



2019 LAKE NORMAN

# 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 LAKE NORMAN**



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## LAKE NORMAN MARKET

It's a new year and a new decade. Let's join together in welcoming 2020! Facing the "new" is a constant for everyone. We all have new challenges, new adventures, new careers (not just jobs anymore), new relationships, new investments, new homes, and yes, a NEW MARKET.

While everyone is busy trying to follow through on their resolutions and getting their year set up, at Nest, we're busy answering one huge question: "How's the market?" As real estate Brokers we hear this question quite often, and while it seems it would be simple to answer, it's actually pretty complex. Providing our clients with the best insight to make confident and informed decisions is one of the most important parts of our jobs. In order to do this, we analyze vast amounts of market data and deliver it in a relatable fashion.

We are excited to release our 2019 Lake Norman Annual

Report! This document provides a comprehensive look into how our local market performed not only last year, but in years past as well. Whether you're considering selling your current home, buying a home, or you're just interested in learning more about our local real estate market as an investment, we are here to assist you and we hope this report provides the data and insight that will serve you as a valuable tool.

Our market is very steady and solid, but is also in constant flux. Look further into our report to pull the numbers that you need to make the best educated decision in your most valuable investments. As always, Nest Realty is here to assist so please remember to reach out to your favorite Nest consultant to learn more about the Lake Norman and Greater Charlotte housing market.

***CHEERS AND HAPPY NEW YEAR!***

*Nest Realty Lake Norman*

# YEAR IN REVIEW



5

## MINUTES

Five minutes is all our clients needed to capture a family photo at our first annual event. They each received a family photo magnet, just in time for Mother's Day!



3-3-3

## "DRINK IT FORWARD"

We hosted three "Drink It Forward" events in 2019. Three local breweries and bottle shops helped us raise more than \$2,300 for three local charities.



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## LOCATIONS

Nest Realty has grown to 14 locations across four states, with approximately 300 agents selling 4,000 homes—a total of \$1.35 billion in sales volume.



26

## MILLION IN SALES VOLUME

\$26 million in Nest Realty Lake Norman sales volume over 83 sales transactions equals 75 very happy clients.



34

## LOCAL BUSINESSES

Thirty-four local businesses and vendors partnered with Nest Realty Lake Norman for our five community and client facing events in 2019.



9

## FUR BABIES

The Nesters of Lake Norman have a combined total of nine fur babies. We love all creatures great and small, so count on our events to be pet friendly!

## HOW TO READ YOUR REPORT

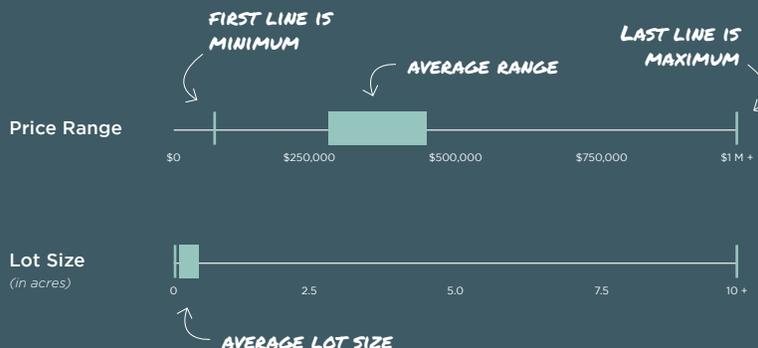
We designed our graphs to give you a quick understanding of how the total number of sales has grown year over year, along with the median price. This knowledge can help support your decision to buy or sell.



