



ANNUAL

MARKET

REPORT



2014

WELCOME TO THE NEST REALTY ANNUAL REPORT.

2014



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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 Wilmington 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

The Wilmington market continued to see healthy improvement in 2014. The market experienced the most homes sold since 2007 as total sales increased nearly 4% over last year. Additionally, the average sales price jumped 3.85% which led to total sales dollars increasing by 8.25%. The number of days on market remained the same at 126 days, which is surprising due to the low inventory we experienced this past year. Higher prices could potentially be the reason we experienced longer days

on market, as the average home sale price rose from \$190,000 in December of 2013 to \$208,375 in December of 2014. Overall, the local market continued the upward trend we have witnessed for the past four years.

TRENDS

National real estate trends mirrored the movement in our local market. Home sales across the country were relatively flat, with inventory levels and median sales 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

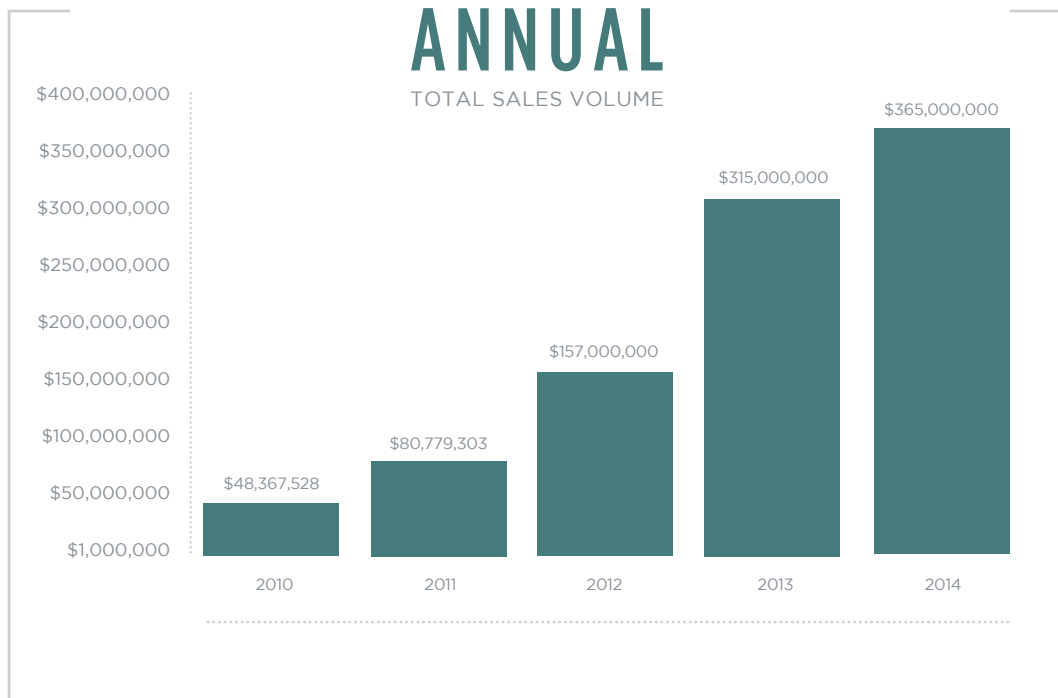
We've landed! We are proud to introduce a new breed of brokerage and the already exceptional Nest brand to

our local market. In addition to our Wilmington office, Nest Realty also continued its cautious regional growth in 2014, welcoming an office in Asheville, North Carolina. 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

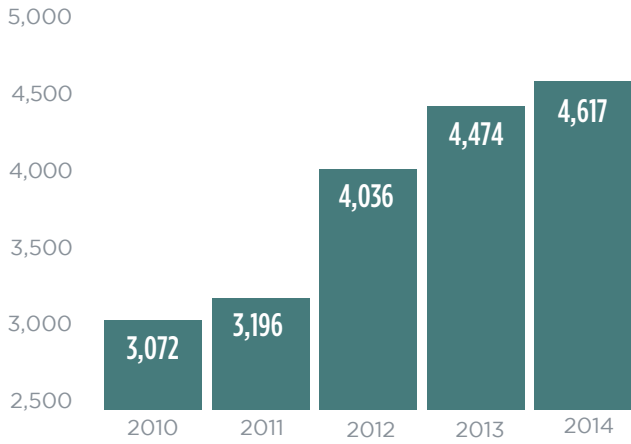


WILMINGTON AREA MSA

AREA ANALYSIS FOR WILMINGTON AREA MSA

MSA	2014	%	2013	%	2012
Total Sales	4617	3.20	4474	10.85	4036
Median Price	\$215,340	7.18	\$200,908	5.57	\$190,300
Days on Market	122	-1.61	124	-13.29	143
Avg. List Price	\$278,542	4.41	\$266,785	3.91	\$256,746
Avg. Sale Price	\$266,815	4.10	\$256,303	5.24	\$243,534
Total Volume	\$1,231,884,194	7.43	\$1,146,699,162	16.66	\$982,905,006

