

Annual Report on the Asheville Region Housing Market

Residential Real Estate Activity from the Canopy Realtor® Association



2020

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The 2020 housing market was unexpectedly turbulent towards the end of the first quarter due to the pandemic that spread across the country. As the first wave of COVID-19 hit in the spring, housing market activity slowed substantially before staging a dramatic comeback just a couple months later.

Buyer activity was the leader again in 2020. With mortgage interest rates setting record lows multiple times throughout the year and a strong drive by many buyers to secure a better housing situation – in part due to the new realities brought on by COVID-19 – many segments of the market experienced a multiple-offer frenzy not seen in the last 15 years or more.

While markedly improved from their COVID-19 spring lows, seller activity continued to lag buyer demand, which had strengthened the ongoing seller's market for most housing segments as inventories remain at record lows.

Sales: Pending sales increased 16.4 percent, finishing 2020 at 13,321. Closed sales were up 13.0 percent to end the year at 12,687.

Listings: Comparing 2020 to the prior year, the number of homes available for sale was lower 8.9 percent. There were 4,351 active listings at the end of 2020. New listings decreased by 7.3 percent to finish the year at 14,303.

Distressed: The foreclosure market continued to remain a small player in the overall market amid numerous forbearance efforts undertaken by the government and lenders. In 2020, the percentage of closed sales that were either foreclosure or short sale decreased by 8.0 percent to end the year at 0.8 percent of the market. Foreclosure and short sale activity may tick higher in 2021 as forbearances expire with some homeowners unable to meet their obligations.

Showings: Showing activity had a dip in spring due to the pandemic, but the year-over-year activity turned positive in the second half of the year. There were 15 showings before pending, which was up 5.1 percent compared to 2019.

Prices: Home prices were up compared to last year. The overall median sales price increased 12.7 percent to \$293,000 for the year. Single-Family home prices were up 13.0 percent compared to last year, and Townhouse-Condo home prices were up 4.9 percent.

List Price Received: Sellers received, on average, 95.1 percent of their original list price at sale, a year-over-year increase of 1.5 percent.

The housing market in 2020 proved to be incredibly resilient, ending the year on a high note. Home sales and prices were higher than 2019 across most market segments and across most of the country. Seller activity recovered significantly from the COVID-19 spring decline, but overall activity was still insufficient to build up the supply of homes for sale.

As we look to 2021, signals suggest buyer demand will remain elevated and tight inventory will continue to invite multiple offers and higher prices across much of the housing inventory. Mortgage rates are expected to remain low, helping buyers manage some of the increases in home prices and keep them motivated to lock in their housing costs for the long term. These factors will provide substantial tailwinds for the housing market into the new year.

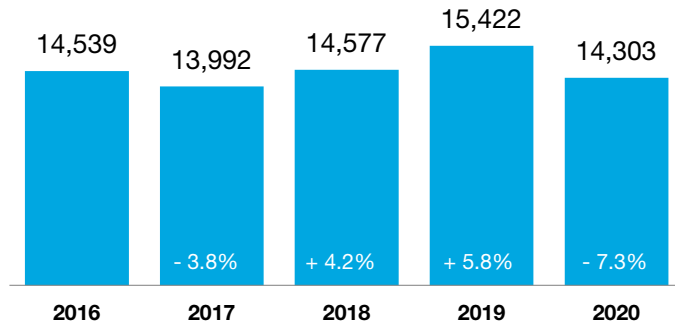
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The following counties are considered a part of the Asheville region: Burke, Buncombe, Haywood, Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania and Yancey counties in North Carolina.

Quick Facts

New Listings



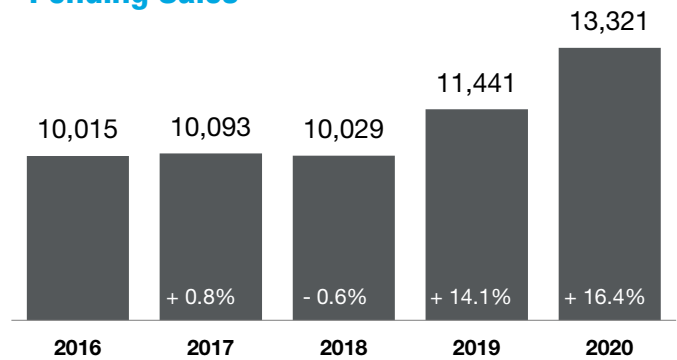
Top 5 Areas: Change in New Listings from 2019

