



ROSS REALTY GROUP

KELLERWILLIAMS
Luxury

December 2023

Housing Market Update

Most agents know
what's happening.

Good agents understand
what's happening.

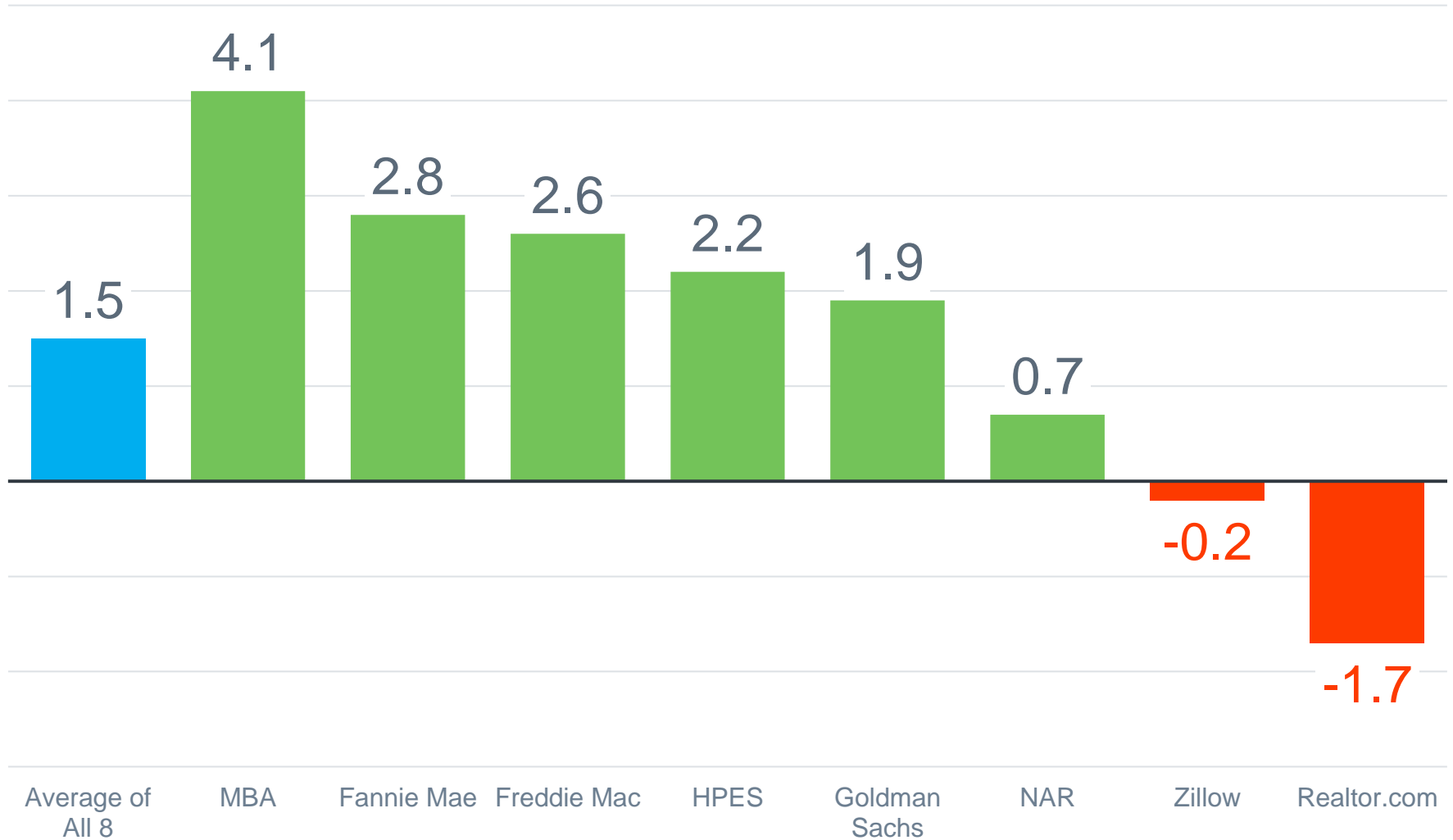
Great agents can explain
what's happening.



