

2020 ANNUAL WRAP-UP

An overview of how the real estate market performed in 2020 on a national, regional, and local level.



LOOKING BACK TO LOOK FORWARD

2020 was a year unlike any other. Though the year was filled with unprecedented tragedy, trials, and tribulations, there were moments of joy worth celebrating—new babies were born, a record number of dogs were adopted, and many experienced the undeniable joy of purchasing a new home. With a sense of gratitude and optimism, we offer this glance in the rearview mirror at the year that was 2020—we look back to move forward.

As you move through this report, you'll find that we've analyzed national, regional, and local data. We've extracted the most meaningful and useful stats and trends to share with you. One trend that will never change is my commitment to my friends, clients, and our local community.

Questions about this wrap-up? I'd love to discuss what it may mean for you and your home buying or selling needs.

NEST REALTY ASHEVILLE

NEST REALTY ASHEVILLE | 339 Merrimon Ave | Asheville, NC 28801 | 828.318.8313

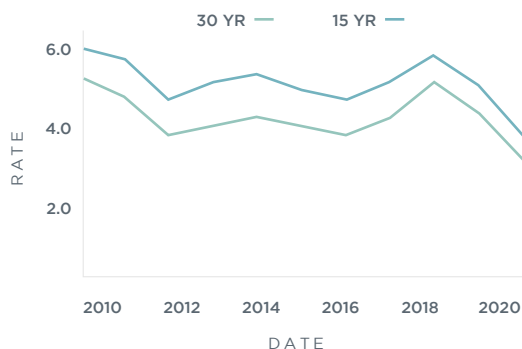
HOW'S THE MARKET *national level*

No question is asked of Realtors more frequently than “How’s the Market?” Whether a person is buying, selling, or just wondering how their real estate investments are weathering, the real estate market is a massive indicator of the financial health of our nation in general. Over the last century, there has been no greater tool for generational wealth growth than real estate. It has enabled savings across a huge percentage of our population, and continues to be a key component of the American Dream. But what drives the market? And what do we as Nest agents look at to answer that question: “How’s the Market?”

There are hundreds of indicators economists use to predict everything from pork belly futures to framing lumber prices, and dozens can be used to identify factors that will impact real estate. But there are three simple numbers we look at constantly to measure where we are and what to expect from the year ahead:

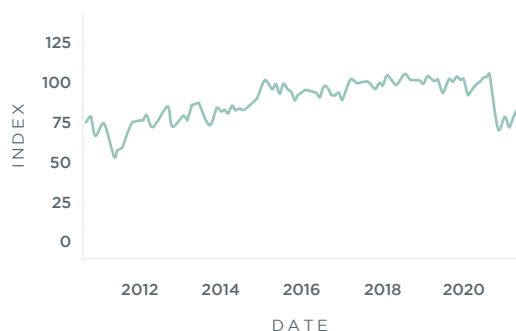
Interest Rates

For more than five years, we have thought that interest rates can’t possibly stay down. Instead, they just keep getting lower. Thirty-year mortgages are below three percent in many locations, which is not just low, but unheard of. This singular number is in many ways keeping the purchase market flowing. Home prices have been driven up and up by purchasers capturing rates unlikely to be seen again in our lifetime. A loan today on the median home in the U.S. costs \$140 less every month than the same loan just one year ago, and \$300 less than loans at the end of 2010.



Consumer Confidence

Consumer confidence refers to whether the general population believes our country is headed in the right direction economically. The easiest number to look at to find this information is the Consumer Sentiment, an index published by the University of Michigan. The drop between February and April last year was precipitous, following the spikes of joblessness and fear over the coronavirus. But, very quickly, the sentiment began increasing; while nowhere near recovered from the spring, the trend is moving in the right direction. Success in keeping COVID-19 at bay will be a major driving force here.

