

NEST REALTY

2023 Nest Market Report

ROANOKE AREA

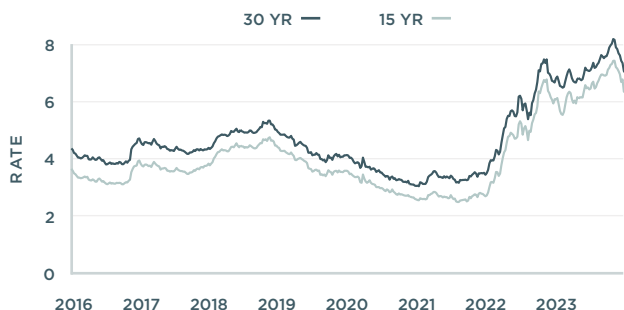


MARKET OUTLOOK NATIONAL LEVEL

Every year starts naturally with a focus on the near future, and 2024 brings with it a mixed bag of economic signals that may at times contradict one another and provide a somewhat murky view of our year ahead. At Nest we are committed to providing our clients with the best and most relevant information to help you make some of the most important financial decisions of your life. On a national level, we focus on three key economic indicators—interest rates, consumer confidence, and employment—to help us look forward to what we should expect. The fundamentals of our nation’s economy are solidly on the right path: inflation rates have stabilized, interest rates have retreated, low unemployment has continued as a bright spot, and real wages finally seem to be making headway in a positive direction. But while the data may look cheery, our nation faces some of the lowest consumer confidence in more than a decade, driven, we believe, from political frustrations at home and geo-political instability abroad. With real estate in mind, a quick conversation with your Nest advisor will help you understand some of the problems created by historically low inventory.

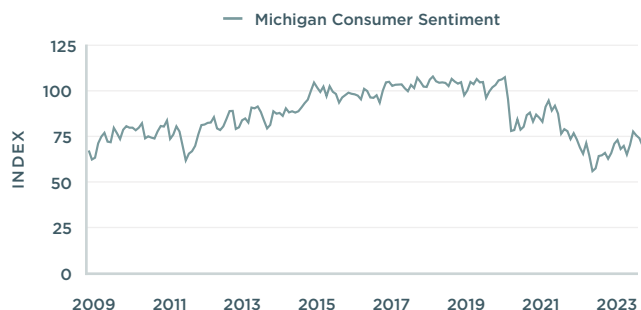
Mortgage Rates

From the beginning of 2022 through June 2023, the U.S. saw the most rapid increase in mortgage rates in recent history, leading to an immediate decrease in buyer interest. But pent up demand meant that buyers still outnumbered sellers. Homeowners became “locked in” to their current interest rates and inventory shrank even further. However, the second half of 2023 brought a steady decrease in rates, with mortgages at year end only 13 basis points higher than at the start, and indications point to the Fed wanting to minimize rate hikes. Buyer activity appears poised to increase early in the new year.



Consumer Confidence

While indicators may point to rosy times ahead, the actual people involved in buying and selling real estate aren’t convinced. The Michigan Consumer Sentiment index reports on public perception of personal future, and while the sentiment has been rising since the middle of 2022, looking back as far back as 2011 shows a bleaker trend. Is this negativity a byproduct of wars throughout the world, because we are in the middle of a messy election year, or something else entirely? No matter the cause, the impact could be that buyers sit on the sidelines this year more than expected.



Unemployment Rates

All statistics need to be considered on a local level, and unemployment is certainly one stat where this adage holds true. But across the U.S., 2023 was marked by strong employment numbers and wage growth. Whether looking at Midwestern job stability for auto workers, West Coast entertainment contracts, or a national work-from-anywhere movement, workers showed their upper hand last year. Unemployment has been below 5% across the country since June of 2021, and aside from pandemic related shutdowns in 2020, job growth has been a hallmark of this non-recessionary period. While non-farm employment is currently at the highest level in our nation’s history, total household income is still slightly depressed, as the number of Americans in the workforce has decreased from pre-pandemic numbers.

