

2024 Nest Market Report



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.

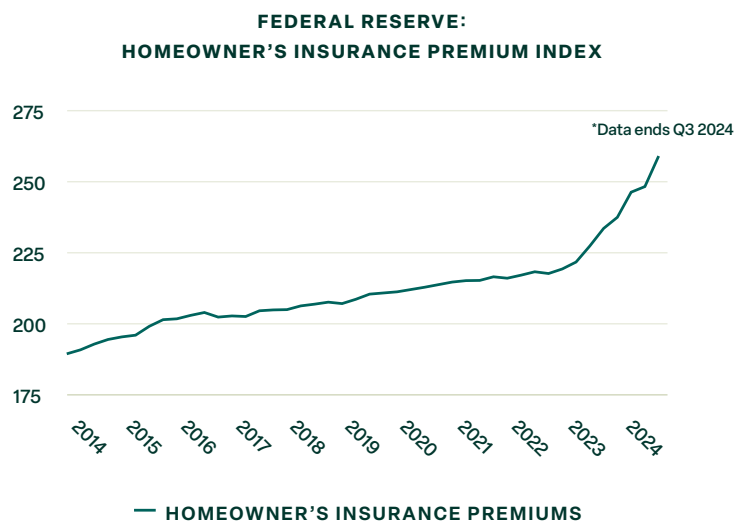
Despite demand consistently outpacing supply for years, ongoing inventory issues, and relatively stable mortgage rates, buyer confidence has not recovered enough to spark a market rebound. Home sales in 2024 are expected to finish about 5% lower than in 2023, largely due to limited inventory—and increasingly,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

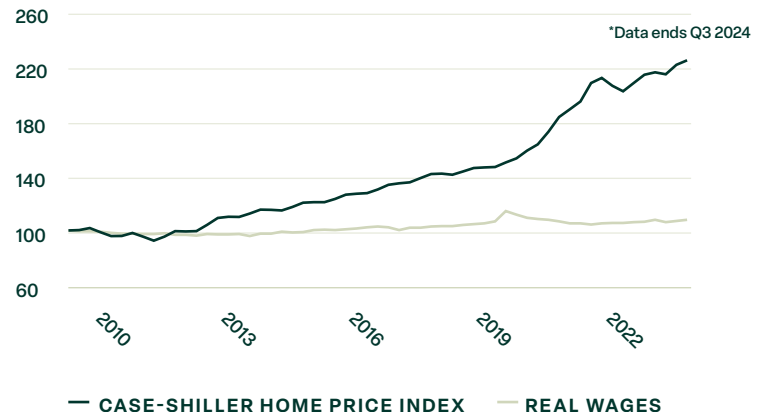
Currently, housing costs account for an average of 32.9% of household expenses. Higher interest rates have pushed homeownership further out of reach for many families, with escalating prices and insurance costs adding to the strain. In response, builders have focused on offering smaller, more affordable 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.



2024 Overview

Our success as a brokerage extends beyond the number of transactions in 2024. This year we are celebrating the relationships we've built with local businesses and community organizations, as well as our continued commitment to being an online resource for our community.

Quick Stats

1,293

MARKETING VIDEOS

Our marketing team crushed it in 2024, creating more than 1,293 videos!

826,597

SQUARE FOOTAGE

Our Nesters helped our clients secure over 826,597 square feet of living space in 2024.

70

ZIP CODES

Nest helped clients navigate buying and selling homes in 70 different zip codes last year.



Our local real estate market is thriving and full of potential, making it an attractive choice for a wide range of buyers, from first-time homeowners to seasoned investors. Home prices remain competitive compared to national averages, offering affordability in a city that blends historic charm with modern growth.

Despite recent fluctuations, demand remains strong, driven by Louisville and Southern Indiana's vibrant communities, affordable cost of living, and diverse housing options. Our market is supported by steady job growth in industries like tech, healthcare, and manufacturing, which attracts new residents and strengthens the housing sector.

