



RALEIGH-DURHAM-CHAPEL HILL **ANNUAL REPORT**

Presented by: Nest Realty

2022 HOME REPORT

Well, 2021 was quite a rollercoaster ride! Real estate was no exception. After a year that was stressful for many of us, it helps to turn to the data to put it all into perspective, gaining a better understanding of what's happening in the real estate market.

The beauty of data is that it remains neutral. Deciphering the numbers from the previous year allows us to embark on 2022 with a clear understanding of the current market, granting you the ability to make the best possible decisions to achieve your personal real estate goals. At Nest we pride ourselves on being top-notch data curators. To better equip you with the numbers you need, we've scoured the country to bring you accurate insight on the national, regional, and local level. As you read through this report, keep in mind that local trends do not always mirror national trends, so please don't hesitate to reach out so that I can offer further clarification.

I hope you enjoy our 2021 Annual Report. Questions? Interested in buying or selling a home in 2022? I'm just a call, email, or message away.



NEST REALTY RALEIGH-DURHAM-CHAPEL HILL

308 W. MAIN STREET, SUITE A
DURHAM, NC 27701
919.493.8383
nestrealty.com

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.

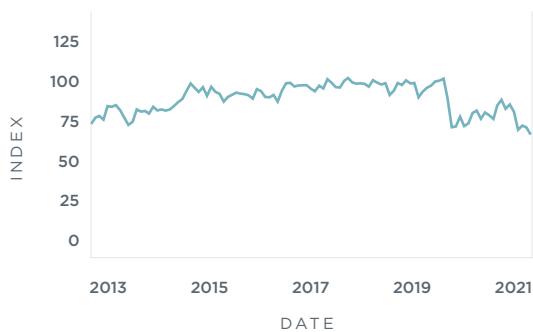
MORTGAGE RATES

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



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 RALEIGH-DURHAM-CHAPEL HILL BY THE NUMBERS



\$12,140
DONATED

Money donated to the Duke Children's Hospital through matched contributions from our agents in 2021.



3X
THE AVERAGE

The average Nest agent in the Triangle area sells as much real estate as three of their competitors combined!



5,000
AND \$2B

Through our first 10 years in business, we've achieved significant milestones: 5,000 sales and \$2 billion volume.

MARKET OVERVIEW • raleigh-durham-chapel hill

Here's to 2021! Our 10th year in business has been marked by major milestones that we are excited to celebrate: our 5,000th sale happened this year; we anticipate hitting the \$2,000,000,000 sales volume mark; and our group now sits at #2 out of all the independent brokerages in the Triangle area. That is entirely due to the phenomenal performance of our agents, whose ongoing professional development and business growth are the driving force behind these outstanding results.

Since 2021 was, in spite of the pandemic and other challenges, a banner year for real estate in the Triangle market and even more so for our firm, nobody predicted what was in store for us in the pandemic sequel year. Our team leaned into and often led the market as we observed several unique trends emerging across our markets: a significantly higher rate of price appreciation than anything in the previous decade; a rash of bidding wars that caused a spike in the ratio of sales price to list price; and continued downward pressure on the supply of homes and days on market.

Demand for housing in our market did not slow in 2021, but has gone from strength to the verge of mania in the spring and summer, as COVID-related restrictions were eased and showings resumed their previous pace. Until builders can accelerate development of new single family units, we don't see things cooling off in our market.

TRENDS
AT A
GLANCE

\$453,756

AVERAGE SALES PRICE-
WAKE COUNTY

Up from \$383,585 in 2020

\$386,706

AVERAGE SALES PRICE-
DURHAM COUNTY

Up from \$321,529 in 2020

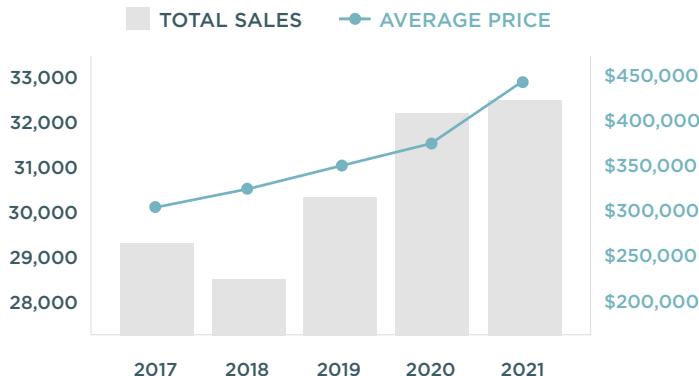
\$481,926

AVERAGE SALES PRICE-
ORANGE COUNTY

Up from \$411,728 in 2020



MSA OVERVIEW • raleigh-durham-chapel hill



0.5%

There were 32,199 total home sales in the Raleigh-Durham-Chapel Hill MSA in 2021 compared to 32,046 in 2020. This translates into a 0.5% increase.

