



GREATER LOUISVILLE

ANNUAL REPORT

Presented by: Nest Realty

2021

HELLO 2022

There's no denying that 2021 was a rollercoaster ride. Housing inventory remains low while prices—and buyer frustration—seem to just keep rising. Though this past year has been a stressful one, it pays to turn to the data in order to check our perceptions of the real estate market.

Whether your 2021 was personally challenging or successful, embarking on 2022 with a clear understanding of the data can help you make the best possible decisions to achieve your real estate goals. We have scoured the data to bring you information on the national, regional, and localized trends that matter most to you.

A few words of advice as you read: First, local trends do not always mirror national trends. If you have questions about what's going on in our area, don't hesitate to reach out to me for clarification! Second, keep a positive attitude. Understanding the data now will help you make informed decisions in the future. I hope you enjoy this 2021 Annual Report. Questions? Concerns? Exciting plans you can't wait to share? I'm just a call, email, or message away!



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MARKET OUTLOOK • national level

You're reading this report because you are interested in when to buy, when to sell, or just a general fascination over what is happening in real estate. You haven't had to search very long to find stories in the news throughout the US that tell of inventory shortages, rising prices, low mortgage rates, and frantic buyers. At Nest, we are predicting that the 2022 market will bring much of the same. Covid-19 continues to impact our daily lives. Still, as a country, we seem to have moved into an acceptance (at least economically) that the virus is with us for the foreseeable future—and our homes are our refuge. Sales have been bolstered by this renewed sense of need for personal space.

We comb through data every day in our business and ponder the impact of many indices on our markets. Still, we believe three numbers are the best predictors of market forces: Mortgage Rates, Consumer Confidence, and Unemployment. Individually, these three numbers demonstrate housing affordability, buyer readiness, and the size of the buyer pool (demand). And together, these predictors currently provide us with a positive outlook.

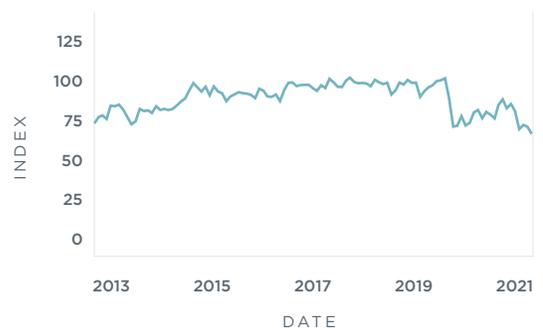
MORTGAGE RATES

Other than final sales prices, nothing impacts affordability like mortgage rates. Purchasers rarely create a budget based on a purchase price, they base a family budget on monthly payments. Over the last 50 years, the average rate for a 30 Year Fixed Rate Mortgage has been just over 7.8%, but it has been over 19 years since we saw that rate. Rates are up a modest 40 basis points since a year ago, but still are barely over 3% for a 30 year note, translating to reasonable monthly payments for many buyers.



CONSUMER CONFIDENCE

If anything could derail this real estate market, consumer confidence is the most likely culprit. In the most recent reported month, confidence fell to a level not seen in ten years. However, the drops are not as dramatic as they were earlier on in the pandemic, nor are they as low as they were when we pulled out of the Great Recession. But they are worrisome, nonetheless. Even if a large share of home buyers exit the market, there is still insufficient housing stock to absorb the buyer demand. In short, some buyer drop-offs might benefit the market.



UNEMPLOYMENT RATES

Mortgage rates predict affordability, and consumer confidence dictates the readiness of an individual buyer. The unemployment rate across our country defines the size of the buyer pool. When unemployment is low, people feel confident in their jobs and are more likely to invest in their families and housing.

The year-end unemployment rate of 3.9% indicates a very strong labor market. Many workers can make easy transitions from one job to another, and available positions outpace people to fill them. Most consumers should not fear being unemployed in the near future, but there is a question of how labor rates and inflation may impact our overall economy. But, an increased focus on inflation benefits homeowners more than anyone as their equity grows while mortgage payments remain fixed.

THERE'S NO PLACE LIKE...