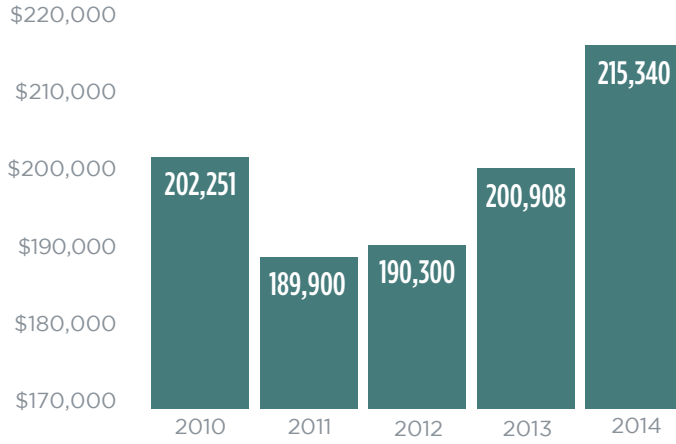
TOTAL SALES



TRENDING



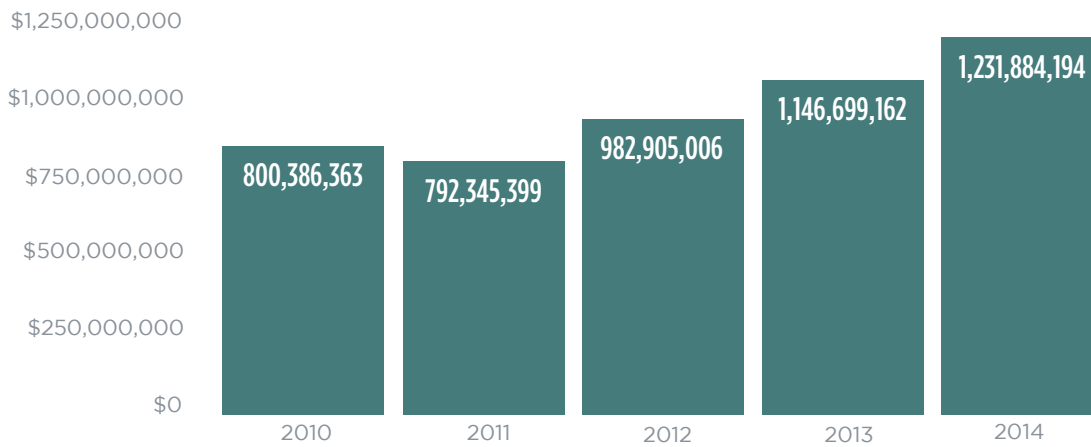
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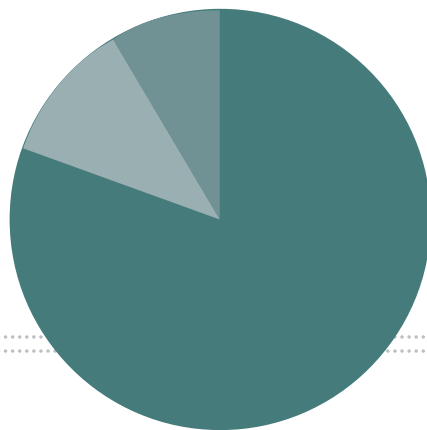
TRENDING



TOTAL CLOSED VOLUME



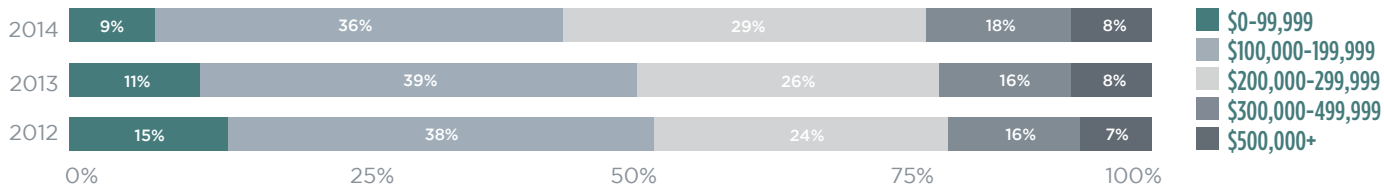
TRENDING



SALES BY TYPE 2014

3,718 SINGLE FAMILY
393 ATTACHED
506 CONDO

SALES BY PRICE POINT

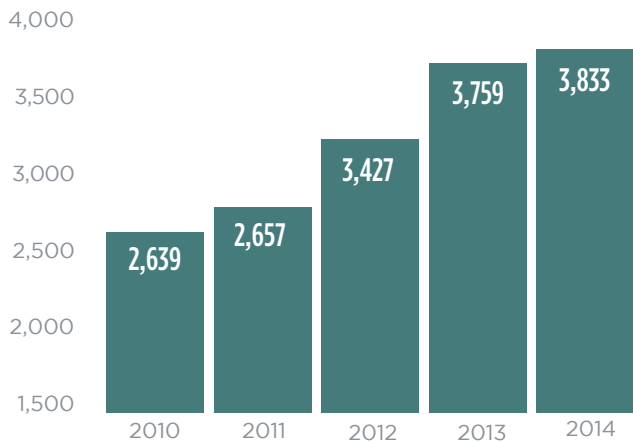




NEW HANOVER COUNTY

NEW HANOVER	2014	%	2013	%	2012
Total Sales	3833	1.97	3759	9.69	3427
Median Price	\$210,000	-19.43	\$260,647	39.01	\$187,500
Days on Market	117	-4.10	122	-15.28	144
Avg. List Price	\$281,294	3.57	\$271,610	4.52	\$259,875
Avg. Sale Price	\$269,075	3.23	\$260,647	5.94	\$246,030
Total Volume	\$1,031,363,267	5.27	\$979,770,228	16.20	\$843,145,638

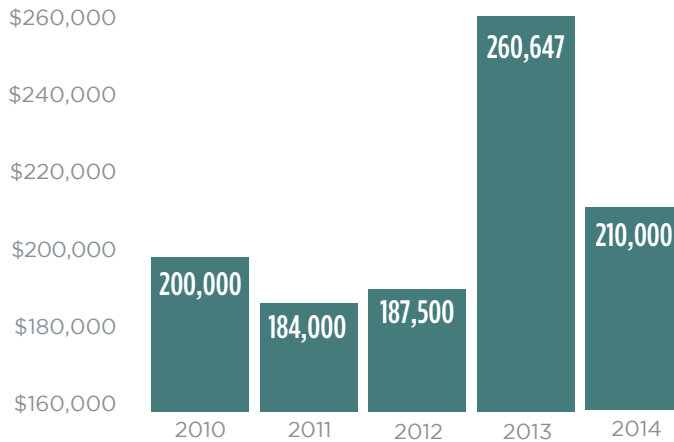
TOTAL SALES



TRENDING



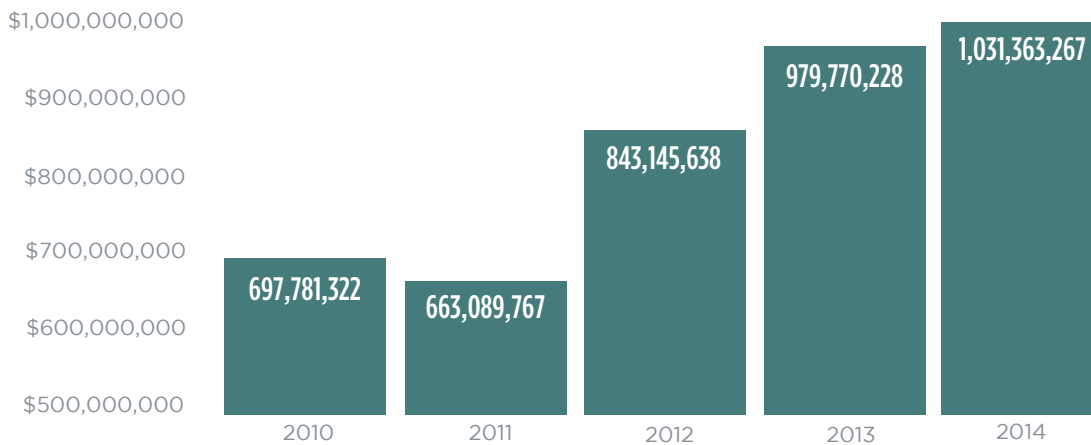
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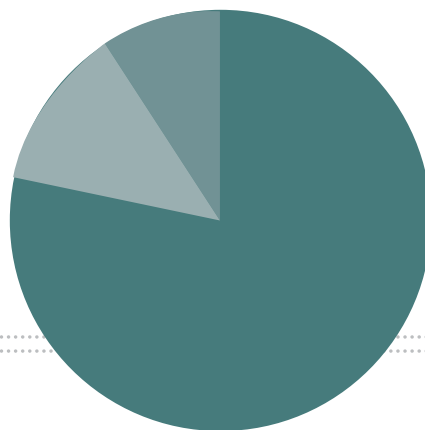
TRENDING