18.6%

From 2020 to 2021 the average sales price increased by 18.6%. In 2021 the average sales price was \$448,399 compared to \$378,084 in 2020.

AVERAGE TRENDS

In 2021 on average a listing has stayed on the market for 9 days before going under contract. The average price per square foot has been \$196.

	2020	%	2021
Avg. Days on Market	18	-50	9
Avg. Price per Sq. Ft.	\$169	15.6	\$196

ATTACHED HOMES

3.0%

There were 6,205 total attached home sales in the Raleigh-Durham-Chapel Hill MSA in 2021 compared to 6,025 in 2020. This translates into a 3% increase.

18.6%

From 2020 to 2021 the average sales price increased by 18.6%. In 2021 the average sales price was \$324,169 compared to \$273,406 in 2020.

DETACHED HOMES

-1.5%

There were 24,262 total detached home sales in the Raleigh-Durham-Chapel Hill MSA in 2021 compared to 24,628 in 2020. This translates into a 1.5% decrease.

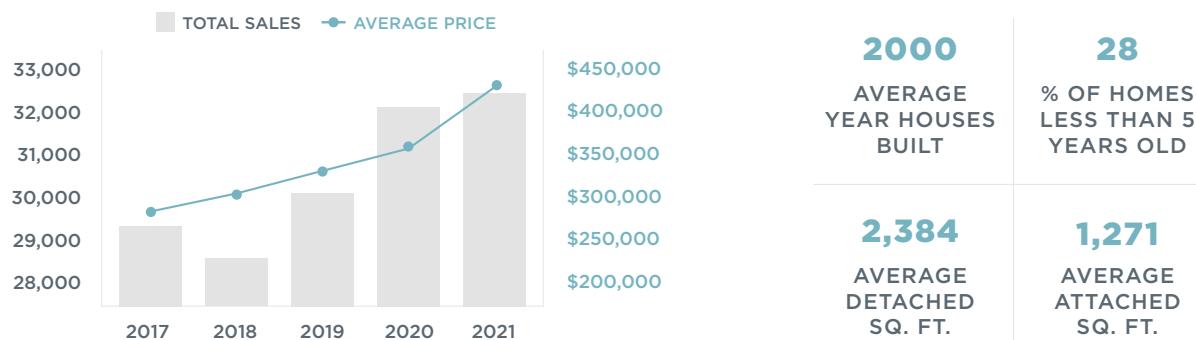
19.7%

From 2020 to 2021 the average sales price increased by 19.7%. In 2021 the average sales price was \$491,960 compared to \$410,990 in 2020.

	2020	%	2021
Avg. Days on Market	13	-60.2	5
Avg. Price per Sq. Ft.	\$159	19.0	\$190

	2020	%	2021
Avg. Days on Market	22	-53.1	11
Avg. Price per Sq. Ft.	\$163	21.3	\$198

THE TRIANGLE MARKET

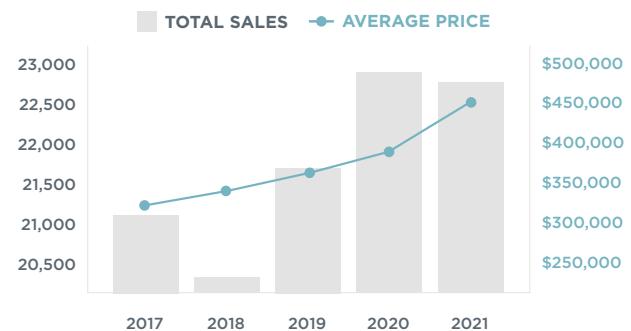


	2019	%	2020	%	2021	TREND
Total Sales	30,213	6.1	32,046	0.5	32,199	▲
Price per Sq. Ft.	\$160	5.9	\$169	15.6	\$196	▲
Days on Market	21	-14.3	18	-50.0	9	▼
Avg. Sales Price	\$352,901	7.1	\$378,084	18.6	\$448,339	▲
Total Volume	\$10,662,197,913	13.6	\$12,116,079,864	19.2	\$14,436,067,461	▲

WAKE

2002	28	2,452	1,308
AVERAGE YEAR HOUSES BUILT	% OF HOMES LESS THAN 5 YEARS OLD	AVERAGE DETACHED SQ. FT.	AVERAGE ATTACHED SQ. FT.