Swain County	+ 36.9%
Mitchell County	+ 3.1%
Transylvania County	+ 0.9%
City of Asheville	- 2.5%
Rutherford County	- 3.1%

Bottom 5 Areas: Change in New Listings from 2019

Burke County	- 11.5%
Polk County	- 13.9%
Madison County	- 16.8%
Jackson County	- 17.0%
Yancey County	- 17.9%

Pending Sales



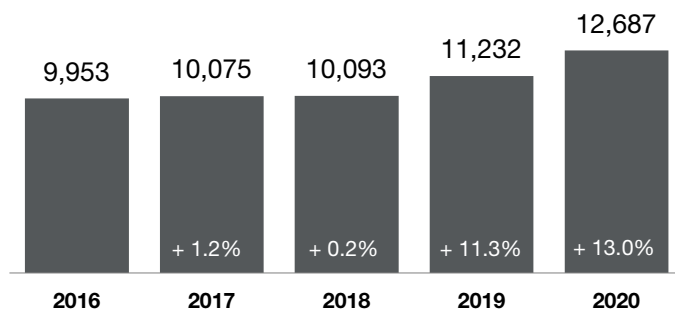
Top 5 Areas: Change in Pending Sales from 2019

Swain County	+ 177.8%
Mitchell County	+ 57.1%
Yancey County	+ 37.1%
Jackson County	+ 36.6%
Madison County	+ 35.8%

Bottom 5 Areas: Change in Pending Sales from 2019

Buncombe County	+ 12.1%
Henderson County	+ 10.0%
City of Asheville	+ 9.3%
City of Hendersonville	+ 8.6%
Burke County	- 2.1%

Closed Sales



Top 5 Areas: Change in Closed Sales from 2019

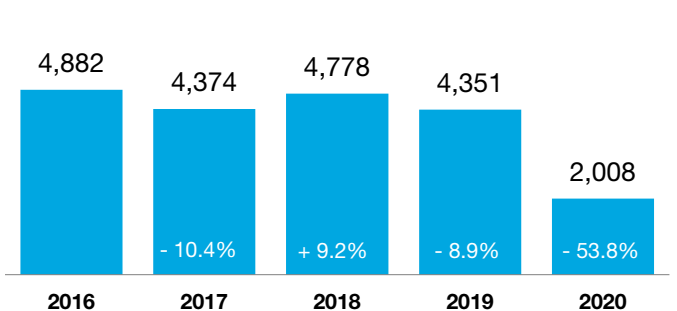
Swain County	+ 175.0%
Mitchell County	+ 42.4%
Yancey County	+ 35.1%
Rutherford County	+ 27.8%
Jackson County	+ 26.4%

Bottom 5 Areas: Change in Closed Sales from 2019

Henderson County	+ 10.8%
City of Hendersonville	+ 8.7%
Buncombe County	+ 6.9%
City of Asheville	+ 2.4%
Burke County	0.0%

Inventory of Homes for Sale

At the end of the year.



Top 5 Areas: Change in Homes for Sale from 2019

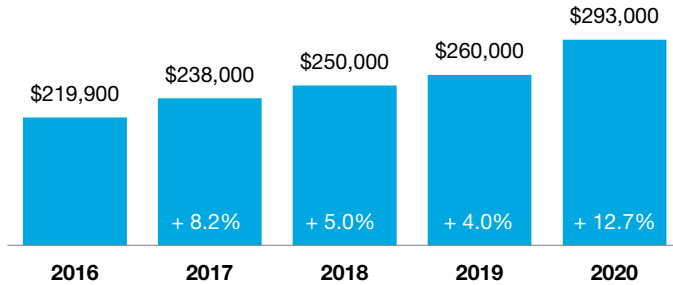
City of Asheville	- 37.7%
Buncombe County	- 47.5%
Yancey County	- 49.2%
Henderson County	- 51.9%
City of Hendersonville	- 52.0%

Bottom 5 Areas: Change in Homes for Sale from 2019

Transylvania County	- 60.6%
Jackson County	- 60.7%
Polk County	- 60.8%
Rutherford County	- 62.9%
Madison County	- 69.1%