2024 Forecasts

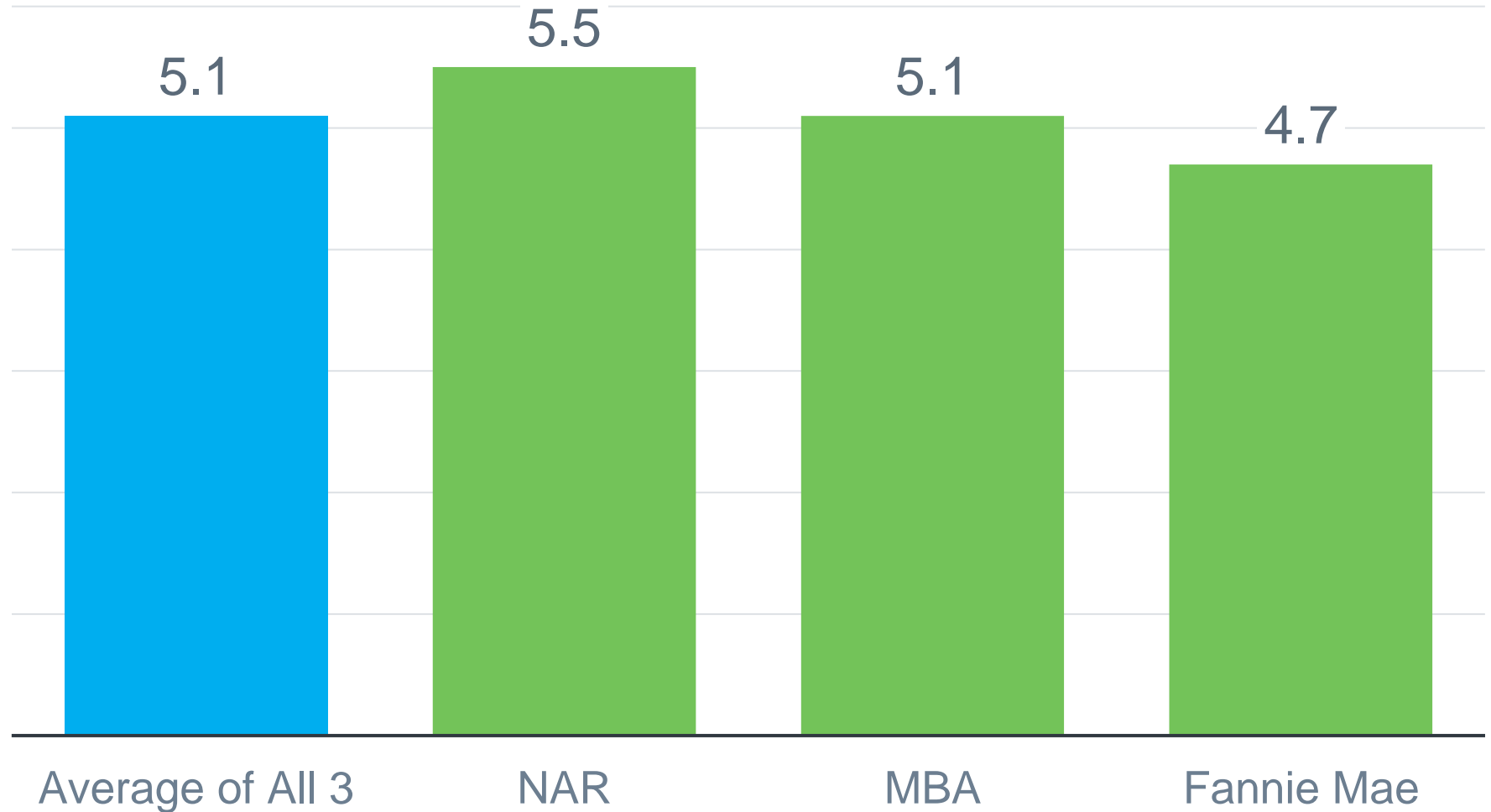
2024 Home Price Forecasts

Percent Appreciation/Depreciation as of 11/30/2023



2024 Total Home Sales Forecasts

Combined Existing and New Home Sales as of 11/30/2023





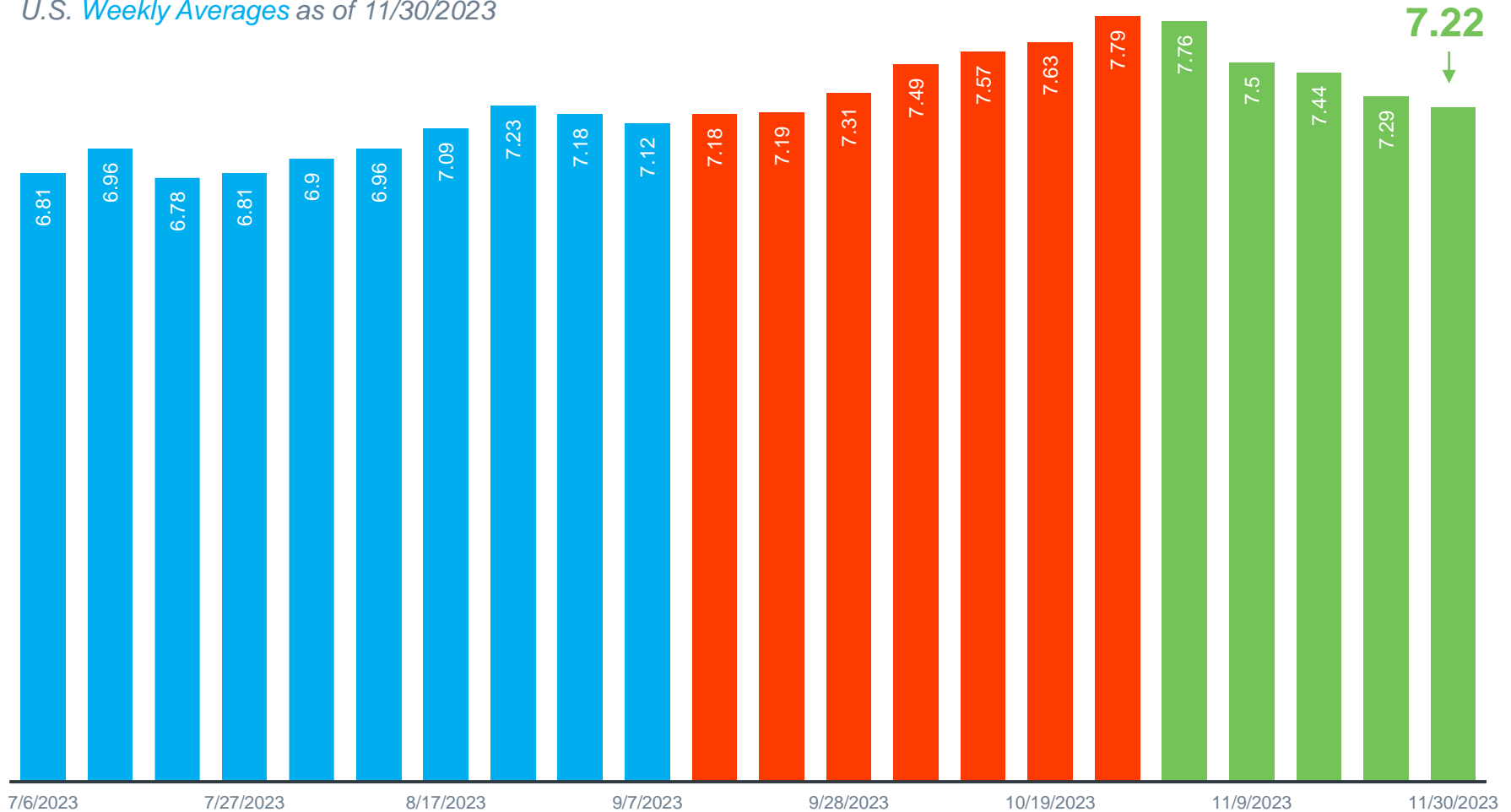
Mortgage Rates

November 30, 2023

Mortgage Rates Drop for the Fifth Consecutive Week

July 2023 – Today

U.S. *Weekly Averages* as of 11/30/2023



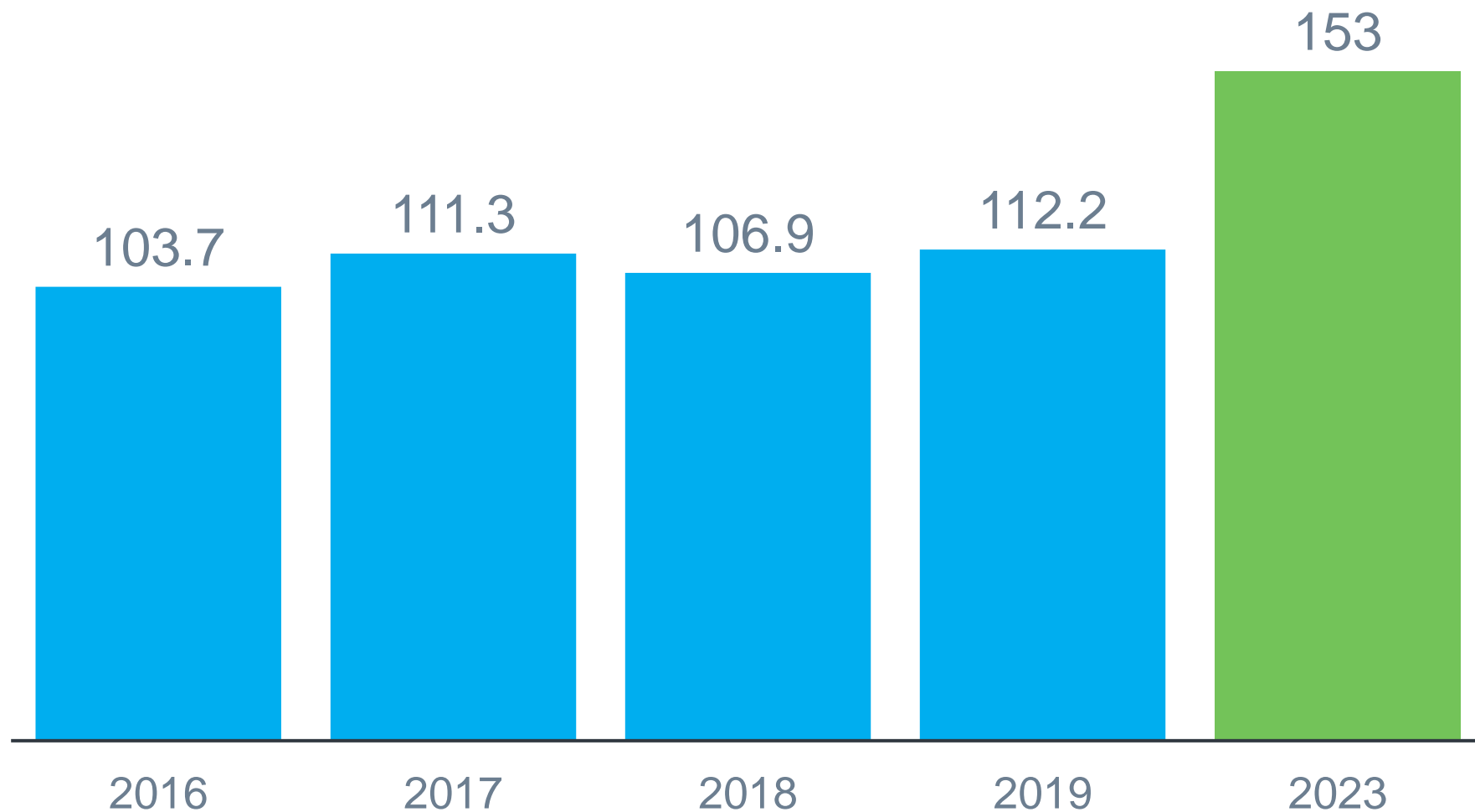
Source: Freddie Mac



Buyer Demand

Showing Traffic Above Pre-Pandemic Numbers

Showing Index for September



Source: ShowingTime



Despite mortgage rates reaching 23-year highs, low inventory levels are spurring surprisingly strong competition . . .

Depleted inventory stocks are gradually recovering, and price appreciation is slowing, but demand has remained resilient, and attractive, appropriately priced listings are moving quickly.

- **Zillow**, Latest Market Report, 11/13/2023



Buyers and sellers remain active in every economic environment, including when mortgage rates are high. Buyers determined to find a home they love will continue visiting homes with their agents, and as we mentioned previously, some sellers are reducing prices, which presents an opportunity for those buyers.

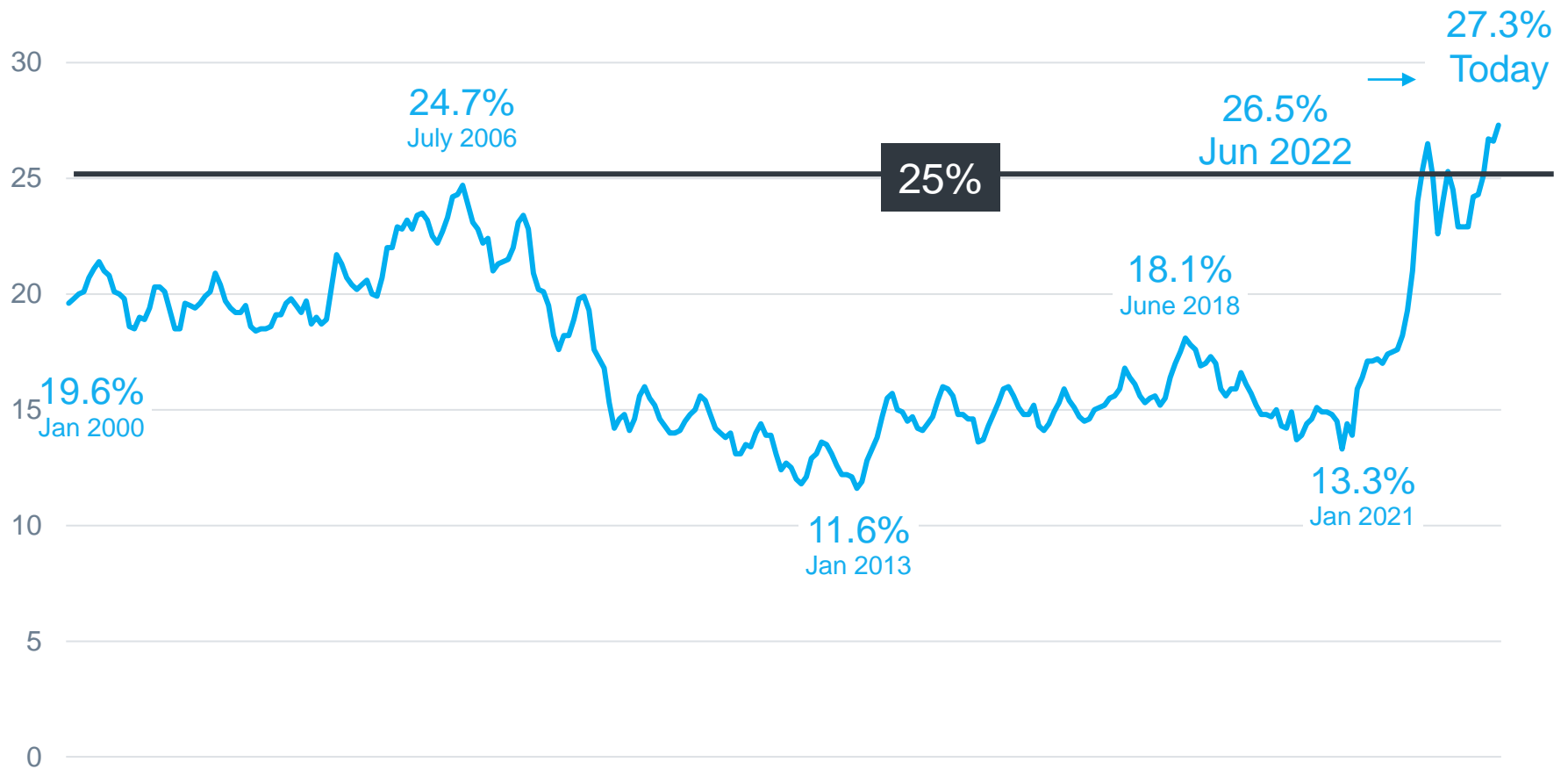
- **Mike Lane**, Vice President, ShowingTime



