



2019 JACKSON

ANNUAL REPORT



We're here to answer the question

HOW'S THE MARKET?

Happy New Year!

2019 was fantastic, thanks to wonderful clients like you. We know that buying or selling a home is an incredibly emotional process, so thank you for trusting us to be there with you every step of the way.

As we look forward to the new year, let's also look back on 2019 to explore the real estate market's performance. At Nest, we make it a priority to stay informed on market trends so we can pass along the most up-to-date information to you. So whether you're considering selling your existing home, purchasing a new home, or you simply enjoy keeping tabs on the real estate market in general, it's our pleasure to present you with the 2019 Nest Realty Annual Report.

Have questions about the report, or a friend who's interested in buying or selling? We'd love to hear from you! Thank you once again for trusting us with your real estate needs.

We wish you a happy new year, from our nest to yours!

NEST REALTY JACKSON



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JACKSON MARKET

As 2019 information continues to pour in, we thought we'd take a look at the trends that we've been seeing in the national housing market overall. The most compelling shift we have seen is in housing affordability.

While home prices have increased throughout the year, the actual affordability of homes has improved due to changes in real wages and lower interest rates.

Low inventory continues to stifle growth in sales volume. In every region of the U.S., we are seeing year

over year increases in sales based on slight increases in supply, but the low inventory has also caused the prices of homes to increase throughout the U.S.

In 2019, the Central West Tennessee market saw more than 5,300 listings with an average sales price of \$153,000. Days on market for sold properties was roughly 78 days. The number of listings was slightly up from just 5,100 in 2018 with an average sales price of \$144,000. The market continues to be a seller's market, with 864 single-family homes currently available.

Nest Realty Jackson

YEAR IN REVIEW



3,2,1

EVENTS HELD

We held three Drink It Forward events benefiting local charities, our Second Annual Nest County Fair, and one Nest Presents.



75

HOURS DEDICATED TO CHARITY

We contributed to more than 10 local charities in 2019, with more than 75 volunteer hours served by our Nesters.



\$51 MILLION

TOTAL SALES VOLUME

We had \$51 million of total sales in 2019. This is up from 2018, when we had \$14 million in sales from April 2018 through December 2018.



2,736

FACEBOOK FOLLOWERS

Thanks for liking us! Nest Realty Jackson Facebook has 2,736 followers, and Nest Realty Jackson Instagram has 2,490 followers.



6

IN THE MLS

Thanks for trusting in us. Nest Realty Jackson was ranked #6 Brokerage in the Jackson MLS for 2019.



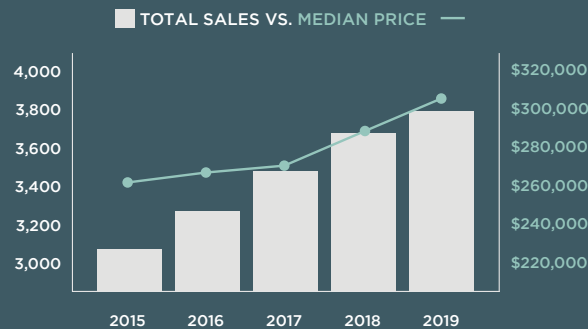
A LOT

OF FOOD CONSUMED

Eight pounds of barbecue consumed at 2019 Nest County Fair, more than 165 jars of Nest Cookies baked, 17 animals owned by our Nester agents, and more than 50 lunches eaten at our favorite locally owned restaurants.

HOW TO READ YOUR REPORT

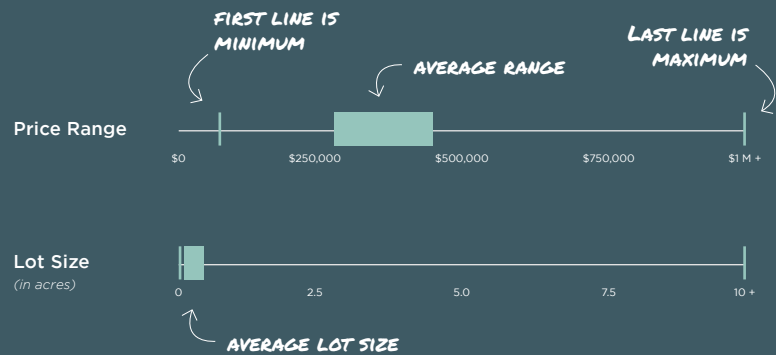
We designed our graphs to give you a quick understanding of how the total number of sales has grown year over year, along with the median price. This knowledge can help support your decision to buy or sell.



