

# 2020 ANNUAL WRAP-UP

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

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## 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 LAKE NORMAN***

NEST REALTY LAKE NORMAN  
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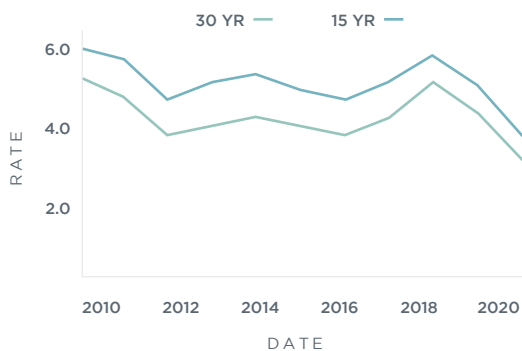
## HOW'S THE MARKET *national level*

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:

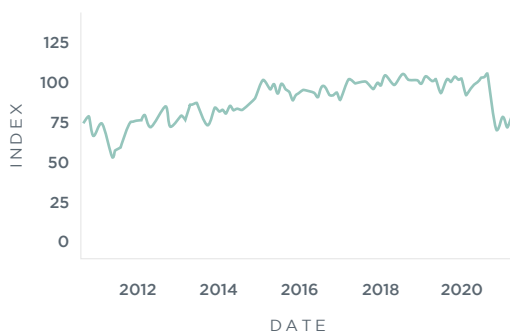
### *Interest Rates*

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.