Real estate here benefits from a network of knowledgeable, community-oriented agents who guide clients in finding their perfect fit, whether it's a single-family home, a condo close to the city, or a peaceful retreat. With its unique mix of amenities, culture, and opportunity, this area is an excellent place to put down roots and invest in a home. The market continues to grow, making now a great time to explore all that it has to offer.

Average Sales Price

+6.0%

ALL PROPERTIES

In 2024 the average sales price for all properties was \$333,520 compared to \$314,654 in 2023.

+0.8%

ATTACHED

In 2024 the average sales price for attached homes was \$241,295 compared to \$239,370 in 2023.

+6.1%

DETACHED

In 2024 the average sales price for detached homes was \$345,176 compared to \$325,230 in 2023.

Total Home Sales

+1.5%

ALL PROPERTIES

In 2024 there were 12,356 total home sales compared to 12,169 in 2023.

-7.6%

ATTACHED

In 2024 there were 1,385 attached home sales compared to 1,499 in 2023.

+2.8%

DETACHED

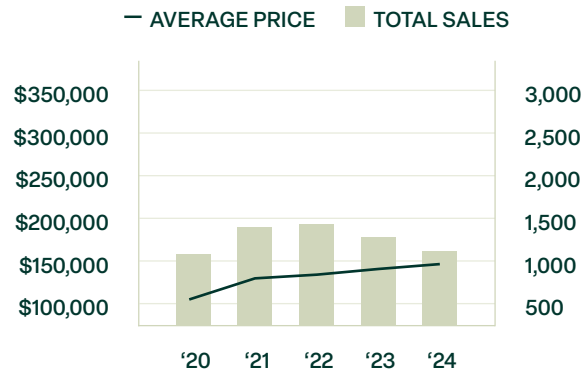
In 2024 there were 10,971 detached home sales compared to 10,670 in 2023.

*Data Sourcing: Our market, unlike many others, crosses state lines and is serviced by two MLSs, Greater Louisville Association of Realtors (GLAR) and Southern Indiana Realtor Association (SIRA), that capture the sales across our region. In the pages of this report you will see notes to indicate which database we use to identify the most accurate sales stats for each of our areas.

The Greater Louisville Market consists of Jefferson, Oldham, Shelby, Spencer, and Bullitt Counties, KY. The Southern Indiana Market consists of Clark, Floyd, and Harrison Counties, IN. Data as of 01/07/25 as found in the Greater Louisville and Southern Indiana MLS.

DOWNTOWN, OLD LOUISVILLE, WEST LOUISVILLE, SHIVELY

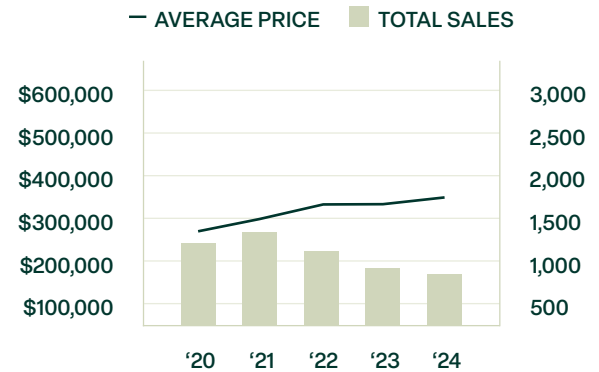
*GLAR MLS



	2024	2023	% CHG
Total Sales	1,192	1,270	6.1
Price per Sq. Ft.	\$117	\$110	6.4
Days on Market	35	36	-2.8
Avg. Sales Price	\$147,935	\$137,728	7.4
Total Volume	\$176,338,909	\$174,915,055	0.8

