



nest  
REALTY

# 2025 Nest Market Report

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Lake Norman 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.

2025

Lake Norman MSA

# Local Market Review



As we look back on 2025, our Lake Norman and Charlotte markets showed a steady, resilient rhythm, even with a few seasonal shifts along the way. The year kicked off with an early spring surge as buyers re-entered the market sooner than expected. Summer brought a noticeable pause, with inventory building and days on market stretching longer. Still, pricing held firm throughout, which reflects the strong underlying demand in our area.

By the last quarter, momentum returned. Buyer activity picked up supported by modestly improved affordability and a wider selection of homes. Well-located, well-presented homes continued to attract reliable interest and achieve solid list-to-sale ratios.

Overall, 2025 reminded us that a balanced market doesn't mean a weak one. With more inventory giving buyers breathing room and pricing staying steady, both sides had clearer opportunities to move forward confidently. It's a healthy backdrop as we prepare for the year ahead.

## Average Sold Price

**+2.9%**

### All Properties

The average sold price for all properties in 2025 was \$620,091 compared to \$602,698 in 2024.

**-5.2%**

### Attached Homes

The average sold price for attached homes in 2025 was \$429,563 compared to \$453,054 in 2024.

**+4.4%**

### Detached Homes

The average sold price for detached homes in 2025 was \$691,055 compared to \$661,975 in 2024.

## Total Home Sales

**+1.6%**

### All Properties

The total properties sold in 2025 was 16,789 compared to 16,518 in 2024.

**-2.8%**

### Attached Homes

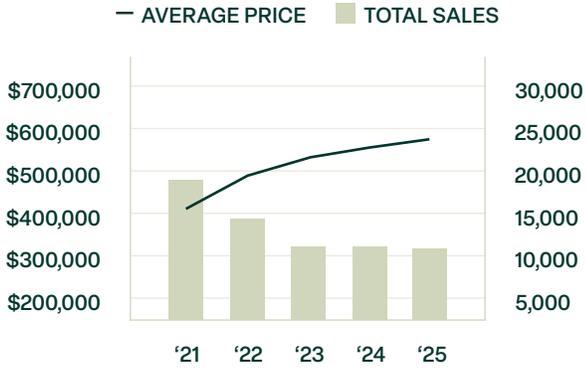
The total for attached homes in 2025 was 4,548 compared to 4,681 in 2024.

**+3.4%**

### Detached Homes

The total for detached homes in 2025 was 12,235 compared to 11,830 in 2024.

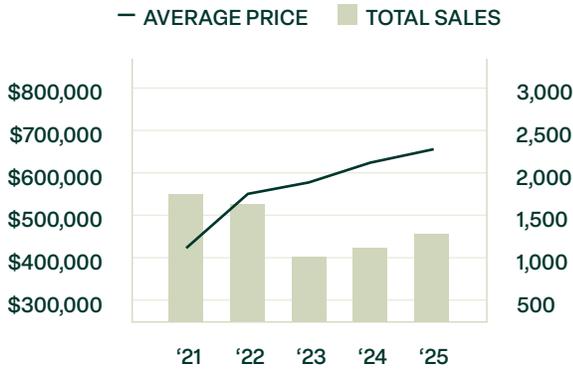
# Charlotte



	2025	2024	% CHG
Total Sales	12,010	12,030	-0.2%
Price per Sq. Ft.	\$273	\$268	1.9%
Days on Market	50	37	35.1%
Avg. Sold Price	\$583,413	\$568,285	2.7%
Total Volume	\$7,006,792,183	\$6,836,471,538	2.5%

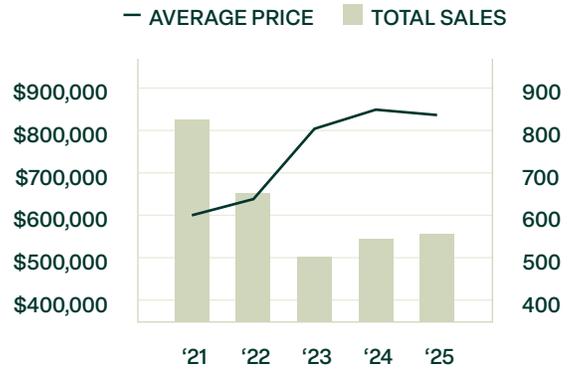


# Huntersville



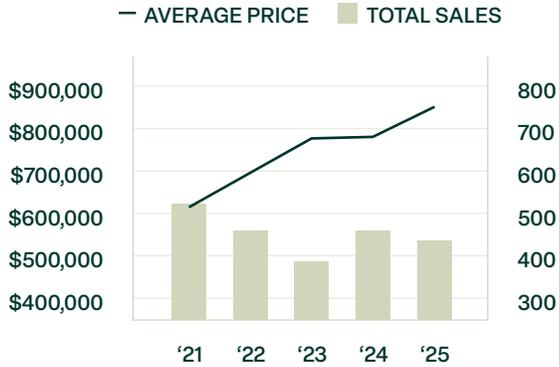
	2025	2024	% CHG
Total Sales	1,272	1,145	11.1%
Price per Sq. Ft.	\$237	\$230	3.0%
Days on Market	51	28	82.1%
Avg. Sold Price	\$654,860	\$615,167	6.5%
Total Volume	\$832,982,319	\$704,366,726	18.3%