- ASHEVILLE, NC
- CHARLOTTESVILLE, VA
- FREDERICKSBURG, VA
- GREENSBORO, NC
- GREENVILLE, SC
- JACKSON, TN
- LAKE NORMAN, NC
- GREATER LOUISVILLE, KY
- MORGANTON, NC
- NEW RIVER VALLEY, VA
- PHOENIX, AZ
- RALEIGH-DURHAM-CHAPEL HILL, NC
- RICHMOND, VA
- ROANOKE, VA
- SHENANDOAH VALLEY, VA
- WILMINGTON, NC



Our flock continues to grow. We now have 472 Nest agents, or *Nesters* as we like to call them, throughout 22 offices in 16 locations, spanning six states across the U.S. With each new office that opens, we are able to expand our reach, better serving you, our incredible clients.



472
AGENTS

In 2021, our team of agents grew from 374 to 472. We are proud to call each one a Nester.



6,600
CLOSINGS

In the midst of an inventory lull, our agents expertly facilitated 6,600 transactions.



\$2,704,500,000
IN SALES

We helped our clients buy and sell \$2,704,500,000 worth of real estate in 2021.



NEST GREATER LOUISVILLE BY THE NUMBERS



403

CLIENTS NESTED

We helped 403 clients find new nests over the past 12 months.



10

DAYS ON MARKET

Listings stayed on the market for an average of 10 days before selling.



102%

LIST/SALE PRICE

On average, homes sold earned 102% of their list price in 2021.



131

YARD SIGNS PLACED

We gussied up 131 yards with Nesty signs this year.



53

PETS

Our Nesters have 53 total pets, including 36 dogs, 13 cats, two chickens, and two horses.



5,000

PHOTOGRAPHS TAKEN

Our office photographer took more than 5,000 photographs, including listings, area, and events photos.

MARKET OVERVIEW • greater louisville

2021 presented a unique opportunity in the Greater Louisville housing market. Interest rates remained at near historical lows, allowing buyers a great opportunity to buy larger homes with more space to meet their needs as the world changed. Home prices held strong and continued to increase while the amount of active homes for sale close to doubled in most areas compared to 2020. Greater Louisville has also seen a surge of buyers relocating from other states, due to our cost of living, and as working from home has become more common.

The overall market has remained very active and fast-paced. Fortunately, due to an increased amount of homes for sale, the days on market increased slightly, allowing buyers a little more time to make logical decisions on what house to buy.

As 2021 comes to an end and we look forward to 2022, we are expecting house prices to continue to increase. Fannie Mae is predicting a 7.9% increase in pricing nationally, and we are anticipating interest rates to increase to around 4%.

The 2022 real estate market continues to look very strong for the Greater Louisville area, for both buyers and sellers.

TRENDS
AT A
GLANCE

\$278,200

AVERAGE SALES PRICE-
ALL PROPERTIES

Up from \$256,971 in 2020

\$289,000

AVERAGE SALES PRICE-
SINGLE FAMILY HOMES

Up from \$265,184 in 2020

\$195,761

AVERAGE SALES PRICE-
CONDOS

Up from \$189,543 in 2020



MSA OVERVIEW • greater louisville



5.5%

There were 16,394 total home sales in the Greater Louisville MSA in 2021 compared to 15,492 in 2020. This translates into a 5.5% increase.

8.3%

From 2020 to 2021 the average sales price increased by 8.3%. In 2021 the average sales price was \$278,200 compared to \$256,971 in 2020.

AVERAGE TRENDS

In 2021 on average a listing has stayed on the market for 20 days before going under contract. The average price per square foot has been \$161.67.

	2020	%	2021
Avg. Days on Market	35	-43.2	20
Avg. Price per Sq. Ft.	\$146.67	10.2	\$161.67

SINGLE FAMILY HOMES

4.7%

There were 14,495 total single family home sales in the Greater Louisville MSA in 2021 compared to 13,810 in 2020. This translates into a 4.7% increase.

9.0%

From 2020 to 2021 the average sales price increased by 9.0%. In 2021 the average sales price was \$289,000 compared to \$265,184 in 2020.

	2020	%	2021
Avg. Days on Market	35	-45.7	19
Avg. Price per Sq. Ft.	\$147.86	9.3	\$161.67

CONDOS

12.9%

There were 1,899 total condo sales in the Greater Louisville MSA in 2021 compared to 1,682 in 2020. This translates into a 12.9% increase.