BUTCHERTOWN, HIGHLANDS, GERMANTOWN

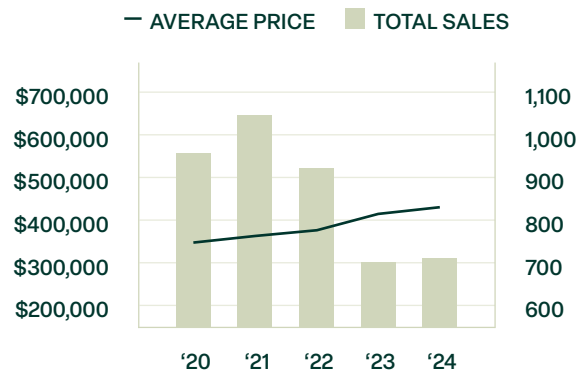
*GLAR MLS



	2024	2023	% CHG
Total Sales	881	937	-6.0
Price per Sq. Ft.	\$217	\$208	4.3
Days on Market	22	20	10.0
Avg. Sales Price	\$352,883	\$331,424	6.5
Total Volume	\$310,890,362	\$310,543,914	0.1

CLIFTON, CRESCENT HILL, ST. MATTHEWS

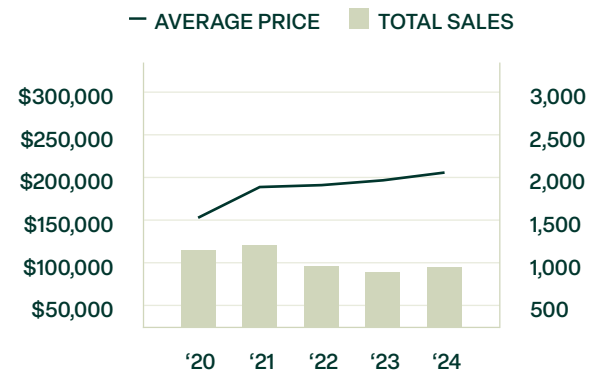
*GLAR MLS



	2024	2023	% CHG
Total Sales	707	700	1.0
Price per Sq. Ft.	\$233	\$224	4.0
Days on Market	21	18	16.7
Avg. Sales Price	\$428,706	\$410,019	4.6
Total Volume	\$303,095,467	\$287,013,561	5.6

PRP, VALLEY STATION

*GLAR MLS

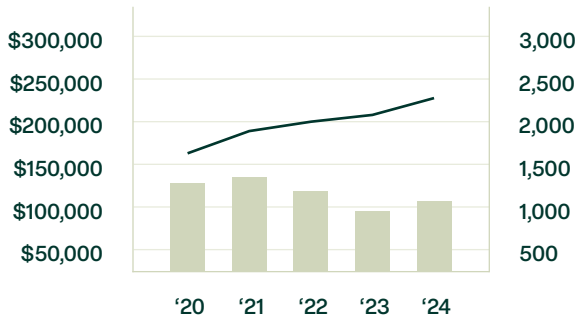


	2024	2023	% CHG
Total Sales	902	839	7.5
Price per Sq. Ft.	\$177	\$163	8.6
Days on Market	24	25	-4.0
Avg. Sales Price	\$216,617	\$197,013	10.0
Total Volume	\$195,389,243	\$165,294,206	18.2

AUBURNDALE, FAIRDALE, IROQUOIS PARK

*GLAR MLS

— AVERAGE PRICE ■ TOTAL SALES

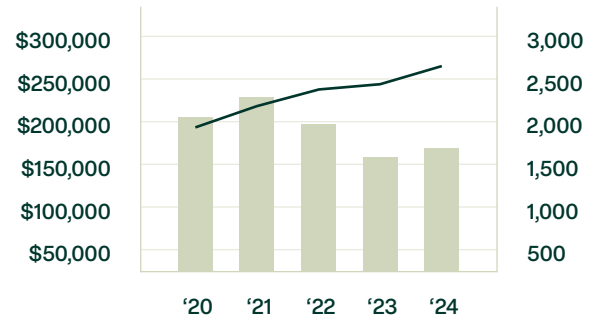


	2024	2023	% CHG
Total Sales	1,044	991	5.3
Price per Sq. Ft.	\$169	\$160	5.6
Days on Market	24	26	-7.7
Avg. Sales Price	\$226,244	\$214,198	5.6
Total Volume	\$236,199,557	\$212,270,378	11.3

