



nest
REALTY

2025 Nest Market Report

Asheville Area

National Market Review

A Market in Transition

Will 2026 be the year housing takes center stage in national politics? While solutions will differ across Washington, most policymakers agree on one fact: **affordability has reached a breaking point for many Americans.** As we approach a new election cycle, housing is poised to become one of the country's most visible economic issues.

This shift is the result of several converging forces:

- Interest rates stabilizing but remaining elevated.
- Home prices rising faster than household income.
- Insurance costs increasing sharply.
- Inventory levels remaining well below national needs.

Together, these trends have redefined buyer and seller behavior and shaped expectations for the year ahead.

Affordability Moves to the Forefront

Affordability hinges on the balance between three factors:



For much of the past decade, low interest rates masked rising prices. But in 2022, mortgage rates jumped from 3% to 7%, increasing monthly payments by more than 55%.

Since late 2022, rates have held steady in the 6.5%–7.5% range. Predictability has returned, but many buyers still perceive these rates as high compared to the sub-5% environment that lasted from 2011–2022. The result has been slower sales, cooling prices in certain markets, and a broad resetting of buyer expectations.

Meanwhile, wage growth has not kept pace. Between 2015 and 2024, the median household income rose 56%, while home prices increased between 90% and 103%, depending on the index. When prices rise faster than wages—and interest rates rise at the same time—affordability declines.

The Rising Cost of Homeownership

Insurance has become a major affordability factor. From 2022 to 2024, premiums rose more than 30% in 21 states and 40–70% in ten of them, with another 28% increase projected over the next three years.

Insurance now represents 9% of the average mortgage payment—the highest share on record—driven by rising rebuild costs, more frequent climate events, population shifts, and insurers exiting high-risk markets. Currently, 12% of U.S. homes are considered high risk, a figure projected to exceed 20% by 2050.

A Diverging Landscape

For years, national housing recaps looked similar across markets. But 2025 has brought sharp regional variations. Economic pressures, insurance challenges, and affordability concerns now differ meaningfully from one region to the next.

In today's environment, understanding your local market matters more than ever, and your Nest agent can help you interpret how national forces are playing out in your area.

National Housing Trends

Inventory Gains Fall Short of Demand: A 13% Inventory Increase Against a 2.5 Million-Home Deficit

National inventory rose 13% in 2025, according to ResiClub. While encouraging, this gain falls far short of addressing the estimated 2.5 million home shortage nationwide. Even with steady improvement, closing the gap would require more than a decade of elevated construction.

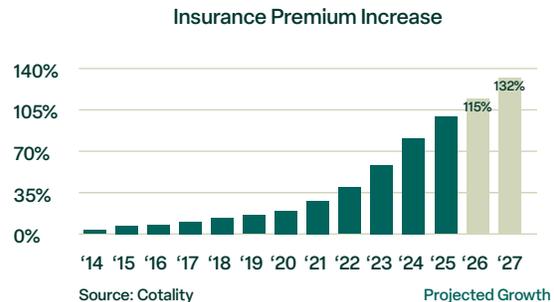
As we enter 2026, housing affordability remains one of the most influential forces shaping the market. Rising insurance costs and lagging wage growth continue to pressure buyers, even as conditions gradually stabilize.

Still, the new year brings opportunities: modest price softening in some markets, steadier inventory, and rate stability may bring buyers back. How the rest of 2026 unfolds will depend on broader economic shifts, policy decisions, and how quickly confidence returns to both buyers and sellers.

Three Trends to Watch in 2026

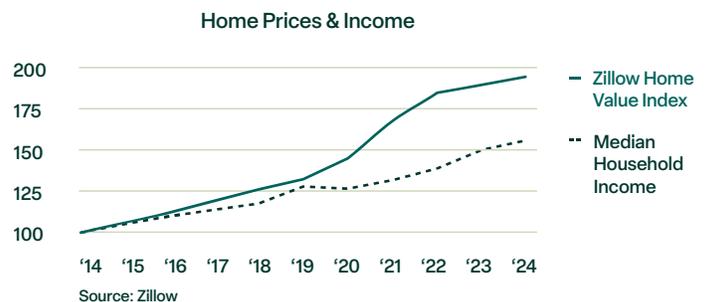
1. Insurance Premium Growth

Premiums rose modestly for several years before accelerating dramatically in 2021. This trend is expected to continue through 2027.