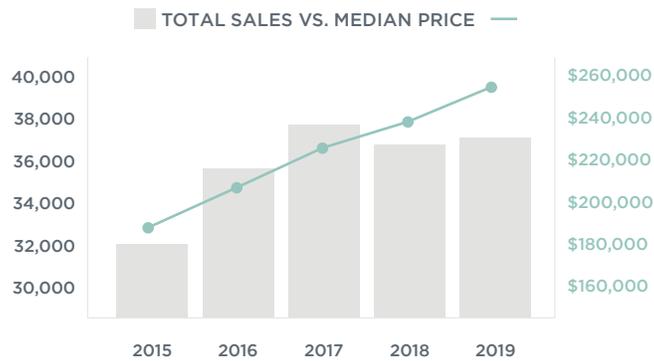
The graph table is a quick look at how the area has changed year after year. You can always check the side “trend” column to get a quick glance at how the market is doing. Just remember, a down arrow isn’t always scary. Sometimes you want the arrow to point down for days on market. This means that listed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



# CHARLOTTE MSA



CHARLOTTE MSA	2017	%	2018	%	2019	TREND
Total Sales	38,402	-2.28	37,528	0.14	37,580	FLAT
Median Price	\$228,000	5.26	\$240,000	7.83	\$258,795	▲
Price per Sq. Ft.	\$124	6.45	\$132	6.82	\$141	▲
Days on Market	42	-4.76	40	5.00	42	▲
Avg. List Price	\$318,945	3.75	\$330,911	4.94	\$347,244	▲
Avg. Sales Price	\$279,743	6.01	\$296,544	6.04	\$314,449	▲
Total Volume	\$10,742,690,686	3.59	\$11,128,703,232	6.18	\$11,816,993,420	▲

\*The Charlotte Metro Area consists of the counties of Mecklenburg, Cabarrus, Iredell, Gaston, Lincoln, Rowan, & Union. Data as of 1/8/20.

**CORNELIUS  
AREA SPOTLIGHT**

**2000**  
AVERAGE  
YEAR HOUSES  
BUILT

**12.7**  
% OF HOMES  
LESS THAN 5  
YEARS OLD

**2,862**  
AVERAGE  
DETACHED  
SQ. FT.

**1,435**  
AVERAGE  
ATTACHED  
SQ. FT.



**CORNELIUS DRAFT HOUSE  
AND BOTTLE SHOP**

Great “local pub” featuring hundreds of craft beers. The atmosphere is wonderful, the beers are cold, and local talent plays live music in the evenings. If you haven’t visited the Draft House yet, you owe it to yourself to check it out soon!

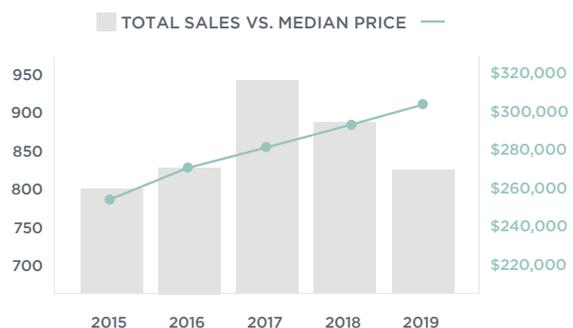


**JETTON PARK**

This 104 acre lakefront park offers opportunities for the entire family. It includes picnic sites, lighted tennis courts, walking trails, gazebo, sunning beach to relax and play, playgrounds, restrooms, concession area, and Waterfront Hall which may be reserved for special events.



CORNELIUS	2018	%	2019	TREND
Total Sales	873	-7.33	809	▼
Median Price	\$294,900	3.42	\$305,000	▲
Price per Sq. Ft.	\$173	5.78	\$183	▲
Days on Market	49	8.16	53	▲
Avg. List Price	\$511,235	4.81	\$535,817	▲
Avg. Sales Price	\$444,866	3.37	\$459,853	▲
Total Volume	\$388,368,018	-4.21	\$372,021,077	▼