BUECHEL, HIGHVIEW, OKOLONA

*GLAR MLS

— AVERAGE PRICE ■ TOTAL SALES

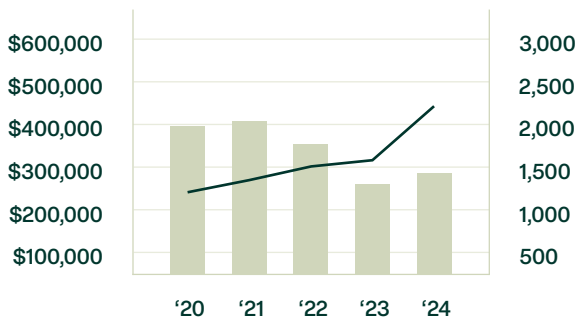


	2024	2023	% CHG
Total Sales	1,644	1,596	3.0
Price per Sq. Ft.	\$182	\$171	6.4
Days on Market	25	25	0.0
Avg. Sales Price	\$260,249	\$245,454	6.0
Total Volume	\$427,849,381	\$391,744,691	9.2

FERN CREEK, HIKES POINT, JEFFERSONTOWN

*GLAR MLS

— AVERAGE PRICE ■ TOTAL SALES

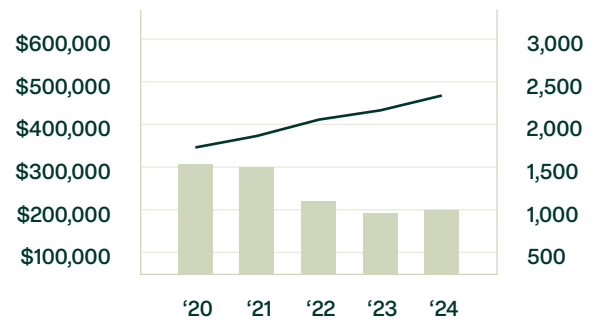


	2024	2023	% CHG
Total Sales	1,404	1,305	7.6
Price per Sq. Ft.	\$201	\$190	5.8
Days on Market	23	19	21.1
Avg. Sales Price	\$330,347	\$309,739	6.7
Total Volume	\$463,807,898	\$404,209,365	14.7

DOUGLASS HILLS, HURSTBOURNE, MIDDLETOWN, ANCHORAGE

*GLAR MLS

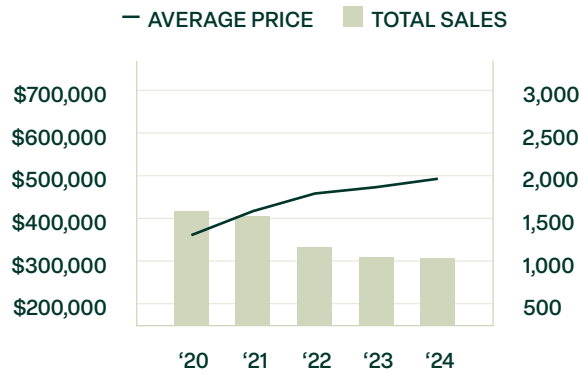
— AVERAGE PRICE ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	988	976	1.2
Price per Sq. Ft.	\$211	\$202	4.7
Days on Market	26	22	18.2
Avg. Sales Price	\$472,237	\$437,651	8.0
Total Volume	\$466,571,122	\$427,147,096	9.2

GLENVIEW, LYNDON, PROSPECT

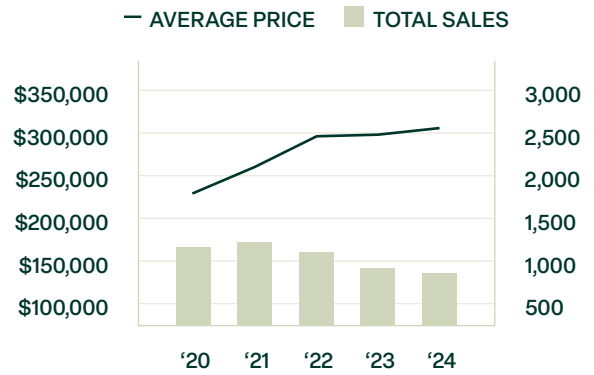
*GLAR MLS



	2024	2023	% CHG
Total Sales	1,021	1,045	-2.3
Price per Sq. Ft.	\$223	\$212	5.1
Days on Market	23	19	21.1
Avg. Sales Price	\$493,259	\$471,423	4.6
Total Volume	\$503,617,675	\$492,637,107	2.2

