



2025 Nest Market Report

Shenandoah Valley

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.

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.

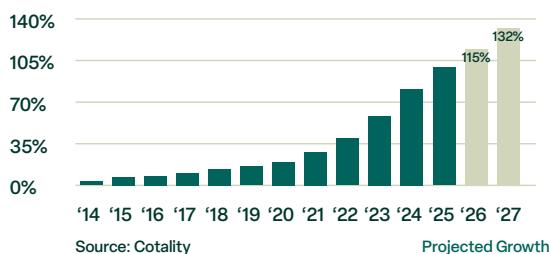
3. 30-Year Mortgage Rates

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.

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.

Insurance Premium Increase



Home Prices & Income



30 Year Mortgage Rates (National Average)



Source: FreddieMac



Nest Shenandoah Valley **2025 at a Glance**

325+ Happy Buyers & Sellers

This past year, we proudly served more than 325 clients, helping to make their real estate dreams come true.

\$120M+ Total Sales

The total value of transactions we handled for our clients in 2025 was more than \$120 million.

#2 Sales Volume Ranking

Out of 66 firms in the Greater Augusta Association of Realtors, Nest Realty is second in sales volume for 2025.



2025
Shenandoah Valley
MSA

Local Market Review

The Staunton, Waynesboro, and Augusta County market remained steady and resilient in 2025, offering reliable opportunities for both buyers and sellers.

As 2025 comes to a close, the Staunton, Waynesboro, and Augusta County market has held steady and strong. Home prices ended the year with modest growth, sales volume remained

slightly above last year, and average days on market stayed consistent. Buyers are still active, and well-priced homes continue to move at a steady pace.

Once again, our region shows that real estate is truly hyper-local. While many national markets declined, ours remained balanced, steady, and full of opportunity for both buyers and sellers.

At Nest, our agents stay ahead of these trends and ready to guide you. Whether you're planning to buy, sell, or set goals for 2026, we're here to help you move forward with clarity and confidence.

All Properties

Shenandoah Valley MSA

+4.0%

Average Sales Price

The average sales price of all homes increased by 4.0% between 2024 and 2025.

+6.9%

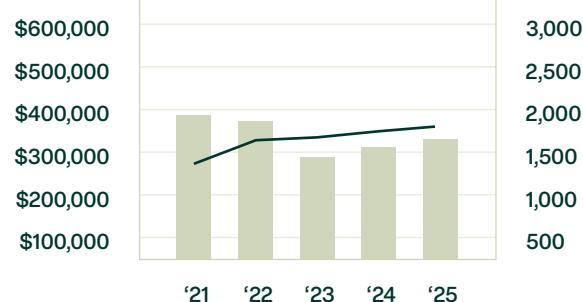
Total Sales

The total sales of all homes increased by 6.9% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	1,659	1,552	6.9%
Price per Sq. Ft.	\$197	\$188	4.8%
Days on Market	32	31	3.2%
Avg. Sales Price	\$360,177	\$346,170	4.0%

In Shenandoah Valley in 2025, on average, a listing stayed on the market for 3.2% more time and saw a 4.8% increase in price per square foot compared to 2024.

— AVERAGE PRICE ■ TOTAL SALES



Condos & Townhomes

+1.2%

Average Sales Price

The average sales price of condos & townhomes increased by 1.2% between 2024 and 2025.

+15.3%

Total Sales

The total sales of condos & townhomes increased by 15.3% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	173	150	15.3%
Price per Sq. Ft.	\$193	\$188	2.6%
Days on Market	40	49	-18.4%
Avg. Sales Price	\$335,204	\$331,234	1.2%

Single Family Homes

+4.4%

Average Sales Price

The average sales price of single family homes increased by 4.4% between 2024 and 2025.