# HUNTERSVILLE



## HUNTERSVILLE AREA SPOTLIGHT

**2004**  
AVERAGE  
YEAR HOUSES  
BUILT

**21.8**  
% OF HOMES  
LESS THAN 5  
YEARS OLD

**2,732**  
AVERAGE  
DETACHED  
SQ. FT.

**1,813**  
AVERAGE  
ATTACHED  
SQ. FT.



### VETERANS PARK

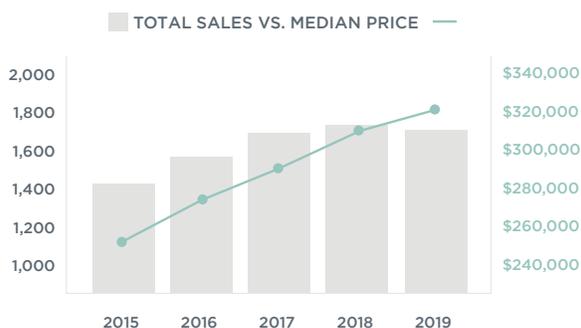
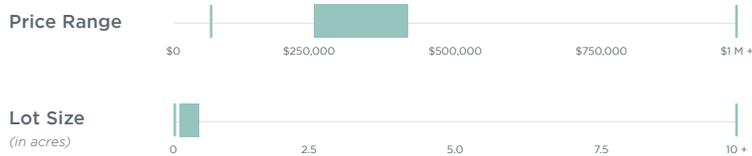
One hundred U.S. flags stand in solemn formation at Veterans Park as a memorial to the victims of the 9/11 terrorist attacks of 2001. This stirring display brings the community together to create a space that adults may remember and that youth may learn. Each flag represents an individual and tells a story. It is an experience hard to describe, but never to be forgotten.



### DISCOVERY PLACE

Located in the heart of Downtown Huntersville, Discovery Place Kids fosters curiosity and activates the imagination. Kids are encouraged to be creative and explore their world, providing extraordinary opportunities for families to build a lifelong love of learning.

HUNTERSVILLE	2018	%	2019	TREND
Total Sales	1,660	-2.65	1,616	▼
Median Price	\$314,999	1.59	\$320,000	▲
Price per Sq. Ft.	\$129	2.33	\$132	▲
Days on Market	43	4.65	45	▲
Avg. List Price	\$356,795	4.49	\$372,809	▲
Avg. Sales Price	\$339,435	0.43	\$340,882	FLAT
Total Volume	\$563,462,100	-2.24	\$550,865,312	▼



**DAVIDSON  
AREA SPOTLIGHT**

**2004**  
AVERAGE  
YEAR HOUSES  
BUILT

**24.8**  
% OF HOMES  
LESS THAN 5  
YEARS OLD

**3,091**  
AVERAGE  
DETACHED  
SQ. FT.

**1,564**  
AVERAGE  
ATTACHED  
SQ. FT.



**DOWNTOWN DAVIDSON**

This vibrant downtown area is one of Lake Norman's favorite places to wander about on a lazy Saturday. Whether you're looking for something casual or more upscale, Downtown has everything you need. You will quickly fall in love with Downtown Davidson, thanks to the adorable brick paths, historic buildings, unique shops, delicious restaurants, and friendly people.



**KINDRED**

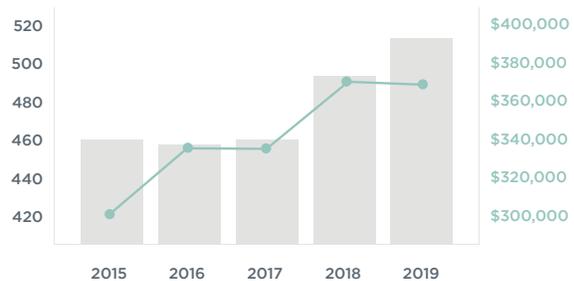
In a perfect world, every small town would have a restaurant this special, a place where friends could celebrate a memorable occasion or just a night out with a bottle of wine and a slice of fudgy birthday cake topped with ice cream and sprinkles. Kindred shows us the possibilities.