3.3%

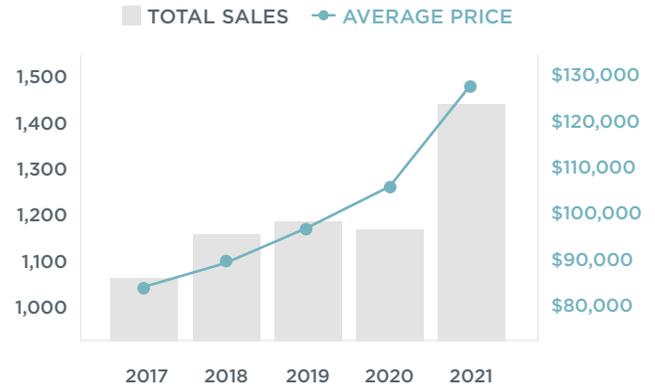
From 2020 to 2021 the average sales price increased by 3.3%. In 2021 the average sales price was \$195,761 compared to \$189,543 in 2020.

	2020	%	2021
Avg. Days on Market	39	-33.3	26
Avg. Price per Sq. Ft.	\$135.10	6.6	\$144.02

*The Greater Louisville Market consists of Jefferson, Oldham, Shelby, Spencer, and Bullitt counties, KY; as well as Clark, Floyd, and Harrison counties, IN. Data as of 1/5/22 as found in the Greater Louisville MLS.

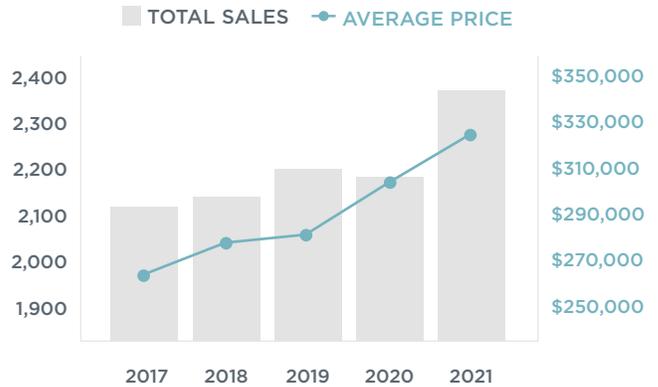
DOWNTOWN, OLD LOUISVILLE, WEST LOUISVILLE

	2020	%	2021	TREND
Total Sales	1,154	23.9	1,430	▲
Price per Sq. Ft.	\$76.37	18.3	\$90.35	▲
Days on Market	56	20.3	68	▲
Avg. Sales Price	\$108,272	17.9	\$127,605	▲
Total Volume	\$124,945,888	46.0	\$182,475,150	▲



BUTCHERTOWN, HIGHLANDS, GERMANTOWN, CLIFTON, CRESCENT HILL

	2020	%	2021	TREND
Total Sales	2,187	8.1	2,364	▲
Price per Sq. Ft.	\$155.36	7.7	\$167.30	▲
Days on Market	45	28.3	57	▲
Avg. Sales Price	\$306,712	6.7	\$327,321	▲
Total Volume	\$670,779,144	15.4	\$773,786,844	▲



PRP, VALLEY STATION, SHIVELY, FAIRDALE, IROQUOIS PARK

	2020	%	2021	TREND
Total Sales	2,397	7.4	2,575	▲
Price per Sq. Ft.	\$103.16	13.6	\$117.16	▲
Days on Market	50	18.9	59	▲
Avg. Sales Price	\$159,413	13.0	\$180,185	▲
Total Volume	\$382,112,961	21.4	\$463,976,375	▲



BUECHEL, OKOLONA, HILLVIEW, FERN CREEK, JEFFERSONTOWN



	2020	%	2021	TREND
Total Sales	3,982	8.7	4,330	▲
Price per Sq. Ft.	\$142.55	11.2	\$158.49	▲
Days on Market	27	-42.1	15	▼
Avg. Sales Price	\$221,077	10.5	\$244,170	▲
Total Volume	\$880,328,614	20.1	\$1,057,256,000	▲

