

Weekly Market Activity Report



GREATER
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For Week Ending January 2, 2021

Data current as of January 11, 2021

The New Year has begun and with it, many buyers and sellers have a change of housing in their new year resolutions. While ongoing unemployment claims are still elevated, it is less than one quarter of what it was at its high during the early days of the pandemic. With interest rates remaining near record lows, the stock market near record highs, and inventory of homes available still constrained in most segments of the market, the year is setting up to be another filled with strong demand and limited supply.

In the Chattanooga region, for the week ending January 2:

- New Listings decreased 32.5% to 108
- Pending Sales decreased 3.0% to 128
- Inventory decreased 52.1% to 1,286

For the month of December:

- Median Sales Price increased 11.3% to \$239,250
- Days on Market decreased 38.0% to 31
- Percent of Original List Price Received increased 2.3% to 98.0%
- Months Supply of Inventory decreased 57.1% to 1.2

Quick Facts

- 32.5%

- 3.0%

- 52.1%

Change in
New Listings

Change in
Pending Sales

Change in
Inventory

Metrics by Week

New Listings	2
Pending Sales	3
Inventory of Homes for Sale	4

Metrics by Month

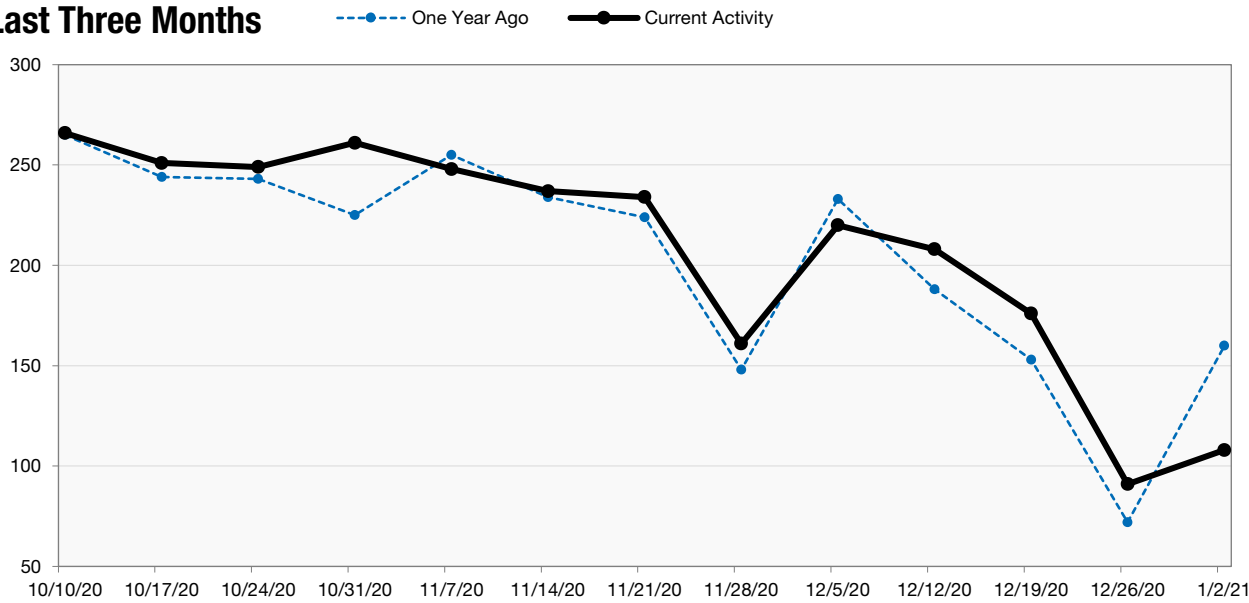
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New Listings