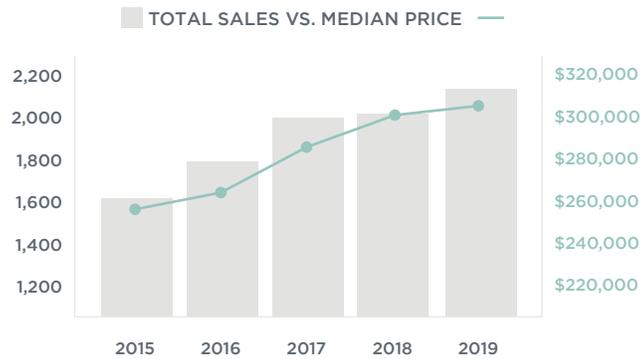
DAVIDSON	2018	%	2019	TREND
Total Sales	475	8.63	516	▲
Median Price	\$375,000	-2.40	\$366,000	▼
Price per Sq. Ft.	\$169	-1.78	\$166	▼
Days on Market	62	3.23	64	▲
Avg. List Price	\$471,068	6.65	\$502,385	▲
Avg. Sales Price	\$442,466	3.37	\$457,372	▲
Total Volume	\$210,171,350	12.29	\$236,003,952	▲



TOTAL SALES VS. MEDIAN PRICE



# MOORESVILLE



MOORESVILLE	2017	%	2018	%	2019	TREND
Total Sales	2,030	-0.84	2,013	5.32	2,120	▲
Median Price	\$289,000	3.77	\$299,906	1.03	\$303,000	▲
Price per Sq. Ft.	\$133	3.76	\$138	2.17	\$141	▲
Days on Market	67	-7.46	62	1.61	63	▲
Avg. List Price	\$439,917	-2.50	\$428,933	2.23	\$438,500	▲
Avg. Sales Price	\$374,852	4.31	\$391,021	0.18	\$391,722	FLAT
Total Volume	\$760,949,560	3.44	\$787,125,273	5.50	\$830,450,640	▲

**DENVER AREA SPOTLIGHT**

**2006**  
AVERAGE  
YEAR HOUSES  
BUILT

**42.5**  
% OF HOMES  
LESS THAN 5  
YEARS OLD

**2,696**  
AVERAGE  
DETACHED  
SQ. FT.

**1,592**  
AVERAGE  
ATTACHED  
SQ. FT.



**WEST SIDE OF LAKE NORMAN**

New homes and businesses are suddenly popping up throughout the area and several large development projects are underway. The location offers easy access to Charlotte and Hickory, yet still surrounds you with beautiful lake views and a small town atmosphere. People are beginning to discover the charm of the “other side of the lake” and, in particular, Denver.

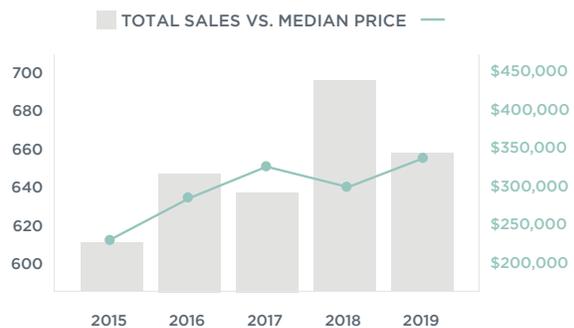


**BEATTY'S FORD PARK**

A hidden treasure for the whole family! This park has a picnic shelter, splash pad, playground, disc golf course, fields to play ball and volleyball, walking tracks/trails, boat launch, and more—right on the lake.



DENVER	2018	%	2019	TREND
Total Sales	692	-4.77	659	▼
Median Price	\$330,000	3.94	\$343,000	▲
Price per Sq. Ft.	\$144	3.47	\$149	▲
Days on Market	63	9.52	69	▲
Avg. List Price	\$430,551	0.87	\$434,284	FLAT
Avg. Sales Price	\$375,914	4.62	\$393,286	▲
Total Volume	\$260,132,488	-0.37	\$259,175,474	FLAT



# KANNAPOLIS



## KANNAPOLIS AREA SPOTLIGHT

1976

AVERAGE YEAR HOUSES BUILT

17

% OF HOMES LESS THAN 5 YEARS OLD

2,168

AVERAGE DETACHED SQ. FT.