MSA OVERVIEW ROANOKE, VA



With interest rates continuously rising throughout the year and the lack of inventory, the overall performance of the market in Roanoke was down significantly over 2022, about 20% in homes sold and 17% in volume. Prices continued to appreciate, but at a lower rate than in the past couple of years. Sellers who are locked in at substantially lower interest rates are unwilling to sell their homes and pay more for a new one with a higher interest rate unless they absolutely must. This means buyers are left with little inventory to choose from and in many cases are still in a competitive bidding market.

At Nest Realty Roanoke, we continue to educate our agents and clients on the status of the market and the best strategies to succeed with their real estate goals.

Average Sales Price

6.4% ▲

ALL PROPERTIES

In 2023 the average sales price of all properties was \$337,584 compared to \$317,209 in 2022.

13.9% ▲

ATTACHED

In 2023 the average sales price for attached homes was \$332,332 compared to \$291,834 in 2022.

5.7% ▲

DETACHED

In 2023 the average sales price for detached homes was \$338,123 compared to \$319,776 in 2022.

Total Home Sales

20.1% ▼

ALL PROPERTIES

In 2023 there were 3,448 total home sales compared to 4,317 in 2022.

19.3% ▼

ATTACHED

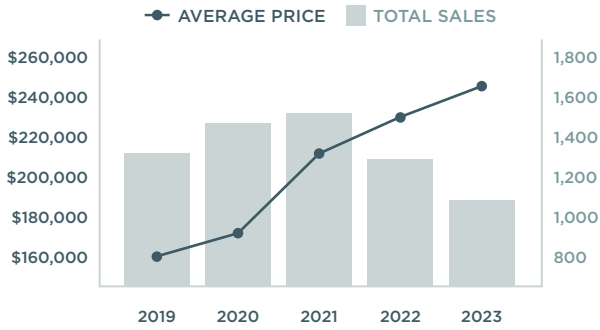
In 2023 there were 321 total attached home sales compared to 383 in 2022.

20.5% ▼

DETACHED

In 2023 there were 3,127 total detached home sales compared to 3,934 in 2022.

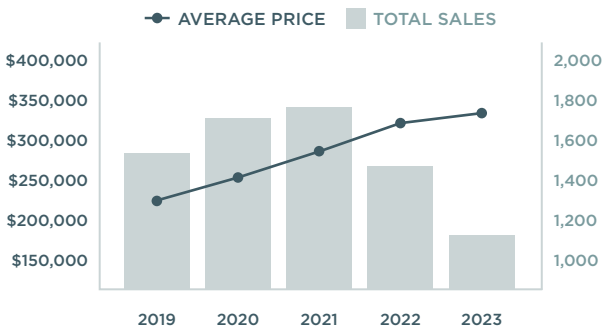
ROANOKE CITY



	2022	2023	TREND
Total Sales	1,322	1,116	▼
Days on Market	17	23	▲
Avg. Sales Price	\$229,656	\$243,650	▲
Total Volume	\$303,605,730	\$271,913,992	▼

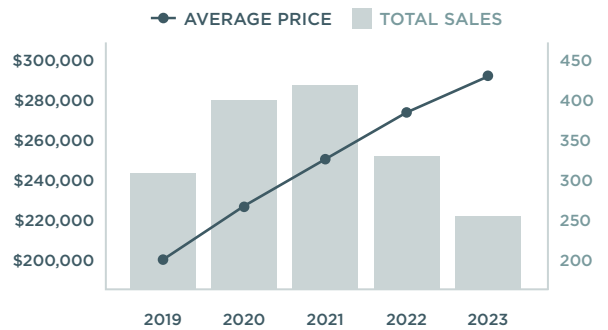


ROANOKE COUNTY



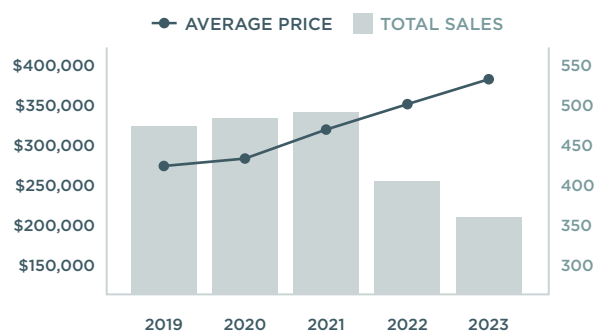
	2022	2023	TREND
Total Sales	1,425	1,150	▼
Days on Market	27	32	▲
Avg. Sales Price	\$326,451	\$343,255	▲
Total Volume	\$465,193,736	\$394,743,813	▼