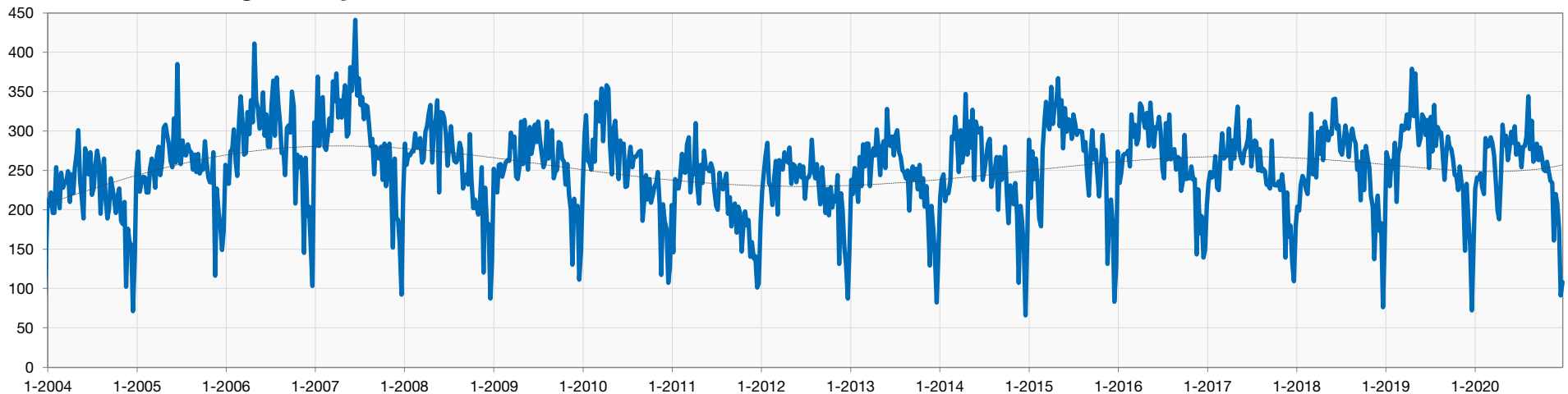
A count of the properties that have been newly listed on the market in a given week.

Last Three Months



For the Week Ending	Current Activity	One Year Ago	+ / -
10/10/2020	266	265	+ 0.4%
10/17/2020	251	244	+ 2.9%
10/24/2020	249	243	+ 2.5%
10/31/2020	261	225	+ 16.0%
11/7/2020	248	255	- 2.7%
11/14/2020	237	234	+ 1.3%
11/21/2020	234	224	+ 4.5%
11/28/2020	161	148	+ 8.8%
12/5/2020	220	233	- 5.6%
12/12/2020	208	188	+ 10.6%
12/19/2020	176	153	+ 15.0%
12/26/2020	91	72	+ 26.4%
1/2/2021	108	160	- 32.5%
3-Month Total	2,710	2,644	+ 2.5%

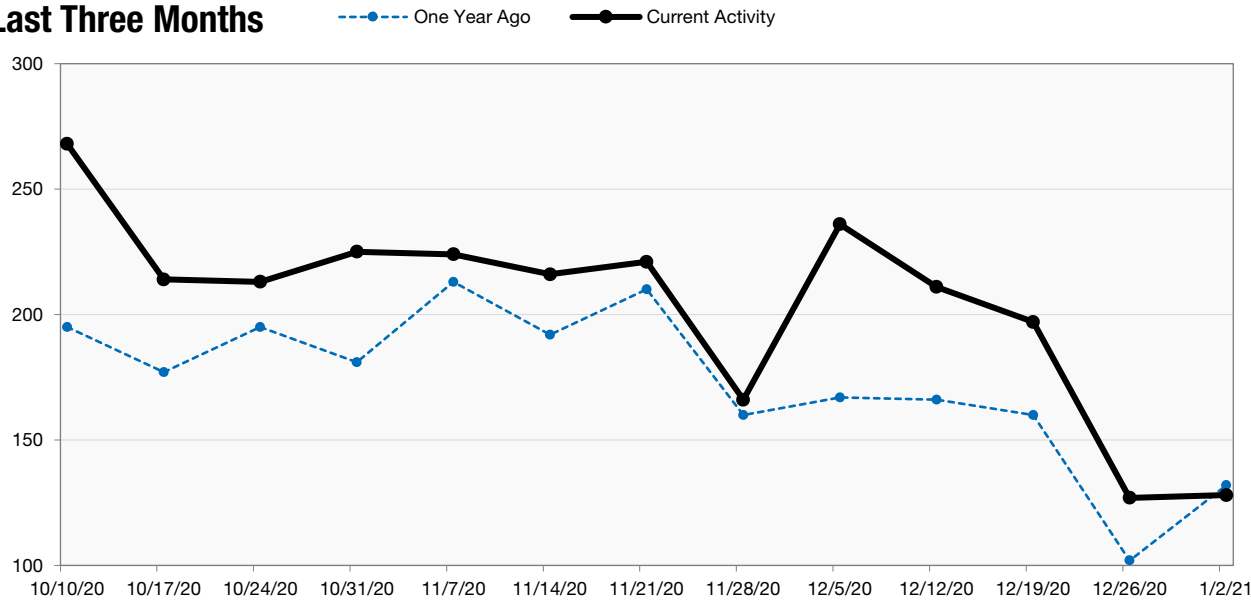
Historical New Listing Activity



Pending Sales

A count of the properties that have offers accepted on them in a given week.