Quick Facts

Median Sales Price



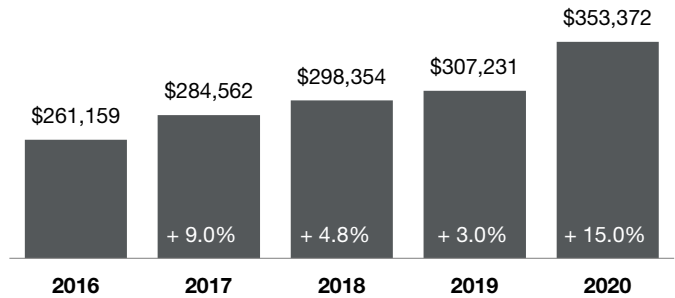
Top 5 Areas: Change in Median Sales Price from 2019

Swain County	+ 57.3%
Mitchell County	+ 37.4%
McDowell County	+ 20.3%
Rutherford County	+ 20.0%
Jackson County	+ 18.6%

Bottom 5 Areas: Change in Median Sales Price from 2019

Yancey County	+ 11.9%
City of Asheville	+ 11.7%
City of Hendersonville	+ 11.3%
Buncombe County	+ 10.4%
Polk County	+ 10.2%

Average Sales Price



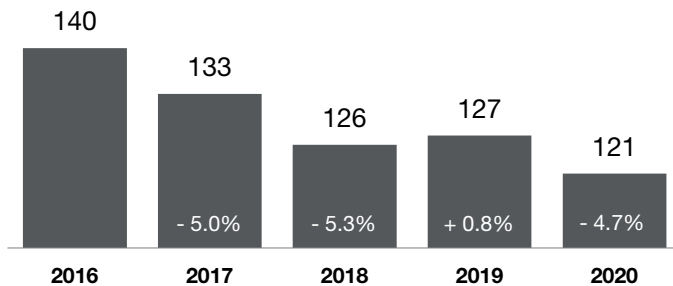
Top 5 Areas: Change in Avg. Sales Price from 2019

Swain County	+ 47.8%
Rutherford County	+ 30.9%
Yancey County	+ 25.4%
Jackson County	+ 24.6%
Mitchell County	+ 24.2%

Bottom 5 Areas: Change in Avg. Sales Price from 2019

City of Hendersonville	+ 13.2%
Henderson County	+ 13.2%
Buncombe County	+ 12.7%
Madison County	+ 10.7%
Polk County	+ 7.1%

List to Close



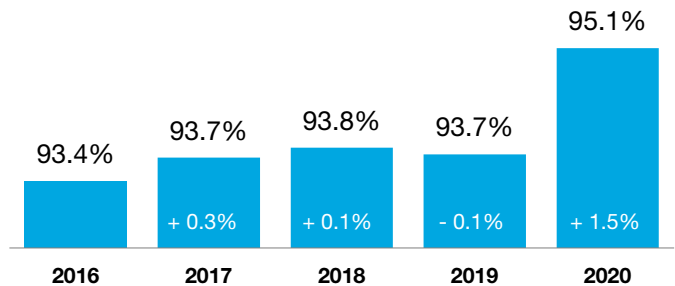
Top 5 Areas: Change in List to Close from 2019

McDowell County	+ 20.2%
Madison County	+ 4.8%
Yancey County	+ 4.5%
Jackson County	+ 0.5%
Haywood County	- 0.8%

Bottom 5 Areas: Change in List to Close from 2019

Burke County	- 8.7%
Polk County	- 11.5%
Buncombe County	- 12.2%
City of Asheville	- 20.3%
Swain County	- 25.7%

Percent of Original List Price Received



Top 5 Areas: Change in Pct. of Orig. Price Received from 2019

Mitchell County	+ 5.6%
Swain County	+ 5.6%
Polk County	+ 3.4%
Yancey County	+ 2.8%
Jackson County	+ 2.8%

Bottom 5 Areas: Change in Pct. of Orig. Price Received from 2019

Rutherford County	+ 1.5%
City of Hendersonville	+ 1.3%
Henderson County	+ 1.2%
Burke County	+ 0.6%
McDowell County	- 0.4%