2. Home Prices and Income

Home values have nearly doubled over the past decade, while real wages have grown far more slowly. This widening gap is a central driver of today's affordability challenges.



3. 30-Year Mortgage Rates

After the rapid spike in 2022, mortgage rates have remained steady within the 6.5%–7.5% range. This stability has helped bring predictability back to the market, even if overall costs remain elevated.





Nest Asheville 2025 at a Glance

28K

Our agents collectively sent out more than 28,000 Friends of Nest mailers.

1K+

Our 2025 Nest Fest at Hickory Nut Gap Farm had more than 1,000 attendees!

397

This year our agents helped nearly 400 happy clients find their new nest.



2025
Asheville, NC
MSA

Local Market Review

Western North Carolina regained stability in 2025 as inventory increased, prices held steady, and buyer activity improved—positioning the region for a confident and balanced 2026.

Western North Carolina moved through 2025 with a renewed sense of steadiness, and by year's end the region had regained a confident rhythm. Community investments continued, trails and gathering places felt lively again, and the overall energy across our mountain towns was both refreshed and full of momentum.

In the housing market, 2025 marked a gradual return to stability after Helene. New listings rose steadily, easing years of tight inventory and giving buyers more options.

By year's end, listings across the Asheville region were up nearly 20% from 2024, though still below pre-Helene levels. Home prices held steady, reflecting strong underlying demand even as conditions cooled slightly.

Mortgage rates, which had peaked above 7% in 2024, settled into the low-to-mid-6% range throughout 2025 and encouraged more buyers to re-enter the market. While affordability challenges remained, increased inventory and steadier pricing created a healthier, more predictable environment. Sellers who priced competitively continued to see solid results, and well-maintained homes stayed in high demand.

Looking ahead to 2026, Western North Carolina is well-positioned. Lifestyle-driven moves, steady demand, and the enduring appeal of mountain living continue to shape the region. With stability returning and momentum building, WNC enters the new year with confidence.

All Properties Asheville MSA

-0.8%

Average Sales Price

The average sales price of all homes decreased by 0.8% between 2024 and 2025.

7.6%

Total Sales

The total sales of all homes increased by 7.6% between 2024 and 2025.

In Asheville in 2025, on average, a listing stayed on the market for 57.4% more time and saw a 3.1% decrease in price per square foot compared to 2024.

	2025	2024	% CHG
Total Sales	6,400	5,950	7.6
Price per Sq. Ft.	\$280	\$289	-3.1
Days on Market	74	47	57.4
Avg. Sales Price	\$513,940	\$518,285	-0.8



Condos & Townhomes

-4.3%

Average Sales Price

The average sales price of condos & townhomes decreased by 4.3% between 2024 and 2025.

+12.5%

Total Sales

The total sales of condos & townhomes increased by 12.5% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	870	773	12.5
Price per Sq. Ft.	\$274	\$282	-2.8
Days on Market	80	55	45.5
Avg. Sales Price	\$412,754	\$431,207	-4.3

Single Family Homes

-8.9%

Average Sales Price

The average sales price of single family homes decreased by 8.9% between 2024 and 2025.

