

# 2024 Nest Market Report

ASHEVILLE AREA



When it comes to housing, expectations shape everything. The fear of missing out—or losing out—often influences our decisions more than we realize. Research shows that financial loss feels twice as painful as financial gain feels rewarding. In 2024, this mindset played a key role in a significant slowdown in home sales. Buyers were told that lower mortgage rates were on the horizon, but those rates never materialized. Sellers held out, hoping new inventory would inspire their next move, but fresh listings remained scarce.

With mortgage rates below 7% for over twenty years, it's easy to forget that they peaked at over 16.5% in 1981. Since 2022, rates have fluctuated between 6.1% and 7.8%. The ultra-low rates of 3-4% are unlikely to return anytime soon.

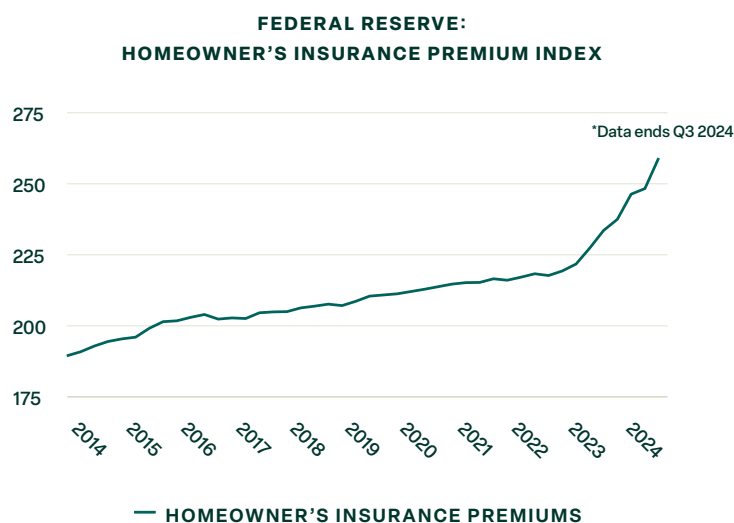
Despite demand consistently outpacing supply for years, ongoing inventory issues, and relatively stable mortgage rates, buyer confidence has not recovered enough to spark a market rebound. Home sales in 2024 are expected to finish about 5% lower than in 2023, largely due to limited inventory—and increasingly, due to affordability concerns that are shrinking the pool of qualified buyers.

## Looking Ahead to 2025

The financial world thrives on predictability, but 2025 promises significant change. With new national leadership comes fresh priorities that will impact markets in unpredictable ways. In this context, we want to highlight some key areas that homeowners and prospective buyers should closely monitor. As housing represents the largest investment for many families, all eyes will be on this sector.

For more than seven years, low inventory has dominated housing headlines. Ongoing demand makes it crucial for policymakers to focus on increasing supply. Solutions like deregulation and local zoning changes could help, but they require both time and political will. States like California and Oregon have eliminated single-family zoning requirements in an effort to encourage denser housing. However, the most effective levers for improving construction timelines and costs lie within local jurisdictions.

One wild card for 2025 is the insurance market. In late 2024, Hurricanes Helene and Milton caused an estimated \$51 billion-\$81 billion in property damage. As storm risks continue to rise across the U.S., private insurers are significantly raising premiums or exiting certain markets altogether. This shift underscores the growing importance of programs like the National Flood Insurance Program, which may eventually need to expand to include fire and windstorm coverage to adequately protect residential investments. Ongoing challenges in obtaining insurance could dampen development and new construction investment in many parts of the country.



# Housing Trends

## Challenges in Homebuilding

Even if regulations ease, construction costs remain a significant hurdle. Publicly traded homebuilder stocks have outperformed the broader market over the past five years, maintaining strong profit margins amid rising home prices. Builders are hesitant to sacrifice these margins, even as affordability pressures continue to grow.