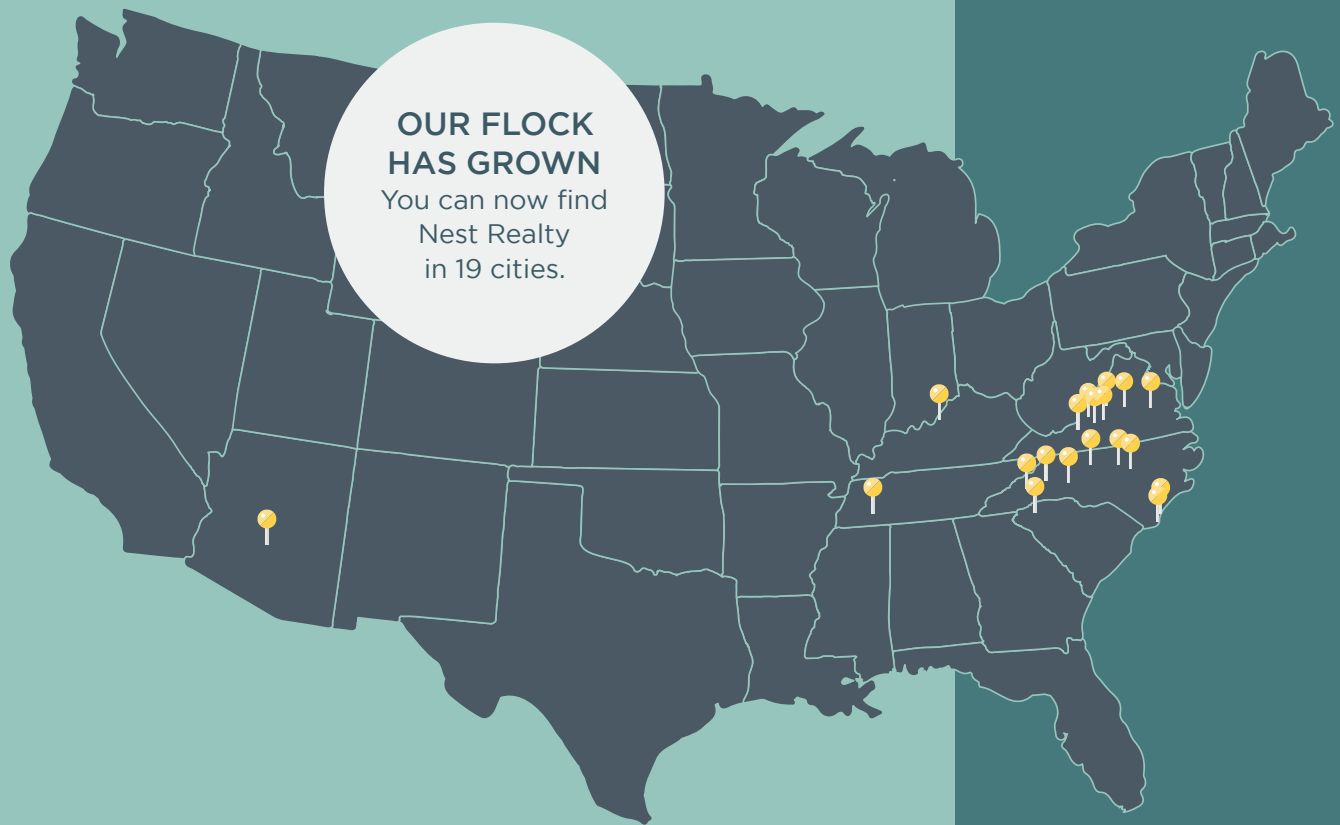


Unemployment Rates

Simply put, if consumers have jobs, can afford to buy homes, and think the future is rosy, real estate is an active market. Otherwise, the market slows down. Since we exited the Great Recession, and up until COVID-19, this country has been on a roll. And, in fact, in the face of a global pandemic, we have sustained remarkable stability among the home buying public.

Unemployment rose dramatically during March 2020 as we entered a national shutdown. While the losses in jobs have not been fully recouped, we have now seen seven straight months of improvement. Many of the jobs lost were lower paying jobs not held by traditional buyers. Negatively, this means a greater wealth gap and greater inequities.

THERE'S NO PLACE LIKE NEST



2008

Nest Realty is founded in Virginia

2018

Nest Realty expands to Tennessee

2020

Nest Realty expands to South Carolina

2014

Nest Realty expands to North Carolina

2019

Nest Realty expands to Kentucky

2021

Nest Realty expands to Arizona

nest·er

/ˈnester/

noun: Nester

plural noun: Nesters

People motivated not by planting yard signs or winning awards, but by helping clients and communities.