Last Three Months



For the Week Ending	Current Activity	One Year Ago	+ / -
10/10/2020	268	195	+ 37.4%
10/17/2020	214	177	+ 20.9%
10/24/2020	213	195	+ 9.2%
10/31/2020	225	181	+ 24.3%
11/7/2020	224	213	+ 5.2%
11/14/2020	216	192	+ 12.5%
11/21/2020	221	210	+ 5.2%
11/28/2020	166	160	+ 3.8%
12/5/2020	236	167	+ 41.3%
12/12/2020	211	166	+ 27.1%
12/19/2020	197	160	+ 23.1%
12/26/2020	127	102	+ 24.5%
1/2/2021	128	132	- 3.0%
3-Month Total	2,646	2,250	+ 17.6%

Historical Pending Sales Activity



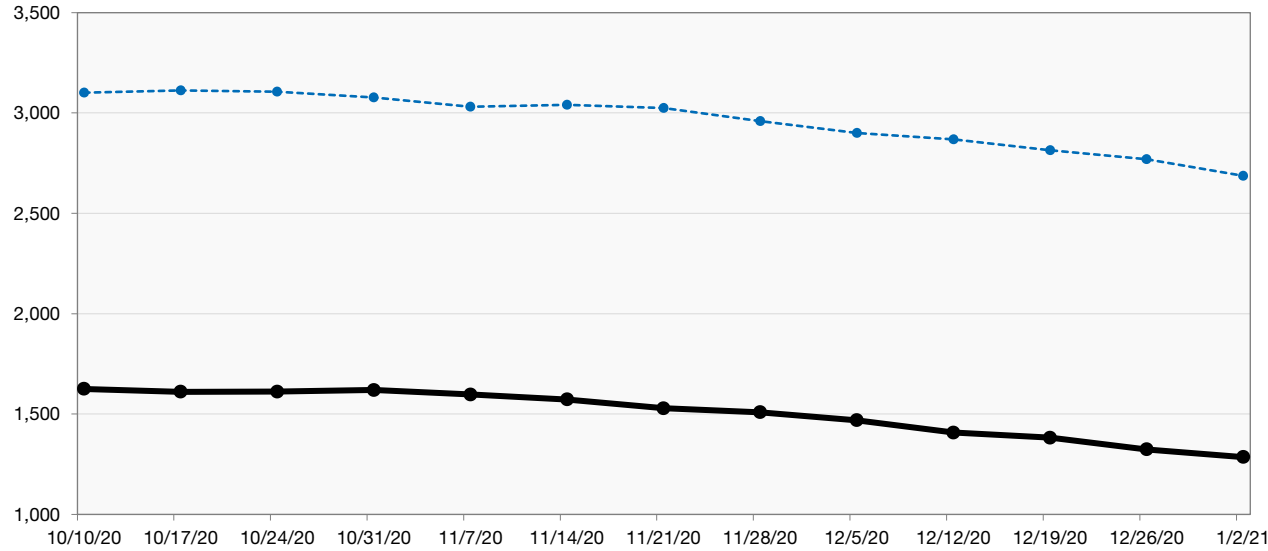
Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given week.



Last Three Months

--- One Year Ago ● Current Activity



For the Week Ending	Current Activity	One Year Ago	+ / -
10/10/2020	1,626	3,101	- 47.6%
10/17/2020	1,611	3,113	- 48.2%
10/24/2020	1,612	3,106	- 48.1%
10/31/2020	1,620	3,077	- 47.4%
11/7/2020	1,597	3,031	- 47.3%
11/14/2020	1,573	3,040	- 48.3%
11/21/2020	1,529	3,024	- 49.4%
11/28/2020	1,509	2,960	- 49.0%
12/5/2020	1,469	2,900	- 49.3%
12/12/2020	1,408	2,869	- 50.9%
12/19/2020	1,382	2,815	- 50.9%
12/26/2020	1,324	2,770	- 52.2%
1/2/2021	1,286	2,687	- 52.1%
3-Month Avg	1,504	2,961	- 49.2%