1,433

AVERAGE ATTACHED SQ. FT.

KANNAPOLIS	2018	%	2019	TREND
Total Sales	791	4.30	825	▲
Median Price	\$151,500	7.19	\$162,400	▲
Price per Sq. Ft.	\$99	9.09	\$108	▲
Days on Market	36	-5.56	34	▼
Avg. List Price	\$177,540	5.06	\$186,521	▲
Avg. Sales Price	\$163,111	7.85	\$175,922	▲
Total Volume	\$129,020,801	12.49	\$145,135,650	▲



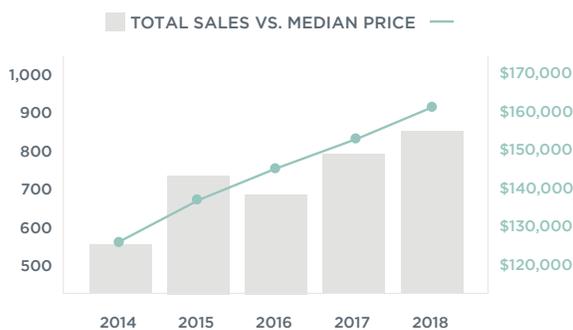
### VILLAGE PARK

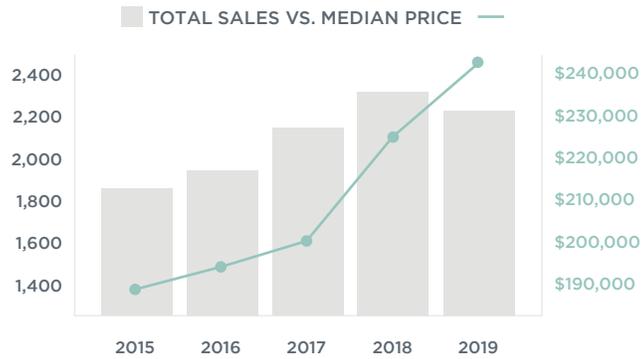
The award-winning Summer Entertainment Series, conducted in Cabarrus County's largest amphitheater at Village Park, continues to attract thousands of people annually from Kannapolis and the Charlotte region.



### DOWNTOWN REVITALIZATION

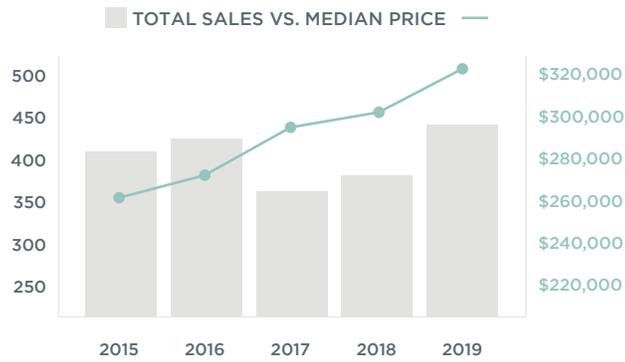
The City of Kannapolis is in the midst of investing \$113 million on its Downtown Revitalization Project. The massive project includes infrastructure improvements, the construction of a linear park and streetscape, a sports and entertainment venue (the new home of the city's minor league baseball team), VIDA mixed use district with townhomes, restaurants, and shopping.





CONCORD	2017	%	2018	%	2019	TREND
Total Sales	2,193	5.75	2,319	-3.62	2,235	▼
Median Price	\$204,000	9.07	\$222,500	9.66	\$244,000	▲
Price per Sq. Ft.	\$105	7.62	\$113	5.31	\$119	▲
Days on Market	34	-2.94	33	18.18	39	▲
Avg. List Price	\$247,974	8.10	\$268,053	3.58	\$277,654	▲
Avg. Sales Price	\$224,776	9.34	\$245,760	6.08	\$260,695	▲
Total Volume	\$492,933,768	15.62	\$569,917,440	2.23	\$582,653,325	▲