Property Type Review

120

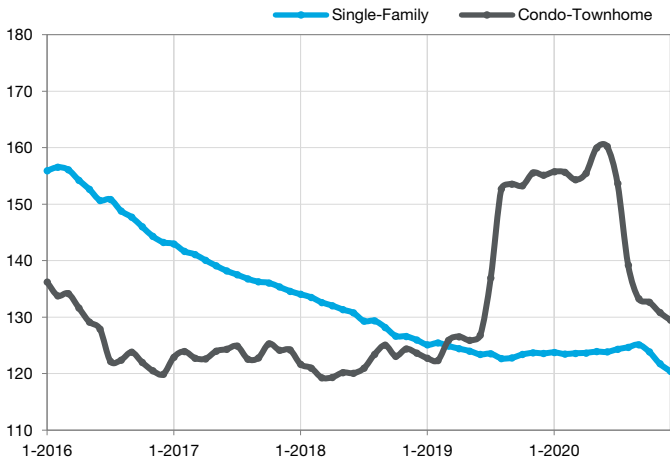
Average List to Close
Single-Family

129

Average List to Close
Condo-Townhome

List to Close

This chart uses a rolling 12-month average for each data point.



Top Areas: Condo-Townhome Market Share in 2020

Yancey County	17.2%
City of Asheville	16.1%
Henderson County	14.7%
City of Hendersonville	13.9%
Buncombe County	12.7%
Transylvania County	9.8%
Rutherford County	6.0%
Jackson County	5.6%
Haywood County	5.5%
Polk County	5.2%
Swain County	3.0%
Burke County	2.6%
McDowell County	2.3%
Mitchell County	2.0%
Madison County	1.1%
Asheville Region	0.0%