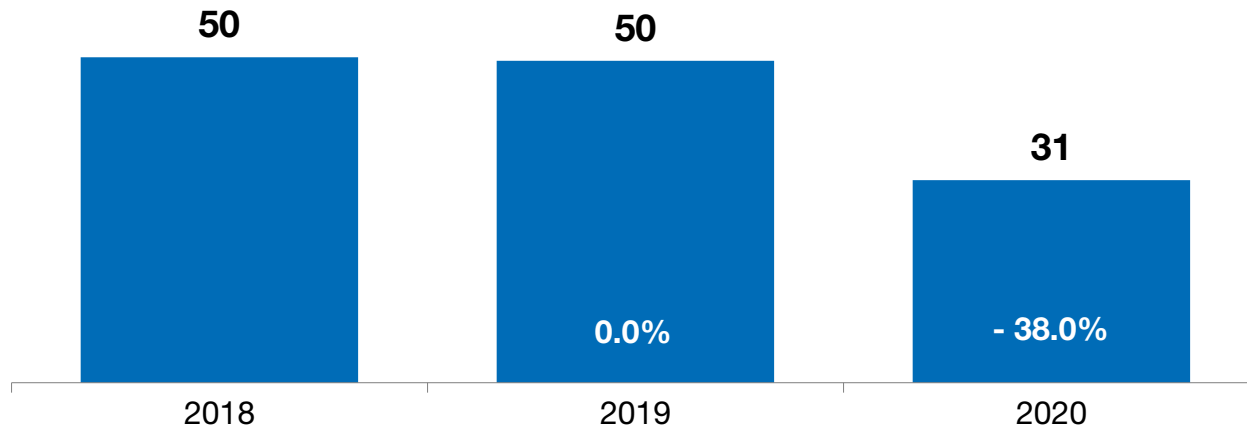
Historical Inventory Activity



Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted in a given month.

December



Month	Current Activity	One Year Previous	+ / -
January 2020	57	62	- 8.1%
February 2020	61	57	+ 7.0%
March 2020	56	54	+ 3.7%
April 2020	50	51	- 2.0%
May 2020	42	43	- 2.3%
June 2020	42	45	- 6.7%
July 2020	43	42	+ 2.4%
August 2020	42	43	- 2.3%
September 2020	39	49	- 20.4%
October 2020	35	43	- 18.6%
November 2020	35	50	- 30.0%
December 2020	31	50	- 38.0%
12-Month Avg	43	48	- 10.4%