Affordability

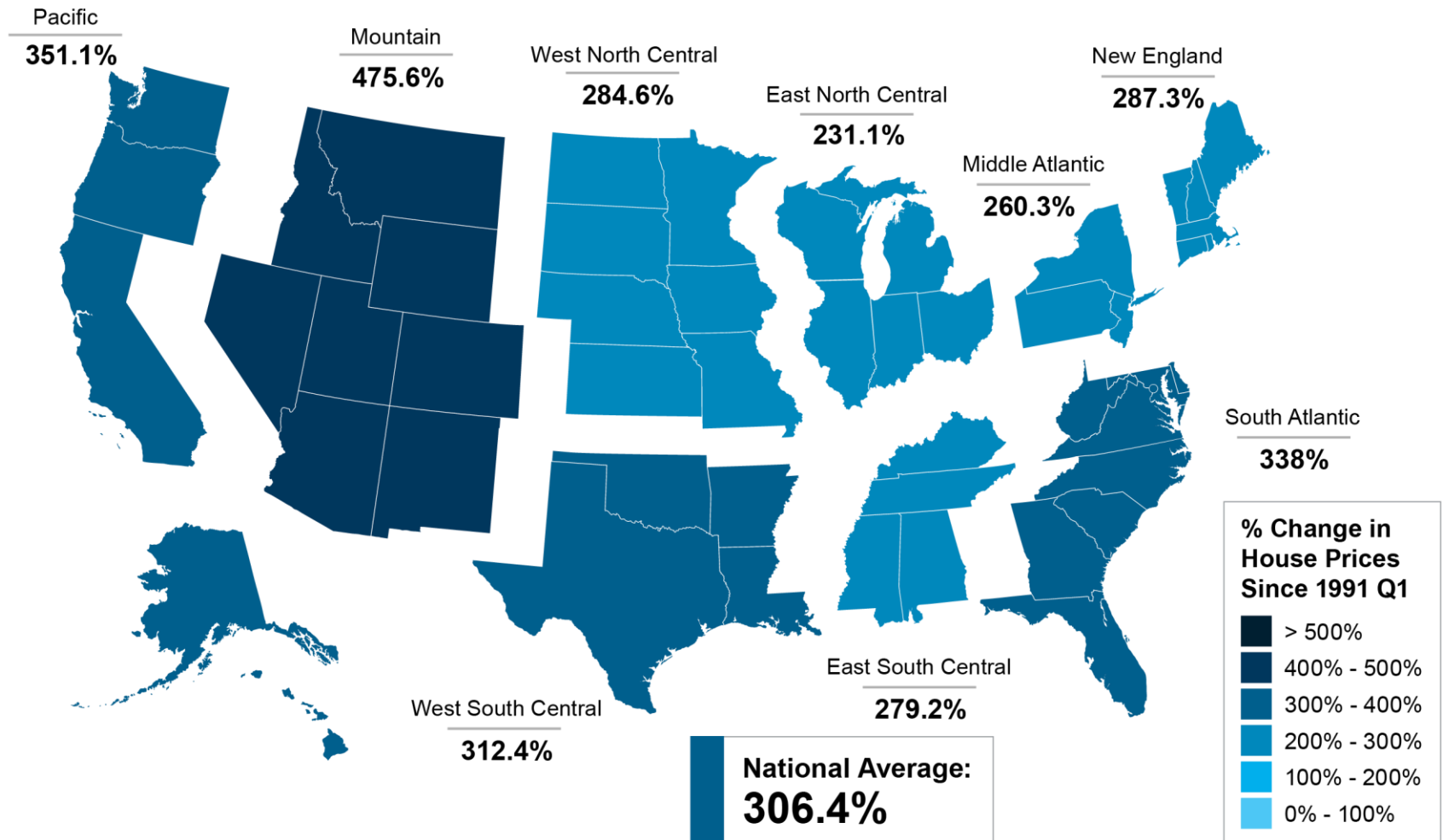
Mortgage Payment to Income Ratio (2000-2023)

Assumes a 30-Year Fixed Rate Mortgage With a 20% Down Payment on a Median-Priced Home With a Median Income (P&I Payment to Income)