TOTAL CLOSED VOLUME



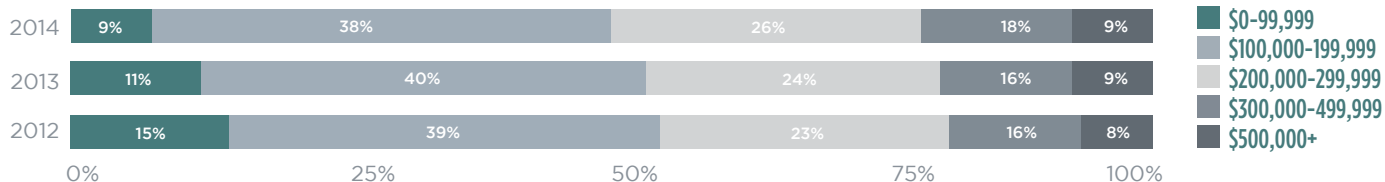
TRENDING



SALES BY TYPE 2014

3,001 SINGLE FAMILY
351 ATTACHED
481 CONDO

SALES BY PRICE POINT

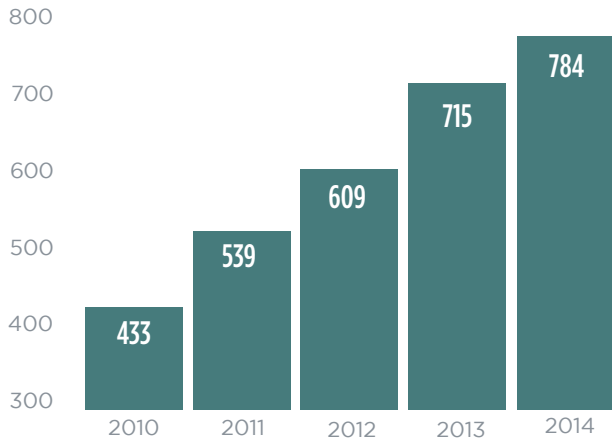




PENDER COUNTY

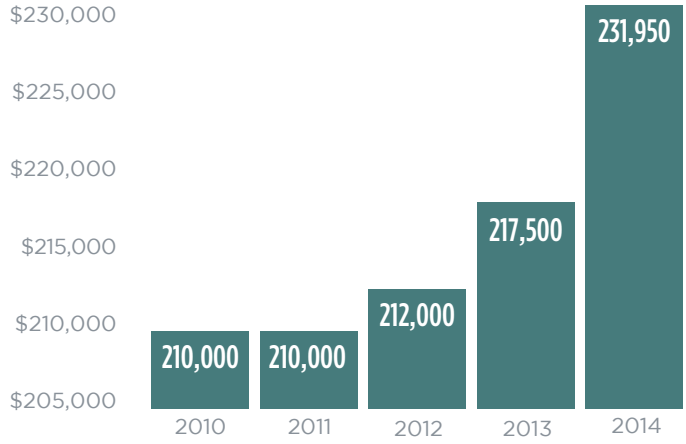
PENDER	2014	%	2013	%	2012
Total Sales	784	9.65	715	17.41	609
Median Price	\$231,950	6.64	\$217,500	2.59	\$212,000
Days on Market	143	6.72	134	-2.90	138
Avg. List Price	\$265,083	9.80	\$241,420	0.95	\$239,137
Avg. Sale Price	\$255,766	9.55	\$233,467	1.73	\$229,490
Total Volume	\$200,520,927	20.12	\$166,928,934	19.44	\$139,759,368

