

What's Happening in the Market, July 2020

Key points:

- ◆ July 2020 marks the highest number of Watauga area home sales in history.
- ◆ The number of homes under contract is also an historic high.
- ◆ The number of homes on the market is dwindling.
- ◆ Far more homes are on the market at a significantly higher price than the number of homes that sold.
- ◆ Prices are rising.
- ◆ The trend continues that makes it very difficult for many area residents to afford a home.

July 2020 is a historic month for the real estate in the Watauga market. More homes [single family residences] sold in July 2020 than ever before in one month. 154 homes sold.

By comparison, in 2008, when the recession hit our area, about 30 homes per month sold. In 2019, an average of 84 homes sold per month.

Some of the July sales may represent pent up demand, as earlier this year buyers were restricted to solely necessary travel due to the governor's moratorium. However, 258 homes are currently under contract, also a record high since I began keeping records in 2008. August sales may be in in the 154 sales range.

What remains, in any event, is a top heavy market with the smallest inventory of homes since I began keeping monthly records in 2008. 306 homes are on the market as I write this.

PRICE RANGE	SOLD	ACTIVE
Under \$300K	60	34
\$300K-\$500K	67	71
\$500- \$1 Million	20	117
\$1 Million Plus	9	84
Total	154 Sold	306 Active

Think of that:

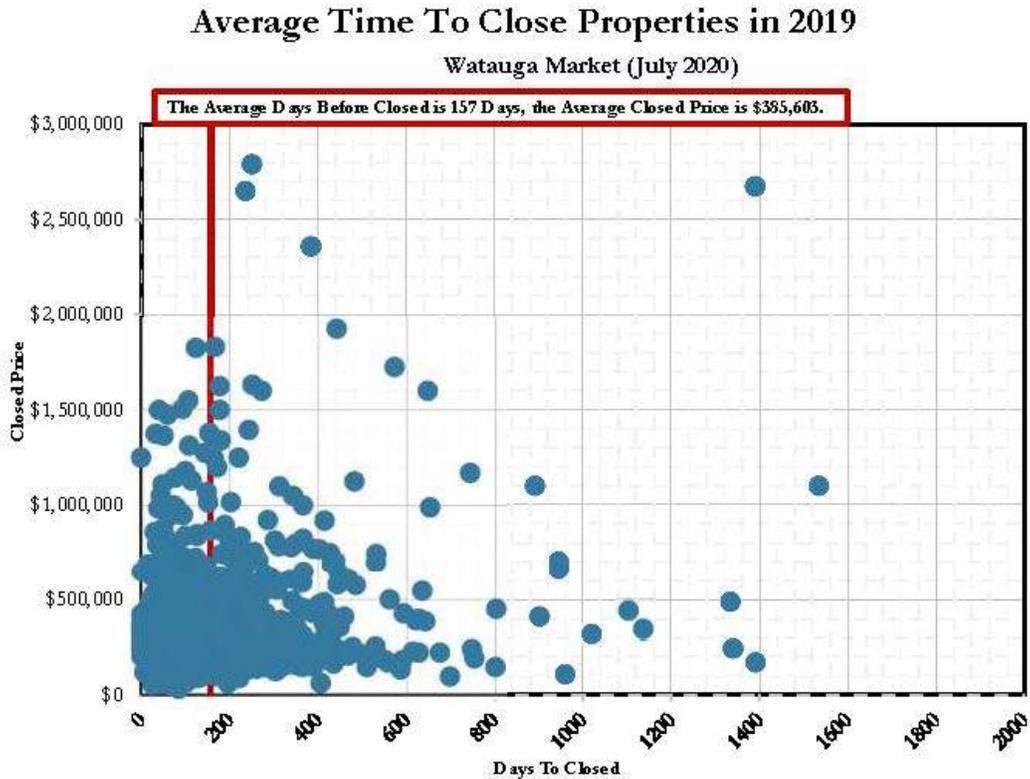
83% of the homes sold under \$500K.
65% of the homes on the market are over \$500K.

Think of this:

Watauga County has one of the highest poverty rates in the nation.
1 in 5 children here live in poverty.
1 in 3 adults here live in poverty.

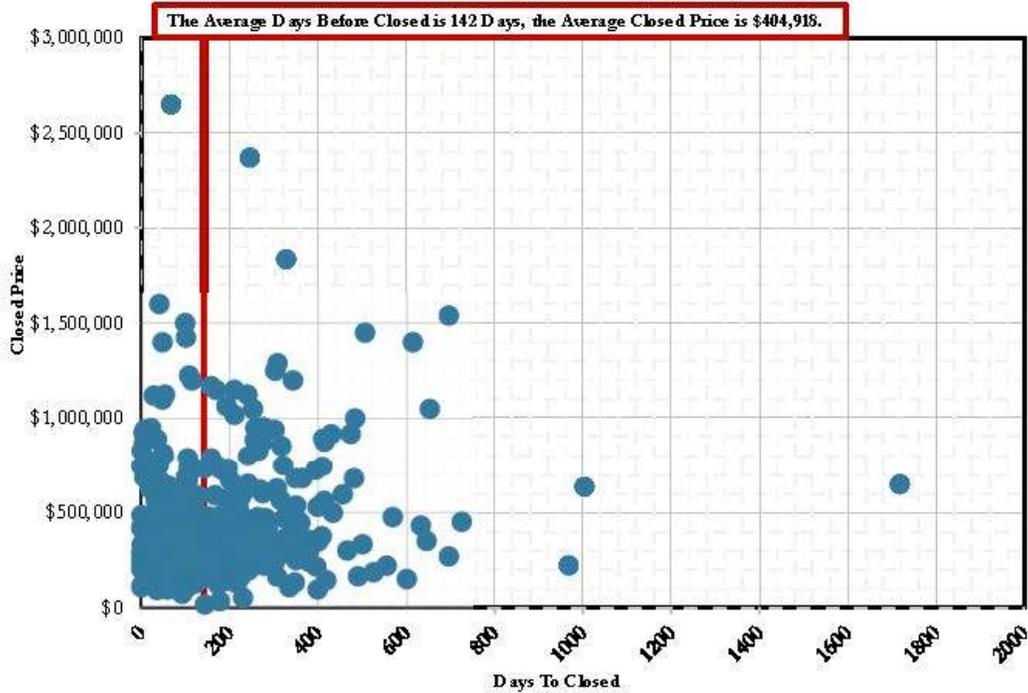
If this top-heavy market continues, it will continue to become more difficult for local residents to purchase a home here.

Supplies are down. Demand is up. Are prices rising?



Average Time To Close Properties in 2020

Watauga Market (July 2020)



Source: MLS, Information deemed reliable but not guaranteed, Data Collected: 8/6/20

Average Closed Price in 2019: \$386K.

Average Closed Price in 2020 to date: \$405.

The Odds of Selling Your Home

Watauga Market (July 2020)

Properties Under Contract are treated the same as For Sale properties in the Odds calculations.



Homes are Selling at 86.7 per month, with 6.7 months of inventory available.