

NEST REALTY

SHENANDOAH VALLEY

Annual Report

MARKET OUTLOOK NATIONAL LEVEL

With our Nest Annual Report, we aim to provide the most useful information possible, as every homeowner needs to keep tabs on their investment, and every potential shopper needs to be informed before embarking on such a major financial decision. Locally, we study neighborhoods, builders, and development trends, but on a national level, there are three trends that year-in and year-out are a fantastic indicator of the overall health of our national economy, and by extension, the housing market: Mortgage Rates, Consumer Confidence, and Unemployment Rates.

Looking at these numbers allows us to make predictions of what we should expect to see in 2023—which is a more stable real estate market. Mortgage rates have increased more quickly than economists had predicted, but they still remain in an affordable range, historically speaking. And while consumer confidence is down entering 2023, it has been trending upward since June 2022. And finally, unemployment is running extraordinarily low, which points to potential real wage gains in the coming year, benefitting average consumers.

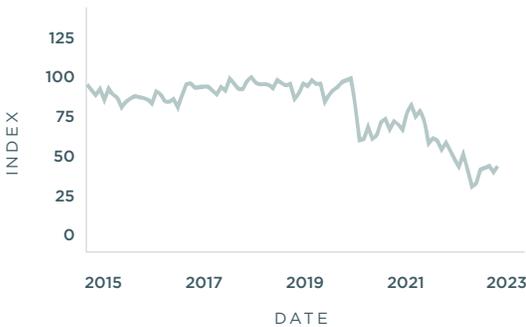
Mortgage Rates

General prices increased throughout the year and every shopper felt inflation in almost every aspect of life. But while the interest rates have increased, today's rates as compared to historic levels are still extremely affordable. Homeowners who purchased or refinanced in the last few years will likely want to stay put for the time being; however, there will still be life changes that pressure moves due to job changes, marriages, or downsizing. And these buyers will still be rewarded with good purchasing power and good loan availability.



Consumer Confidence

Last year, we said this was the number to watch, and it certainly was. Confidence in the U.S. economy bottomed out in mid 2022, but has been steadying throughout the last six months. Contentious national elections often have this effect, and the drop and subsequent rebound seen in November and December demonstrate this movement. While lower confidence in 2023 will certainly reduce the potential buyer pool, a more stable economy combined with smaller inventory should work against a further deterioration of overall sales.



Unemployment Rates

Employment continues to be the strong suit of the U.S. economy. Conventional wisdom points to a rate of approximately 5% as the natural rate of unemployment, meaning the unavoidable portion of our labor force that is between jobs. We continue to stay below this point by a large margin. At year end, the national unemployment rate was reported at 3.5%. A tight labor market leads to higher real wage growth for many workers, and leads to better financial positions.

STATS AT A GLANCE

Here's a quick look at what went on across all Nest locations the past year.



535
NESTERS

In 2022, our team of total agents and staff grew from 472 to 535. We are proud to call each one a Nester.



6,150
CLOSINGS

In the midst of an inventory lull, our agents expertly facilitated 6,150 transactions.