TOTAL SALES



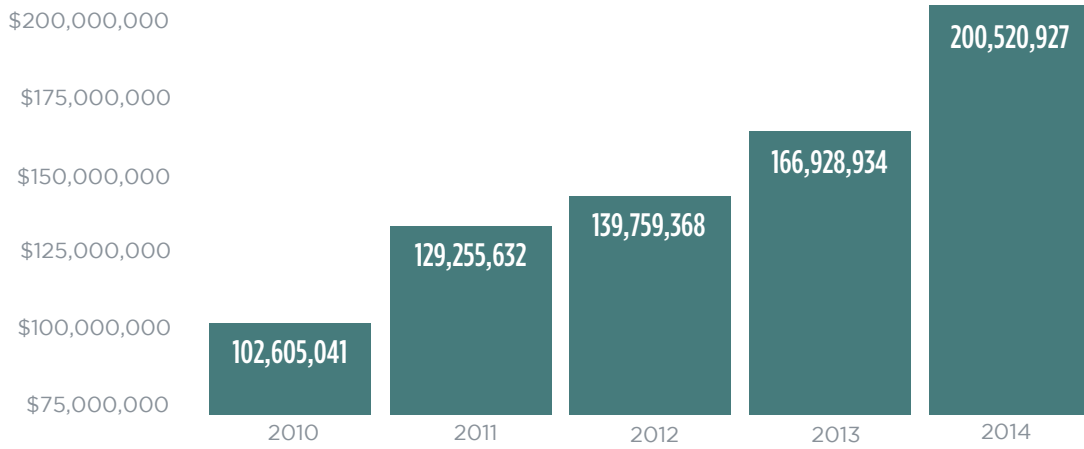
TRENDING 

MEDIAN PRICE

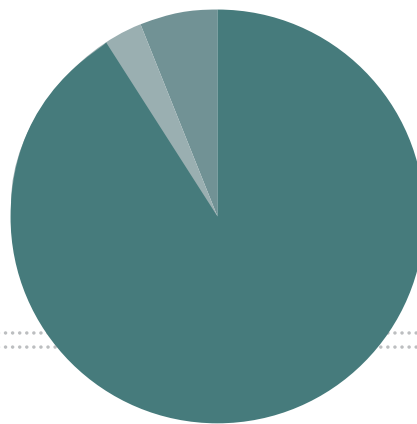


TRENDING 

TOTAL CLOSED VOLUME



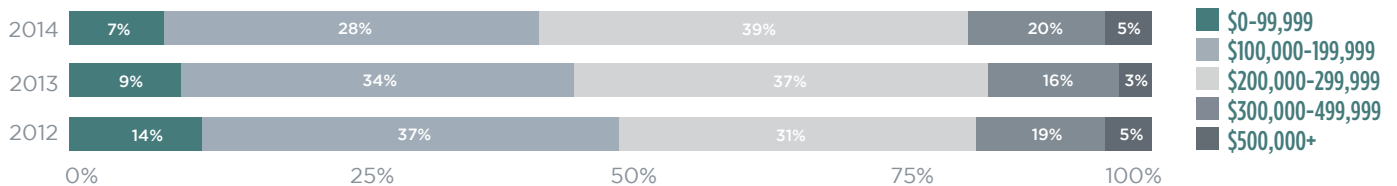
TRENDING 



SALES BY TYPE 2014

- 717 SINGLE FAMILY
- 42 ATTACHED
- 25 CONDO

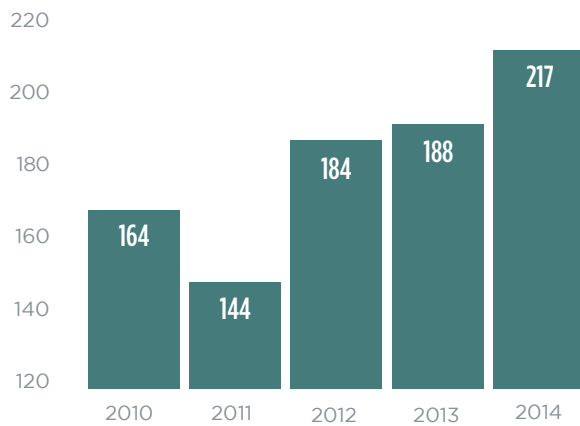
SALES BY PRICE POINT





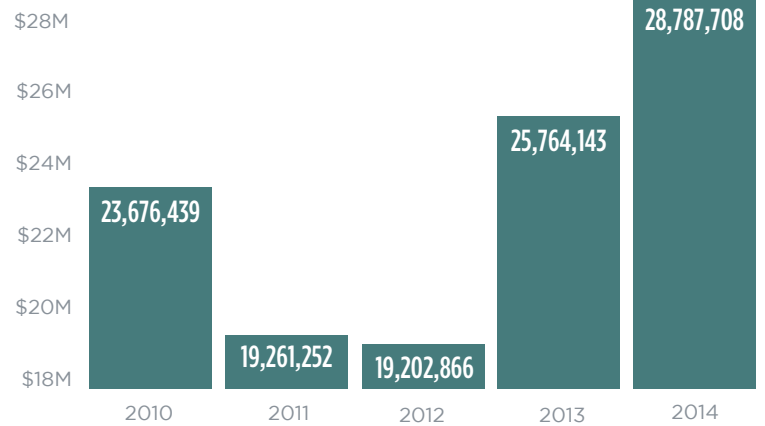
DOWNTOWN WILMINGTON

TOTAL SALES



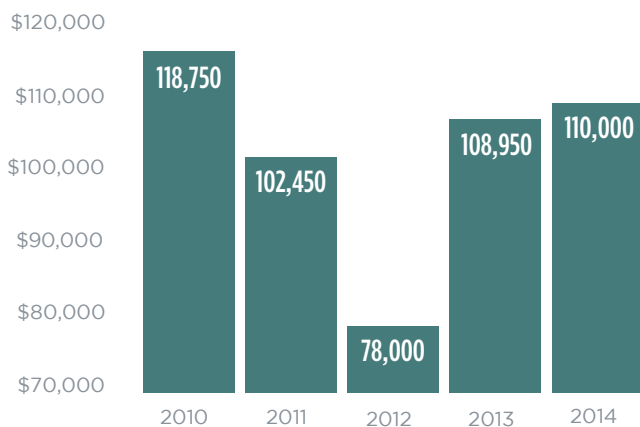
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



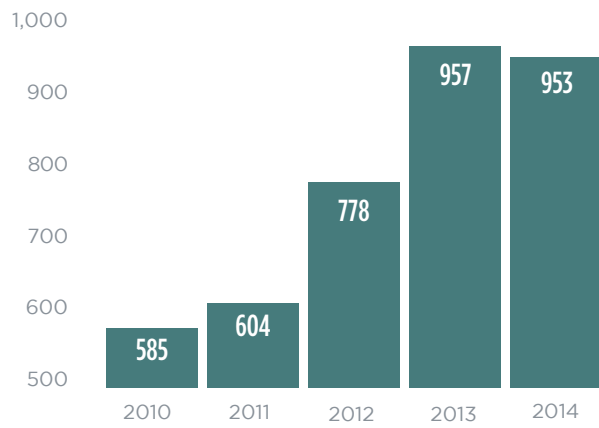
TRENDING 

DOWNTOWN	2014	%	2013
Total Sales	217	15.43	188
Median Price	\$110,000	0.96	\$108,950
Days on Market	129	-9.15	142
Avg. List Price	\$142,237	-2.50	\$145,889
Avg. Sale Price	\$132,662	-3.20	\$137,043
Total Volume	\$28,787,708	11.74	\$25,764,143



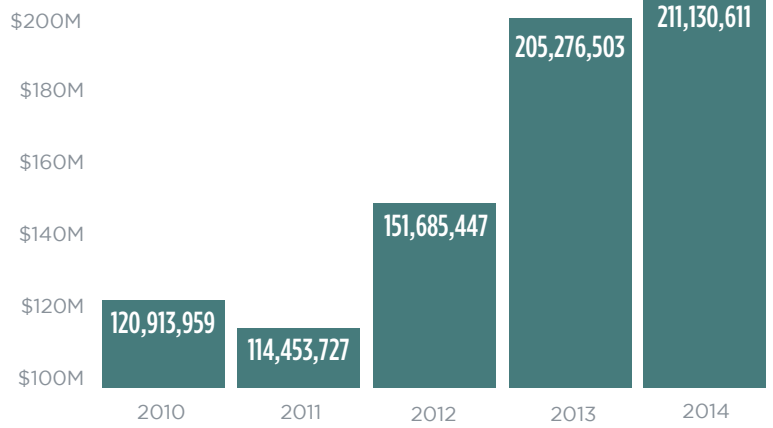
PINE VALLEY | MONKEY JUNCTION

TOTAL SALES



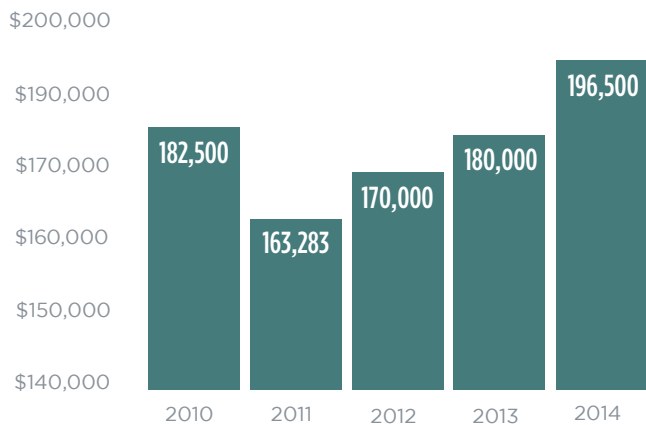
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