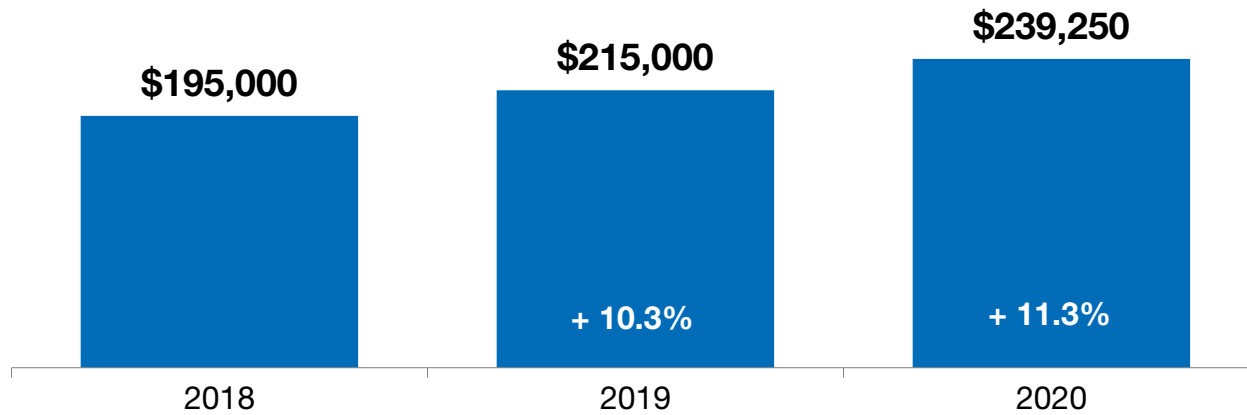
Historical Days on Market Until Sale



Median Sales Price

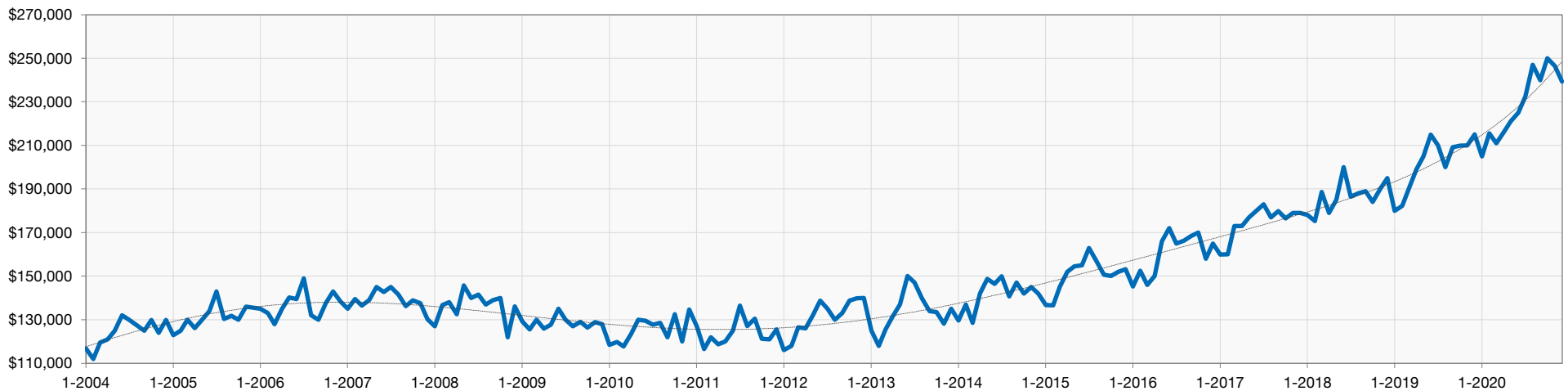
Median price point for all closed sales, not accounting for seller concessions, in a given month.

December



Month	Current Activity	One Year Previous	+ / -
January 2020	\$205,000	\$180,000	+ 13.9%
February 2020	\$215,500	\$182,250	+ 18.2%
March 2020	\$211,000	\$190,000	+ 11.1%
April 2020	\$216,000	\$199,000	+ 8.5%
May 2020	\$221,000	\$205,000	+ 7.8%
June 2020	\$225,000	\$214,900	+ 4.7%
July 2020	\$232,500	\$210,000	+ 10.7%
August 2020	\$247,000	\$200,000	+ 23.5%
September 2020	\$239,900	\$209,190	+ 14.7%
October 2020	\$250,000	\$209,900	+ 19.1%
November 2020	\$246,400	\$210,000	+ 17.3%
December 2020	\$239,250	\$215,000	+ 11.3%
12-Month Avg	\$230,000	\$203,085	+ 13.3%

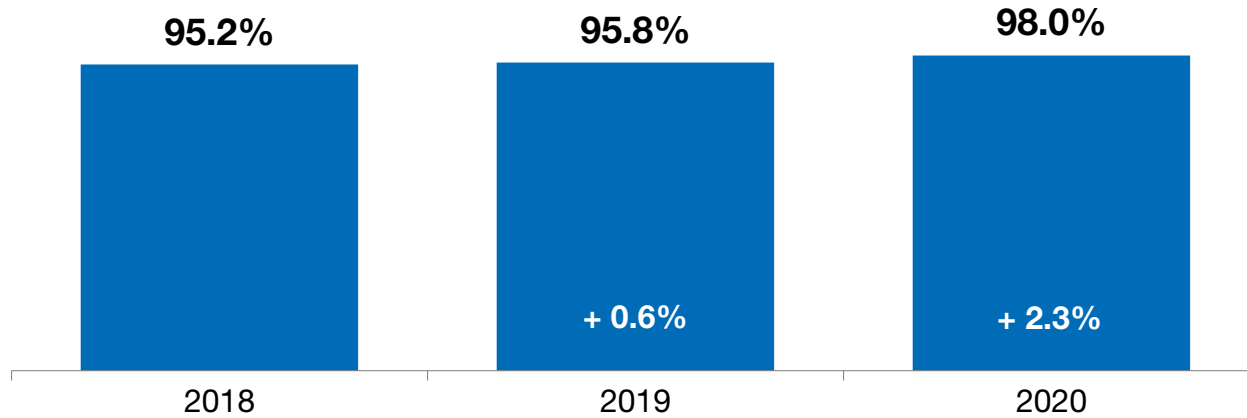
Historical Median Sales Price



Percent of Original List Price Received

Percentage found when dividing a property's sales price by it's original list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