+5.9%

Total Sales

The total sales of single family homes increased by 5.9% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	1,486	1,403	5.9%
Price per Sq. Ft.	\$198	\$188	5.3%
Days on Market	31	29	6.9%
Avg. Sales Price	\$363,084	\$347,759	4.4%

1962

Average Year Homes Built

12.5%

% of Homes <5 Years Old

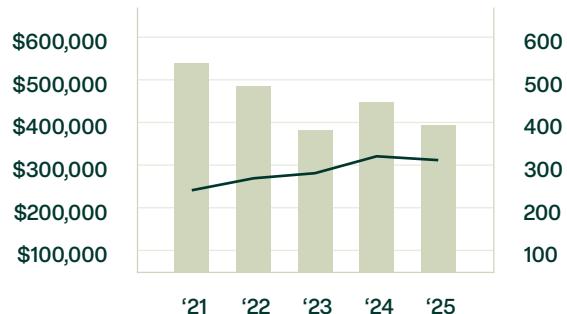
1,440

Average Detached Sq. Ft.

1,456

Average Attached Sq. Ft.

— AVERAGE PRICE ■ TOTAL SALES

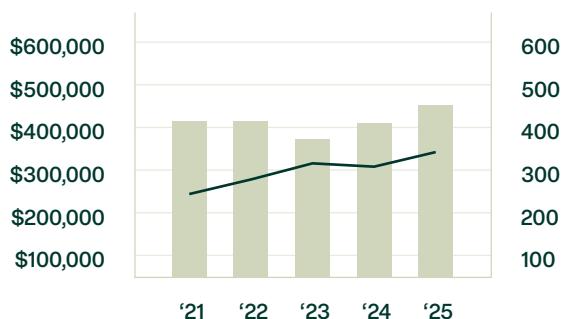


	2025	2024	% CHG
Total Sales	392	447	-12.3%
Price per Sq. Ft.	\$178	\$183	-2.7%
Days on Market	35	33	6.1%
Avg. Sales Price	\$311,137	\$317,868	-2.1%
Total Volume	\$121,965,738	\$142,086,996	-14.2%



Waynesboro

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	455	407	11.8%
Price per Sq. Ft.	\$199	\$184	8.1%
Days on Market	27	23	17.4%
Avg. Sales Price	\$339,592	\$307,970	10.3%
Total Volume	\$154,514,483	\$125,343,790	23.3%

1995

Average Year Homes Built

37.4%

% of Homes <5 Years Old

1,624

Average Detached Sq. Ft.

1,851

Average Attached Sq. Ft.



1993

Average Year Homes Built

17.1%

% of Homes <5 Years Old

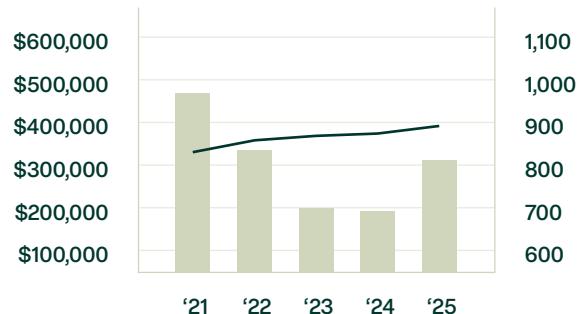
1,867

Average Detached Sq. Ft.

1,715

Average Attached Sq. Ft.

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	812	692	17.3%
Price per Sq. Ft.	\$198	\$194	2.1%
Days on Market	33	34	-2.9%
Avg. Sales Price	\$395,386	\$377,994	4.6%
Total Volume	\$321,053,952	\$261,571,764	22.7%





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Community First

How We Gave Back in 2025

Our commitment to the community runs deep. From taking part in local events, to supporting meaningful initiatives, we strive to be a positive influence, knowing that collaboration and encouragement are essential to a thriving community. Through sponsorships, volunteer efforts, and partnerships with local organizations, we work to make a lasting impact and foster a sense of belonging and shared success for all.

1. Night to Shine

Night to Shine is a prom-style celebration for individuals with special needs. The local event takes place each spring at Augusta Expo, and our agents help bring it to life by coordinating details, assisting with setup, and volunteering as “buddies” so every guest feels celebrated and supported.

2. Disciples' Kitchen

Disciples' Kitchen offers free, nutritious meals to anyone in need. Once a quarter, our agents purchase ingredients, prepare the full menu, and serve lunch, providing not just food but kindness and community connection.

3. The Next Child Project

The Next Child Project partners with Waynesboro and Augusta County public schools to identify local families in need. Funds raised go directly toward purchasing holiday gifts and food for the children in those families, helping brighten the season when it matters most. Our agents donate a portion from every transaction to support this mission and bring joy to kids right here in our community.



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