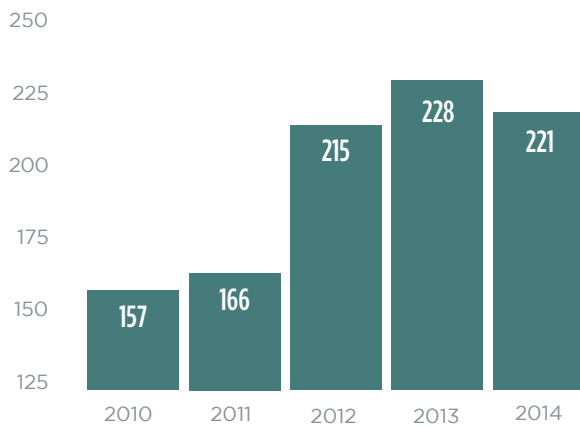
TRENDING 

PINE VALLEY	2014	%	2013
Total Sales	953	-0.42	957
Median Price	\$196,500	9.17	\$180,000
Days on Market	101	7.45	94
Avg. List Price	\$226,213	3.16	\$219,290
Avg. Sale Price	\$221,543	3.28	\$214,500
Total Volume	\$211,130,611	2.85	\$205,276,503



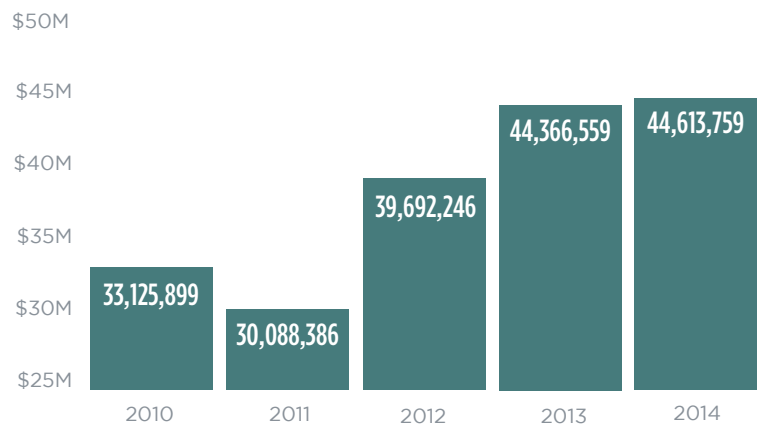
FOREST HILLS

TOTAL SALES



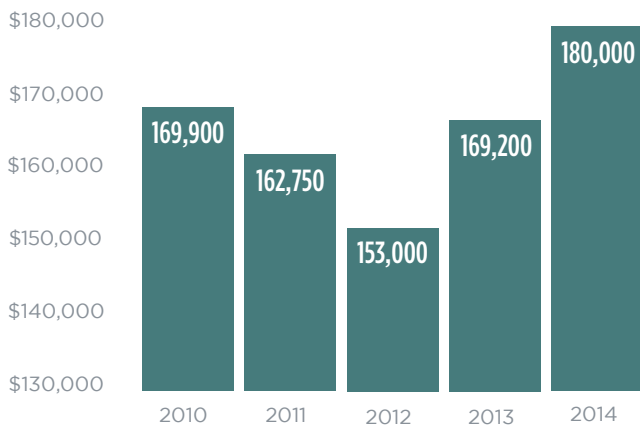
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



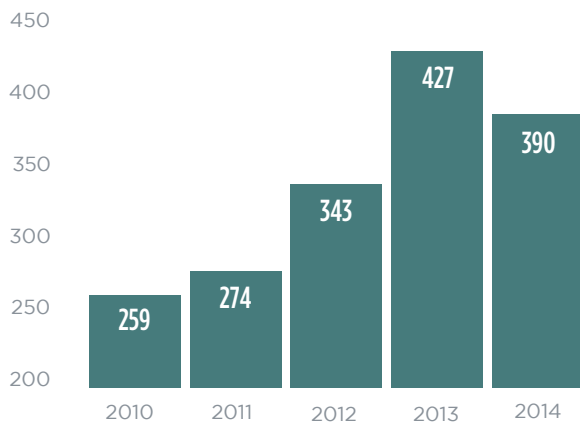
TRENDING 

FOREST HILLS	2014	%	2013
Total Sales	221	-3.07	228
Median Price	\$180,000	6.38	\$169,200
Days on Market	123	-2.38	126
Avg. List Price	\$212,560	4.06	\$204,261
Avg. Sale Price	\$201,872	3.74	\$194,590
Total Volume	\$44,613,759	0.56	\$44,366,559



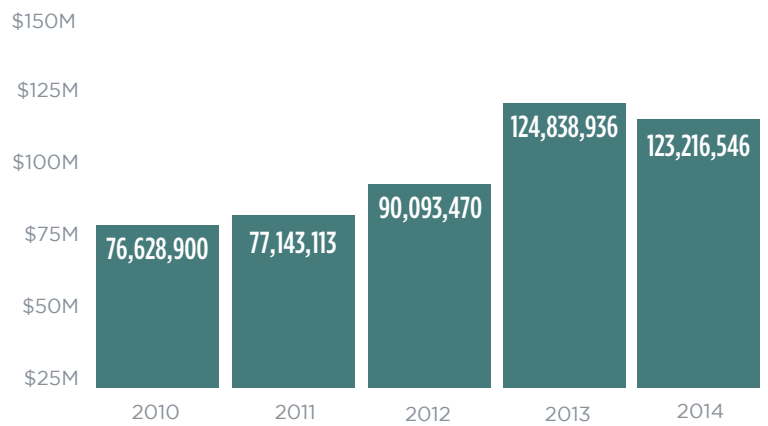
MASONBORO

TOTAL SALES



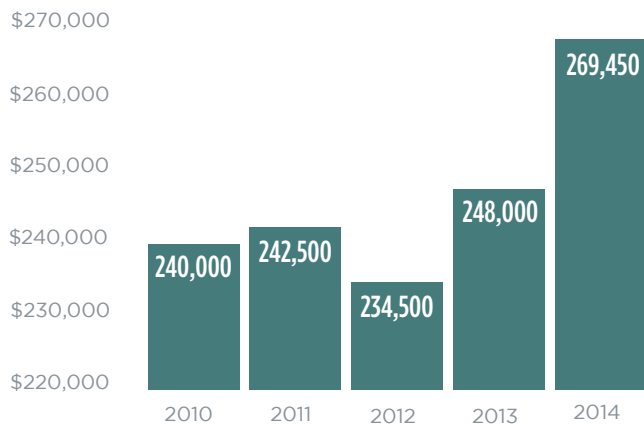
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



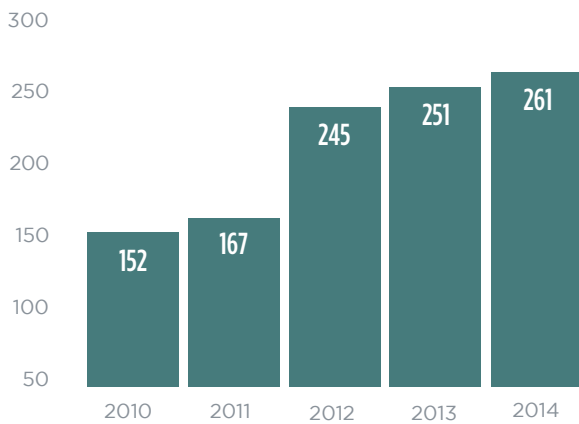
TRENDING 

MASONBORO	2014	%	2013
Total Sales	390	-8.67	427
Median Price	\$269,450	8.65	\$248,000
Days on Market	117	12.50	104
Avg. List Price	\$330,269	9.38	\$301,935
Avg. Sale Price	\$315,940	8.06	\$292,363
Total Volume	\$123,216,546	-1.30	\$124,838,936