6.8%

Total Sales

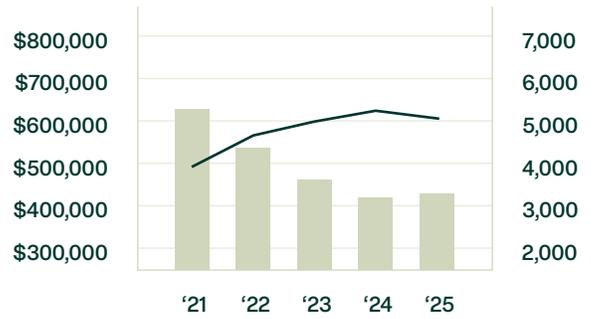
The total sales of single family homes increased by 6.8% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	5,530	5,177	6.8
Price per Sq. Ft.	\$285	\$290	-1.7
Days on Market	68	46	47.8
Avg. Sales Price	\$529,665	\$581,568	-8.9



Buncombe County

— AVERAGE PRICE ■ TOTAL SALES

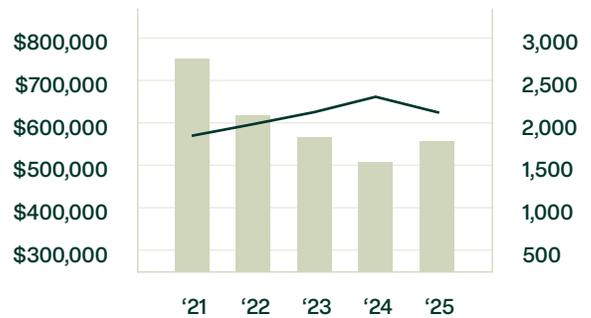


	2025	2024	% CHG
Total Sales	3,294	3,114	5.8
Days on Market	59	46	28.3
Avg. Sales Price	\$601,389	\$627,068	-4.1
Total Volume	\$1,980,974,850	\$1,952,691,109	1.4



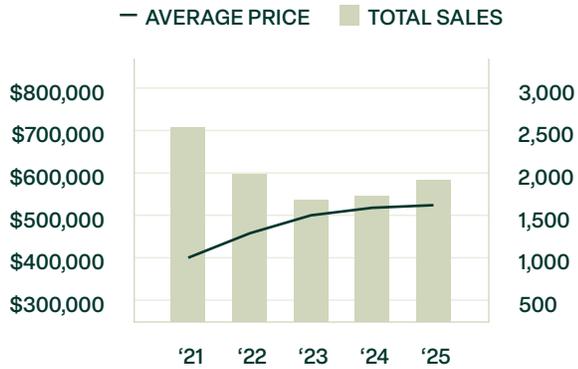
City of Asheville

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	1,714	1,563	9.7
Days on Market	58	43	34.9
Avg. Sales Price	\$623,090	\$658,668	-5.4
Total Volume	\$1,067,976,292	\$1,029,497,730	3.7

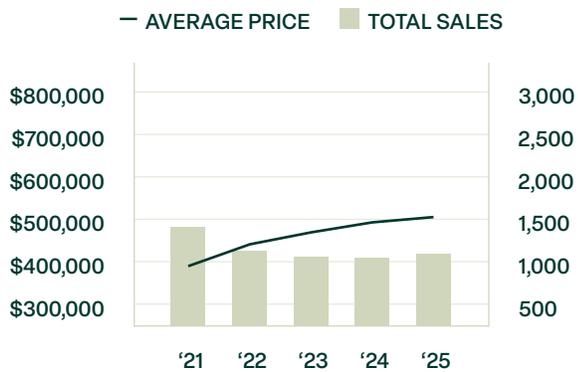
Henderson County



	2025	2024	% CHG
Total Sales	1,866	1,703	9.6
Days on Market	63	46	36.9
Avg. Sales Price	\$513,127	\$512,789	0.1
Total Volume	\$957,494,252	\$873,280,469	9.6