394 Nesters and counting!



5,000+

In 2020, Nesters helped more than 5,000 clients buy and sell their homes.



\$1.8B+

Nesters produced more than \$1.8 billion in total sales in 2020.



700+

We've supported more than 700 local businesses throughout the years.

NEST REALTY ASHEVILLE

our core values

There are a lot of real estate brokerages, but there is only one Nest. And there's a reason for that. We were founded to be different. We live, work, and play under a philosophy that buying and selling property is about the client, not the transaction. We improve the home buying and selling experience by combining the latest technology and the best Brokers to make the process more transparent, more efficient, service-focused, and fun!



3

TOP THREE FIRMS

Out of 248 firms in our local board of Realtors, we are in the top three for total transactions!



65%

VOLUME (\$) GROWTH

Nest Realty Asheville's total transaction volume grew 65% from 2019 to 2020.



600

HAPPY CLIENTS

More than 600 total closings in 2020 made our seller and buyer clients very happy.

HOW'S THE MARKET *asheville area*

At the start of every year we pore through the data from the past to fully understand trends and analyze the state of our housing market. We check how we've done on our predictions from the past year and do our best to prepare ourselves for the new year.

We use this knowledge to help our clients with predicting what buying and selling will look like in the upcoming months and even years. Of course, we can never predict all variables, like a pandemic, but knowing what the trends are helps us with adjusting when we are thrown a curve ball. As we launch into 2021, we know that we've completed a year in real estate that was in all accounts MUCH better than expected.

From an economic standpoint, there is no question that we were expecting higher interest rates and a slowing of our real estate sales markets as we came into 2020. This just didn't happen, even with a pandemic. COVID-19 caused many to literally "head for the hills" of WNC for permanent residency or to have a getaway in times like these.

In 2020, Total Sales throughout Asheville MSA were up just over 9%, and the Total Sales Volume was up more than 20%. Nest Realty Asheville's Total Sales were up 53% and Total Sales Volume (\$) up more than 65%.

TRENDS AT A GLANCE



\$376,305

AVERAGE SALES PRICE-
ASHEVILLE MSA
UP FROM \$333,108
IN 2019



\$435,441

AVERAGE SALES PRICE-
ASHEVILLE CITY
PROPERTIES UP FROM
\$379,890 IN 2019



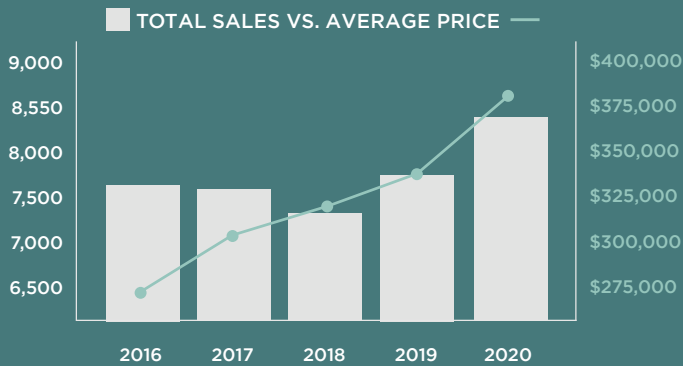
\$393,647

AVERAGE SALES PRICE-
RURAL BUNCOMBE
(properties excluding Asheville)
UP FROM \$355,570
IN 2019



HOW'S THE MARKET *asheville msa data*

all properties



9.5%

There were 8,480 total home sales in the Asheville MSA in 2020 compared to 7,742 in 2019. This translates into a 9.5% increase.



13.0%

From 2019 to 2020 the average sales price increased by 13.0%. In 2020 the average sales price was \$376,305 compared to \$333,108 in 2019.

AVERAGE TRENDS

In 2020 on average a listing has stayed on the market for 59 days before closing. The average price per square foot has been \$177.94.