December



Month	Current Activity	One Year Previous	+ / -
January 2020	95.7%	93.8%	+ 2.0%
February 2020	95.6%	95.4%	+ 0.2%
March 2020	96.6%	96.1%	+ 0.5%
April 2020	96.9%	96.1%	+ 0.8%
May 2020	97.0%	96.8%	+ 0.2%
June 2020	97.4%	96.4%	+ 1.0%
July 2020	97.9%	96.3%	+ 1.7%
August 2020	97.8%	96.3%	+ 1.6%
September 2020	97.6%	95.5%	+ 2.2%
October 2020	98.0%	96.3%	+ 1.8%
November 2020	97.9%	95.4%	+ 2.6%
December 2020	98.0%	95.8%	+ 2.3%
12-Month Avg	97.3%	96.0%	+ 1.4%

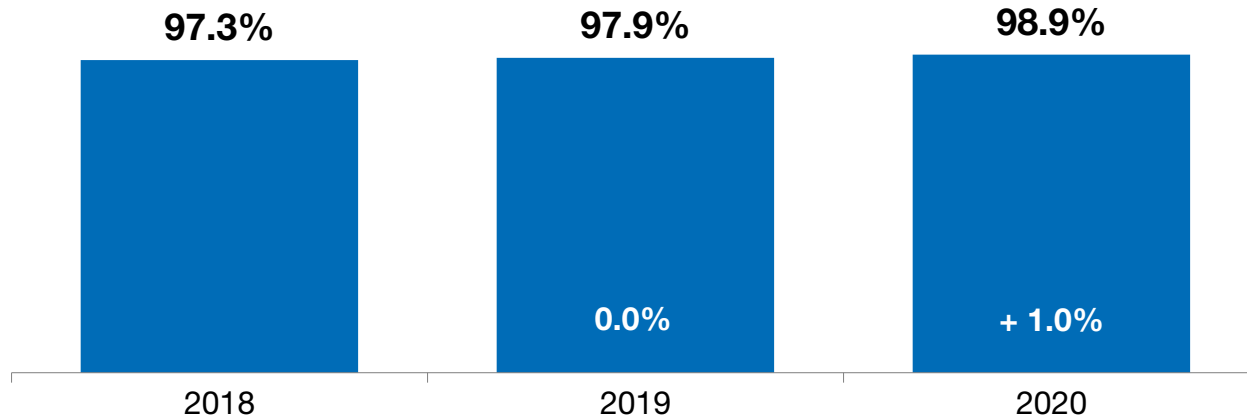
Historical Percent of Original List Price Received



Percent of Last List Price Received

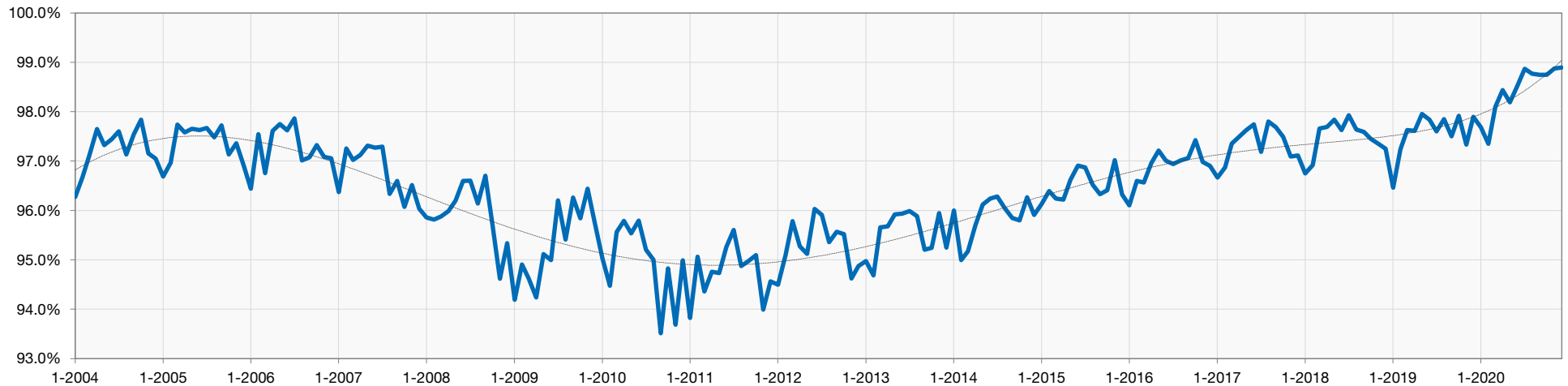
Percentage found when dividing a property's sales price by it's last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