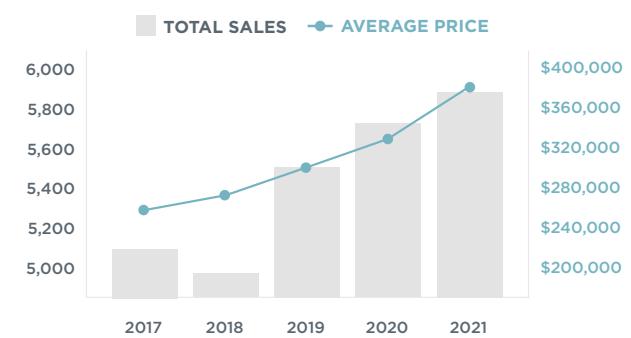
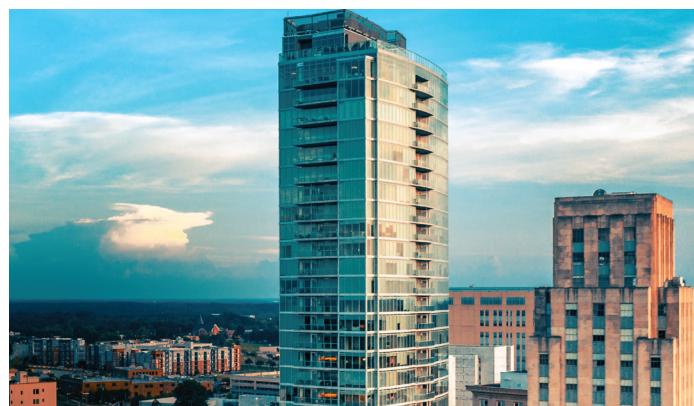
	2020	%	2021	TREND
Total Sales	22,973	-1.1	22,723	▼
Price per Sq. Ft.	\$170	13.5	\$192	▲
Days on Market	16	-56.3	7	▼
Avg. Sales Price	\$383,585	18.3	\$453,756	▲
Total Volume	\$8,812,098,205	17.1	\$10,310,697,588	▲



DURHAM

1994	26	2,010	1,157
AVERAGE YEAR HOUSES BUILT	% OF HOMES LESS THAN 5 YEARS OLD	AVERAGE DETACHED SQ. FT.	AVERAGE ATTACHED SQ. FT.

	2020	%	2021	TREND
Total Sales	5,744	2.6	5,891	▲
Price per Sq. Ft.	\$165	22.0	\$201	▲
Days on Market	16	-43.8	9	▼
Avg. Sales Price	\$321,529	20.3	\$386,706	▲
Total Volume	\$1,846,862,576	23.3	\$2,278,085,046	▲



ORANGE



1992	17	2,415	1,176
AVERAGE YEAR HOUSES BUILT	% OF HOMES LESS THAN 5 YEARS OLD	AVERAGE DETACHED SQ. FT.	AVERAGE ATTACHED SQ. FT.

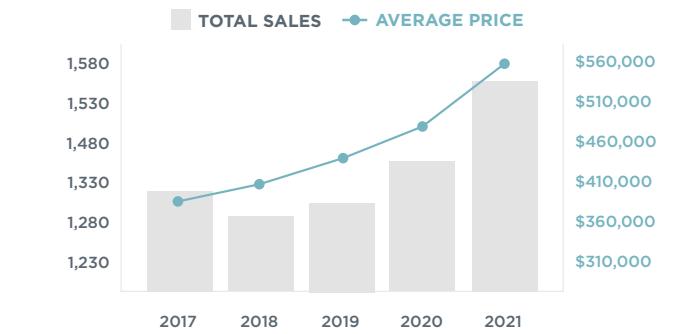
	2020	%	2021	TREND
Total Sales	1,875	7.7	2,020	▲
Price per Sq. Ft.	\$182	18.6	\$216	▲
Days on Market	29	-51.7	14	▼
Avg. Sales Price	\$411,728	17.1	\$481,926	▲
Total Volume	\$771,990,000	26.1	\$973,490,520	▲

CHATHAM



2005	37	2,765	1,515
AVERAGE YEAR HOUSES BUILT	% OF HOMES LESS THAN 5 YEARS OLD	AVERAGE DETACHED SQ. FT.	AVERAGE ATTACHED SQ. FT.

	2020	%	2021	TREND
Total Sales	1,454	7.6	1,564	▲
Price per Sq. Ft.	\$171	18.4	\$202	▲
Days on Market	36	-52.8	17	▼
Avg. Sales Price	\$471,201	18.8	\$559,600	▲
Total Volume	\$685,126,254	27.7	\$875,214,400	▲



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/raleigh_durham/