## HARRISBURG



HARRISBURG	2017	%	2018	%	2019	TREND
Total Sales	369	1.36	374	15.51	432	▲
Median Price	\$299,000	2.00	\$304,970	5.44	\$321,555	▲
Price per Sq. Ft.	\$111	5.41	\$117	7.69	\$126	▲
Days on Market	50	-18.00	41	-9.76	37	▼
Avg. List Price	\$318,804	6.74	\$340,278	2.41	\$348,480	▲
Avg. Sales Price	\$298,957	6.12	\$317,245	5.43	\$334,484	▲
Total Volume	\$110,315,133	7.56	\$118,649,630	21.78	\$144,497,088	▲



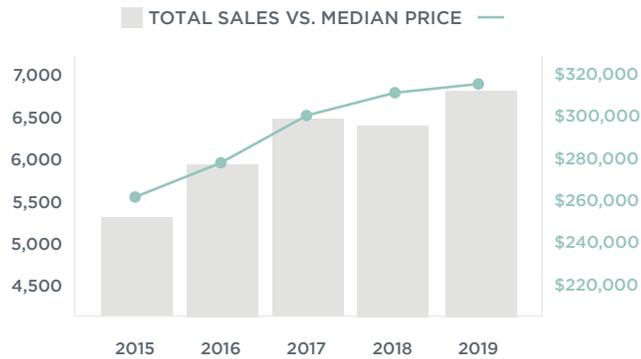
# 2019

NEST REALTY LKN COUNTY FAIR

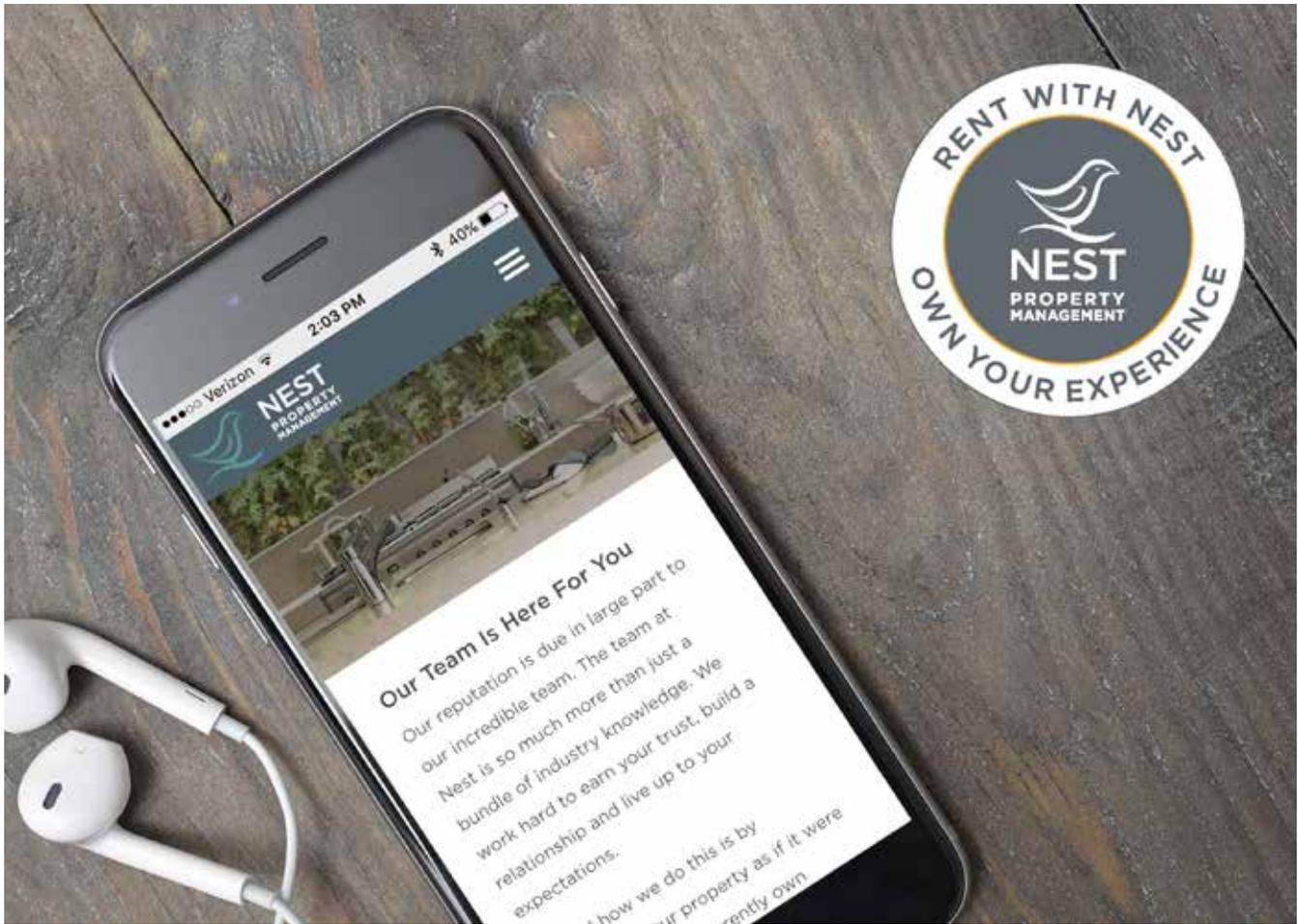
We like a good party and so do our wonderful clients. We welcomed more than 300 attendees to our second annual Nest County Fair held at Jetton Village. Our closest “Friends Of Nest” enjoyed live music, barbeque, beer, and wine. Our newest section, “Little Bird Land,” had games for all ages and was a huge success. ▼



