Avg. Sale Price	\$188,249	4.33	\$180,438
Total Volume	\$145,704,778	4.87	\$138,937,345

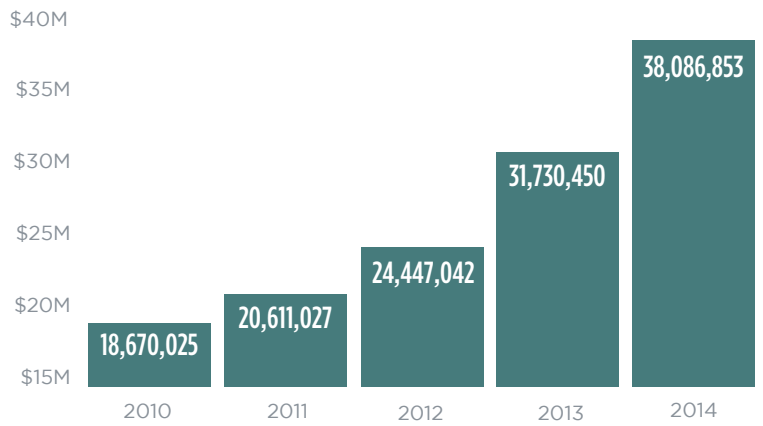
MADISON COUNTY

TOTAL SALES 



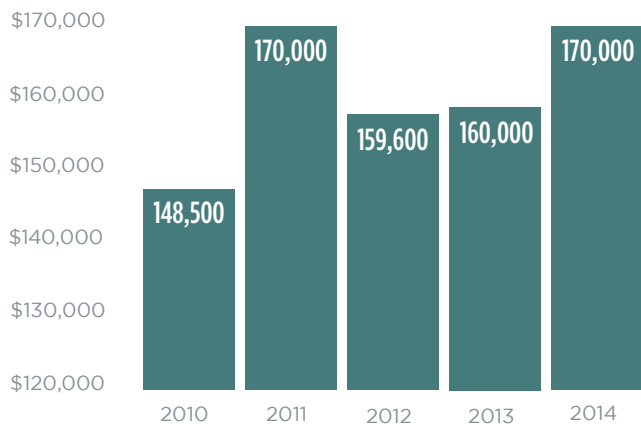
TRENDING 

TOTAL CLOSED VOLUME 



TRENDING 

MEDIAN PRICE 



TRENDING 

MADISON	2014	%	2013
Total Sales	171	13.25	151
Median Price	\$170,000	6.25	\$160,000
Days on Market	213	8.67	196
Avg. List Price	\$244,067	7.03	\$228,045
Avg. Sale Price	\$222,730	5.99	\$210,135
Total Volume	\$38,086,853	20.03	\$31,730,450



— REBECCA

“HOW GRATEFUL WE ARE FOR OUR NEST REALTOR!

Laura demonstrated incredible patience and perseverance trying to find just the right home for my husband and me, who had vastly different wants, needs and expectations. Once we found ‘the’ house, Laura helped us navigate the emotional and stressful process, despite major issues. We were so happy with Nest, we are listing our old townhouse with them also.”





LIVE WHERE YOU LOVE



60 NORTH MARKET STREET, C200
ASHEVILLE, NC 28801
800.325.NEST nestrealty.com