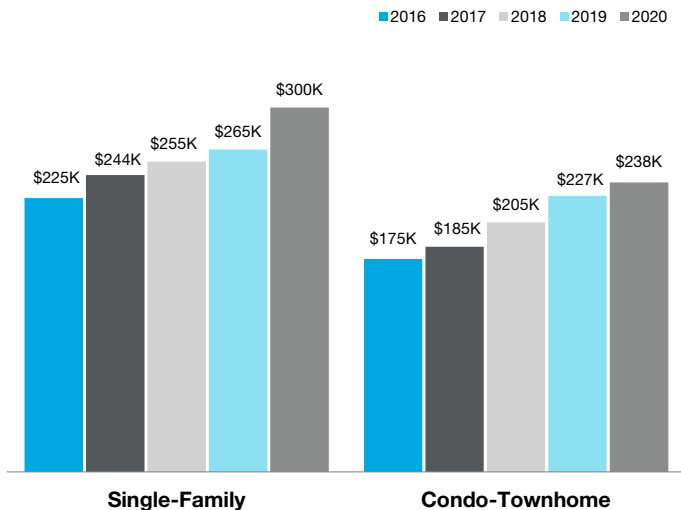
+ 13.0%

One-Year Change in Price
Single-Family

+ 4.9%

One-Year Change in Price
Condo-Townhome

Median Sales Price



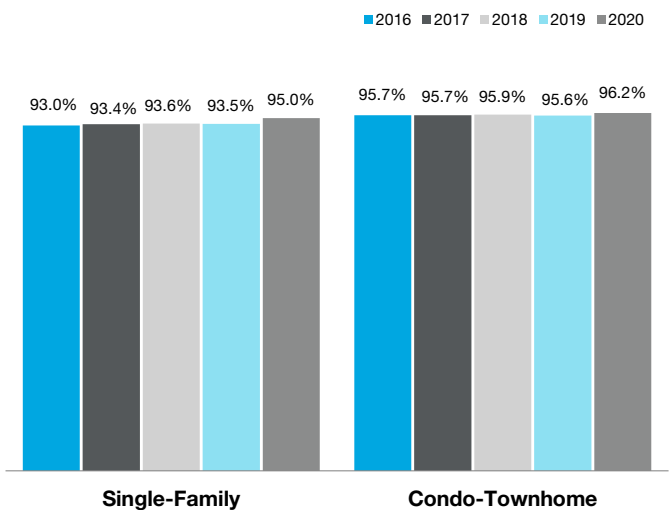
95.0%

Pct. of Orig. Price Received
Single-Family

96.2%

Pct. of Orig. Price Received
Condo-Townhome

Percent of Original List Price Received



Distressed Homes Review

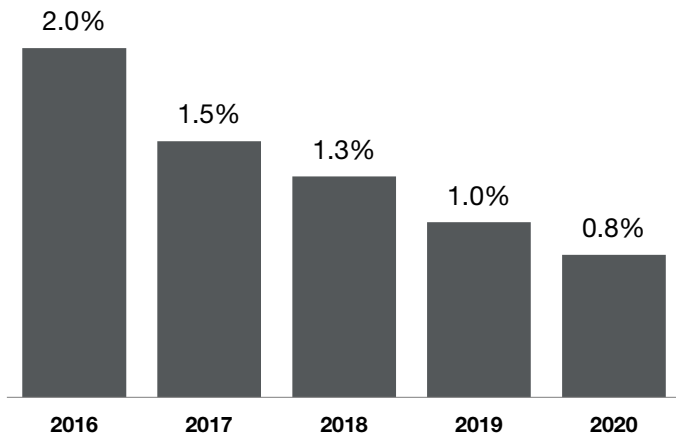
0.8%

Percent of Closed Sales in 2020 That Were Distressed

- 8.0%

One-Year Change in Sales of Lender-Mediated

Percent of Sales That Were Distressed



Top Areas: Lender-Mediated Market Share in 2019

McDowell County	3.4%
Mitchell County	1.5%
Madison County	1.5%
Burke County	1.4%
Rutherford County	1.1%
Jackson County	1.0%
Polk County	1.0%
Haywood County	0.9%
Buncombe County	0.7%
Yancey County	0.6%
City of Asheville	0.5%
Henderson County	0.3%
Transylvania County	0.3%
City of Hendersonville	0.2%
Asheville Region	0.0%
Swain County	0.0%
Asheville MSA	0.0%

+ 23.1%

Four-Year Change in Price All Properties

+ 22.6%

Four-Year Change in Price Traditional Properties

+ 57.2%

Four-Year Change in Price Foreclosure

- 7.3%

Four-Year Change in Price Short Sale

Median Sales Price

■ 2017 ■ 2018 ■ 2019 ■ 2020



Bedroom Count Review

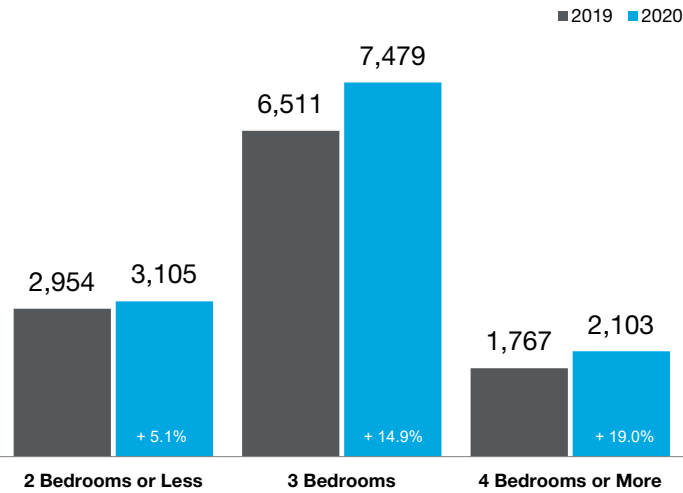
+ 5.1%

Growth in Closed Sales
2 Bedrooms or Less

+ 19.0%

Growth in Closed Sales
4 Bedrooms or More

Closed Sales



Top Areas: 4 Bedrooms or More Market Share in 2020

City of Asheville	22.0%
Buncombe County	21.3%
Jackson County	18.2%
Asheville MSA	17.3%
Asheville Region	16.6%
Burke County	15.9%
Rutherford County	15.7%
Polk County	15.2%
Transylvania County	14.2%
Mitchell County	14.1%
McDowell County	14.1%
Yancey County	13.9%
Henderson County	13.6%
Madison County	13.4%
Swain County	12.1%
City of Hendersonville	11.5%
Haywood County	10.5%