# NEW CONSTRUCTION



	2017	%	2018	%	2019	TREND
Total Sales	6,500	-1.20	6,422	7.29	6,890	▲
Median Price	\$303,125	2.60	\$311,000	1.59	\$315,950	▲
Price per Sq. Ft.	\$132	3.03	136	8.09	147	▲
Days on Market	69	2.90	71	-2.82	69	▼
Avg. Sales Price	\$373,026	4.60	\$390,178	1.86	\$397,438	▲
Total Inventory	\$352,290	2.31	\$360,435	2.41	\$369,123	▲
Total Volume	\$2,289,885,000	1.08	\$2,314,713,570	9.87	\$2,543,257,470	▲



Nest Property Management is a Lake Norman-based company with a focus on treating people right. On the surface, we help people find homes to rent and manage properties for real estate investors. Our commitment to excellence and innovation drives us to be the best that we can be, so that we can provide you with exceptional service, responsiveness, technology, and, ultimately, a service that you are happy with. Work with Nest and you'll soon find out how you can get more out of your rental, more out of your property, and more out of your experience. We work hard to earn your trust, build a relationship, and live up to your expectations.

Part of how we do this is by managing your property as if it were our own. If you currently own investment property, or are considering purchasing investment property in the Lake Norman area, please reach out to us so that we can discuss our services in more detail.