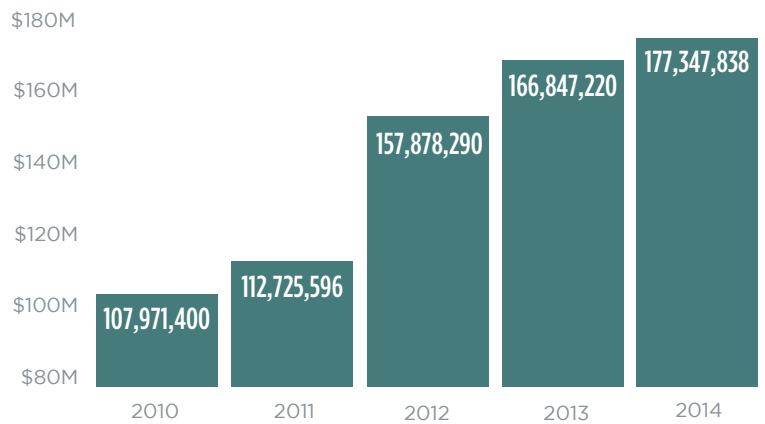
WRIGHTSVILLE BEACH

TOTAL SALES



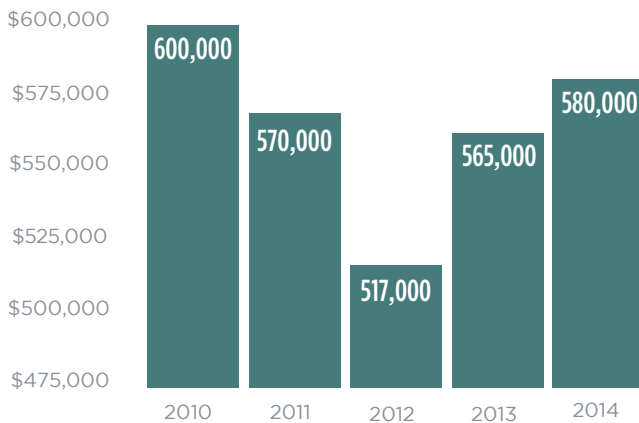
TRENDING

TOTAL CLOSED VOLUME



TRENDING

MEDIAN PRICE



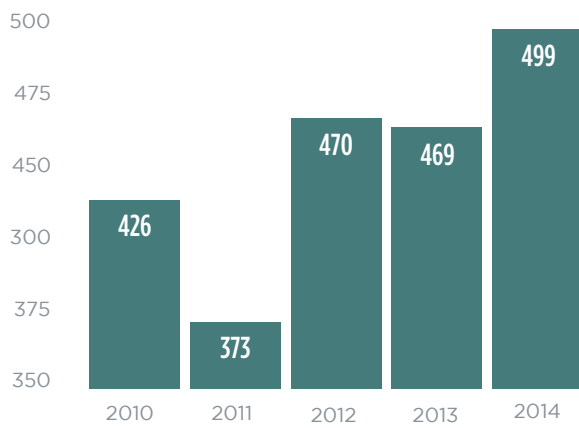
TRENDING

WRIGHTSVILLE	2014	%	2013
Total Sales	261	3.98	251
Median Price	\$580,000	2.65	\$565,000
Days on Market	169	-27.47	233
Avg. List Price	\$728,247	1.44	\$717,895
Avg. Sale Price	\$679,494	2.22	\$664,730
Total Volume	\$177,347,838	6.29	\$166,847,220



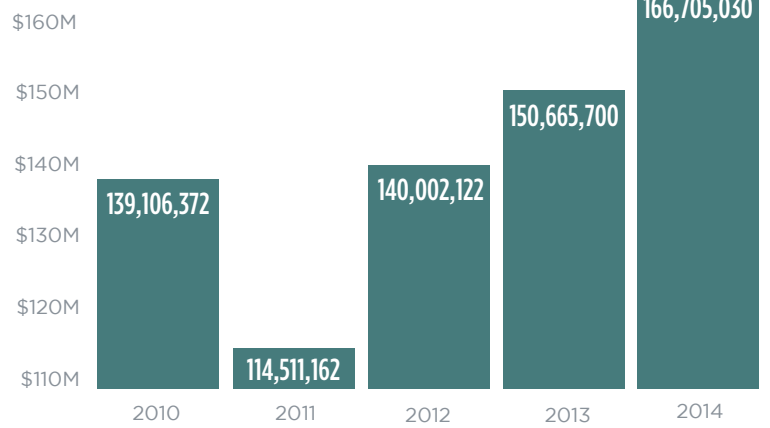
PORTER'S NECK | OGDEN | FIGURE 8

TOTAL SALES



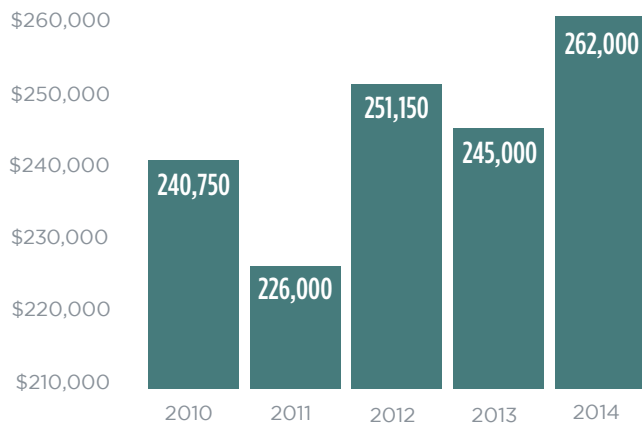
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



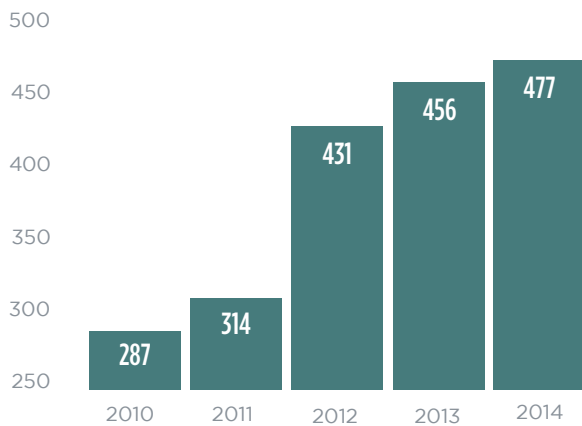
TRENDING 

PORTER'S NECK	2014	%	2013
Total Sales	499	6.40	469
Median Price	\$262,000	6.94	\$245,000
Days on Market	117	-0.85	118
Avg. List Price	\$353,422	5.15	\$336,103
Avg. Sale Price	\$334,078	3.99	\$321,249
Total Volume	\$166,705,030	10.65	\$150,665,700