Hendersonville



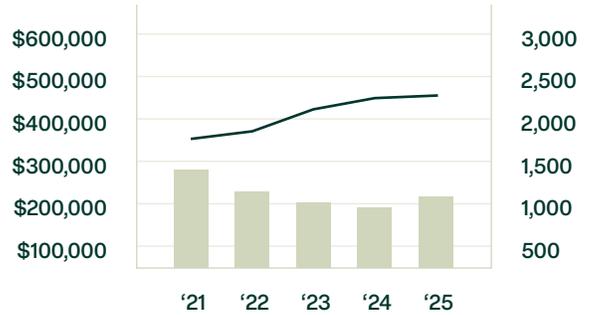
	2025	2024	% CHG
Total Sales	1,069	1,021	4.7
Days on Market	63	47	34.0
Avg. Sales Price	\$504,994	\$494,059	2.2
Total Volume	\$539,838,933	\$504,434,097	7.0



Haywood County



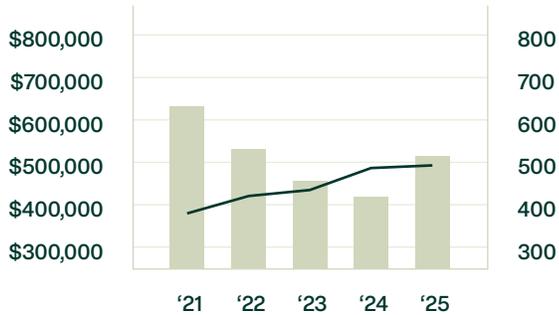
— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	1,025	906	13.1
Days on Market	72	52	38.5
Avg. Sales Price	\$457,336	\$450,852	1.4
Total Volume	\$468,769,804	\$408,472,354	14.8

Waynesville

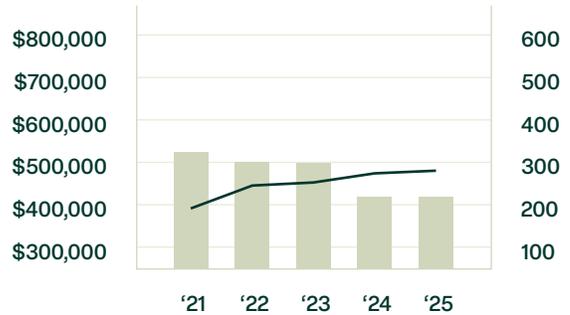
— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	514	420	22.4
Days on Market	78	49	59.2
Avg. Sales Price	\$491,872	\$485,437	1.3
Total Volume	\$252,821,976	\$203,883,732	24.0

Madison County

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	211	226	-6.6
Days on Market	85	61	39.3
Avg. Sales Price	\$484,284	\$483,295	0.2
Total Volume	\$102,183,838	\$109,224,681	-6.4



Community First

Organizations our Nesters Support

At Nest, success means more than closed transactions—it's about connection and care. This year, our agents gave back to the community through nonprofits like Mountain Housing Opportunities, Food Connection, and Mountain Pet Rescue Asheville, supporting affordable housing, fighting food insecurity, and rescuing pets across Western North Carolina.

Mountain Housing Opportunities (MHO)

Mountain Housing Opportunities works to ensure everyone in the Asheville area has a safe, affordable place to live. Their mission includes developing affordable rental and

home ownership opportunities, providing home repairs and accessibility modifications for seniors and people with disabilities, and revitalizing neighborhoods. Over the years, MHO has helped thousands of residents remain safely housed and has developed hundreds of affordable homes throughout Western North Carolina.

Food Connection

Food Connection reduces food waste and eases hunger by redistributing surplus fresh meals to those in need. By collecting unserved prepared food from restaurants, caterers, and events, they deliver meals to shelters, after-school programs, and community partners serving food-insecure neighbors. Since 2015, their "food rescue" model has diverted hundreds of thousands of meals from the landfill—turning potential waste into nourishment.

Mountain Pet Rescue Asheville

Mountain Pet Rescue Asheville connects people with loving pets through rescue, foster, and adoption. They focus on saving dogs and cats from overcrowded shelters, especially in rural communities, and operate through a compassionate foster-based network rather than a traditional shelter. Through events like "Dogs on Tap" at local breweries and strong community partnerships, they've helped thousands of pets find forever homes while strengthening Asheville's vibrant, animal-loving spirit.



asheville.nestrealty.com