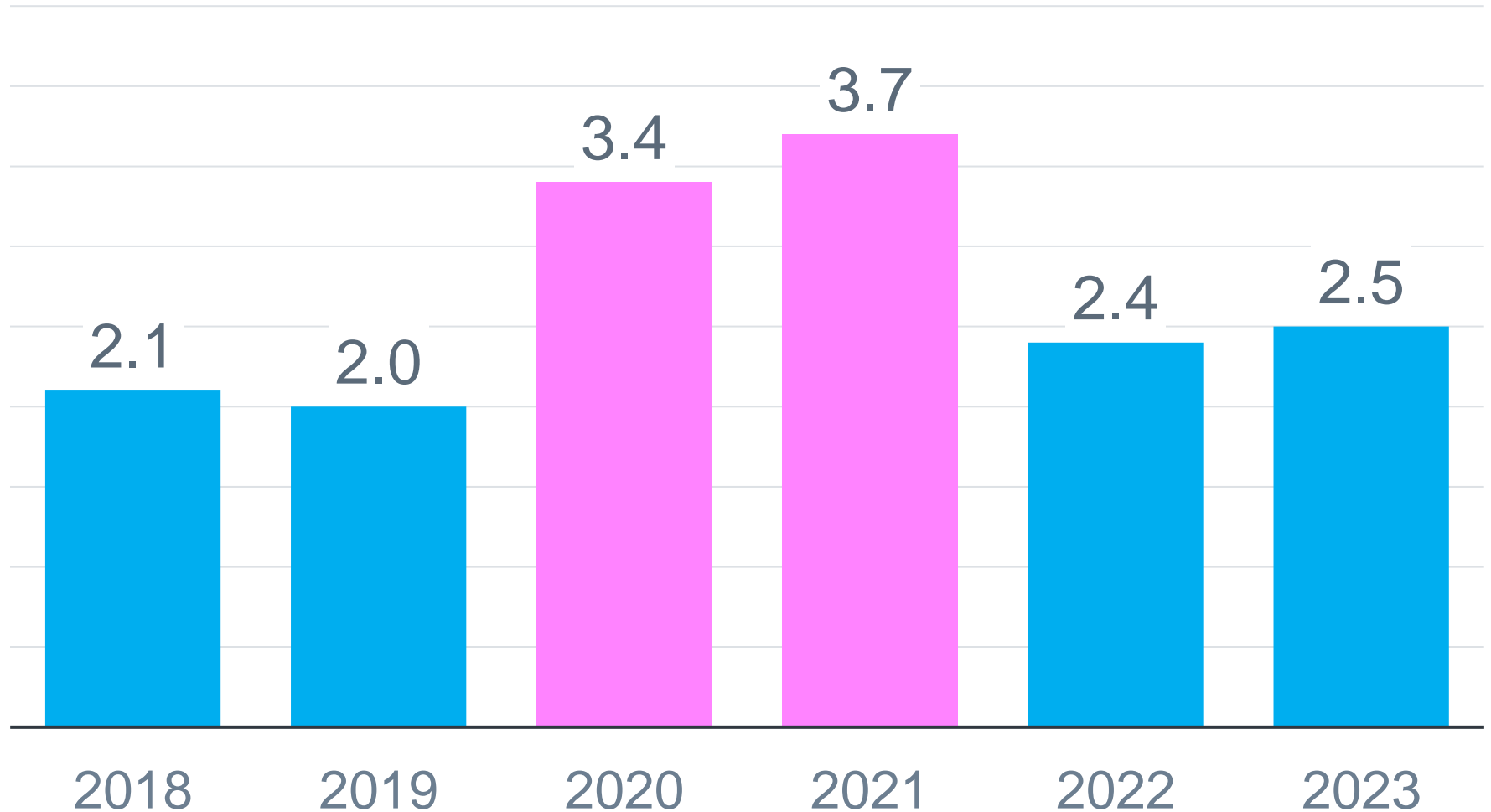
Percent Change in Home Prices

Since Quarter 1 1991, Quarter 3 2023



Average Number of Offers Received on the Most Recent Closed Sale

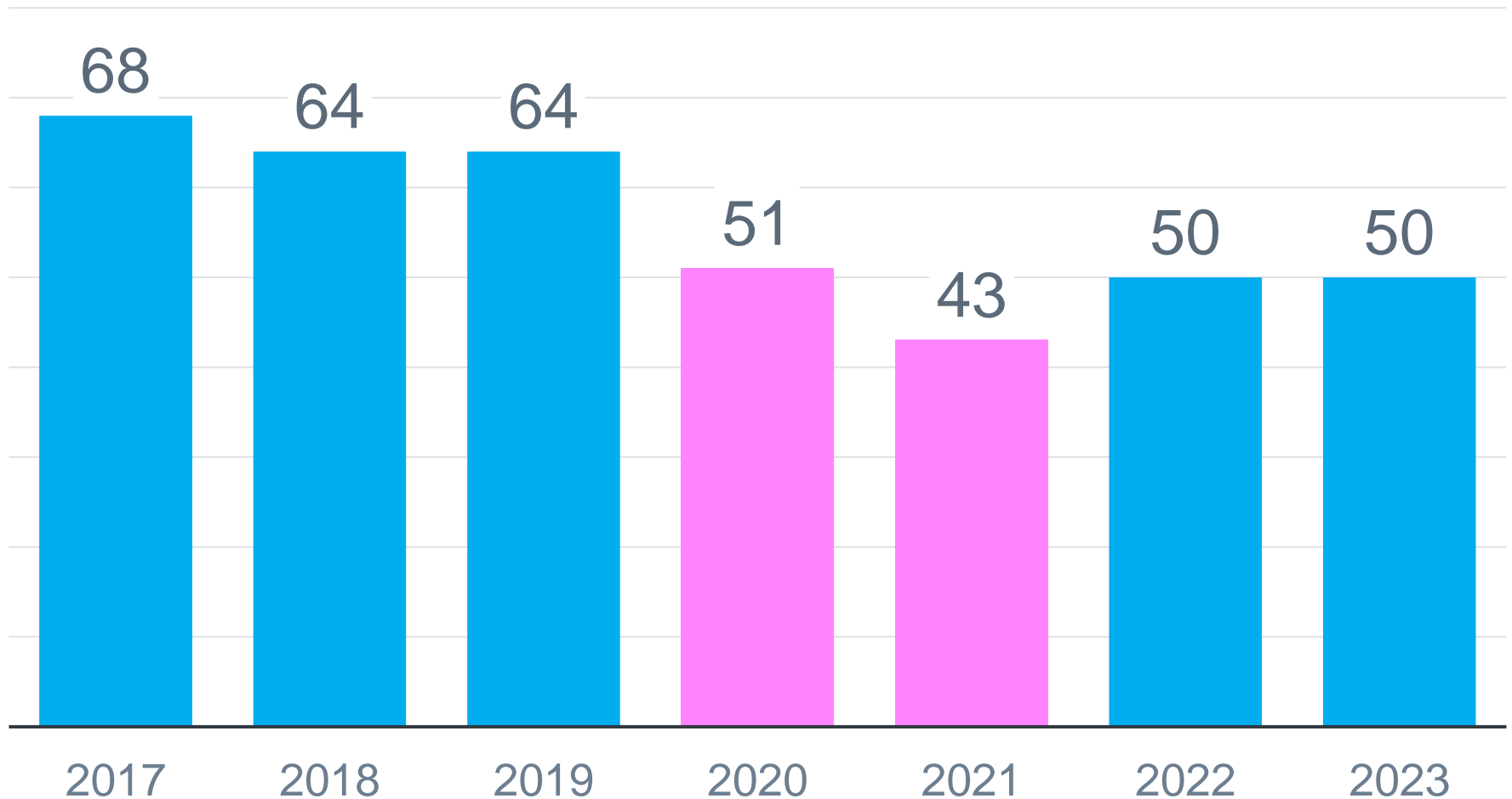
Each October



Source: NAR

Median Days on the Market Less Than Pre-Unicorn Years