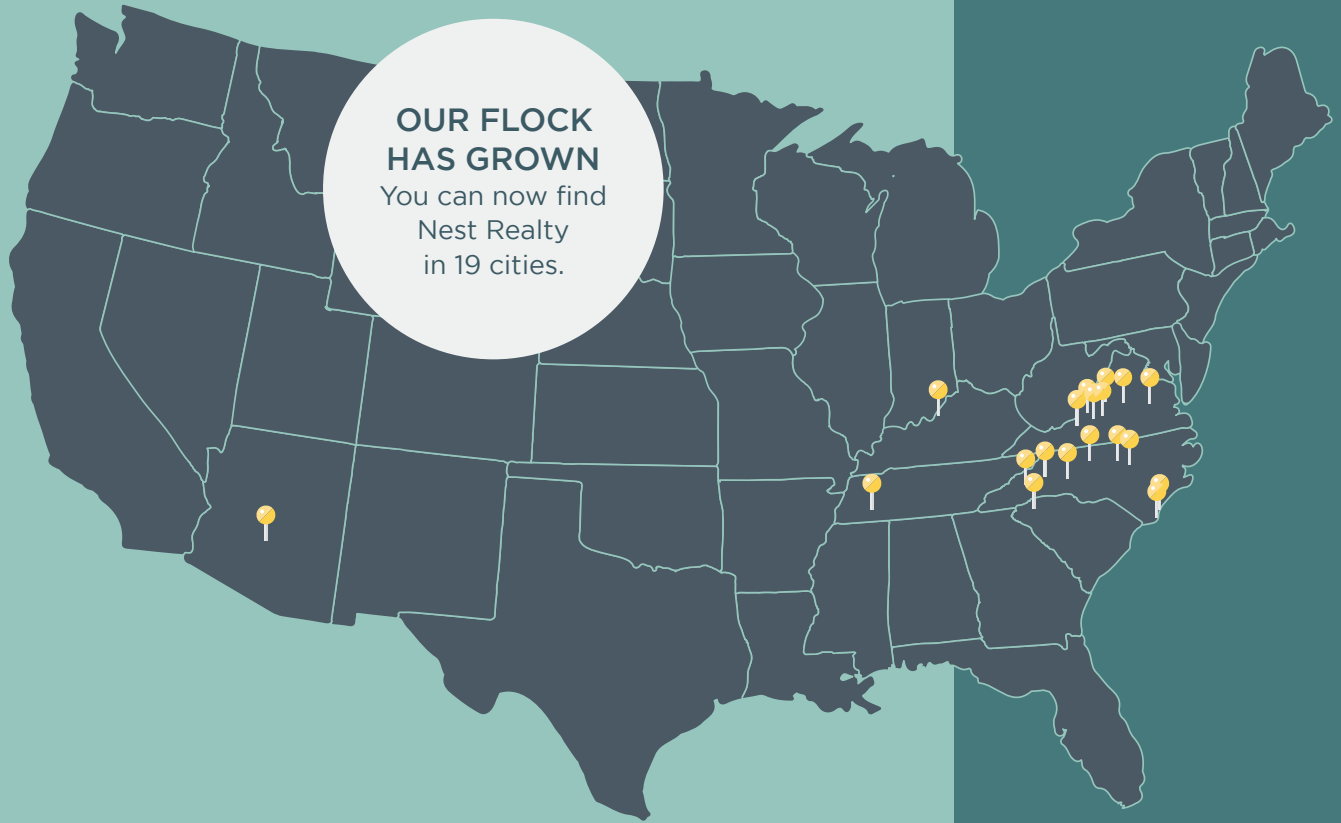


### *Unemployment Rates*

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



**nest·er**

*/ˈnɛstər/*

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 LAKE NORMAN

LAKE NORMAN'S BIRD'S EYE VIEW  
THERE'S NO PLACE LIKE LAKE NORMAN



100

### CLIENTS SERVED

We served more than 100 Nest clients in 2020.



64%

### SALES VOLUME INCREASE

Total office volume of sales increased 64% this year.



1

### NEW LOCATION

We're growing! Our new location in Jetton Village opened in March.

## HOW'S THE MARKET *greater charlotte/lake norman, nc*

2020 has been a wild year in many ways for the country, including real estate, which has impacted our local market. We continue to see massive demand for the greater Charlotte area as a wonderful place to call home. The increase in people choosing to relocate to North Carolina has brought speedy sales for our sellers, frequent bidding wars for our buyers, and long days for our real estate Brokers. If you looked at home-price trends in the greater Charlotte, North Carolina, area—and nothing else—you wouldn't know there was a pandemic and economic recession during 2020. Home prices within the Charlotte metro area market have risen steadily since the start of this year, and that will likely continue into 2021.

Inventory is playing a big role in this. Or rather, a lack of inventory. Strong demand among home buyers, combined with limited supply, will continue to boost property prices throughout this year and into the next. Prices in the Charlotte area have risen steadily over the past few years, even in spite of a national health crisis and economic downturn. That might seem counterintuitive, at first, but there are some practical reasons for it:

- Many home buyers in this metro have jobs and careers that can be performed remotely, so they are not as vulnerable to job losses as workers in other areas of the U.S.
- Record-low mortgage rates have motivated home buyers who were previously on the fence about making a purchase.
- Perhaps most importantly, there is a serious imbalance between supply and demand within the Charlotte area housing market. Currently, there are plenty of buyers, but not enough homes to go around.
- Based on this trend, buyers who are considering a purchase in 2021 might want to do it sooner rather than later. The way this market is behaving right now, those who postpone their purchases until the latter part of next year will almost certainly pay higher prices with possible greater competition.

### TRENDS AT A GLANCE



**\$364,389**

AVERAGE SALES PRICE-  
ALL PROPERTIES UP  
FROM \$331,329 IN 2019



**\$286,683**

AVERAGE SALES PRICE-  
CONDO/TOWNHOUSES UP  
FROM \$262,974 IN 2019



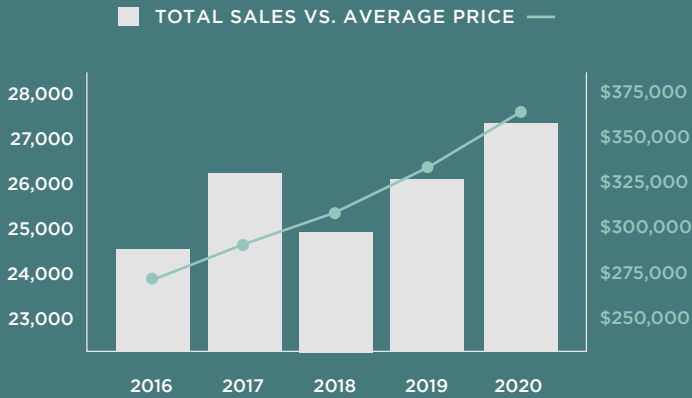
**\$384,005**

AVERAGE SALES PRICE-  
SINGLE FAMILY HOMES UP  
FROM \$347,702 IN 2019



## HOW'S THE MARKET *lake norman msa data*

### *all properties*



3.5%

There were 27,160 total home sales in the MSA in 2020 compared to 26,232 in 2019. This translates into a 3.5% increase.