95.1%

Percent of Original List Price
Received in 2020 for
All Properties

94.6%

Percent of Original List Price
Received in 2020 for
2 Bedrooms or Less

95.6%

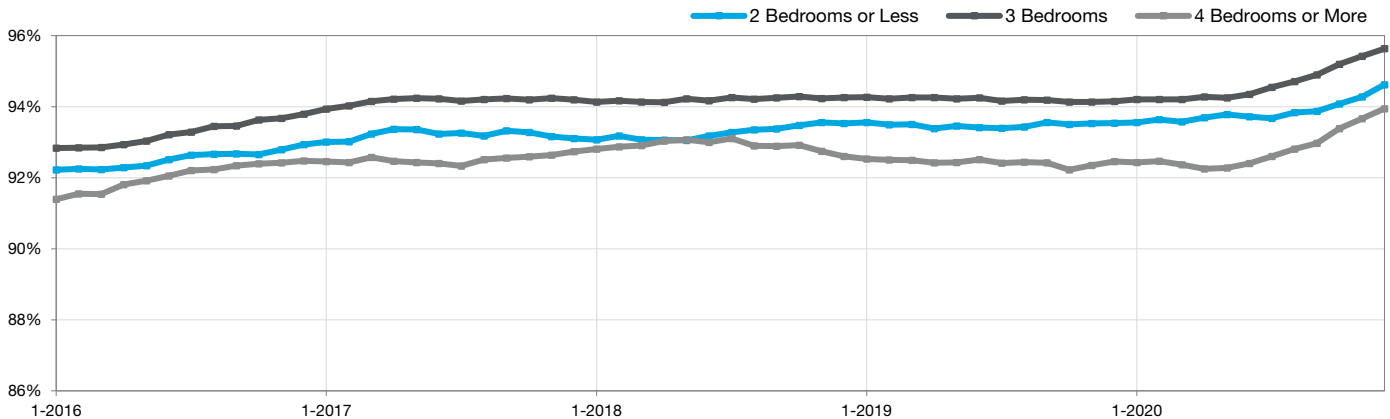
Percent of Original List Price
Received in 2020 for
3 Bedrooms

93.9%

Percent of Original List Price
Received in 2020 for
4 Bedrooms or More

Percent of Original List Price Received

This chart uses a rolling 12-month average for each data point.