Each October

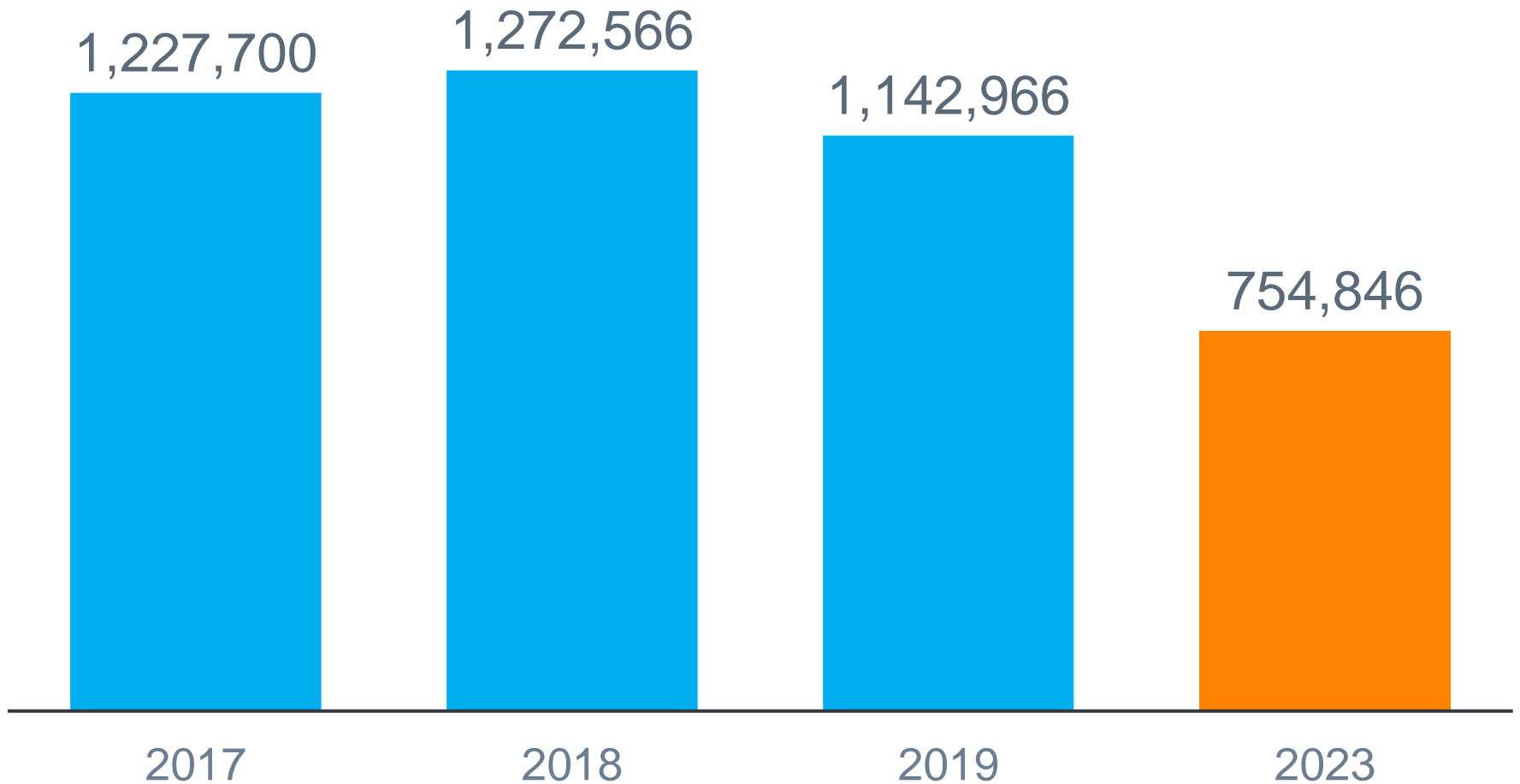




Inventory

Active Listing Count

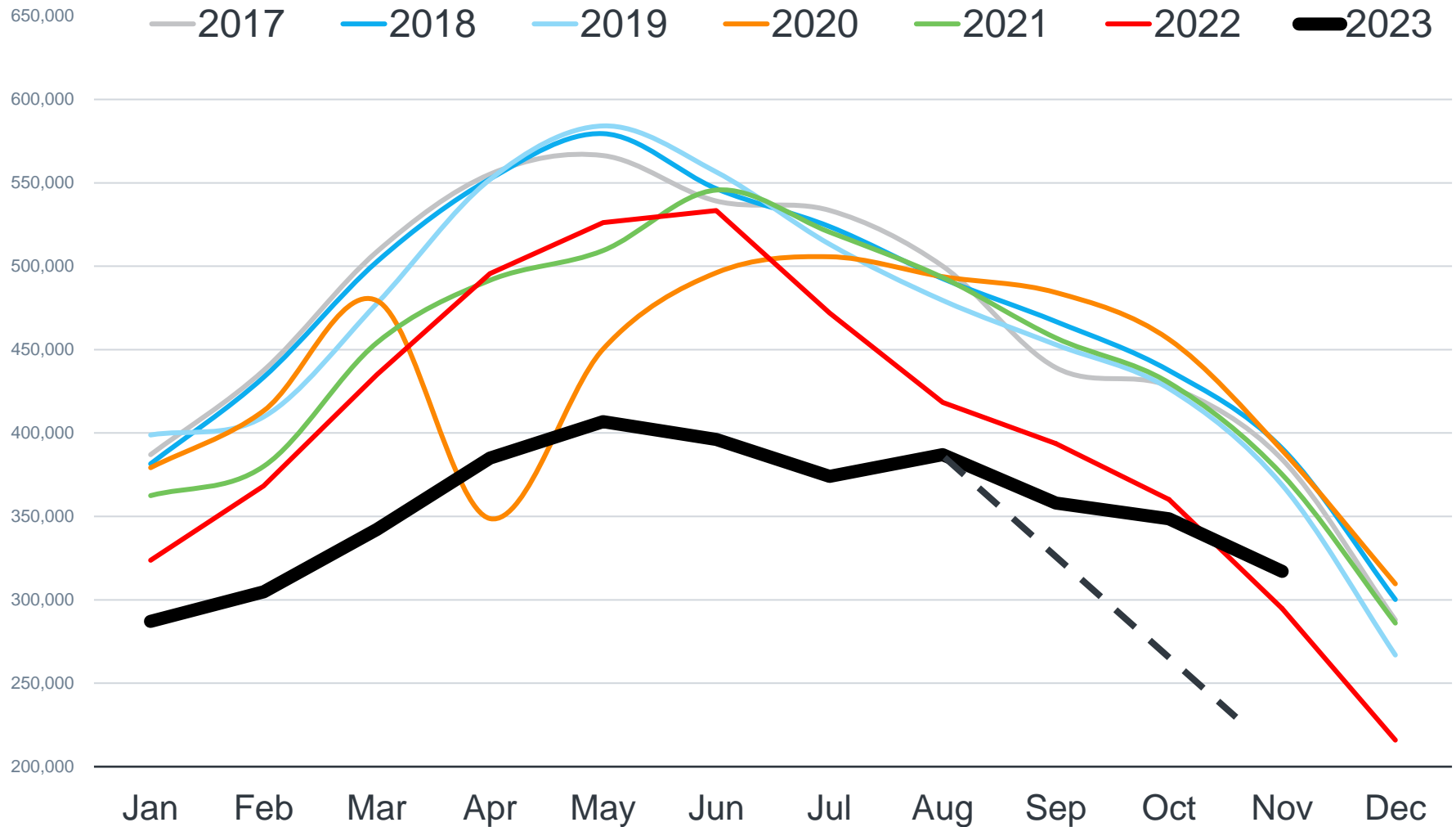
November of Each Year



Source: Realtor.com

New Listings Stabilizing

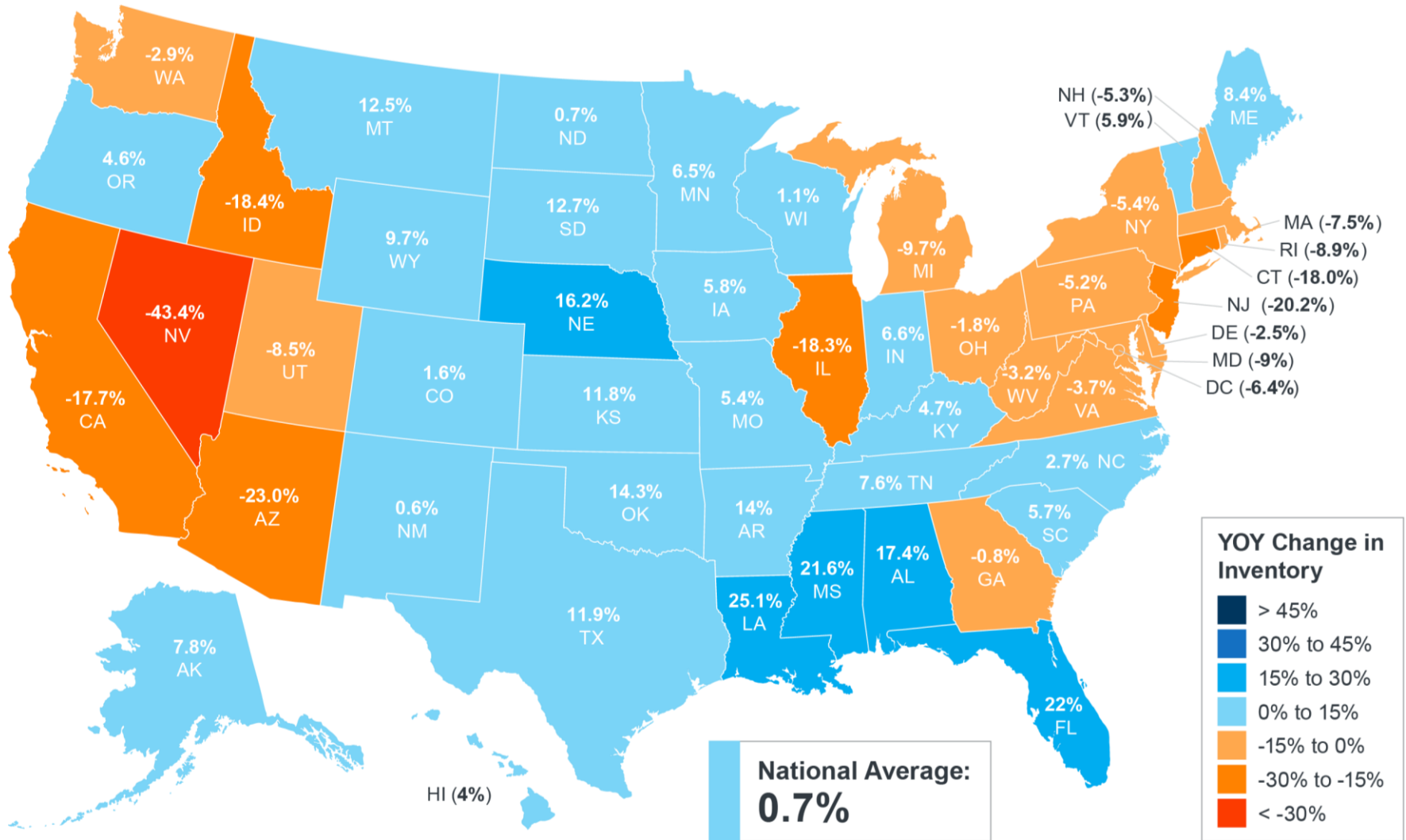
Monthly Counts



Source: Realtor.com