10.0%

From 2019 to 2020 the average sales price increased by 10.0%. In 2020 the average sales price was \$364,389 compared to \$331,329 in 2019.

### AVERAGE TRENDS

In 2020 on average a listing has stayed on the market for 32 days before closing. The average price per square foot has been \$163.00.

	2019	%	2020
Avg. Days on Market	42	-23.8	32
Avg. Price per Sq. Ft.	\$149.00	9.4	\$163.00

### *condo/townhouse vs. single family*



8.0%

There were 5,474 total condo/townhouse sales in the MSA in 2020 compared to 5,069 in 2019. This translates into an 8.0% increase.



9.0%

From 2019 to 2020 the average sales price increased by 9.0%. In 2020 the average sales price was \$286,683 compared to \$262,974 in 2019.



2.5%

There were 21,686 total single family home sales in the MSA in 2020 compared to 21,163 in 2019. This translates into a 2.5% increase.



10.4%

From 2019 to 2020 the average sales price increased by 10.4%. In 2020 the average sales price was \$384,005 compared to \$347,702 in 2019.

	2019	%	2020
Avg. Days on Market	37	-2.7	36
Avg. Price per Sq. Ft.	\$173.00	7.5	\$186.00

	2019	%	2020
Avg. Days on Market	43	-25.6	32
Avg. Price per Sq. Ft.	\$143.00	9.8	\$157.00

\*The Lake Norman area includes the counties of Cabarrus, Iredell, Mecklenburg, and Rowan. Data as of 1/5/21.

## BUILDER

# spotlight



### BLUE HEEL DEVELOPMENT

#### Washam Potts Townhome Project

The Towns at Washam Potts will be located in the Town of Cornelius between the Village at Oakhurst and Antiquity. Nestled between two single family communities, The Towns at Washam Potts will deliver 27 townhomes that will provide an opportunity for the downsizer as well as the buyer seeking a maintenance-free lifestyle. Using the natural beauty of the property, Blue Heel created a tree-saved border to give the townhome lots additional privacy usually reserved for single family lots. In addition to the mature canopy of the trees, the townhome lots will offer the option of master down living in order to reach a buyer profile desiring a master down townhome design.

## OUR YEAR IN REVIEW

It's been an eventful past year to say the least! Nest Realty LKN was gearing up for a stellar 2020 jam packed with EIGHT exciting events for our clients and community members, and an office upgrade into Jetton Village. While none of us could have anticipated the direction the year would take us, we have worked hard to get even more creative and continue to provide stellar service to our clients. In February we transitioned from a 500 square foot space to upfitting our new 1,200 square foot office in Jetton Village, just outside The Peninsula. We created a super Nesty space for both our clients and our Brokers to enjoy. We can't wait to be able to invite you to our many events like the annual County Fair and our Drink it Forward fundraisers that typically are enjoyed just steps from our front door.

Throughout all of the uncertainty, we stayed, and continue to stay, committed to providing the best possible experience for our clients. We are hopeful for a positive and happy 2021 as we continue to work alongside each of you to reach your real estate goals.



OUR NEW NEST  
*Jetton Village*





# 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](http://diptyqueparis.com)



Magnetic Letter Board Slate in Green, \$35  
[thetypeset.com](http://thetypeset.com)

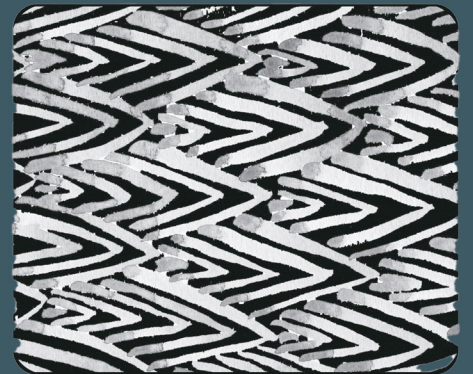


Electric Beverage Warmer in Light Wood, \$17  
[walmart.com](http://walmart.com)



Gold Adjustable Task Desk Lamp with Marble Base, \$59  
[worldmarket.com](http://worldmarket.com)

Arrowhead Mousepad, \$14  
[otmessentials.com](http://otmessentials.com)



Springville Writing Desk by Studio McGee, \$229  
[target.com](http://target.com)



Neocardenasia Herzogiana Cactus, \$30  
[studiojessejames.com](http://studiojessejames.com)



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