Price Range Review

\$100,001 to \$150,000

Price Range with Shortest Average Market Time

\$500,001 and Above

Price Range with Longest Average Market Time

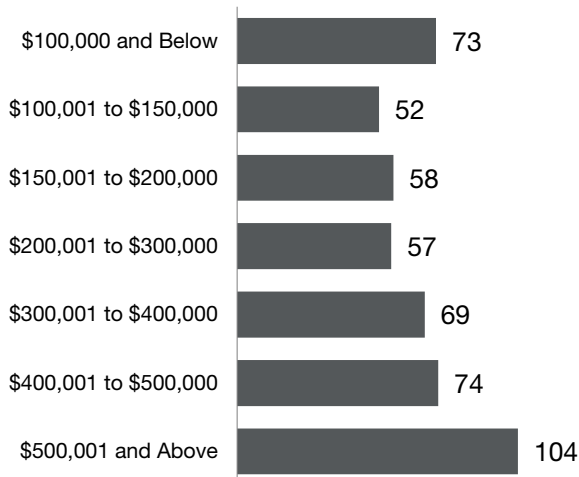
3.0%

of Homes for Sale at Year End Priced \$100,000 and Below

- 18.9%

One-Year Change in Homes for Sale Priced \$100,000 and Below

Days on Market Until Sale by Price Range



Share of Homes for Sale \$100,000 and Below



\$200,001 to \$300,000

Price Range with the Most Closed Sales

+ 61.0%

Price Range with Strongest One-Year Change in Sales: \$500,001 and Above

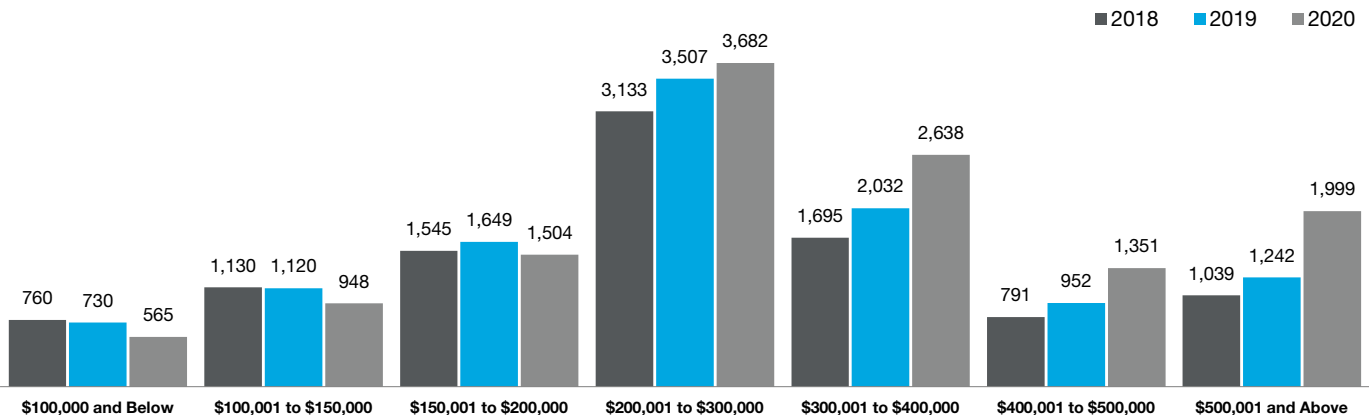
\$100,000 and Below

Price Range with the Fewest Closed Sales

- 22.6%

Price Range with Weakest One-Year Change in Sales: \$100,000 and Below

Closed Sales by Price Range



Showings Review

15

Median Number of Showings Before Pending

+ 5.1%

One-Year Change in Median Showings Before Pending

Monthly Number of Showings



Top 10 Areas: Number of Showings

Asheville MSA	175,426
Buncombe County	96,527
City of Asheville	50,217
Henderson County	46,656
City of Hendersonville	29,736
Haywood County	27,243
Rutherford County	16,773
Burke County	13,790
Transylvania County	12,018
McDowell County	7,193

Top 10 Areas: Number of Showings per Listing

City of Hendersonville	17.6
City of Asheville	17.1
Henderson County	16.7
Buncombe County	16.6
Asheville MSA	16.5
Haywood County	16.2
Rutherford County	14.6
Burke County	14.0
Madison County	13.6
Yancey County	12.9