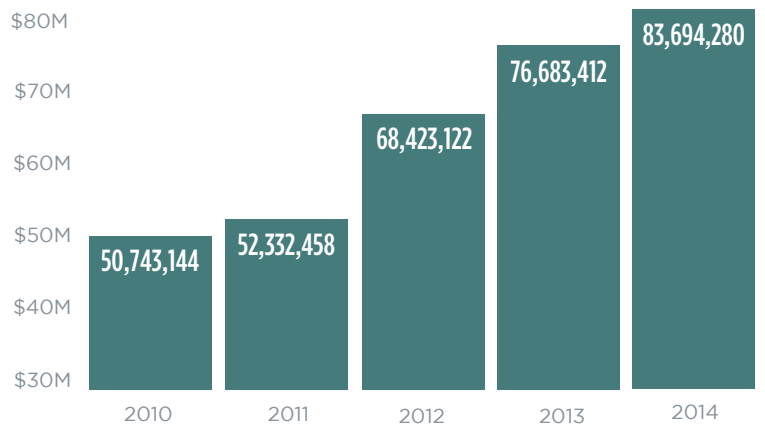
MURRAYVILLE

TOTAL SALES



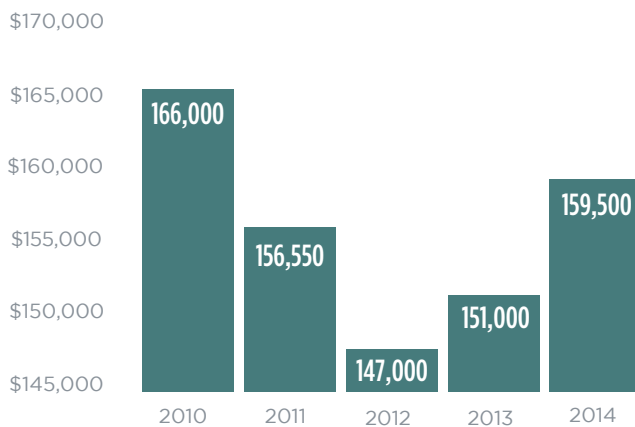
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



TRENDING 

MURRAYVILLE	2014	%	2013
Total Sales	477	4.61	456
Median Price	\$159,500	5.63	\$151,000
Days on Market	95	1.06	94
Avg. List Price	\$179,664	4.75	\$171,520
Avg. Sale Price	\$175,460	4.34	\$168,165
Total Volume	\$83,694,280	9.14	\$76,683,412



— HILLARY & ED KENNY

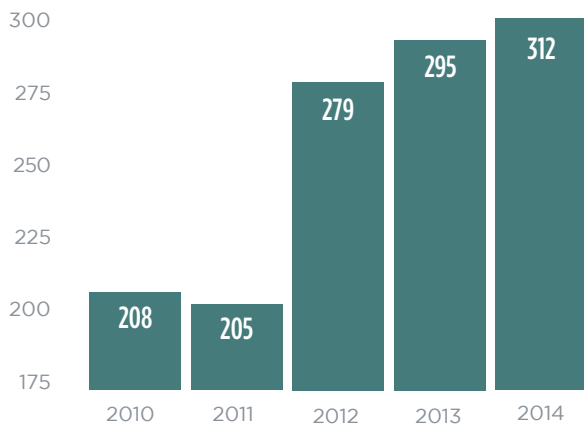
“AS FIRST-TIME HOMEBUYERS, WE WERE SO THANKFUL FOR
OUR NEST AGENT.

Our Nest Agent worked tirelessly on our behalf to make sure everything was in order from appointments to closing. She listened to our concerns and addressed them promptly. She was the perfect combination of friendly and professional. We couldn't have asked for a better agent to purchase our first home!”



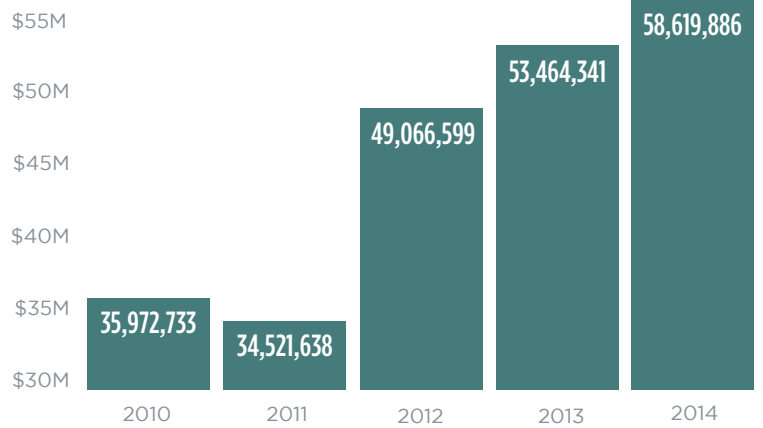
EASTWOOD | UNIVERSITY AREA

TOTAL SALES 



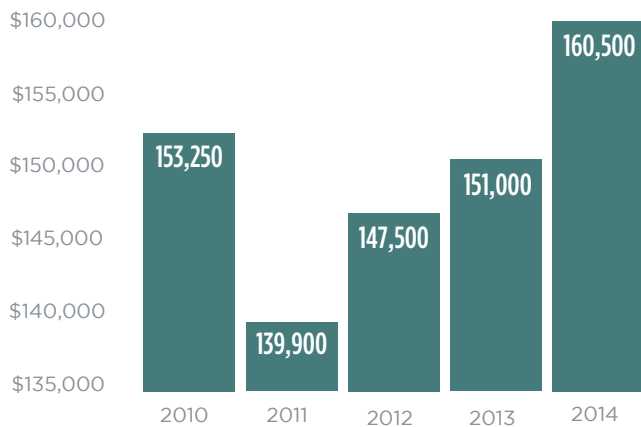
TRENDING 

TOTAL CLOSED VOLUME 



TRENDING 

MEDIAN PRICE 

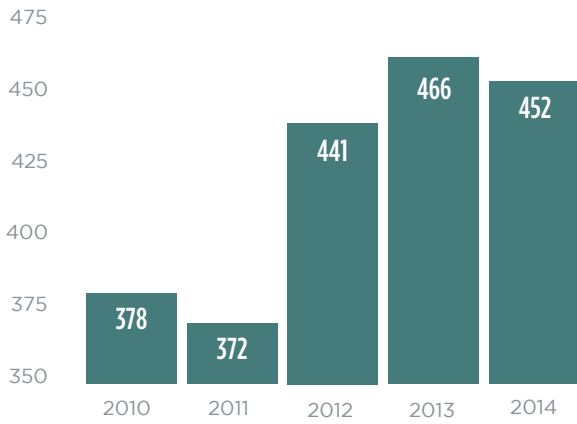


TRENDING 

EASTWOOD	2014	%	2013
Total Sales	312	5.76	295
Median Price	\$160,500	6.29	\$151,000
Days on Market	111	-0.89	112
Avg. List Price	\$196,298	4.71	\$187,473
Avg. Sale Price	\$187,884	3.67	\$181,235
Total Volume	\$58,619,886	9.64	\$53,464,341