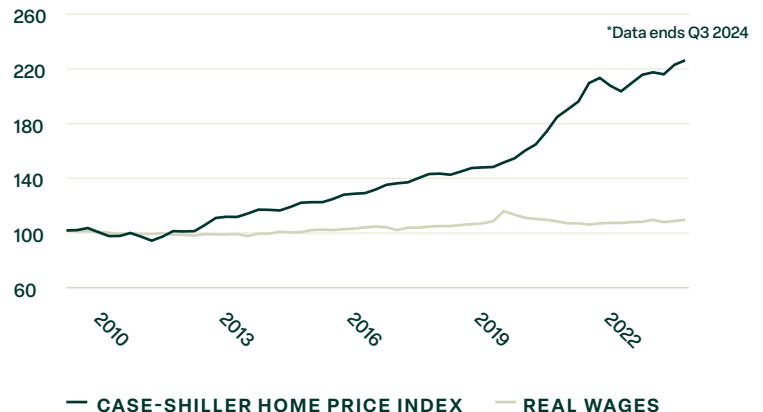
Currently, housing costs account for an average of 32.9% of household expenses. Higher interest rates have pushed homeownership further out of reach for many families, with escalating prices and insurance costs adding to the strain. In response, builders have focused on offering smaller, more affordable homes, but achieving widespread affordability will likely require either lower borrowing costs or real wage growth—neither of which seems imminent.

## Affordability Takes Center Stage

The Case-Shiller Home Price Index shows that home values have grown by 94% over the past decade—meaning a \$250,000 home in 2014 now costs \$485,000. Meanwhile, real household income has increased by only 19.7%, highlighting the widening affordability gap.

Homeowners are pressured to stay in their current homes, partly due to their historically low mortgage rates. More than 70% of current mortgages are below 5%, creating a significant financial incentive to stay put. However, as traditional drivers of resale—such as divorce, job relocations, downsizing, or changes in family size—continue to occur, the lock-in percentage will likely decrease, boosting market activity and creating opportunities for more listings in the future.

HOME PRICES AGAINST REAL WAGE GROWTH



## 2025 Outlook

The housing market has seen sales drop nearly 30% since 2021, but the potential for recovery remains. To spark growth, inventory must increase—either through new construction or more resale homes. However, true affordability depends on a decrease in borrowing costs. Local governments can help by streamlining the approval process for new builds, but broader economic factors will also play a critical role.

If interest rates stabilize or decrease, and if local policies support faster development, 2025 could finally bring the market the boost it needs.



# Nest Asheville 2024 Overview

Though we never anticipated finding ourselves in the midst of a natural disaster (much less a hurricane in the mountains), it's times like these that show us just how deeply the fabric of our community is woven together. Neighbors helping neighbors, united by a spirit of kindness, regardless of background or their own loss. Whether it's serving hot meals, delivering supplies to remote areas, clearing fallen trees, removing mud from homes—the spirit of WNC is alive in the generous, caring actions of our fellow neighbors.



## 1. SERVING HOT MEALS

Nester Adrienne Crowther volunteered with World Central Kitchen whose mission is to be first to the frontlines, providing fresh meals in response to humanitarian, climate, and community crises. They set up distribution in various locations in Asheville and Western North Carolina, and with the help of local volunteers served countless fresh meals and lifting spirits of residents impacted by Helene.

## 2. ROLLING UP OUR SLEEVES

For her birthday Nester Eliza Heath organized a volunteer group to help a family in Swannanoa clean out their home. Their team spent the day shoveling out mud, removing destroyed items and appliances, and cleaning out their still-flooded basement. Because they were able to get the home cleared out, a contractor was able to begin work the next day, allowing the family to be in their home safely by Thanksgiving!



## 3. GETTING SUPPLIES TO THOSE IN NEED

Nester Julia Burdette sorted donations into boxes in a distribution warehouse in Flat Rock for families coming through for supplies. Her team stocked 20 pallets of food and 15 pallets of household items including paper products, cleaning supplies, and toiletries. When they needed more items, or had a full pallet, they'd move them to designated areas for the national guard to put in vehicles.





ASHEVILLE, NC

# 2024 MSA Overview

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There is no way to dance around it, 2024 brought something no one in our area expected—a massive geological event in hurricane Helene. Our area responded in true Western North Carolina spirit and jumped into action, offering aid with unbridled resilience. We are still assessing the impact and mourning the loss of homes, neighbors, and the land we all call home. We may be down, but are certainly not out!