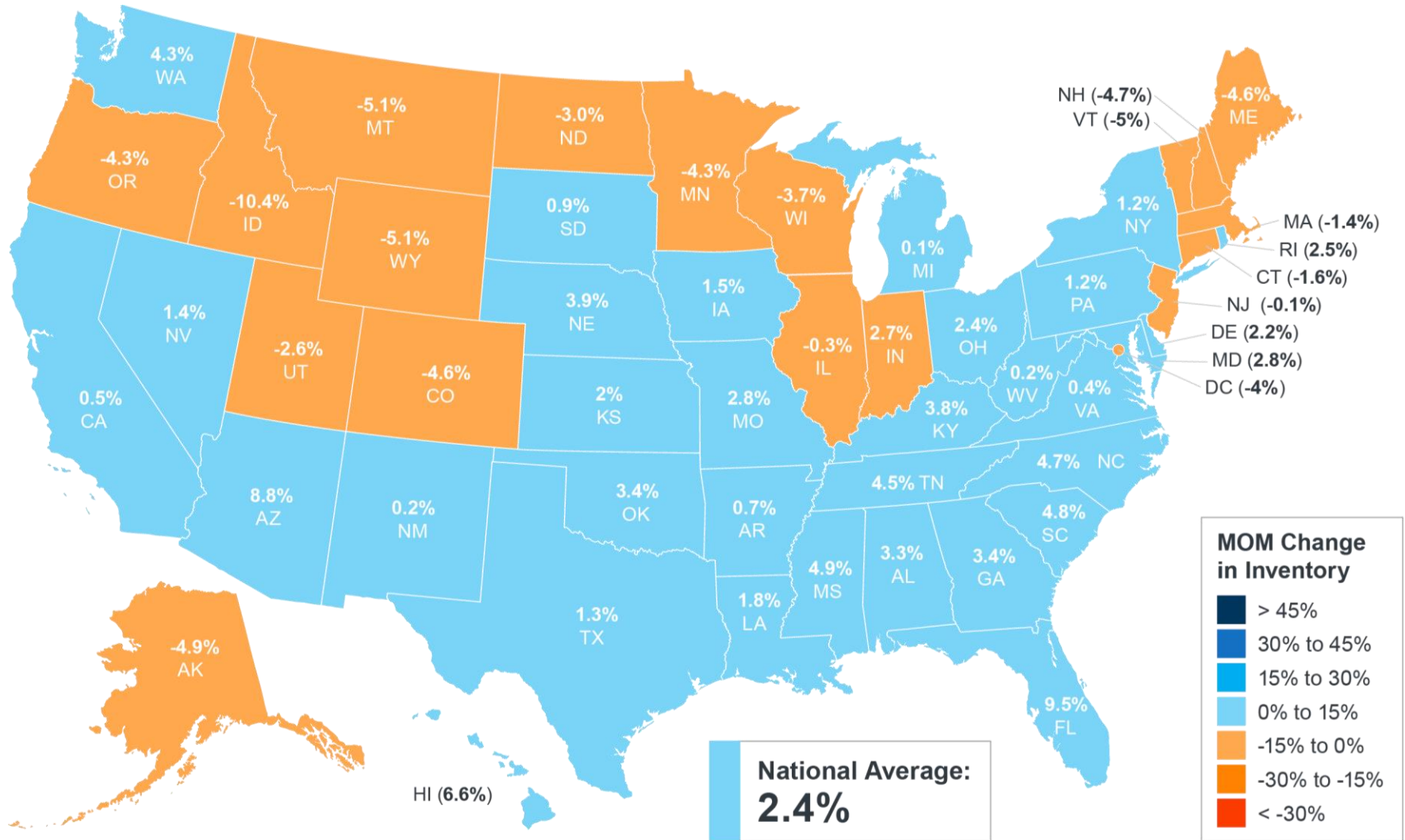
Change in Inventory

Year-Over-Year, November 2023



Change in Inventory

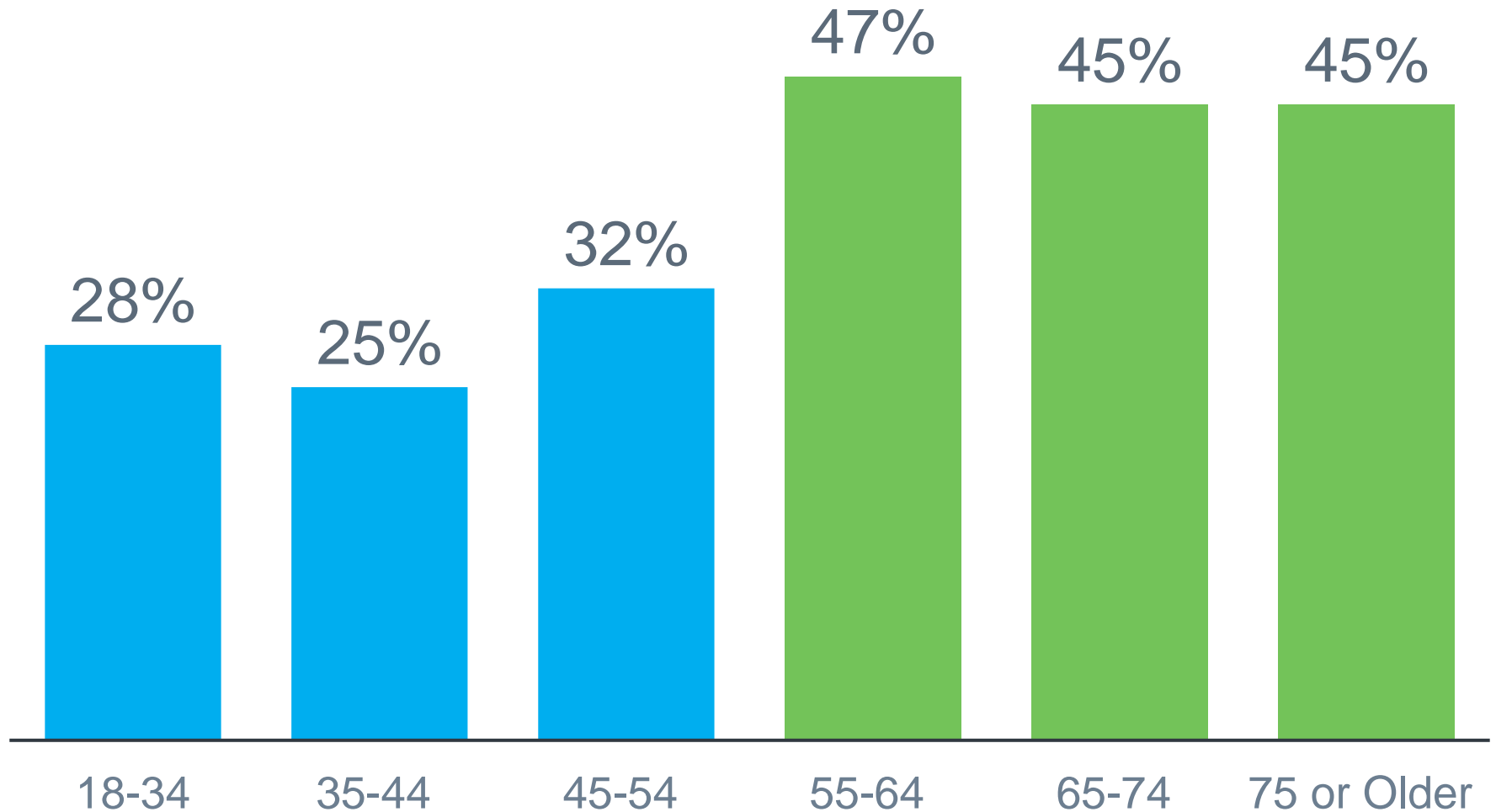
Month-Over-Month, November 2023





Listing Opportunities

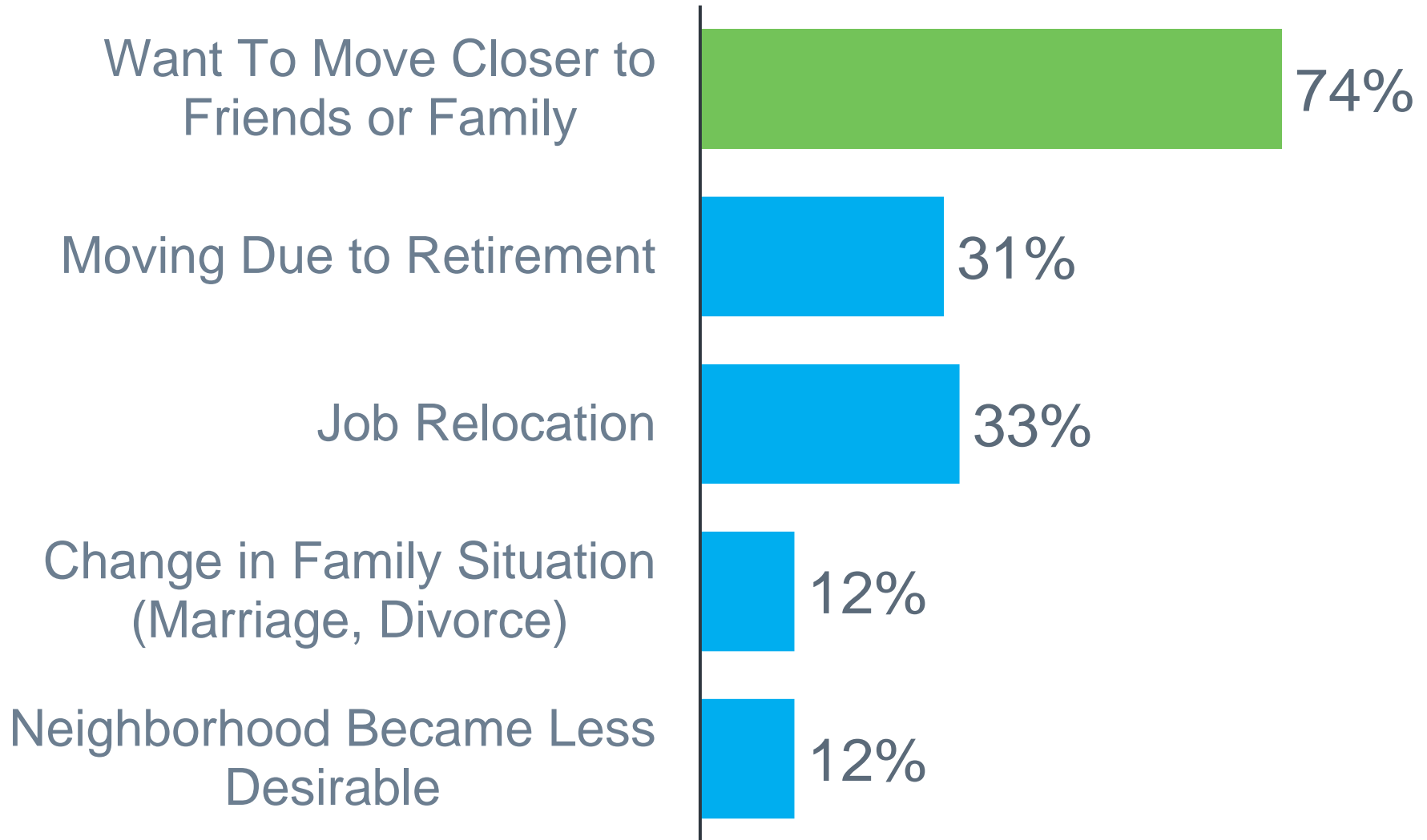
Percent of Sellers Who Moved at Least 100 Miles (By Age)