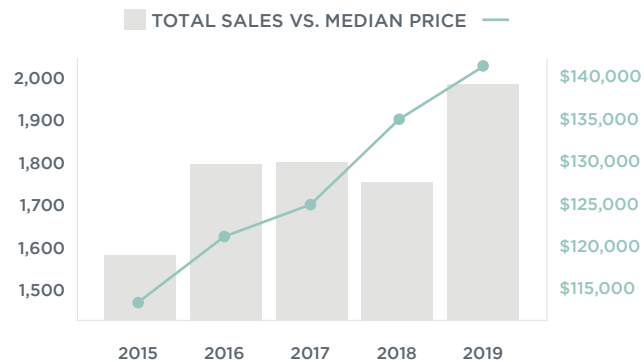
The graph table is a quick look at how the area has changed year after year. You can always check the side “trend” column to get a quick glance at how the market is doing. Just remember, a down arrow isn’t always scary. Sometimes you want the arrow to point down for days on market. This means that listed homes are selling quicker than in previous years.

MSA	2017	%	2018	%	2019	TREND
Total Sales	3,514	5.41	3,704	4.45	3,869	▲
Median Price	\$275,000	7.27	\$295,000	4.07	\$307,000	▲
Price per Sq. Ft.	\$149	8.05	\$161	1.24	\$163	▲
Days on Market	77	-12.99	67	-11.94	59	▼
Avg. List Price	\$351,523	8.04	\$379,791	0.93	\$383,329	FLAT

Our candlestick graphs help explain the Nest areas more clearly. The top graph below shows the lowest and highest prices paid for a house within an entire Nest area last year, along with a block that shows you the price range in which the majority of the homes were sold. A similar graph, at the bottom of the page, defines the range of lot sizes available, along with a block that shows the range in which most lot sizes fell this year.



📍 JACKSON MSA

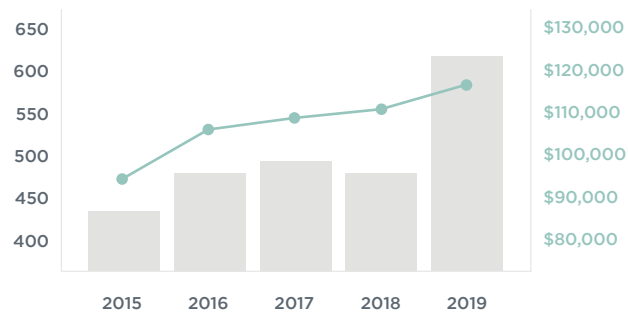


MSA	2017	%	2018	%	2019	TREND
Total Sales	1,818	-2.26	1,777	12.32	1,996	▲
Median Price	\$125,000	8.00	\$135,000	5.19	\$142,000	▲
Price per Sq. Ft.	\$66	9.09	\$72	4.17	\$75	▲
Days on Market	84	-11.90	74	-21.62	58	▼
Avg. List Price	\$149,570	9.39	\$163,617	4.31	\$170,677	▲
Avg. Sales Price	\$140,195	11.46	\$156,265	2.90	\$160,795	▲
Total Volume	\$254,874,510	8.95	\$277,682,905	15.58	\$320,946,820	▲

*The Jackson MSA consists of Gibson, Madison, and Chester counties. Data as of 1/8/20.

