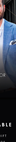
NESTSEEKERS

MARKET REPORT

FEBRUARY



PAUL CIBRANO
VP, MANAGING DIRECTOR

MARKET OVERVIEW

PRICE CORRECTIONS AND LOWER RATES ARE MAKING REAL ESTATE MORE AFFORDABLE

OVER THE PAST LEVERAGE CHAPTERS, WE'VE DEPICTED A MESMERIZING SHIFT IN PRICING DYNAMICS ACROSS THE HOUSING MARKET. NATIONWIDE HOMBUYERS ARE GETTING CONSIDERABLY MORE AND DISCOUNTS FROM SELLERS AT THE HIGHEST RATE IN YEARS. IN 2023, 42% OF BUYERS PURCHASED A HOME BELOW THE ORIGINAL ASKING PRICE. THAT WAS THE HIGHEST SHARE SINCE 2019. FOR CONTEXT, DURING PANDEMIC BOOM, ONLY 12% OF HOMES SOLD BELOW ASKING.

TYPICAL HOMEBUYER WHO SCOPES A DISCOUNT GETS 7.9% OFF

Average discount of homes sold below original list price

SOURCE: REALTOR.COM® ECONOMIC RESEARCH

DURING THE POST-PANDEMIC SURGE, ASSESSORS BEGINNING MAKE AND COMPRESSED MARKETING TIMELINES DURING THE LANDSCAPE. TODAY, BUYERS ARE PANDEMIC-ERA HOMEBUYERS, THE RESULT IS MORE TRANSACTIONS CLOSING AT A DISCOUNT TO THE INITIAL ASKING.

THIS DOES NOT NECESSARILY SIGNAL WEAKNESS BUT RATHER IT REFLECTS A RECALIBRATION. SELLERS WHO PRICE ASPIRATIVE AND REFUSE TO NEGOTIATE WILL SEE WITH RESISTANCE. THE DATA SHOWS A CLEAR PATTERN: THE LONGER A PROPERTY REMAINS ON MARKET, THE GREATER THE EVENTUAL DISCOUNT FROM ITS ORIGINAL LIST PRICE.

SHARE OF SOLD HOMES THAT SOLD ABOVE, AT OR BELOW THEIR ORIGINAL LISTING PRICE

SOURCE: REALTOR.COM® ECONOMIC RESEARCH

EVERY ASPIRATION WITH THE MARKET OFTEN TRANSLATES INTO NEGOTIATING POWER FOR BUYERS. PROPERTIES THAT ARE PRICED ACCURATELY AT LAUNCH CONTINUE TO TRANSACT EFFICIENTLY. WHILE THOSE THAT OVERSHOOT MARKET VALUE ARE EXPERIENCING PRICE ADJUSTMENTS AND ELONGATED MARKETING PERIODS.

FOR BUYERS AND STAGERS, THIS UNDERSCORES THE IMPORTANCE OF STRATEGIC PRICING AT INCEPTION. CHASING THE MARKET DOWNWARD IS RARELY MUCH COSTLY THAN POSITIONING CORRECTLY FROM DAY ONE.

THE LONGER A HOME STAYS ON A MARKET, THE GREATER THE DISCOUNT

SIZE BASED ON MEDIAN DAYS PRICE