Source: NAR's 2023 Profile of Home Buyers and Sellers

Top 5 Reasons Why Sellers Sold

Moved at Least 100 Miles

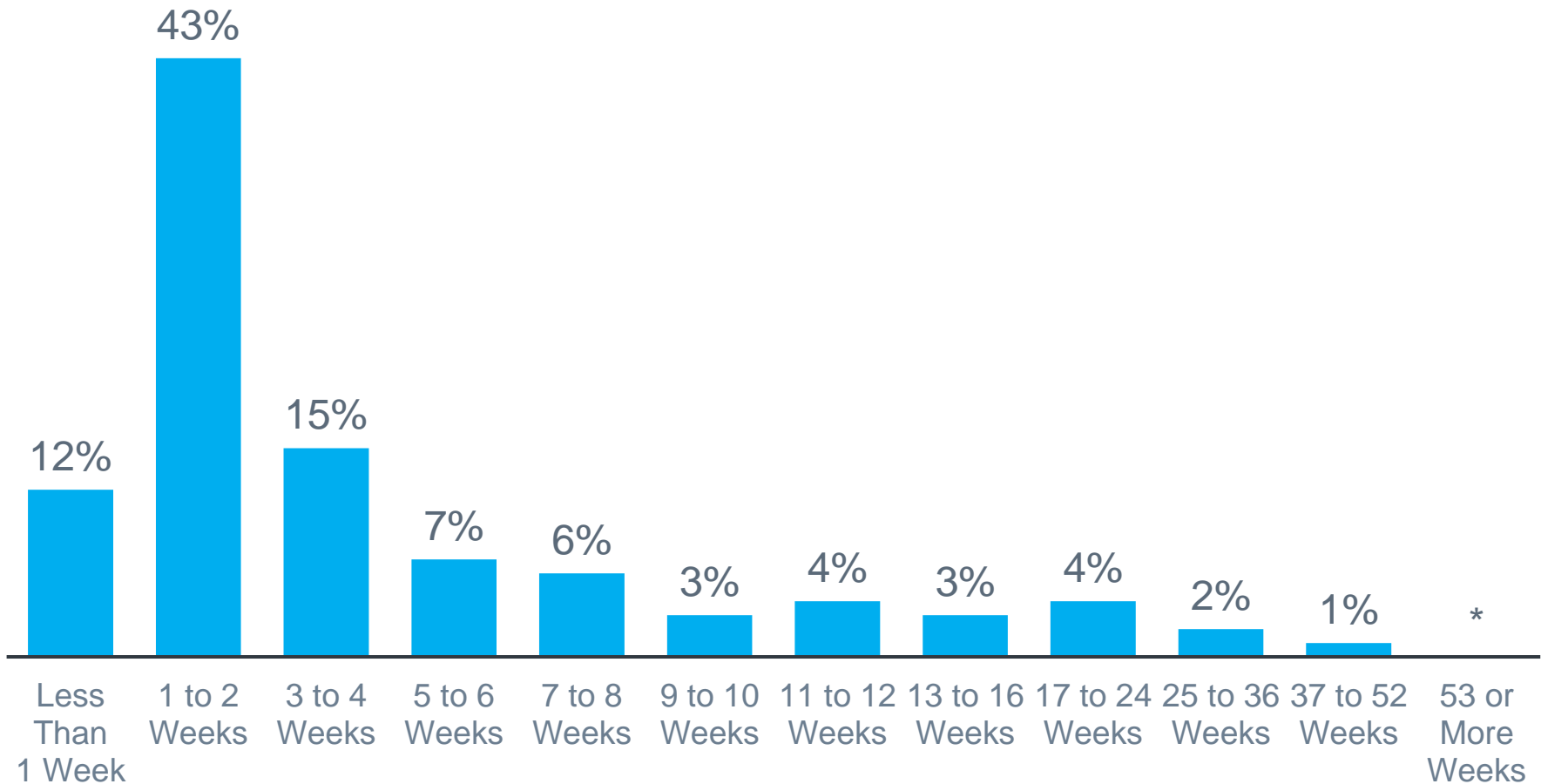


Source: NAR's 2023 Profile of Home Buyers and Sellers

Number of Weeks Sold Home Was on the Market

Percent Distribution

Median Weeks: 2 weeks



* Less than 1 Percent

Source: NAR's 2023 Profile of Home Buyers and Sellers

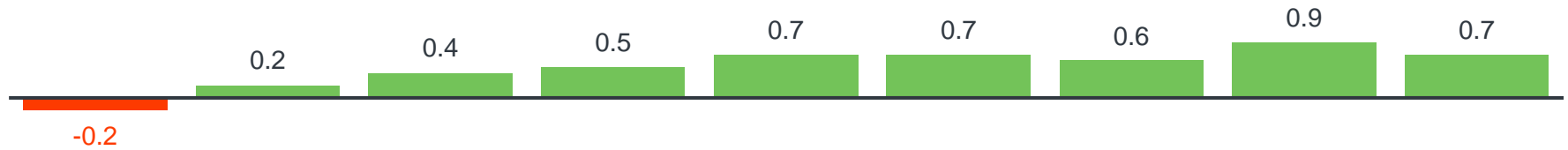


Home Prices

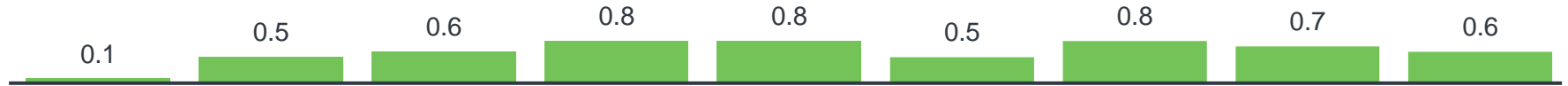
Percent Change in Home Values

Month-Over-Month

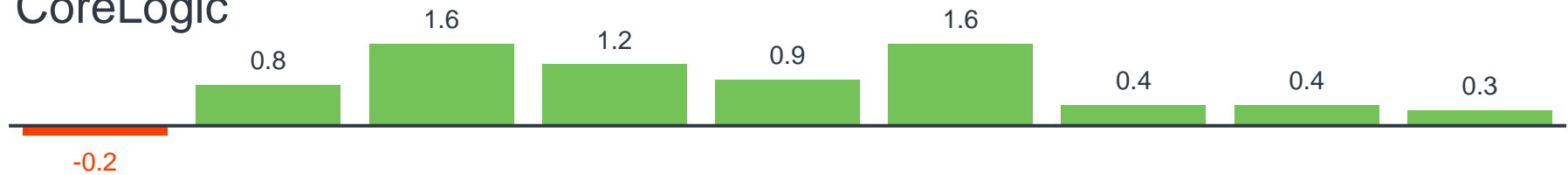
Case-Shiller



FHFA



CoreLogic



Jan '23

Feb

Mar

Apr

May

Jun

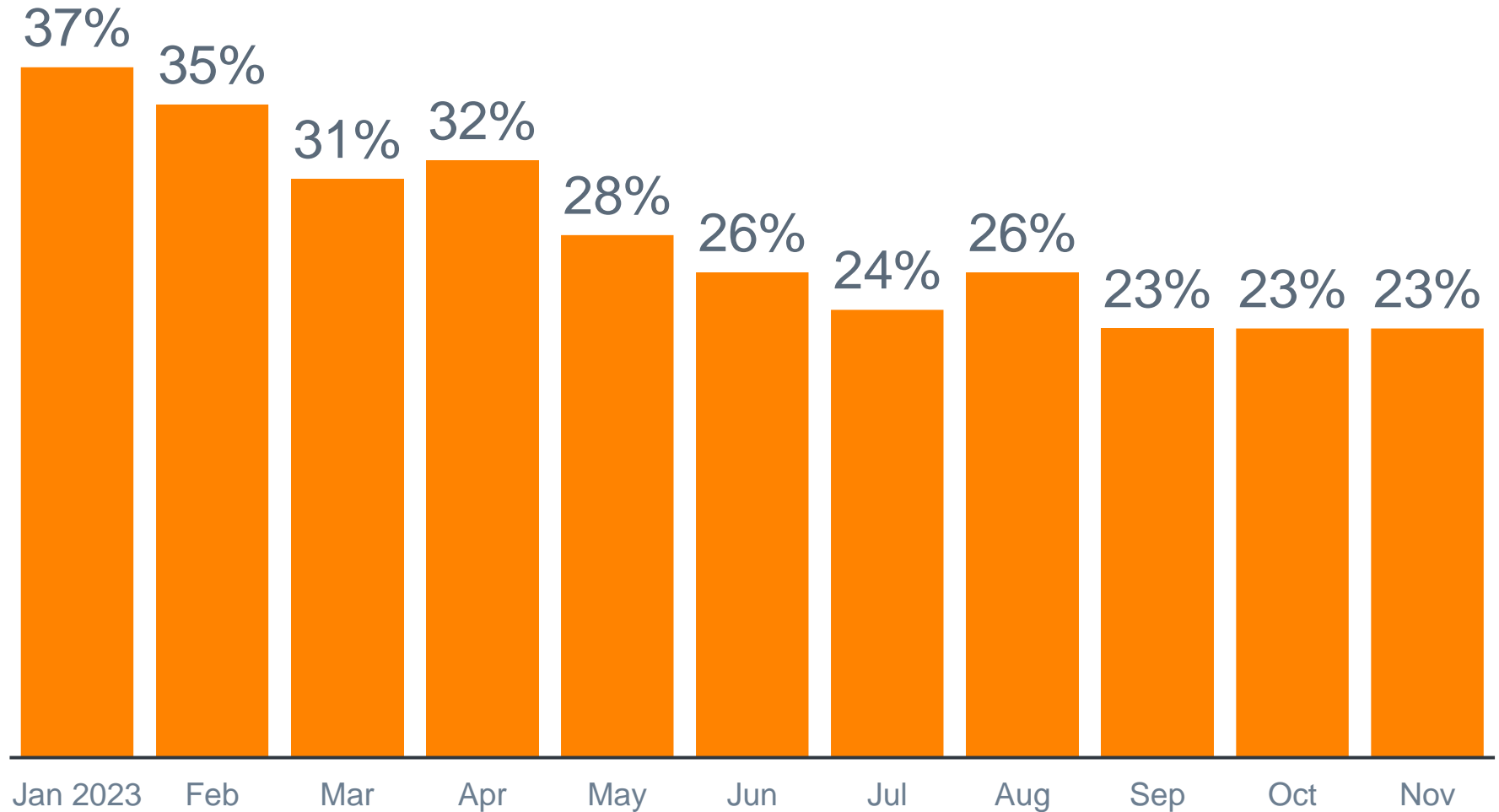
Jul

Aug

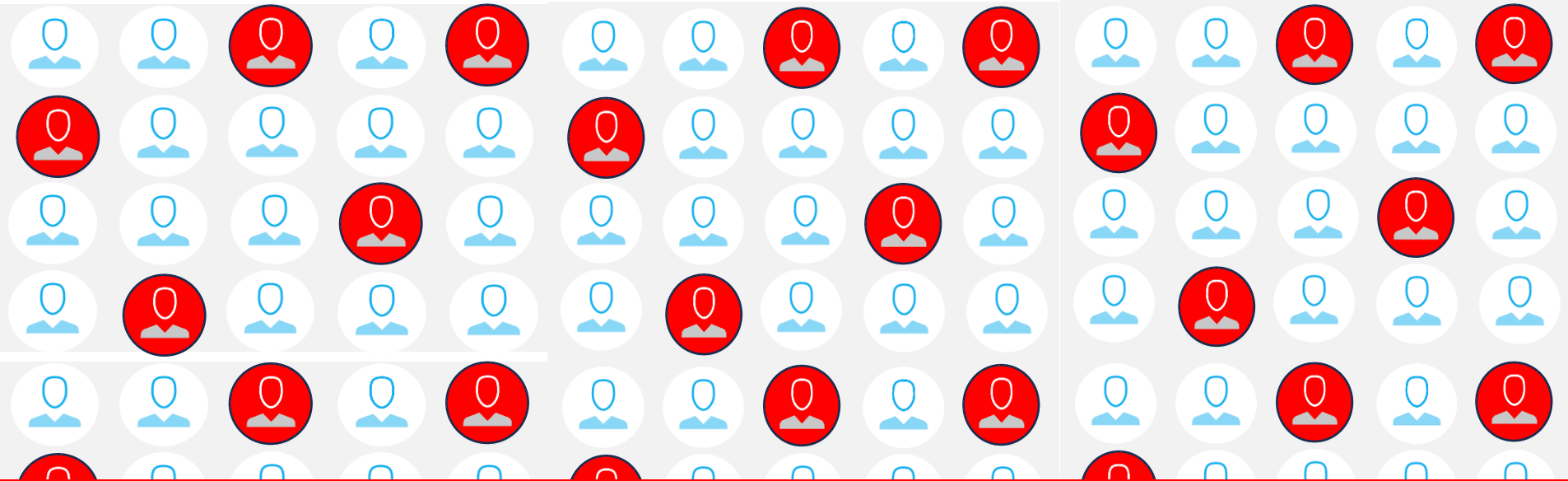
Sep

Stabilizing at About 1 of 4 on Prices Falling

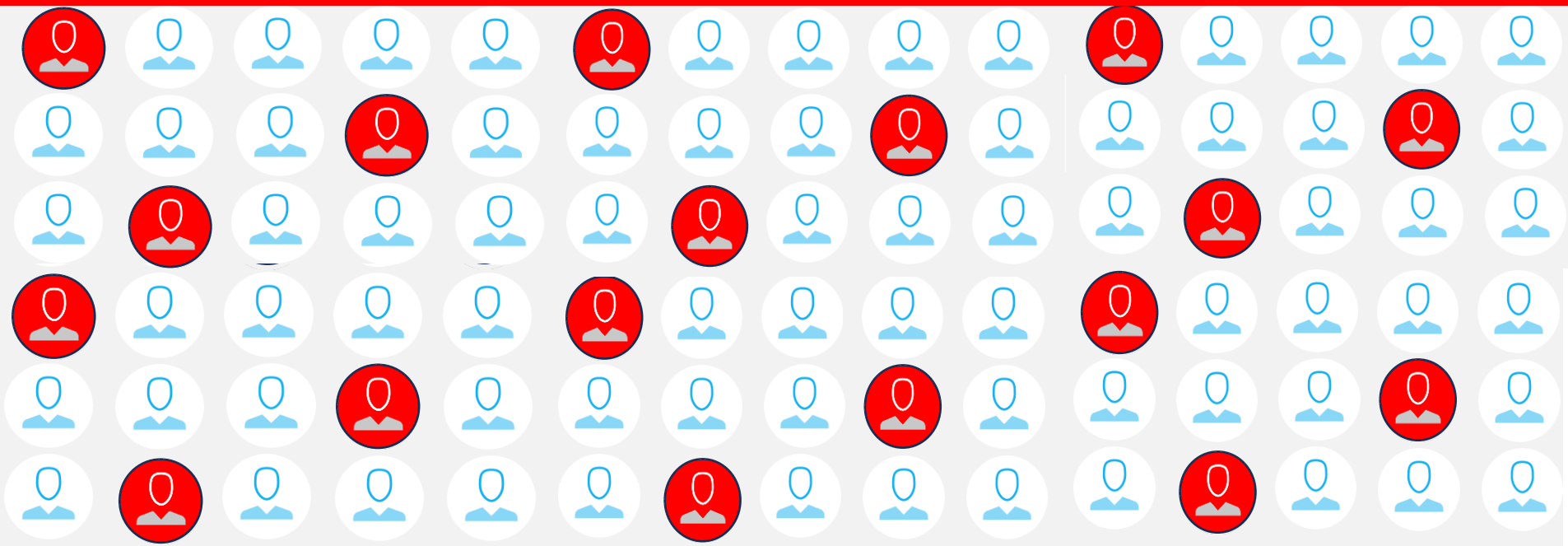
Percent of Americans Who Think Prices Will Go Down over the Next 12 Months