BULLITT COUNTY

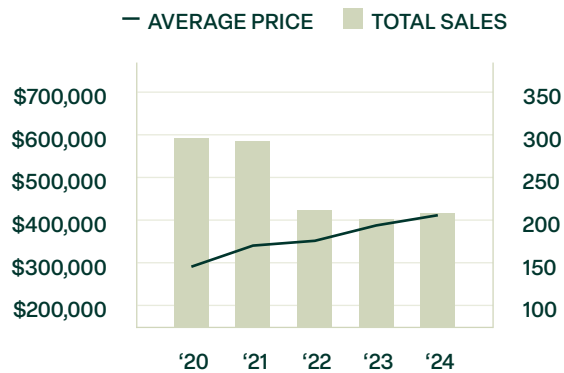
*GLAR MLS



	2024	2023	% CHG
Total Sales	934	984	-5.1
Price per Sq. Ft.	\$197	\$187	5.6
Days on Market	36	40	-10.0
Avg. Sales Price	\$306,988	\$296,723	3.5
Total Volume	\$286,726,371	\$291,975,223	-1.8

SPENCER COUNTY

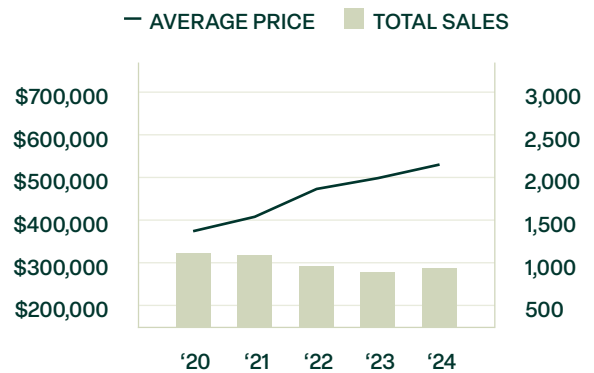
*GLAR MLS



	2024	2023	% CHG
Total Sales	202	200	1.1
Price per Sq. Ft.	\$233	\$221	5.5
Days on Market	31	29	6.9
Avg. Sales Price	\$412,958	\$391,865	5.4
Total Volume	\$83,417,541	\$78,372,944	6.4

OLDHAM COUNTY

*GLAR MLS

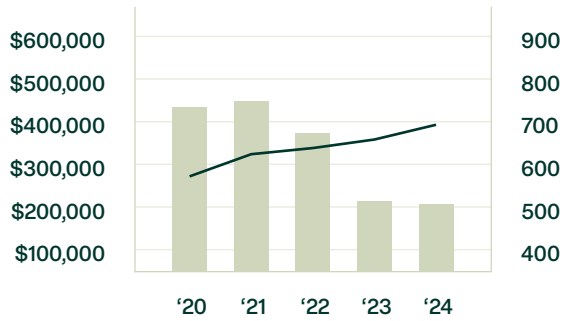


	2024	2023	% CHG
Total Sales	867	807	7.4
Price per Sq. Ft.	\$232	\$220	5.4
Days on Market	35	29	20.7
Avg. Sales Price	\$524,090	\$500,560	4.7
Total Volume	\$454,386,320	\$403,952,318	12.5

SHELBY COUNTY

*GLAR MLS

— AVERAGE PRICE ■ TOTAL SALES

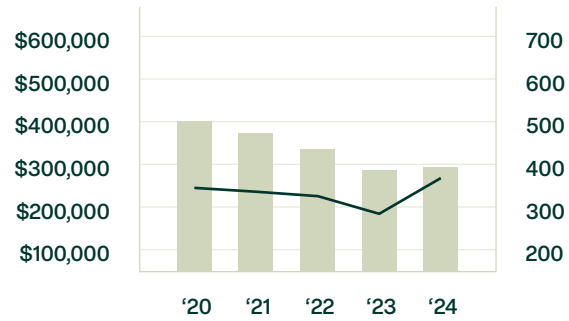


	2024	2023	% CHG
Total Sales	513	519	-1.2
Price per Sq. Ft.	\$204	\$188	8.3
Days on Market	39	35	11.4
Avg. Sales Price	\$396,220	\$364,071	8.8
Total Volume	\$199,365,874	\$188,953,049	5.5