HURSTBOURNE, MIDDLETOWN, ST. MATTHEWS, ANCHORAGE, LYNDON, PROSPECT



	2020	%	2021	TREND
Total Sales	3,039	-2.2	2,973	▼
Price per Sq. Ft.	\$134.61	12.2	\$151.00	▲
Days on Market	51	16.7	59	▲
Avg. Sales Price	\$363,134	10.5	\$401,108	▲
Total Volume	\$1,103,564,000	8.1	\$1,192,494,000	▲

SOUTHERN INDIANA



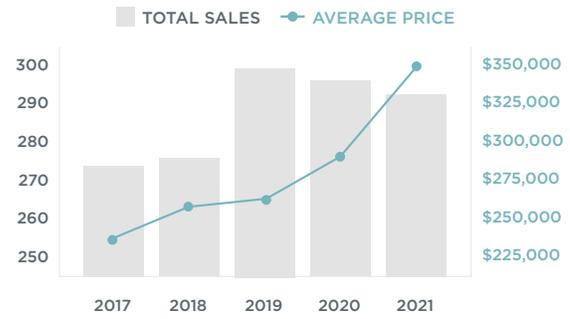
	2020	%	2021	TREND
Total Sales	4,513	-1.0	4,468	▼
Price per Sq. Ft.	\$113.26	15.3	\$130.56	▲
Days on Market	76	-13.5	66	▼
Avg. Sales Price	\$212,382	13.0	\$239,924	▲
Total Volume	\$958,479,966	11.8	\$1,071,980,000	▲

BULLITT COUNTY



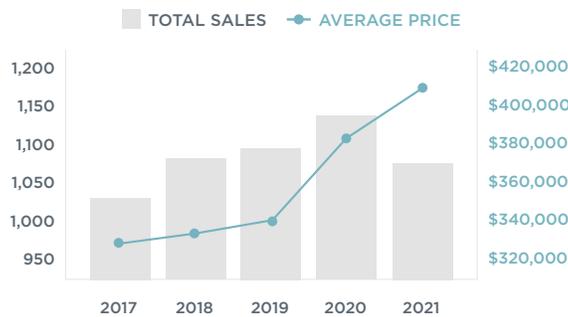
	2020	2021	TREND
Total Sales	1,223	1,295	▲
Price per Sq. Ft.	\$131.33	\$148.12	▲
Days on Market	47	62	▲
Avg. Sales Price	\$228,194	\$261,845	▲
Total Volume	\$279,081,262	\$339,089,275	▲

SPENCER COUNTY



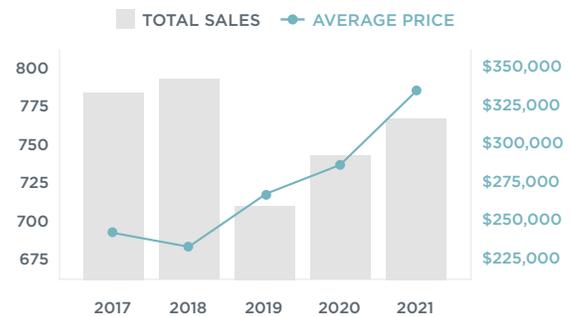
	2020	2021	TREND
Total Sales	296	291	▼
Price per Sq. Ft.	\$137.47	\$163.34	▲
Days on Market	51	63	▲
Avg. Sales Price	\$296,590	\$349,896	▲
Total Volume	\$87,790,640	\$101,819,736	▲

OLDHAM COUNTY



	2020	2021	TREND
Total Sales	1,133	1,057	▼
Price per Sq. Ft.	\$166.45	\$181.91	▲
Days on Market	47	21	▼
Avg. Sales Price	\$382,816	\$408,332	▲
Total Volume	\$433,730,528	\$431,606,924	▼

SHELBY COUNTY



	2020	2021	TREND
Total Sales	745	765	▲
Price per Sq. Ft.	\$132.10	\$148.77	▲
Days on Market	53	71	▲
Avg. Sales Price	\$283,728	\$331,619	▲
Total Volume	\$211,377,360	\$253,688,535	▲

THERE'S NO PLACE LIKE **NEST**

Here at Nest, we are dedicated to being more than your agent...
we're your friend, your neighbor, and your support network.
Because at the end of day, we all share the same Nest.



NEST REALTY





nestrealty.com/greaterlouisville