	2019	%	2020
Avg. Days on Market	67	-11.9	59
Avg. Price per Sq. Ft.	\$171.22	3.93	\$177.94

city of asheville



2.4%

There were 2,288 total home sales in the City of Asheville in 2020 compared to 2,235 in 2019. This translates into a 2.4% increase.



14.6%

From 2019 to 2020 the average sales price increased by 14.6%. In 2020 the average sales price was \$435,441 compared to \$379,890 in 2019.

	2019	%	2020
Avg. Days on Market	65	-21.5	51
Avg. Price per Sq. Ft.	\$217.29	7.0	\$232.51

rural buncombe



11.8%

There were 2,292 total home sales in Rural Buncombe in 2020 compared to 2,050 in 2019. This translates into a 11.8% increase.



10.7%

From 2019 to 2020 the average sales price increased by 10.7%. In 2020 the average sales price was \$393,647 compared to \$355,570 in 2019.

	2019	%	2020
Avg. Days on Market	65	-12.3	57
Avg. Price per Sq. Ft.	\$173.34	9.13	\$189.17

BANG FOR YOUR BUCK

Ever wonder how far your dollar could go in different areas of our MSA? For each price range below, we've featured Nest listings that closed in 2020, for the areas of Asheville, a surrounding area within Buncombe County, and for an area in one of our surrounding counties.

Under \$400,000



PURCHASED FOR \$399,000

4 Waverly Road
Asheville, NC 28803

📍 **ASHEVILLE**

1930s cottage charm with modern updates.



PURCHASED FOR \$315,250

20 Greenbriar Road
Black Mountain, NC 28754

📍 **BUNCOMBE COUNTY**

Vaulted wood ceilings and two owners' suites.



PURCHASED FOR \$289,000

94 Granny Sheperd Road
Mars Hill, NC 28754

📍 **MADISON COUNTY**

A-frame cabin with mountain views.

\$400,000 - \$600,000



PURCHASED FOR \$519,000

130 S French Broad Avenue
Asheville, NC 28801

📍 **ASHEVILLE**

1910 Arts and Crafts historic home.



PURCHASED FOR \$455,000

119 White Oak Road Ext.
Arden, NC 28704

📍 **BUNCOMBE COUNTY**

High end finishes, fenced in yard, and new deck.



PURCHASED FOR \$534,900

91 Shep Drive
Mills River, NC 28759

📍 **HENDERSON COUNTY**

Mountain views, large back deck, and a fireplace.

\$600,000+



PURCHASED FOR \$633,800

16 Ozark Spring Lane
Asheville, NC 28805

📍 **ASHEVILLE**

East Asheville home with parkway trail access.



PURCHASED FOR \$1,100,000

53 Longstreet Court
Weaverville, NC 28787

📍 **BUNCOMBE COUNTY**

Luxury home with sweeping mountain views.



PURCHASED FOR \$762,500

3047 Smith Creek Road
Mars Hill, NC 28754

📍 **MADISON COUNTY**

42 acre estate with two homes, barns, ponds, and a creek.

WHAT DOES A *low inventory* MARKET MEAN?

How low supply and high demand may impact buyers.

The word “inventory” can conjure memories of long hours checking off lists in stock rooms. But in real estate, inventory refers to the number of houses currently available for sale. This number is measured in months: If you looked at all of the houses listed for sale today, assuming that no new houses were listed, and those houses sold at the same rate as they did during the previous 12 months, how many months would it take for those houses to sell? If it would take six months for those houses to sell, we call it a six-month inventory. Brokers consider a six-month inventory to be balanced. If there are more than six months of inventory, it is a buyers market; less than six months, and it's a sellers market.

So what does this mean for sellers and buyers? Sellers have the supply, and in a low inventory market, the demand outpaces that supply. Sellers therefore may find themselves in the comfortable position of fielding multiple offers on their homes. That's good news if you're hoping to sell, and could result in higher sold prices, more amenable buyers, and quicker close times.

The flip side of a low inventory market is less opportunity for buyers. When the number of available homes for sale has not kept pace with buyer demand, it may take longer to find a home since many other buyers are also looking. Interestingly, a lower inventory can sometimes lead to fewer overall home sales, since many buyers concentrate their search efforts solely on new listings. As new listings get snapped up, buyers may unintentionally miss out on great homes that have spent a longer time on the market.