Source: Fannie Mae

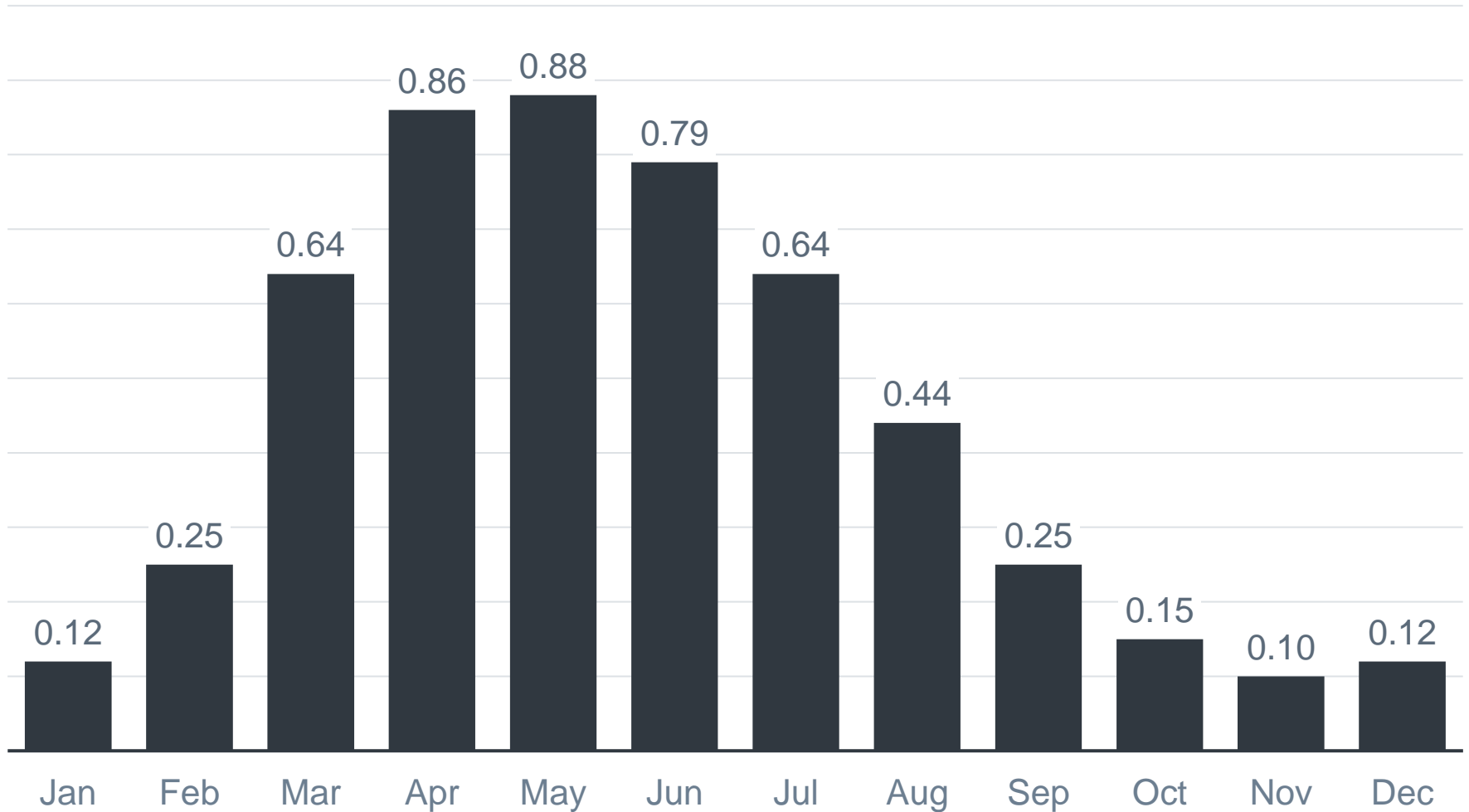


~ 1 of 4 Still Believe Prices Will Depreciate



49-Year Average Monthly Price Movement

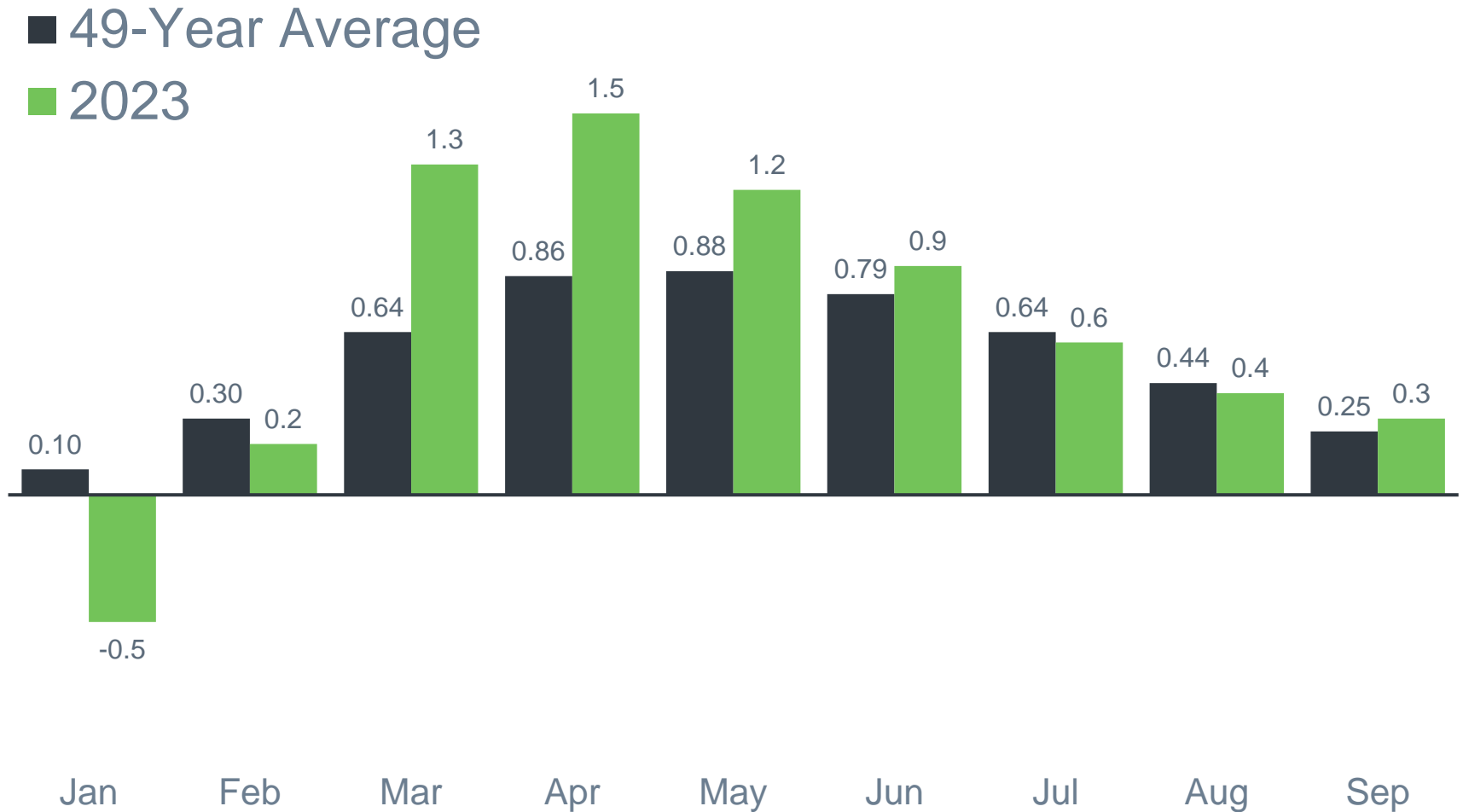
Month-Over-Month, 1973-2022



Source: Case-Shiller

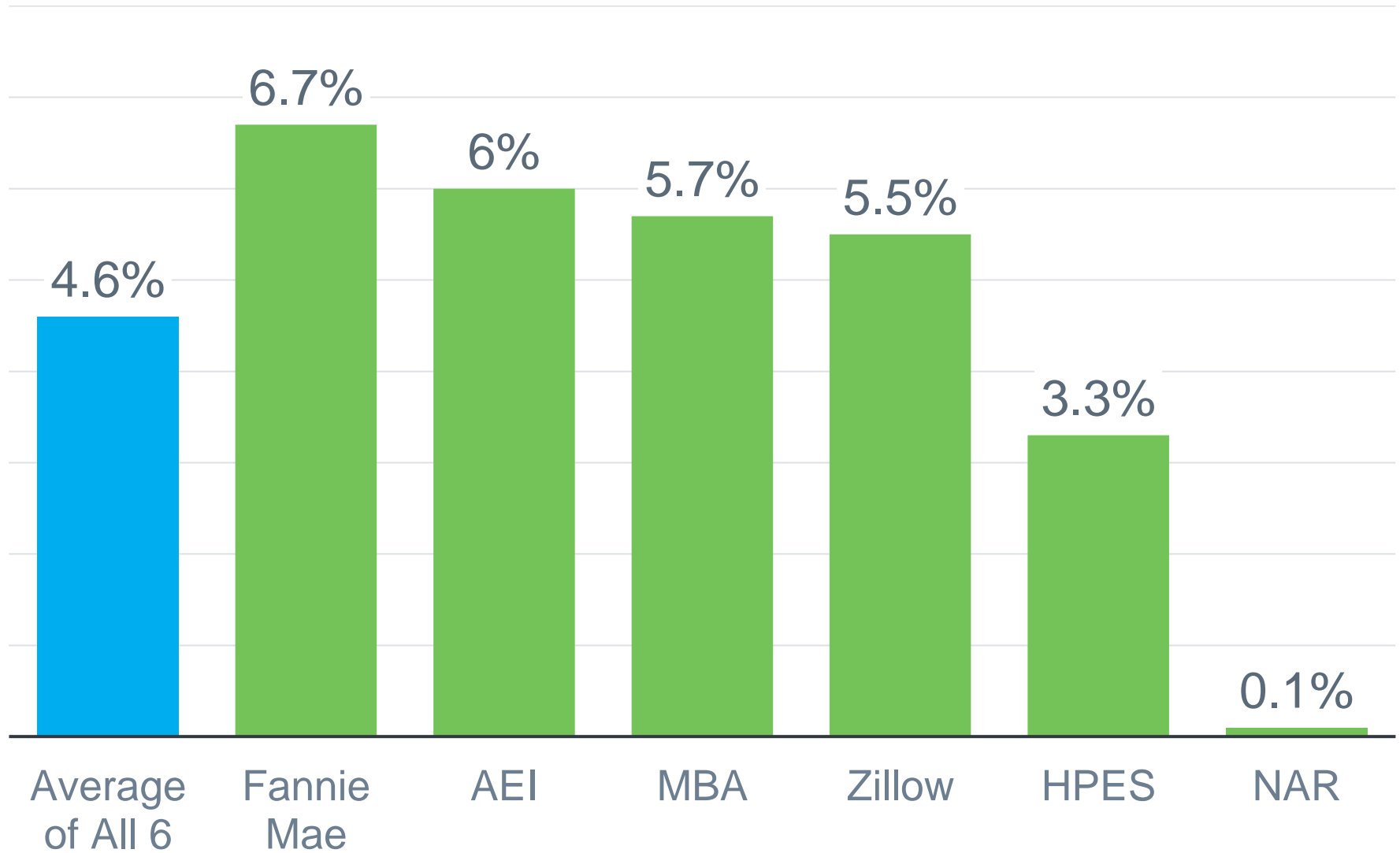
49-Year Average vs. 2023 Price Movement

Month-Over-Month, 1973-2022 and 2023



Source: Case-Shiller

2023 Year-End Home Price Forecasts



Resources

Slide(s)	Description	Link(s)
4	2024 Home Price Forecasts Graph	https://www.zillow.com/research/2024-housing-predictions-33447/ https://www.realtor.com/research/2024-national-housing-forecast/ https://twitter.com/NewsLambert/status/1730642488346472787 https://www.mba.org/docs/default-source/research-and-forecasts/forecasts/2023/mortgage-finance-forecast-nov-2023.pdf?sfvrsn=acef26ff_1 https://pulsenomics.com/surveys/ https://www.fanniemae.com/media/49661/display https://www.freddiemac.com/research/forecast/20231121-economic-growth-remained-strong-in-q3
5	2024 Total Home Sales Forecasts Graph	https://www.mba.org/docs/default-source/research-and-forecasts/forecasts/2023/mortgage-finance-forecast-nov-2023.pdf?sfvrsn=acef26ff_1 https://www.fanniemae.com/media/49661/display
7	Mortgage Rates Drop Graph	https://freddiemac.gcs-web.com/node/28016/pdf

Resources

Slide(s)	Description	Link(s)
9	Showing Traffic Graph	https://www.showingtime.com/showingtime-showing-index/
10	Zillow Quote	https://zillow.mediaroom.com/2023-11-13-Buyer-demand-hanging-tough,-despite-rates-and-seasonal-cooldown
11	Mike Lane Quote	https://www.showingtime.com/blog/september-2023-showing-index-results/
13	Mortgage Payment to Income Graph	https://cdn.nar.realtor/sites/default/files/documents/hai-08-2023-housing-affordability-index-2023-10-13.pdf
14	Home Prices Map	https://www.fhfa.gov/DataTools/Tools/Pages/House-Price-Index-(HPI).aspx
15	Closed Sale Offers Graph	https://www.nar.realtor/research-and-statistics/research-reports/realtors-confidence-index https://cdn.nar.realtor/sites/default/files/documents/2023-10-realtors-confidence-index-11-21-2023.pdf
16	Median Days on the Market Graph	https://www.realtor.com/research/data/

Resources

Slide(s)	Description	Link(s)
18	Active Listing Count Graph	https://www.realtor.com/research/data/
19	New Listings Graph	https://www.realtor.com/research/data/
20, 21	Inventory Maps	https://www.realtor.com/research/data/
23, 24	NAR Sellers Graphs	https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers
25	Weeks Home Was on the Market	https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers
27	Percent Change Home Values Combo Graph	https://www.spglobal.com/spdji/en/indices/indicators/sp-corelogic-case-shiller-us-national-home-price-nsa-index/#news-research https://www.fhfa.gov/DataTools/Downloads/Pages/House-Price-Index.aspx https://www.corelogic.com/category/intelligence/reports/home-price-insights/

Resources

Slide(s)	Description	Link(s)
28	1 of 4 Think Prices are Falling Graph	https://www.fanniemae.com/research-and-insights/surveys-indices/national-housing-survey/national-housing-survey-archive
30, 31	49-Year Average Graphs	https://www.spglobal.com/spdji/en/indices/indicators/sp-corelogic-case-shiller-us-national-home-price-nsa-index/#overview
32	Year-End Home Price Forecasts Graph	https://www.zillow.com/research/data/ www.mba.org https://www.fanniemae.com/research-and-insights/forecast https://www.aei.org/research-products/report/housing-finance-watch-week-37-2023/ www.nar.realtor www.pulsenomics.com