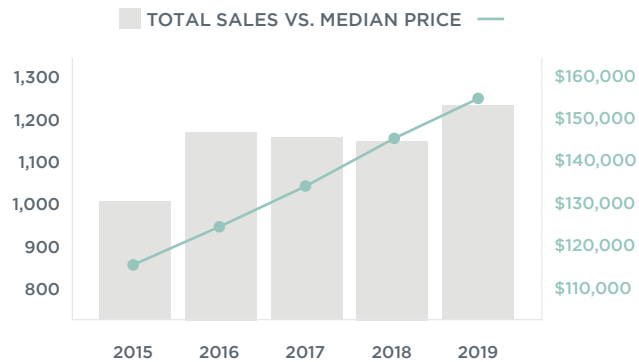


TOTAL SALES VS. MEDIAN PRICE

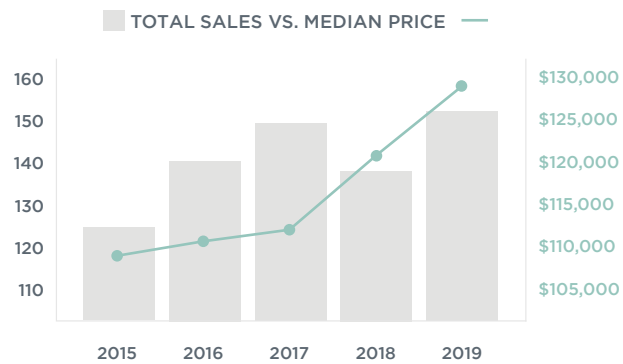


GIBSON	2017	%	2018	%	2019	TREND
Total Sales	497	-4.23	476	29.83	618	▲
Median Price	\$110,000	1.82	\$112,000	4.38	\$116,900	▲
Price per Sq. Ft.	\$62	3.23	\$64	4.69	\$67	▲
Days on Market	94	5.32	99	-41.41	58	▼
Avg. List Price	\$129,851	8.48	\$140,862	-0.60	\$140,019	FLAT
Avg. Sales Price	\$121,665	3.46	\$125,877	7.82	\$135,715	▲
Total Volume	\$60,467,505	-0.91	\$59,917,452	39.98	\$83,871,870	▲

📍 MADISON COUNTY

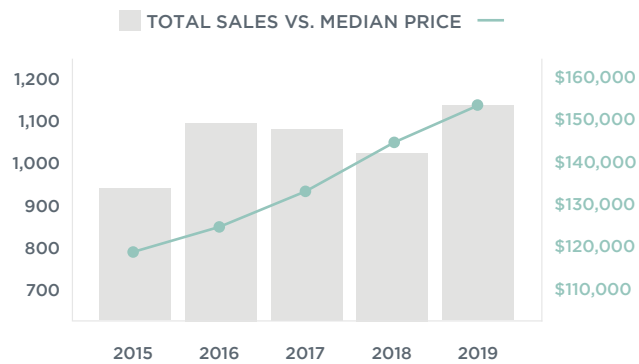


MADISON	2017	%	2018	%	2019	TREND
Total Sales	1,170	-0.68	1,162	5.59	1,227	▲
Median Price	\$134,900	8.23	\$146,000	5.48	\$154,000	▲
Price per Sq. Ft.	\$68	10.29	\$75	4.00	\$78	▲
Days on Market	76	-18.42	62	-11.29	55	▼
Avg. List Price	\$161,028	8.32	\$174,431	8.20	\$188,734	▲
Avg. Sales Price	\$150,476	13.04	\$170,101	3.50	\$176,049	▲
Total Volume	\$176,056,920	12.27	\$197,657,362	9.29	\$216,012,123	▲

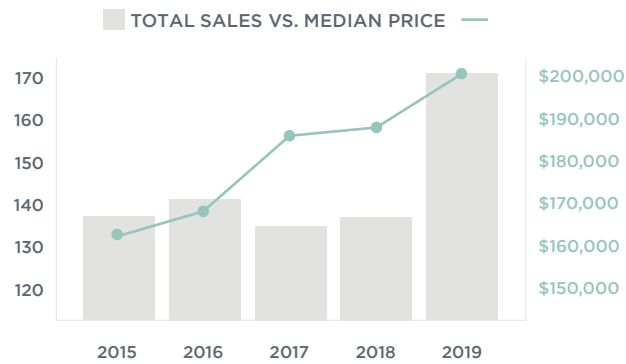


CHESTER	2017	%	2018	%	2019	TREND
Total Sales	150	-7.33	139	8.63	151	▲
Median Price	\$112,000	8.55	\$121,580	5.28	\$128,000	▲
Price per Sq. Ft.	\$70	5.71	\$74	4.05	\$77	▲
Days on Market	111	-15.32	94	-19.15	76	▼
Avg. List Price	\$123,482	20.38	\$148,652	4.01	\$154,615	▲
Avg. Sales Price	\$122,006	18.57	\$144,661	-3.57	\$139,494	▼
Total Volume	\$18,300,900	9.87	\$20,107,879	4.75	\$21,063,594	▲