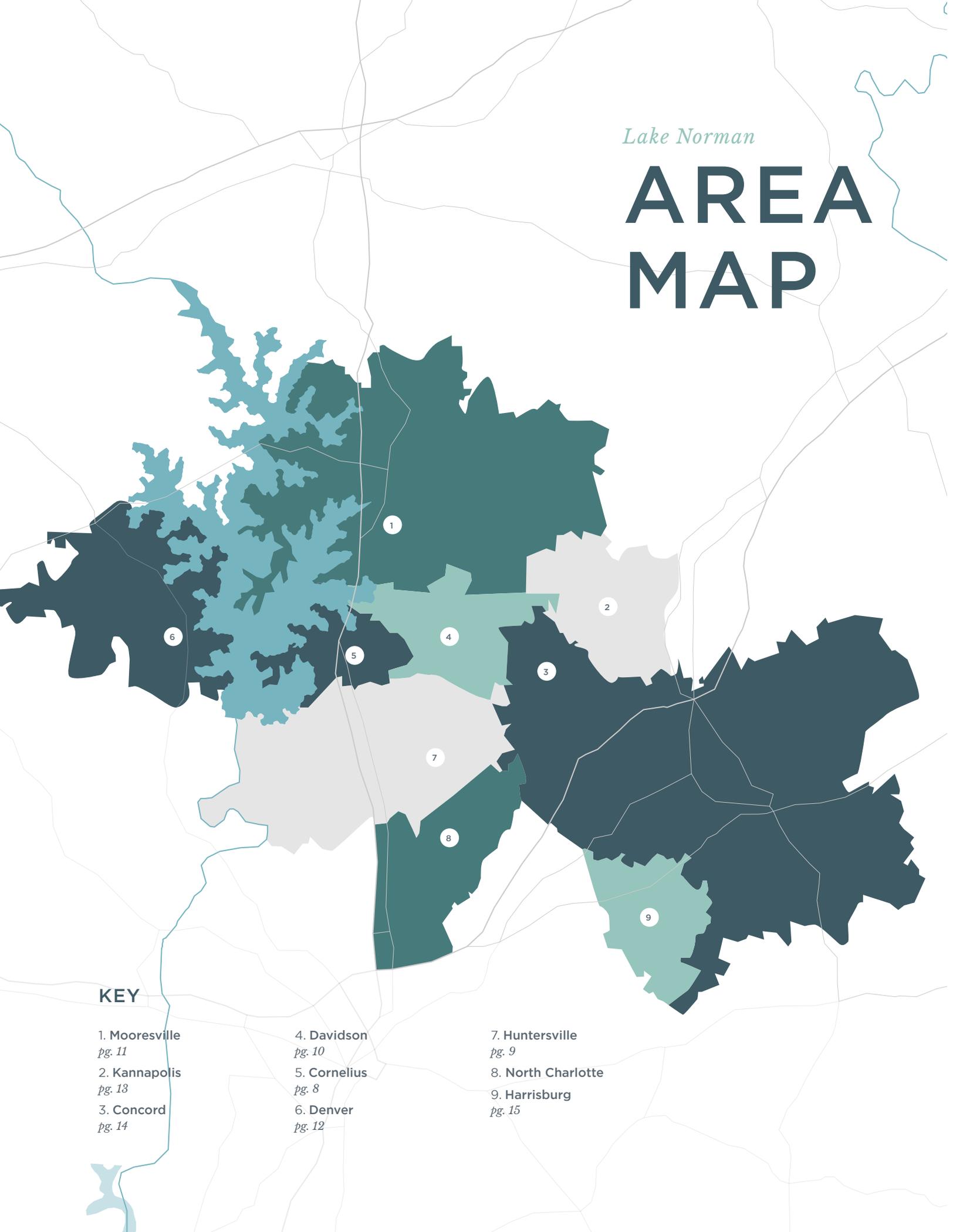
Investment property can be a gateway to wealth, fund a child's college education, or create residual income for yourself. We understand investment properties can take on many different meanings for our clients and we strive to understand the best use for you, and help you meet and exceed those goals.

#### OUR SERVICES:

- Long-term investment planning, including recommendations for improvements and extensive maintenance program
- Assessing market rent for your property
- Promoting your property with professional photography, drone videography, and marketing
- Screening prospective tenants
- Procuring a lease
- Full-service property and asset management

Lake Norman

# AREA MAP



## KEY

- 1. Mooresville  
*pg. 11*
- 2. Kannapolis  
*pg. 13*
- 3. Concord  
*pg. 14*

- 4. Davidson  
*pg. 10*
- 5. Cornelius  
*pg. 8*
- 6. Denver  
*pg. 12*

- 7. Huntersville  
*pg. 9*
- 8. North Charlotte  
*pg. 15*
- 9. Harrisburg  
*pg. 15*



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