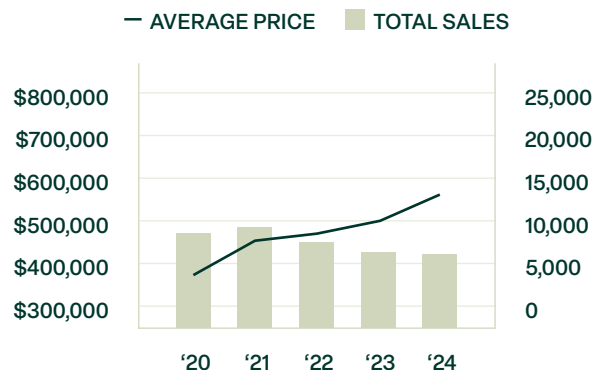
The 2024 real estate market began strong and was marching along with a steady pace upwards. Average home prices were increasing throughout the year along with new listings coming to market. As a result of Helene, the number of listings dropped and days on market increased but for the most part, our closed sale values remained strong. Buyers are still looking for homes in WNC as low inventory continues to drive a sellers market.

In 2024, mortgage rates hit a two decade high, reaching above 7%. Recently, the Federal Reserve lowered rates, signaling improving market conditions and lower inflation resulting in more buyer opportunity. Mortgage rates may take a little more time to reflect this change, but it's a positive indicator that mortgage rates could very well decline in 2025.

As we waltz into this new year with great hope and promise, feel assured our real estate market is as tough and vibrant as our community.



## ALL PROPERTIES



	2024	2023	% CHG
Total Sales	5,950	6,264	-5.0
Price per Sq. Ft.	\$289	\$280	3.2
Days on Market	47	38	23.7
Avg. Sales Price	\$562,056	\$501,941	12.0

In 2024, on average, a listing stayed on the market for 23.7% more time and saw a 3.2% increase in price per square foot compared to 2023.

### AVG. PRICE

**+12.0%**

In 2024 the average sales price was \$562,056 compared to \$501,941 in 2023.

### TOTAL SALES

**-5.0%**

In 2024 there were 5,950 total sales compared to 6,264 in 2023.

## CONDO/TOWNHOME

### AVG. PRICE

**+0.1%**

In 2024 the average sales price was \$431,207 compared to \$430,645 in 2023.

### TOTAL SALES

**-22.0%**

In 2024 there were 773 total sales compared to 991 in 2023.

	2024	2023	% CHG
Total Sales	773	991	-22.0
Price per Sq. Ft.	\$282	\$280	-0.7
Days on Market	55	37	48.6
Avg. Sales Price	\$431,207	\$430,645	0.1

## SINGLE FAMILY

### AVG. PRICE

**+3.6%**

In 2024 the average sales price was \$581,568 compared to \$561,192 in 2023.

### TOTAL SALES

**-13.9%**

In 2024 there were 5,177 total sales compared to 6,010 in 2023.

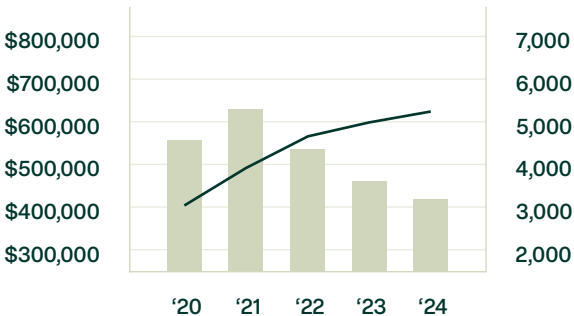
	2024	2023	% CHG
Total Sales	5,177	6,010	-13.9
Price per Sq. Ft.	\$290	\$281	3.2
Days on Market	46	38	21.1
Avg. Sales Price	\$581,568	\$561,192	3.6