JACKSON



JACKSON	2017	%	2018	%	2019	TREND
Total Sales	1,064	-2.35	1,039	7.89	1,121	▲
Median Price	\$135,000	8.15	\$146,000	5.41	\$153,900	▲
Price per Sq. Ft.	\$67	10.45	\$74	5.41	\$78	▲
Days on Market	75	-20.00	60	-6.67	56	▼
Avg. List Price	\$158,635	8.39	\$171,943	8.57	\$186,674	▲
Avg. Sales Price	\$151,183	11.01	\$167,822	5.21	\$176,566	▲
Total Volume	\$160,858,712	8.40	\$174,367,058	13.51	\$197,930,486	▲

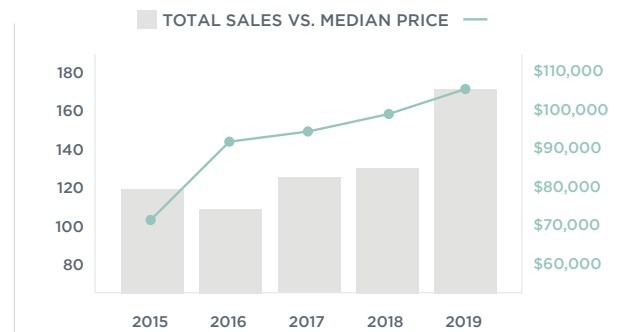
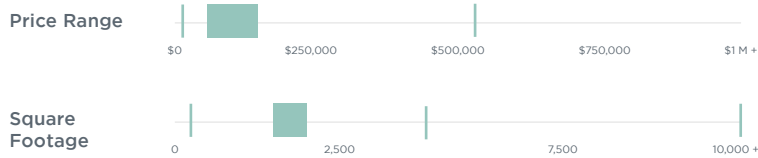


MEDINA	2017	%	2018	%	2019	TREND
Total Sales	132	3.03	136	25.00	170	▲
Median Price	\$187,000	1.55	\$189,900	5.79	\$200,900	▲
Price per Sq. Ft.	\$86	3.49	\$89	6.74	\$95	▲
Days on Market	78	-14.10	67	-31.34	46	▼
Avg. List Price	\$197,792	3.97	\$205,638	6.78	\$219,572	▲
Avg. Sales Price	\$188,412	5.10	\$198,016	6.77	\$211,420	▲
Total Volume	\$24,870,384	8.28	\$26,930,176	33.46	\$35,941,400	▲

HUMBOLDT

1964 AVERAGE YEAR HOUSES BUILT	1,886 AVERAGE DETACHED SQ. FT.	167 # OF HOUSES SOLD IN 2019	7.19 % OF HOMES LESS THAN 5 YEARS OLD
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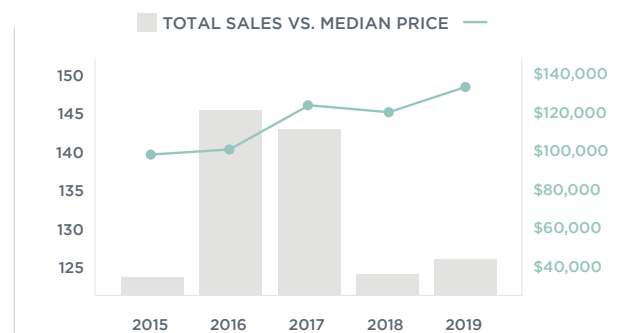
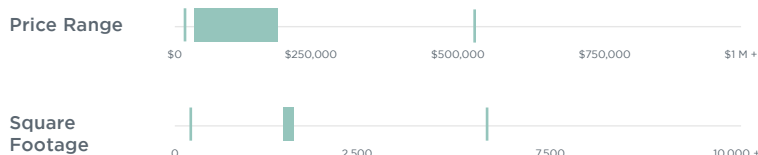
HUMBOLDT	2018	%	2019	TREND
Total Sales	131	27.48	167	▲
Median Price	\$99,000	6.06	\$105,000	▲
Price per Sq. Ft.	\$61	1.64	\$62	▲
Days on Market	102	-42.16	59	▼
Avg. List Price	\$129,221	7.47	\$138,878	▲
Avg. Sales Price	\$126,620	-1.72	\$124,437	▼
Total Volume	\$16,587,220	25.28	\$20,780,979	▲