December



Month	Current Activity	One Year Previous	+ / -
January 2020	97.7%	96.5%	+ 1.2%
February 2020	97.3%	97.2%	+ 0.1%
March 2020	98.1%	97.6%	+ 0.5%
April 2020	98.4%	97.6%	+ 0.8%
May 2020	98.2%	98.0%	+ 0.2%
June 2020	98.5%	97.8%	+ 0.7%
July 2020	98.9%	97.6%	+ 1.3%
August 2020	98.8%	97.8%	+ 1.0%
September 2020	98.7%	97.5%	+ 1.2%
October 2020	98.7%	97.9%	+ 0.8%
November 2020	98.9%	97.3%	+ 1.6%
December 2020	98.9%	97.9%	+ 1.0%
12-Month Avg	98.5%	97.6%	+ 0.9%

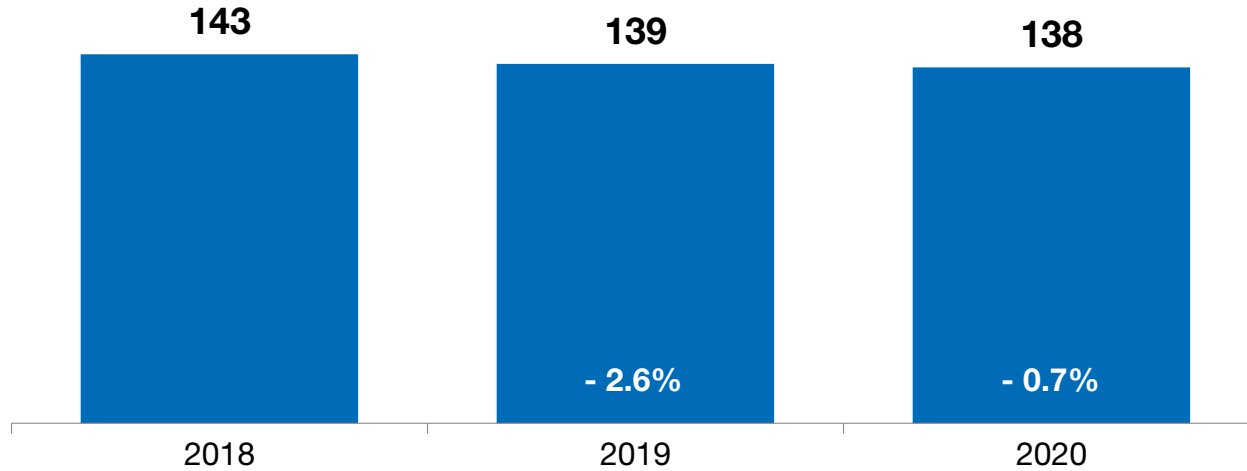
Historical Percent of Last List Price Received