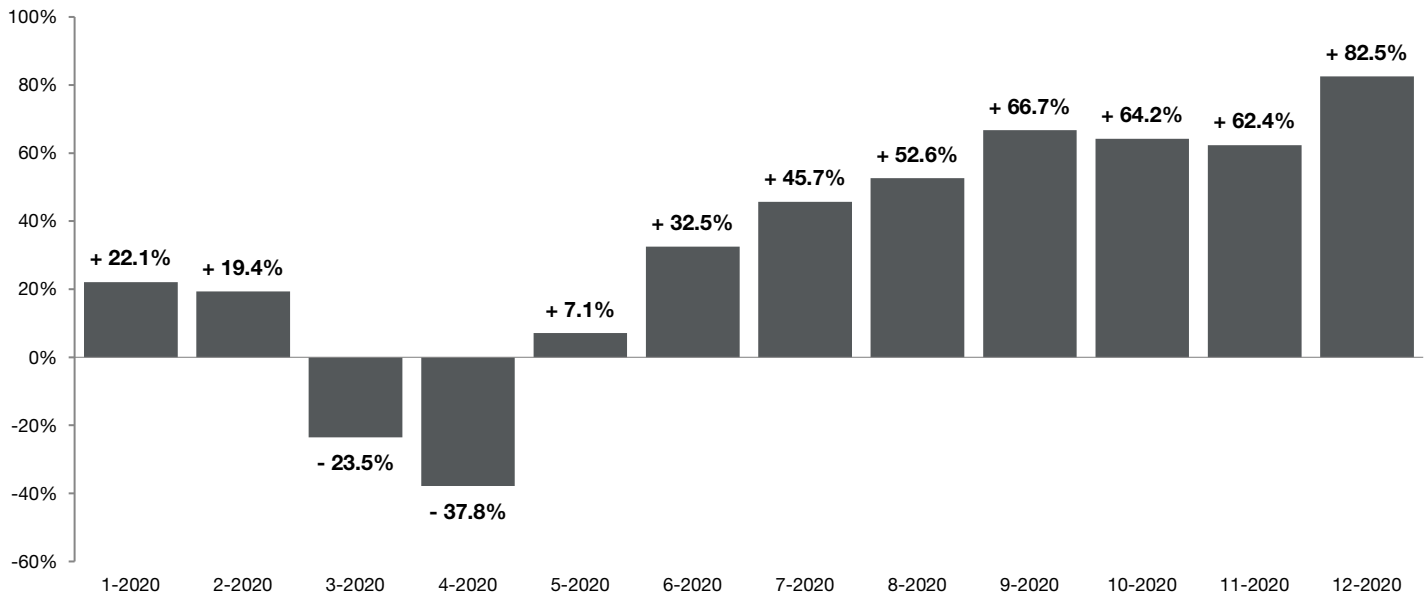
+ 0.6%

One-Year Change in Total Showings

December '20

Peak Change in Showing Activity Month

2020 Year-Over-Year Change in Monthly Showings per Listing



Area Overviews

	Total Closed Sales	Change from 2019	Percent Condo- Townhome	Percent Distressed	Median Showings	Months Supply of Inventory	List to Close	Pct. of Orig. Price Received
Asheville Region	12,687	+ 13.0%	9.9%	0.8%	15	1.8	121	95.1%
Buncombe County	4,580	+ 6.9%	12.7%	0.7%	17	1.7	108	96.0%
Burke County	807	0.0%	2.6%	1.4%	14	1.4	95	95.9%
Haywood County	1,319	+ 14.7%	5.5%	0.9%	16	1.8	127	94.5%
Henderson County	2,313	+ 10.8%	14.7%	0.3%	17	1.5	104	96.3%
Jackson County	302	+ 26.4%	5.6%	1.0%	10	2.8	186	92.5%
Madison County	268	+ 22.4%	1.1%	1.5%	14	2.2	174	93.1%
McDowell County	439	+ 25.4%	2.3%	3.4%	13	2.1	125	93.5%
Mitchell County	198	+ 42.4%	2.0%	1.5%	10	3.2	193	92.6%
Polk County	420	+ 21.0%	5.2%	1.0%	12	2.0	139	93.4%
Rutherford County	900	+ 27.8%	6.0%	1.1%	15	1.5	136	94.2%
Swain County	66	+ 175.0%	3.0%	0.0%	3	2.8	153	92.9%
Transylvania County	744	+ 17.2%	9.8%	0.3%	13	1.9	143	94.1%
Yancey County	331	+ 35.1%	17.2%	0.6%	13	4.5	210	90.7%
City of Asheville	2,288	+ 2.4%	16.1%	0.5%	17	1.9	102	96.0%
City of Hendersonville	1,356	+ 8.7%	13.9%	0.2%	18	1.5	102	96.1%
Asheville MSA	8,480	+ 9.5%	11.8%	0.6%	16	1.7	112	95.7%

Area Historical Median Prices

	2016	2017	2018	2019	2020	Change From 2019	Change From 2016
Asheville Region	\$219,900	\$238,000	\$250,000	\$260,000	\$293,000	+ 12.7%	+ 33.2%
Buncombe County	\$253,300	\$275,000	\$293,000	\$307,000	\$339,000	+ 10.4%	+ 33.8%
Burke County	\$115,000	\$136,500	\$145,000	\$160,000	\$180,000	+ 12.5%	+ 56.5%
Haywood County	\$180,000	\$194,000	\$217,500	\$229,985	\$259,950	+ 13.0%	+ 44.4%
Henderson County	\$215,000	\$240,000	\$260,000	\$275,000	\$309,900	+ 12.7%	+ 44.1%
Jackson County	\$180,000	\$201,950	\$235,750	\$225,000	\$266,750	+ 18.6%	+ 48.2%
Madison County	\$203,500	\$213,500	\$221,500	\$253,000	\$291,000	+ 15.0%	+ 43.0%
McDowell County	\$165,000	\$183,950	\$184,900	\$172,000	\$207,000	+ 20.3%	+ 25.5%
Mitchell County	\$132,000	\$180,000	\$137,000	\$157,000	\$215,750	+ 37.4%	+ 63.4%
Polk County	\$218,250	\$230,750	\$244,250	\$270,000	\$297,500	+ 10.2%	+ 36.3%
Rutherford County	\$160,000	\$175,000	\$173,300	\$180,900	\$217,000	+ 20.0%	+ 35.6%
Swain County	\$219,250	\$227,500	\$217,000	\$154,000	\$242,250	+ 57.3%	+ 10.5%
Transylvania County	\$220,950	\$250,000	\$251,000	\$279,900	\$330,000	+ 17.9%	+ 49.4%
Yancey County	\$175,000	\$184,000	\$189,000	\$214,504	\$240,000	+ 11.9%	+ 37.1%
City of Asheville	\$269,900	\$290,000	\$307,000	\$317,000	\$354,000	+ 11.7%	+ 31.2%
City of Hendersonville	\$206,250	\$235,690	\$249,000	\$265,000	\$295,000	+ 11.3%	+ 43.0%
Asheville MSA	\$230,000	\$250,000	\$267,000	\$282,500	\$315,000	+ 11.5%	+ 37.0%