



2025 Nest Market Report

Morganton 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.

Local Market Review

2025 brought balance and opportunity to the foothills market.

As we look back on the 2025 housing market here in the foothills, one thing is clear: while the pace has eased, opportunity remains strong for homeowners. Home values across Burke County held steady, and although inventory increased gradually, demand continued to outpace supply in many parts of the market. More homes on the market gave buyers greater choice than they've seen in recent years—but it also meant properties spent a bit more time listed before going under contract.

As we enter 2026, opportunities remain on both sides of the closing table. For potential sellers, this shift has brought a more balanced and intentional market.

The frantic, multi-offer weekends of the past have softened, but well-priced, well-prepared homes still attract strong interest. Today, strategy matters more than ever. Condition, staging, pricing, and presentation are essential tools for maximizing results in 2026.

For buyers, this environment offers a welcomed breather. With slightly more inventory and fewer multiple-offer situations, buyers can enter the market with clearer expectations, more negotiating power, and the time to make thoughtful decisions.

If you are considering a move this year, we're here to help you understand what today's market means for you—and to guide you forward with clarity, confidence, and a strategy built for success.

Average Sales Price

+0.9%

All Properties

The average sales price for all properties in 2025 was \$374,666 compared to \$371,319 in 2024.

-4.5%

Condos/Townhomes

The average sales price for condos/townhomes in 2025 was \$266,032 compared to \$278,538 in 2024.

+1.6%

Single Family Homes

The average sales price for single family homes in 2025 was \$387,114 compared to \$381,136 in 2024.

Total Home Sales

+9.6%

All Properties

The total home sales for all properties in 2025 was 3,677 compared to 3,355 in 2024.

+17.8%

Condos/Townhomes

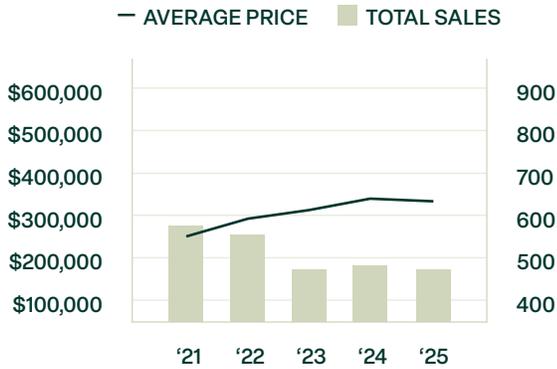
The total home sales for condos/townhomes in 2025 was 378 compared to 321 in 2024.

+8.7%

Single Family Homes

The total home sales for single family homes in 2025 was 3,299 compared to 3,034 in 2024.

Morganton



	2025	2024	% CHG
Total Sales	471	488	-3.5
Price per Sq. Ft.	\$184	\$190	-3.2
Days on Market	64	45	42.4
Avg. Sales Price	\$334,364	\$339,436	-1.5
Total Volume	\$153,695,167	\$158,183,476	-2.8



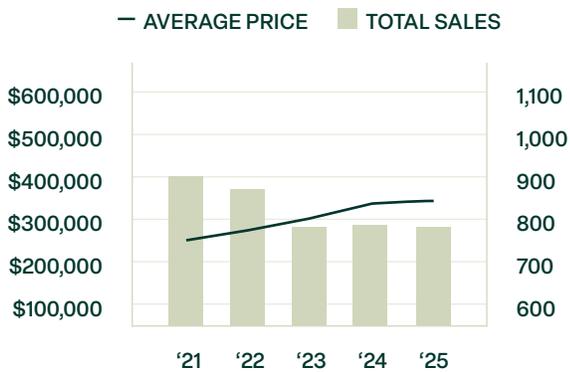
1,816

Single Family Homes Average Sq. Ft.

1,582

Condos/Townhomes Average Sq. Ft.

Burke County



	2025	2024	% CHG
Total Sales	772	785	-1.7
Price per Sq. Ft.	\$189	\$188	0.5
Days on Market	65	46	41.3
Avg. Sales Price	\$336,242	\$330,957	1.6
Total Volume	\$252,331,298	\$256,296,983	-1.5



1,757

Single Family Homes Average Sq. Ft.

1,478

Condos/Townhomes Average Sq. Ft.



2,039

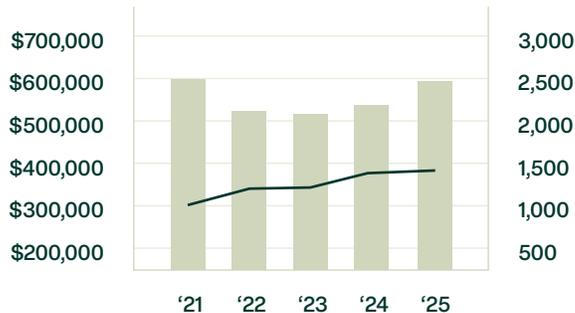
Single Family Homes Average Sq. Ft.

1,633

Condos/Townhomes Average Sq. Ft.

Catawba County

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	2,467	2,199	12.2
Price per Sq. Ft.	\$190	\$189	0.5
Days on Market	62	51	21.6
Avg. Sales Price	\$383,092	\$377,472	1.5
Total Volume	\$907,471,246	\$814,131,217	11.5



1,736

Single Family Homes Average Sq. Ft.

1,404

Condos/Townhomes Average Sq. Ft.

McDowell County

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	438	371	18.1
Price per Sq. Ft.	\$220	\$230	-4.3
Days on Market	71	65	9.2
Avg. Sales Price	\$394,935	\$420,253	-6.0
Total Volume	\$171,332,068	\$149,774,037	14.4



Nest Morganton 2025 at a Glance

3

3 Weddings | This year we had three beautiful weddings within our Nest family—proof that love is always in season here.

1

1 Baby | One adorable baby joined our Nest crew, bringing smiles, snuggles, and endless happiness to the office.

9

9 Client Events | A year full of connections. From book swaps to newcomers' meetups to Nest Fest, we celebrated community with every event we hosted or sponsored.



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