HARRISON COUNTY (INDIANA)

*SIRA MLS

— AVERAGE PRICE ■ TOTAL SALES

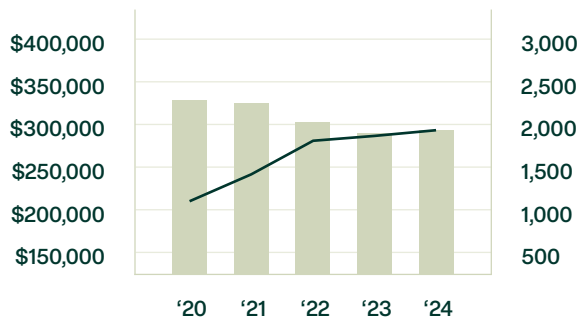


	2024	2023	% CHG
Total Sales	394	387	1.8
Price per Sq. Ft.	\$164	\$149	10.0
Days on Market	70	62	12.9
Avg. Sales Price	\$274,418	\$259,968	5.6
Total Volume	\$108,120,885	\$100,607,757	7.5

CLARK COUNTY (INDIANA)

*SIRA MLS

— AVERAGE PRICE ■ TOTAL SALES

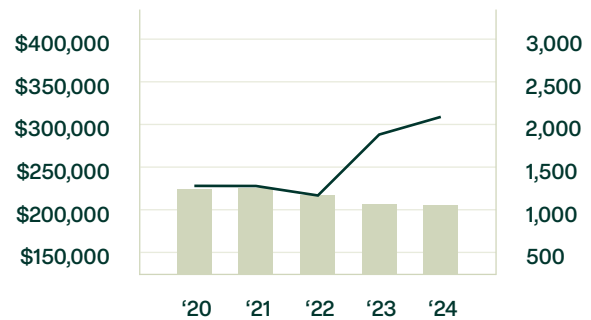


	2024	2023	% CHG
Total Sales	1,884	1,812	4.0
Price per Sq. Ft.	167	162	3.1
Days on Market	77	75	2.7
Avg. Sales Price	\$285,561	\$273,743	4.3
Total Volume	\$537,997,659	\$496,021,538	8.5

FLOYD (INDIANA)

*SIRA MLS

— AVERAGE PRICE ■ TOTAL SALES



	2024	2023	% CHG
Total Sales	1,052	1,109	-5.1
Price per Sq. Ft.	162	154	5.2
Days on Market	72	66	9.1
Avg. Sales Price	\$315,100	\$287,685	9.5
Total Volume	\$331,485,055	\$319,042,916	3.9

Organization *Spotlight*

Our dedication to community involvement goes beyond real estate transactions—we believe in contributing to the well-being and vibrancy of the neighborhoods we serve. From participating in local events to supporting community initiatives, we strive to be a positive force, understanding that a thriving community is built on collaboration and support.

DOGS HELPING HEROES

Dogs Helping Heroes is a nonprofit organization that pairs specially trained assistance dogs with wounded veterans, first responders, and Gold Star families. They rescue dogs from shelters and train them to provide companionship and support. These partnerships help heroes regain independence and emotional well-being. The organization's mission is to improve lives through meaningful connections between people and their service animals.

dogshelpingheroes.org

BRIGHTSIDE

Our team at Nest Realty is proud to announce that we'll be volunteering with Brightside in 2025! We're thrilled to support Brightside's mission to create a cleaner, greener Louisville, and we encourage everyone to get involved in their Community-Wide Cleanups. Held each spring and fall, these cleanups are a perfect way to give back while bonding with your neighbors, friends, or colleagues. We look forward to making a difference in keeping Louisville beautiful!

brightsidefoundation.com





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