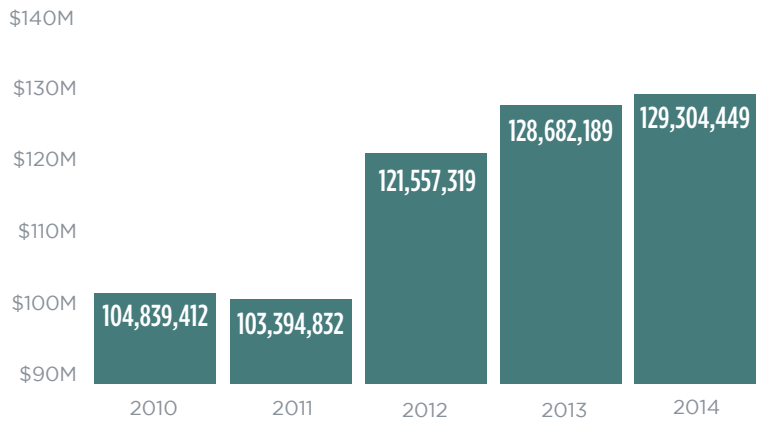
CAROLINA | KURE BEACH

TOTAL SALES



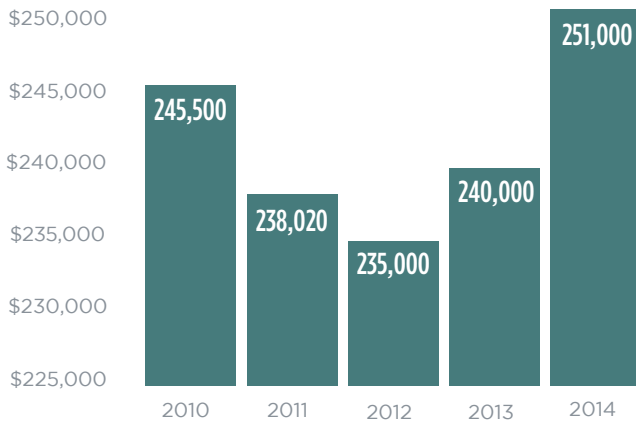
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



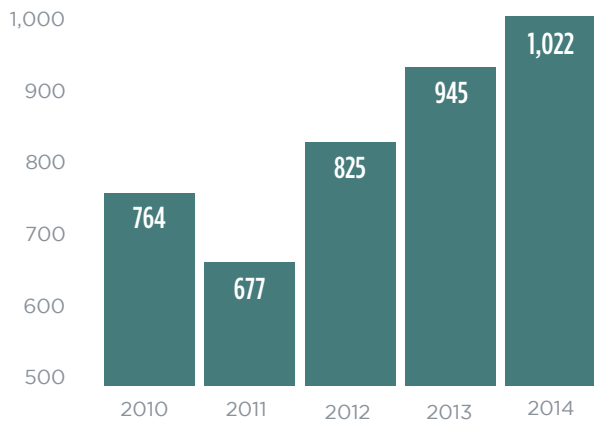
TRENDING 

CAROLINA BEACH	2014	%	2013
Total Sales	452	-3.00	466
Median Price	\$251,000	4.58	\$240,000
Days on Market	146	-13.10	168
Avg. List Price	\$297,796	3.91	\$286,596
Avg. Sale Price	\$286,072	3.60	\$276,142
Total Volume	\$129,304,449	0.48	\$128,682,189



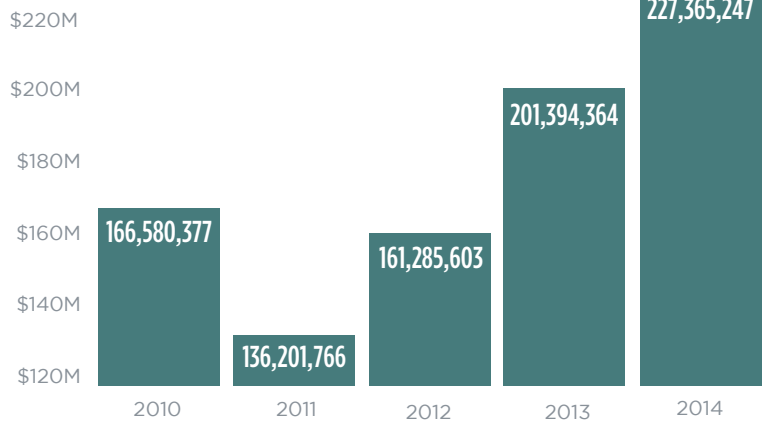
BRUNSWICK COUNTY

TOTAL SALES



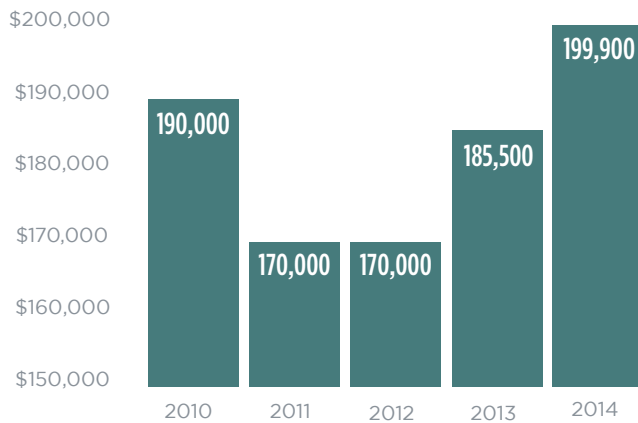
TRENDING 

TOTAL CLOSED VOLUME



TRENDING 

MEDIAN PRICE



TRENDING 

BRUNSWICK	2014	%	2013
Total Sales	1022	8.15	945
Median Price	\$199,900	7.76	\$185,500
Days on Market	120	0.84	119
Avg. List Price	\$226,649	4.33	\$217,232
Avg. Sale Price	\$222,471	4.39	\$213,116
Total Volume	\$227,365,247	12.90	\$201,394,364



— JOE & CLAIRE MALCZYN

“WORKING WITH OUR NEST AGENT TO PURCHASE OUR HOME WAS A SEAMLESS TRANSACTION FROM START TO FINISH.

Our Nest Agent kept us informed throughout each step of the home buying process and they made it a point to educate us during the experience. Their knowledge and confidence in the process gave us peace of mind every step of the way. We would recommend them to anyone looking to buy or sell.”





LIVE WHERE YOU LOVE



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