## BUNCOMBE COUNTY



— AVERAGE PRICE    ■ TOTAL SALES

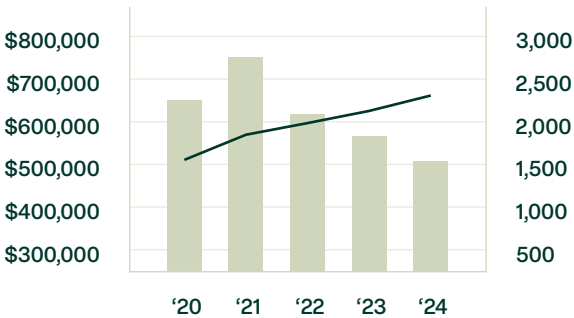


	2024	2023	% CHG
Total Sales	3,114	3,608	-13.7
Days on Market	46	10	360
Avg. Sales Price	\$627,068	\$597,184	5.0
Total Volume	\$1,952,691,109	\$2,156,159,000	-9.4

## CITY OF ASHEVILLE

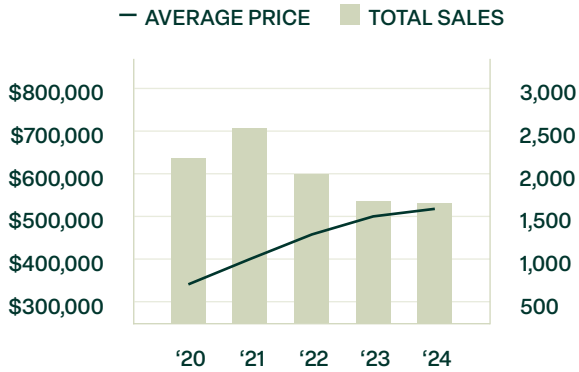


— AVERAGE PRICE    ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	1,563	1,800	-13.2
Days on Market	43	10	330
Avg. Sales Price	\$658,668	\$624,373	5.5
Total Volume	\$1,029,497,730	\$1,123,872,000	-8.4

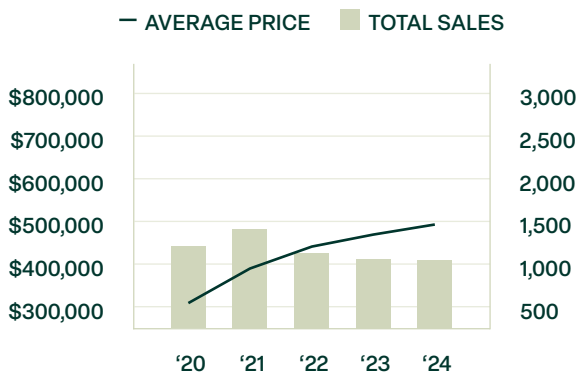
## HENDERSON COUNTY



	2024	2023	% CHG
Total Sales	1,703	1,763	-3.4
Days on Market	46	9	411.1
Avg. Sales Price	\$512,789	\$499,956	2.6
Total Volume	\$873,280,469	\$881,423,000	-0.9



## HENDERSONVILLE



	2024	2023	% CHG
Total Sales	1,021	1,057	-3.4
Days on Market	47	9	422.2
Avg. Sales Price	\$494,059	\$468,216	5.5
Total Volume	\$504,434,097	\$494,905,000	1.9

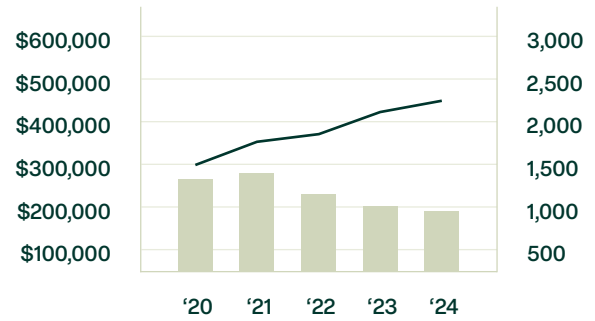




## HAYWOOD COUNTY



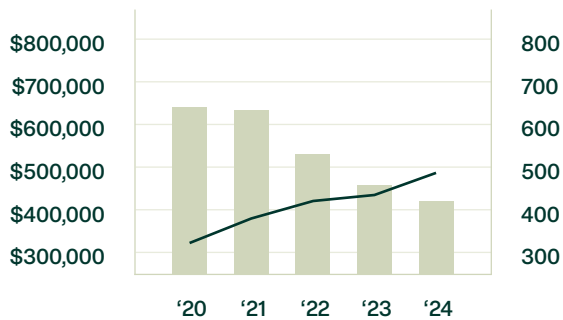
— AVERAGE PRICE    ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	906	1,021	-11.3
Days on Market	52	14	271.4
Avg. Sales Price	\$450,852	\$423,753	6.4
Total Volume	\$408,472,354	\$432,652,000	-5.6