While a low inventory market is a great time to sell, buyers should not despair. Here are some tips for how to succeed if you find yourself buying a home in a low inventory market.



BE PREPARED.


Research the neighborhoods and home styles you like. Make a list of must-haves and can't-live-withouts so you are prepared to make a quick decision when you find “the one.” Take the steps to line up your financing, too; your agent can recommend mortgage lenders, and pre-approval can help your offer stand out to sellers.

BE FLEXIBLE.

If your offer sounds too rigid, the sellers might prefer someone else's offer. Able to cover your own closing costs? Willing to work with the sellers' schedule? A flexible mindset can make the entire process run more smoothly.

RELY ON YOUR AGENT.

A good buyer's agent can make or break your home search. They can keep you on track, help you craft an offer that will be taken seriously, and introduce you to the other people you'll need on your side, from inspectors to attorneys. We truly enjoy guiding you through this process!



MAKING REAL ESTATE DECISIONS DURING A PANDEMIC

Finding the right home can be stressful at any time, but dealing with changes brought about by COVID-19 can throw even the most organized and prepared home buyer for a loop. We've thought of five important questions to ask your agent so you can face your new home purchase with confidence despite the pandemic.



FIVE QUESTIONS TO ASK YOUR AGENT!

1. HOW'S THE INTERNET?

Reliable internet is a must during the pandemic, since many of us are working from home. Even for the people who still need to go into the office on a regular basis, internet connectivity is essential for communicating with far-flung friends and family. Whether you plan to crunch spreadsheets, FaceTime Grandma, or virtually window shop, ask about internet providers and speeds before committing to a new home.

2. DOES THIS HOME HAVE AN HOA?

If there's one hobby people have definitely discovered during lockdown, it's DIY. Renovating your new home is the perfect way to take advantage of the long hours you'll be spending at home. Be sure to ask your agent if the home you're considering is part of a homeowners association (HOA) before tackling any major exterior projects, since some HOAs have rules about the appearance and upkeep of member homes.



3. ARE THERE PARKS AND TRAILS NEARBY?

One upside to the pandemic is that more people are choosing to spend time outside. Researching the proximity of parks and trails can help you plan socially distanced outdoor activities to keep yourself or your family from getting cabin fever. This question is especially important for buyers looking at homes with minimal yard space.

4. HOW'S THE TRAFFIC?

With working from home on the rise in many areas, fewer commuters are taking to the streets. This can give buyers a skewed idea of the volume of traffic on the street they're considering, or make projected commute times seem shorter than they'll end up being. Check with your agent to make sure you can handle potential increased traffic and longer commutes once things go back to normal.

5. HOW ARE SCHOOLS HERE HANDLING THE PANDEMIC?

If you're buying a home with young kids, you'll need to consider whether or not your little scholars could be heading to class every day, only on some days, or not at all. Remote learning an option? Refer back to that internet question above! Your agent may not have all the answers, but they can point you to the people who do.

HOME OFFICE

essentials

Set yourself up for success by creating a calming, inspiring environment.

If you're now working from home full time, you know how distracting and unproductive the day can feel. Creating a dedicated work space can make a huge difference in your day-to-day happiness. We've rounded up some pieces to help you create a calming and inspiring work environment.

At the beginning of each morning, take five minutes to breathe. Light a candle, close your eyes, and clear your head of household chaos. Use your letterboard to write yourself a cheeky note that makes you smile.

Life House Candle by
Diptyque Paris, \$68
diptyqueparis.com



LIVE EVERY
DAY LIKE
IT'S TACO
TUESDAY

Magnetic Letter Board Slate
in Green, \$35
thetypeset.com



Electric Beverage Warmer
in Light Wood, \$17
walmart.com

Gold Adjustable
Task Desk Lamp with
Marble Base, \$59
worldmarket.com



Arrowhead
Mousepad, \$14
otmessentials.com



Springville Writing Desk by
Studio McGee, \$229
target.com



Neocardenasia Herzogiana
Cactus, \$30
studiojessejames.com



NEST
REALTY

[nestrealty.com](https://www.nestrealty.com)