SALEM CITY



	2022	2023	TREND
Total Sales	333	254	▼
Days on Market	25	27	▲
Avg. Sales Price	\$276,792	\$292,349	▲
Total Volume	\$92,171,795	\$74,256,825	▼

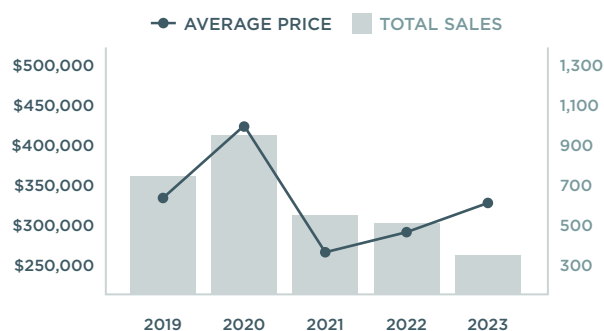
BOTETOURT COUNTY



	2022	2023	TREND
Total Sales	403	355	▼
Days on Market	27	38	▲
Avg. Sales Price	\$349,213	\$383,602	▲
Total Volume	\$140,732,900	\$136,178,941	▼

FRANKLIN COUNTY

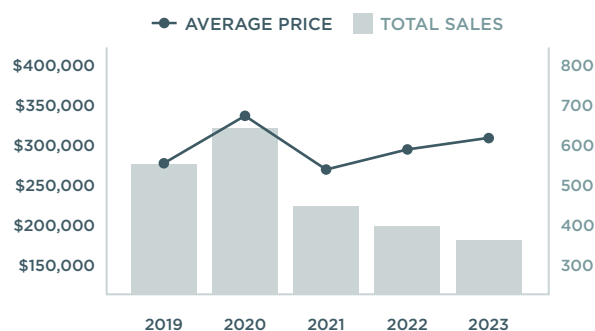
*excludes Smith Mountain Lake



	2022	2023	TREND
Total Sales	504	327	▼
Days on Market	35	42	▲
Avg. Sales Price	\$287,871	\$328,812	▲
Total Volume	\$145,087,436	\$107,521,763	▼

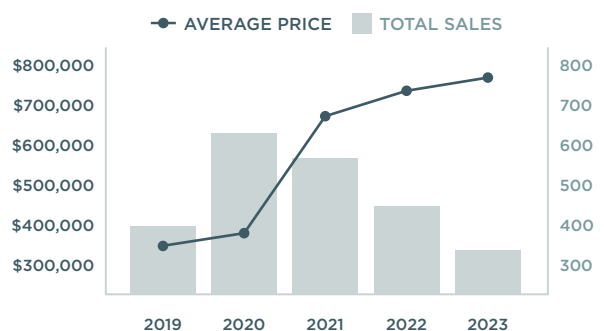
BEDFORD COUNTY

*excludes Smith Mountain Lake



	2022	2023	TREND
Total Sales	405	364	▼
Days on Market	31	39	▲
Avg. Sales Price	\$290,579	\$311,392	▲
Total Volume	\$117,684,748	\$113,346,943	▼

SMITH MOUNTAIN LAKE



	2022	2023	TREND
Total Sales	453	340	▼
Days on Market	33	47	▲
Avg. Sales Price	\$736,245	\$769,066	▲
Total Volume	\$333,519,391	\$261,482,672	▼



Nest Roanoke 2023 Overview

Our success as a brokerage extends beyond the number of transactions in 2023. We celebrated the relationships we built with local businesses and community organizations, as well as our continued commitment to being an online resource for all things Roanoke.

122

**YEARS OF
EXPERIENCE**

Our Nesters have a total of 122 years of combined real estate experience!

35

**NEST
PETS**

From cats and dogs, to horses and chickens, Nest Realty Roanoke has a total of 35 animals (and counting)!

316

**TOTAL
SALES**

In 2023, Nest Realty Roanoke sold 316 homes!

NEST REALTY

nestrealty.com/roanoke