# Cornelius



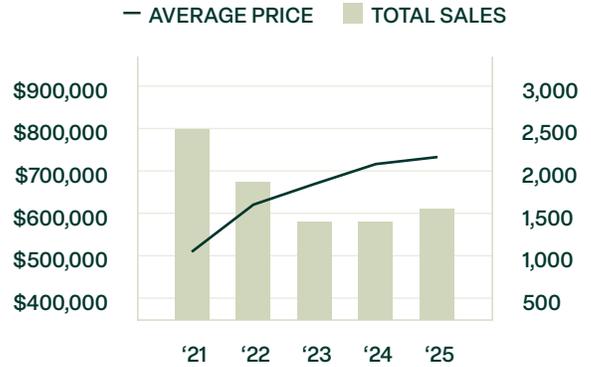
	2025	2024	% CHG
Total Sales	549	541	1.5%
Price per Sq. Ft.	\$321	\$323	-0.6%
Days on Market	52	34	52.9%
Avg. Sold Price	\$836,375	\$840,086	-0.4%
Total Volume	\$459,169,754	\$454,486,598	1.0%

## Davidson



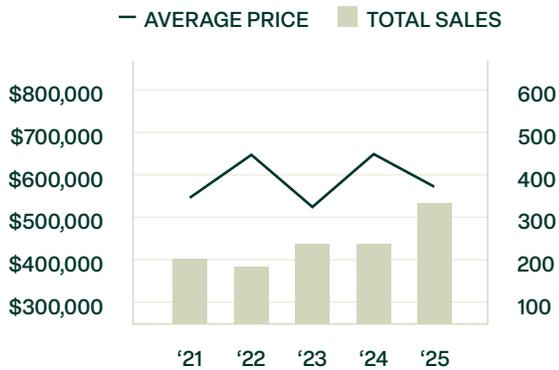
	2025	2024	% CHG
Total Sales	422	462	-8.7%
Price per Sq. Ft.	\$306	\$298	2.7%
Days on Market	60	37	62.2%
Avg. Sold Price	\$850,608	\$787,663	8.0%
Total Volume	\$358,956,551	\$363,900,157	-1.4%

## Mooreville



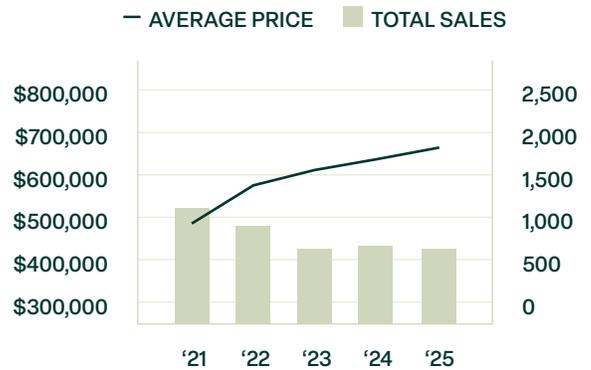
	2025	2024	% CHG
Total Sales	1,591	1,440	10.5%
Price per Sq. Ft.	\$252	\$247	2.0%
Days on Market	64	41	56.1%
Avg. Sold Price	\$720,918	\$710,200	1.5%
Total Volume	\$1,146,981,126	\$1,022,687,964	12.2%

## Sherrills Ford



	2025	2024	% CHG
Total Sales	323	236	36.9%
Price per Sq. Ft.	\$231	\$241	-4.1%
Days on Market	94	60	56.7%
Avg. Sold Price	\$575,183	\$654,149	-12.1%
Total Volume	\$185,783,966	\$154,379,267	20.3%

## Denver



	2025	2024	% CHG
Total Sales	623	657	-5.2%
Price per Sq. Ft.	\$249	\$244	2.0%
Days on Market	63	42	50.0%
Avg. Sold Price	\$675,117	\$632,590	6.7%
Total Volume	\$420,597,602	\$415,611,333	1.2%



# Nest Lake Norman 2025 at a Glance

500+

We collected more than 500 pounds of food for Bags of Hope Lake Norman. Thank you to everyone who contributed to such a meaningful cause!

31

At our fall Drink It Forward gathering, guests painted 31 unique pumpkins. And at our spring event, so many custom flower bouquets were created that we happily lost count!

160+

The number of coffees our agents powered through during weekly Nest meetings as we reviewed the market, collaborated on opportunities, and brainstormed new ways to support our community.



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