## WAYNESVILLE

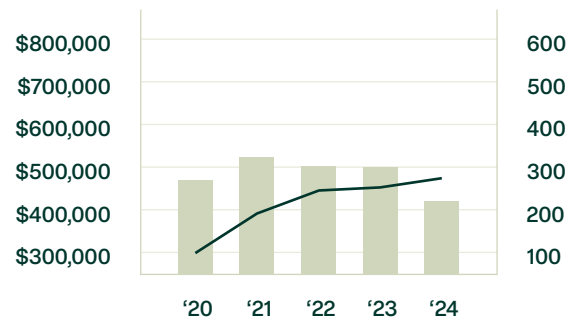
— AVERAGE PRICE    ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	420	460	-8.7
Price per Sq. Ft.	\$255	\$243	4.9
Days on Market	49	14	250
Avg. Sales Price	\$485,437	\$433,016	12.1
Total Volume	\$203,883,732	\$199,187,000	2.4

## MADISON COUNTY

— AVERAGE PRICE    ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	226	298	-24.2
Price per Sq. Ft.	\$281	\$258	8.9
Days on Market	61	20	205
Avg. Sales Price	\$483,295	\$462,309	4.5
Total Volume	\$109,224,681	\$137,768,000	-20.7



# Key Players *in Recovery*

- **BELOVED ASHEVILLE:** Beloved Asheville's mission is to strengthen the fabric of the local community by bringing people from all walks of life together to create equity and opportunity for those struggling with housing and food insecurity. A key player in disaster relief efforts, Beloved Asheville had feet on the ground the day of Helene's destruction—organizing volunteers, collecting donations, and getting supplies to those in Asheville and in remote areas outside of Asheville. [belovedasheville.com](https://belovedasheville.com)
- **MANNA FOODBANK:** Despite losing their own facility in the flood, MANNA was able to mobilize quickly in other locations to provide donation intake and distribution to get food and supplies out to the 16 counties in Western North Carolina. Their expert experience in providing resources, logistical support, networking, and more had a direct impact on our community. [mannafoodbank.org](https://mannafoodbank.org)
- **ELIADA HOME:** Originally an orphanage, Eliada has adapted to the needs of the local community over its 120-year history of helping children in need. They offer a variety of incredible programs that go a long way in helping children thrive, including foster care, therapy, childcare, after-school programs, summer camps, and more. In the aftermath of Helene, they focused on getting supplies and resources to the families they already serve. In 2024, Nest sponsored four kids through Eliada to help make their holiday wish lists come true. [eliada.org](https://eliada.org)
- **ASHEVILLE HUMANE SOCIETY:** The only open-intake shelter in Buncombe County, Asheville Humane Society aims to create a more humane community for pets and the humans that love them. After Helene hit, they carried through on that commitment in helping families reunite with their pets and offering distribution sites with free pet food, supplies, drinking water, paper products, and hygiene products. They've also launched Affordable Pet Care Clinics, where they provide vaccines, tests, microchips, urgent care exams, and free flea/tick and heartworm preventatives. [ashevillehumane.org](https://ashevillehumane.org)
- **MOUNTAIN HOUSING OPPORTUNITIES:** Organized in 1988, this private, non-profit community development corporation builds and improves homes, neighborhoods, and communities in an effort to preserve hope and dignity for those they serve. Post Helene they delivered essential food, water, and supplies to residents in MHO-owned communities, along with setting up a fully operational non-potable water distribution system, ensuring that residents' basic needs were consistently met. [mtnhousing.org](https://mtnhousing.org)





[nestrealty.com/asheville](https://nestrealty.com/asheville)