LEXINGTON

1976 AVERAGE YEAR HOUSES BUILT	2,031 AVERAGE DETACHED SQ. FT.	126 # OF HOUSES SOLD IN 2019	4.58 % OF HOMES LESS THAN 5 YEARS OLD
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LEXINGTON	2018	%	2019	TREND
Total Sales	121	4.13	126	▲
Median Price	\$124,900	8.09	\$135,000	▲
Price per Sq. Ft.	\$71	9.86	\$78	▲
Days on Market	112	-30.36	78	▼
Avg. List Price	\$165,117	2.20	\$168,747	▲
Avg. Sales Price	\$147,802	9.14	\$161,317	▲
Total Volume	\$17,884,042	13.65	\$20,325,942	▲





MILAN

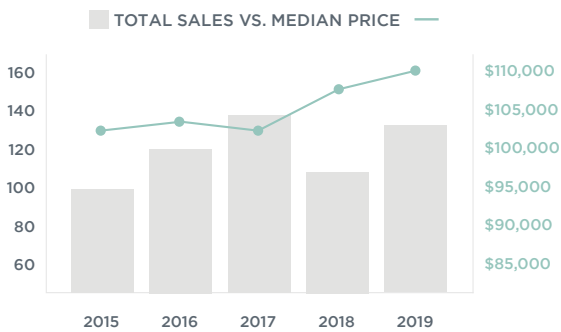
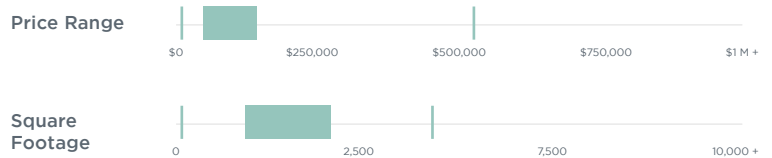
1961
AVERAGE
YEAR HOUSES
BUILT

1,726
AVERAGE
DETACHED
SQ. FT.

137
OF HOUSES
SOLD IN 2019

9.11
% OF HOMES
LESS THAN 5
YEARS OLD

MILAN	2018	%	2019	TREND
Total Sales	115	19.13	137	▲
Median Price	\$109,000	0.92	\$110,000	FLAT
Price per Sq. Ft.	\$65	9.23	\$71	▲
Days on Market	83	-22.89	64	▼
Avg. List Price	\$135,405	-1.38	\$133,543	▼
Avg. Sales Price	\$116,796	12.62	\$131,540	▲
Total Volume	\$13,431,540	34.17	\$18,020,980	▲



TRENTON

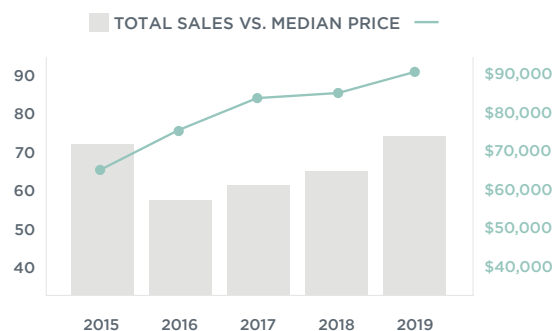
1968
AVERAGE
YEAR HOUSES
BUILT

1,790
AVERAGE
DETACHED
SQ. FT.