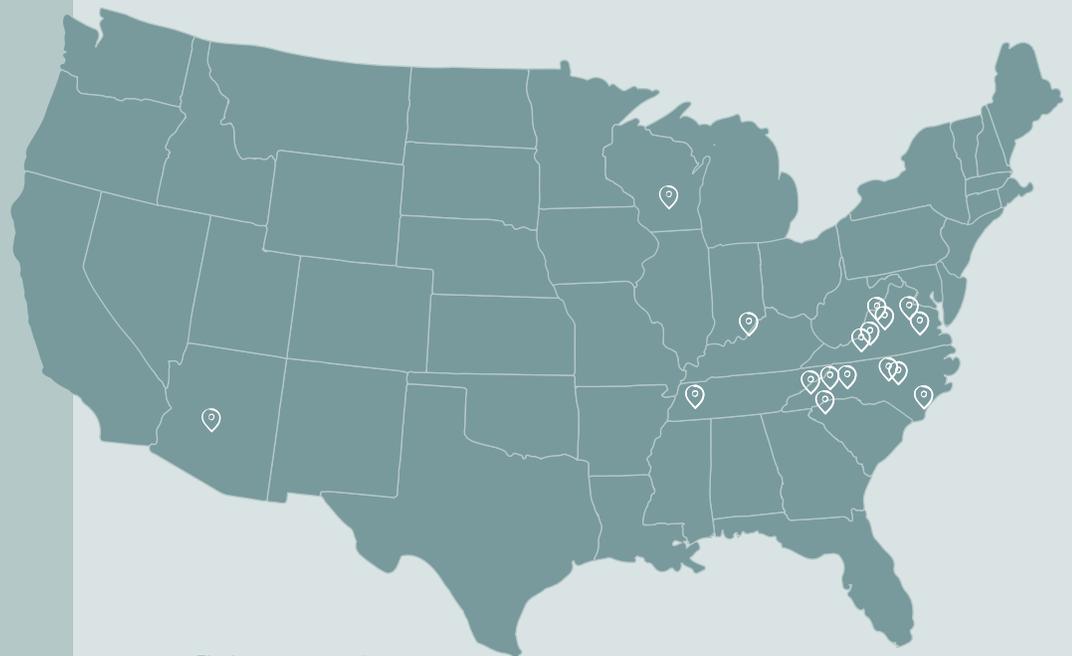


\$2,750,000,000
IN SALES

We helped our clients buy and sell \$2,750,000,00 worth of real estate in 2022.

INTENTIONAL GROWTH

At Nest, we are all about intentional and strategic growth. As of 2022, we have 451 Nest agents buying and selling throughout 23 offices in 17 locations, spanning seven states across the U.S. With each new office that opens, we are able to expand our reach, better serving you, our incredible clients.



Find your nearest Nest office

VIRGINIA

- Charlottesville
- Fredericksburg
- New River Valley
- Richmond
- Roanoke
- Shenandoah Valley

NORTH CAROLINA

- Asheville
- Greensboro
- Lake Norman
- Morganton
- Raleigh-Durham-Chapel Hill
- Wilmington

SOUTH CAROLINA

- Greenville

TENNESSEE

- Jackson

KENTUCKY

- Greater Louisville

ARIZONA

- Phoenix

WISCONSIN

- Madison



NEST SHENANDOAH VALLEY BY THE NUMBERS



The most important investment you make in life is the one you make in the people around you. At Nest Realty Shenandoah Valley, we work diligently to uplift our clients, our community, and our industry!

#3

**IN SALES
VOLUME**

Out of 55 firms in the Greater Augusta Association of Realtors, Nest Realty Shenandoah Valley is 3rd in sales volume for 2022.

1,370

**POUNDS
OF FOOD**

Office efforts helped result in 1,370 lbs of food donated to the Blue Ridge Area Food Bank during the 2022 holiday season.

279

**TOTAL
SALES**

Our agents guided happy clients through 279 total sales in 2022.

MSA OVERVIEW SHENANDOAH VALLEY, VA

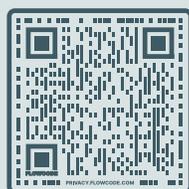


In 2022 we saw a tale of two markets—the market we experienced for the first nine months of the year, and the market we experienced in the final three months of the year. From January to September we saw unprecedentedly low interest rates, historically low levels of inventory, and large jumps in appreciation of home values. We attribute 2022's low inventory, in part, to the rising costs of building materials and supply chain and order fulfillment hurdles. The lack of new construction in the below-\$300,000 price range caused the majority of affordably-priced homes to be resales.

Starting in September, our market shifted. Interest rates ticked up quickly, and buyers proceeded with caution, waiting for a settling of rates in order to determine their revised buying power. Sellers were hesitant to list because buyer demand cooled so quickly.

For our buyers, interest rates in the low three-percent range will likely not return, but we can help you find a home that meets your budget and delights you. For our sellers, we have not seen a depreciation of home values. We have instead seen home values appreciate at a more sustainable pace.

The bottom line is that we anticipate solid sales in 2023. The old adage holds true: location, location, location. Our market is stable within the Shenandoah Valley given the attributes that have always made this a desirable location to live. Our friends at Shenandoah Valley Partnership describe it best...the Valley is where trade and tranquility meet.



Scan this code for tips on how to read this data report.



MSA QUICK STATS:

\$335,234

AVERAGE SALES PRICE-
DETACHED HOMES

Up from \$301,427 in 2021

\$260,970

AVERAGE SALES PRICE-
ATTACHED HOMES

Up from \$236,912 in 2021

\$321,303

AVERAGE SALES PRICE-
ALL PROPERTIES

Up from \$289,337 in 2021

MSA OVERVIEW SHENANDOAH VALLEY, VA



11%

From 2021 to 2022 the average sales price increased by 11%. In 2022 the average sales price was \$321,303 compared to \$289,337 in 2021.

-17%

There were 2,964 total home sales in Shenandoah Valley in 2022 compared to 3,570 in 2021. This translates to a 17% decrease.

Average Trends

In 2022 on average a listing stayed on the market for 24 days before closing. The average price per square foot was \$171.