Housing Affordability Index

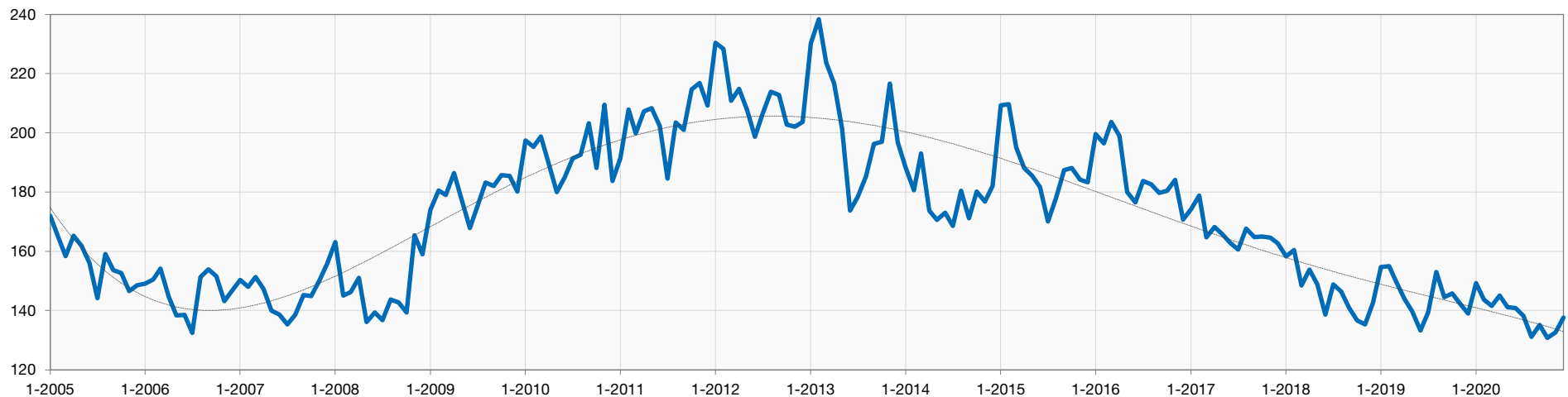
This index measures housing affordability for the region. For example, an index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. **A higher number means greater affordability.**

December



Month	Current Activity	One Year Previous	+ / -
January 2020	149	155	- 3.9%
February 2020	144	155	- 7.1%
March 2020	142	150	- 5.3%
April 2020	145	144	+ 0.7%
May 2020	141	140	+ 0.7%
June 2020	141	133	+ 6.0%
July 2020	138	139	- 0.7%
August 2020	131	153	- 14.4%
September 2020	135	145	- 6.9%
October 2020	131	146	- 10.3%
November 2020	133	142	- 6.3%
December 2020	138	139	- 0.7%
12-Month Avg	139	145	- 4.1%

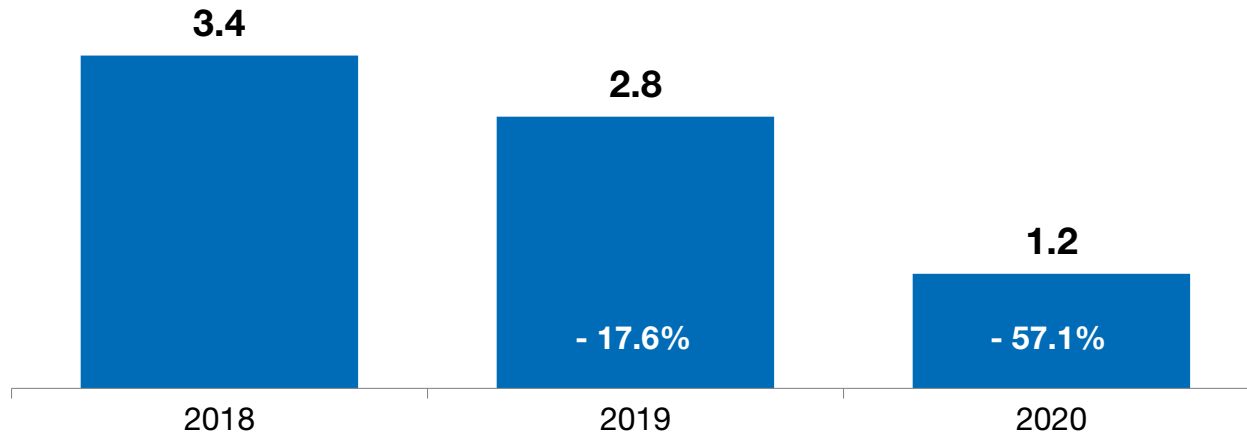
Historical Housing Affordability Index



Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

December



Month	Current Activity	One Year Previous	+ / -
January 2020	2.7	3.5	- 22.9%
February 2020	2.6	3.3	- 21.2%
March 2020	2.7	3.3	- 18.2%
April 2020	2.7	3.4	- 20.6%
May 2020	2.5	3.4	- 26.5%
June 2020	2.2	3.5	- 37.1%
July 2020	2.0	3.5	- 42.9%
August 2020	1.9	3.5	- 45.7%
September 2020	1.7	3.5	- 51.4%
October 2020	1.6	3.4	- 52.9%
November 2020	1.5	3.2	- 53.1%
December 2020	1.2	2.8	- 57.1%
12-Month Avg	2.1	3.4	- 38.2%

Historical Months Supply of Inventory