71
OF HOUSES
SOLD IN 2019

0
% OF HOMES
LESS THAN 5
YEARS OLD

TRENTON	2018	%	2019	TREND
Total Sales	62	14.52	71	▲
Median Price	\$85,000	5.88	\$90,000	▲
Price per Sq. Ft.	\$53	7.55	\$57	▲
Days on Market	163	-58.90	67	▼
Avg. List Price	\$104,995	39.68	\$146,657	▲
Avg. Sales Price	\$99,910	9.20	\$109,106	▲
Total Volume	\$6,194,420	25.06	\$7,746,526	▲



a sampling of sales

ACROSS THE MSA



SOLD

📍 Jackson, Tennessee
16 Legend Oaks Cove
\$630,000



SOLD

📍 Jackson, Tennessee
8 Stonehenge Dr.
\$298,000



SOLD

📍 Jackson, Tennessee
54 Torrey Pines
\$325,000



SOLD

📍 Jackson, Tennessee
429 West Grand
\$179,000



SOLD

📍 Jackson, Tennessee
27 Deer Creek Cove
\$209,900



SOLD

📍 Jackson, Tennessee
24 Woodwinds Cove
\$240,000



SOLD

📍 Jackson, Tennessee
46 Arbor Ridge Cove
\$495,000



SOLD

📍 Jackson, Tennessee
26 Ezekial Drive
\$202,700



SOLD

📍 Jackson, Tennessee
171 Romie Drive
\$147,000



HOUSES FOR SALE

Kitzman Construction Company is a new home construction and general contracting company based in Jackson, Tennessee, servicing all cities and counties in West Tennessee. Danny has been building homes in the Jackson area since 2016 and has built more than 45 homes to date. Kitman Construction specializes in spec and custom single-family homes.



SOLD

📍 Jackson, Tennessee
47 Doe Valley Dr
\$229,900



SOLD

📍 Jackson, Tennessee
59 Doe Valley Drive
\$225,000



SOLD

📍 Jackson, Tennessee
34 Jabez Cove
\$294,900



SOLD

📍 Jackson, Tennessee
137 Abraham Dr.
\$266,653



PENDING

📍 Jackson, Tennessee
935 Ashport Rd.
\$439,900

DIFFEE CONSTRUCTION



HOUSES FOR SALE



SOLD

📍 Jackson, Tennessee
1149 Abraham Dr.
\$305,900



SOLD

📍 Jackson, Tennessee
155 Abraham Dr.
\$291,000



SOLD

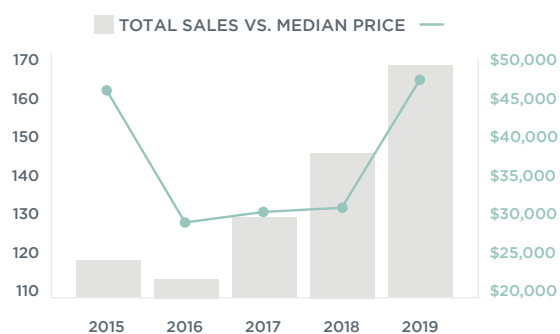
📍 Jackson, Tennessee
111 Doe Valley Dr.
\$244,900



SOLD

📍 Jackson, Tennessee
159 Moses Dr.
\$279,900

Diffie Construction is a locally owned West Tennessee construction company run by Leonard Diffie. Mr. Diffie has been in the construction business most of his life and building in the Jackson area since 1976. He has a passion for detail which is noted in his craftsmanship and design. Diffie Construction currently has new construction homes for sale in the Shepherd's Field subdivision in Jackson, Tennessee.



LAND	2017	%	2018	%	2019	TREND
Total Sales	129	10.08	142	19.01	169	▲
Median Price	\$30,000	2.50	\$30,750	52.91	\$47,021	▲
Price per Acre	\$11,328	115.65	\$24,429	-47.75	\$12,764	▼
Avg. Sales Price	\$95,597	6.68	\$101,985	27.05	\$129,577	▲
Total Volume	\$12,332,013	17.43	\$14,481,870	51.21	\$21,898,513	▲

Jackson

AREA MAP

KEY

1. Gibson County

pg. 8

2. Madison County

pg. 9

3. Chester County

pg. 10

4. Lexington

pg. 13

1

2

3

4



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