	2021	%	2022
Avg. Days on Market	34	-29.4	24
Avg. Price per Sq. Ft.	\$154	11	\$171

Attached

-16.9%

There were 556 total attached home sales in Shenandoah Valley in 2022 compared to 669 in 2021. This translates to a 16.9% decrease.

10.2%

From 2021 to 2022 the average sales price increased by 10.2%. In 2022 the average sales price was \$260,970 compared to \$236,912 in 2021.

	2021	%	2022
Avg. Days on Market	45	-42.2	26
Avg. Price per Sq. Ft.	\$151	11.9	\$169

Detached

-17%

There were 2,408 total detached home sales in Shenandoah Valley in 2022 compared to 2,901 in 2021. This translates to a 17% decrease.

11.2%

From 2021 to 2022 the average sales price increased by 11.2%. In 2022 the average sales price was \$335,234 compared to \$301,427 in 2021.

	2021	%	2022
Avg. Days on Market	31	-25.8	23
Avg. Price per Sq. Ft.	\$155	11	\$172

*The Shenandoah Valley MSA consists of the City of Harrisonburg, Staunton, & Waynesboro, plus Rockingham and Augusta Counties. Data as of 01/08/23.

HARRISONBURG



1982
AVERAGE
YEAR HOMES
BUILT

5.4
% OF HOMES
LESS THAN 5
YEARS OLD

2,156
AVERAGE
DETACHED
SQ. FT.

1,453
AVERAGE
ATTACHED
SQ. FT.



	2021	%	2022	TREND
Total Sales	515	-19.8	413	▼
Price per Sq. Ft.	\$147	8.2	\$159	▲
Days on Market	30	-40	18	▼
Avg. Sales Price	\$256,403	7	\$274,371	▲
Total Volume	\$132,047,380	-14.2	\$113,315,067	▼

STAUNTON



1959
AVERAGE
YEAR HOMES
BUILT

6.5
% OF HOMES
LESS THAN 5
YEARS OLD

1,757
AVERAGE
DETACHED
SQ. FT.

1,659
AVERAGE
ATTACHED
SQ. FT.



	2021	%	2022	TREND
Total Sales	527	-15.4	446	▼
Price per Sq. Ft.	\$143	11.2	\$159	▲
Days on Market	29	-17.2	24	▼
Avg. Sales Price	\$239,796	11.5	\$267,411	▲
Total Volume	\$126,372,711	-5.6	\$119,265,303	▼

ROCKINGHAM COUNTY

1993 AVERAGE YEAR HOMES BUILT	28.1 % OF HOMES LESS THAN 5 YEARS OLD	2,125 AVERAGE DETACHED SQ. FT.	1,616 AVERAGE ATTACHED SQ. FT.
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	2021	%	2022	TREND
Total Sales	1,142	-8.8	1,042	▼
Price per Sq. Ft.	\$166	10.1	\$183	▲
Days on Market	37	-21.6	29	▼
Avg. Sales Price	\$319,465	8.2	\$345,659	▲
Total Volume	\$364,828,901	-1.3	\$360,176,449	▼



WAYNESBORO

1977 AVERAGE YEAR HOMES BUILT	17.1 % OF HOMES LESS THAN 5 YEARS OLD	1,788 AVERAGE DETACHED SQ. FT.	1,831 AVERAGE ATTACHED SQ. FT.
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	2021	%	2022	TREND
Total Sales	412	-20.9	326	▼
Price per Sq. Ft.	\$142	13.4	\$161	▲
Days on Market	24	-16.7	20	▼
Avg. Sales Price	\$239,460	20.8	\$289,280	▲
Total Volume	\$98,657,435	-4.4	\$94,305,148	▼



AUGUSTA COUNTY



1983
AVERAGE
YEAR HOMES
BUILT

8.2
% OF HOMES
LESS THAN 5
YEARS OLD

2,080
AVERAGE
DETACHED
SQ. FT.

1,817
AVERAGE
ATTACHED
SQ. FT.

	2020	%	2021	%	2022	TREND
Total Sales	900	7.7	969	-23.9	737	▼
Price per Sq. Ft.	\$138	13.8	\$157	10.8	\$174	▲
Days on Market	48	-18.8	39	-41	23	▼
Avg. Sales Price	\$277,628	15	\$319,280	12.7	\$359,947	▲
Total Volume	\$249,865,220	23.8	\$309,382,246	-14.3	\$265,281,208	▼

Better with NEST

At Nest, we believe in the moments that happen before and after the transactions. Whether you are a seasoned seller, or a first-time buyer, our goal is to make your experience through the process as easy as possible. We are your guide, your expert, your cheerleader, and your advocate. It's better with Nest.



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nestrealty.com 

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nestrealty.com/thevalley

