Monthly Indicators



January 2015

It's already evident that 2015 will be marked by talk of changing mortgage rates and regulations. Rates should stay low, but consumers and finance experts alike believe that we're at or near rate bottoms. Early indications point to more sales, more listings, more new construction and more excitement. It's not expected to be the overblown land grab of the early 2000s, but it should feel like a healthy market, which, in and of itself, may feel like an odd sensation to real estate practitioners accustomed to the boom and bust of the 21st century.

New Listings were down 6.5 percent to 1,191. Pending Sales decreased 34.3 percent to 467. Inventory grew 0.3 percent to 4,957 units.

Prices moved higher as Median Sales Price was up 8.0 percent to \$162,000. Days on Market increased 10.1 percent to 98 days. Months Supply of Inventory was down 3.2 percent to 6.0 months, indicating that demand increased relative to supply.

The 3 percent downpayment programs from Fannie Mae and Freddie Mac should help potential new homeowners, but in a recent member survey by the Independent Community Bankers of America, three-fourths of respondents stated that regulatory burdens are hurting their ability to loan money. The wider economy shows slight wage increases and gas prices near five-year lows but rising along with extended daylight and buyer demand. These various economic pushes and pulls can turn stagnant markets into exciting ones. It's all in how you look at it.

Quick Facts

+ 9.7%

+ 8.0%

+ 0.3%

One-Year Change in Closed Sales

One-Year Change in **Median Sales Price**

One-Year Change in Months Supply

A research tool provided by the Greater Greenville Association of REALTORS® Percent changes are calculated using rounded figures.

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Market Overview

Key market metrics for the current month and year-to-date figures.



Key Metrics	Historical Sparkbars 01-2013 01-2014 01-2015	01-2014	01-2015	Percent Change	YTD 2014	YTD 2015	Percent Change
New Listings		1,274	1,191	- 6.5%	1,274	1,191	- 6.5%
Pending Sales		711	467	- 34.3%	711	467	- 34.3%
Closed Sales		547	600	+ 9.7%	547	600	+ 9.7%
Days on Market		89	98	+ 10.1%	89	98	+ 10.1%
Median Sales Price		\$150,000	\$162,000	+ 8.0%	\$150,000	\$162,000	+ 8.0%
Average Sales Price		\$175,665	\$190,102	+ 8.2%	\$175,665	\$190,102	+ 8.2%
Pct. of List Price Received		95.6%	96.2%	+ 0.6%	95.6%	96.2%	+ 0.6%
Housing Affordability Index		155	154	- 0.6%	155	154	- 0.6%
Inventory of Homes for Sale		4,942	4,957	+ 0.3%			
Months Supply of Inventory		6.2	6.0	- 3.2%			

New Listings

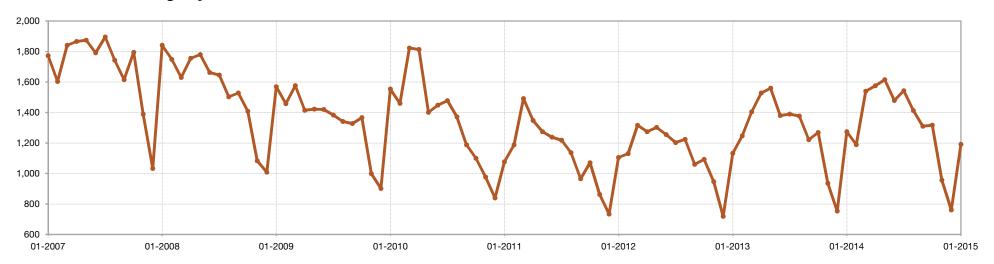
A count of the properties that have been newly listed on the market in a given month.



January			Year to Date		
1,132	1,274	1,191	1,132	1,274	1,191
2013 + 2.4 %	2014 + 12.5 %	2015 - 6.5 %	2013 + 2.4 %	2014 + 12.5 %	2015 - 6.5 %

New Listings		Prior Year	Percent Change
	4 400	1	
February 2014	1,189	1,247	-4.7%
March 2014	1,540	1,404	+9.7%
April 2014	1,575	1,528	+3.1%
May 2014	1,615	1,559	+3.6%
June 2014	1,479	1,380	+7.2%
July 2014	1,543	1,389	+11.1%
August 2014	1,413	1,377	+2.6%
September 2014	1,310	1,222	+7.2%
October 2014	1,317	1,269	+3.8%
November 2014	956	936	+2.1%
December 2014	761	754	+0.9%
January 2015	1,191	1,274	-6.5%
12-Month Avg	1,324	1,278	+3.6%

Historical New Listings by Month



Pending Sales

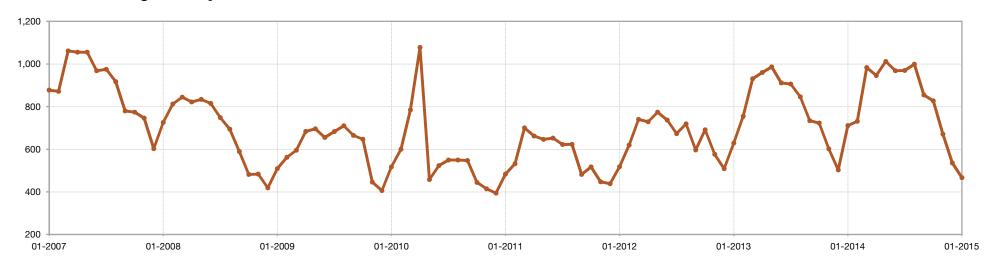
A count of the properties on which offers have been accepted in a given month.



January			Year to Date		
629	711		629	711	
		467			467
2013 + 21.4 %	2014 + 13.0 %	2015 - 34.3%	2013 + 21.4 %	2014 + 13.0 %	2015 - 34.3 %

Pending Sales		Prior Year	Percent Change
February 2014	731	754	-3.1%
March 2014	983	931	+5.6%
April 2014	946	960	-1.5%
May 2014	1,012	986	+2.6%
June 2014	968	911	+6.3%
July 2014	970	906	+7.1%
August 2014	999	846	+18.1%
September 2014	855	734	+16.5%
October 2014	827	723	+14.4%
November 2014	671	602	+11.5%
December 2014	536	503	+6.6%
January 2015	467	711	-34.3%
12-Month Avg	830	797	+4.2%

Historical Pending Sales by Month



Closed Sales

A count of the actual sales that closed in a given month.



January			Year to Date		
512	547	600	512	547	600
312			312		
2013 + 19.9 %	2014 + 6.8 %	2015 + 9.7 %	2013 + 19.9 %	2014 + 6.8 %	2015 + 9.7 %

Closed Sales		Prior Year	Percent Change
February 2014	589	542	+8.7%
March 2014	734	753	-2.5%
April 2014	838	826	+1.5%
May 2014	972	969	+0.3%
June 2014	1,037	956	+8.5%
July 2014	970	1,002	-3.2%
August 2014	1,024	946	+8.2%
September 2014	979	803	+21.9%
October 2014	980	757	+29.5%
November 2014	729	714	+2.1%
December 2014	857	704	+21.7%
January 2015	600	547	+9.7%
12-Month Avg	859	793	+8.3%

Historical Closed Sales by Month



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.

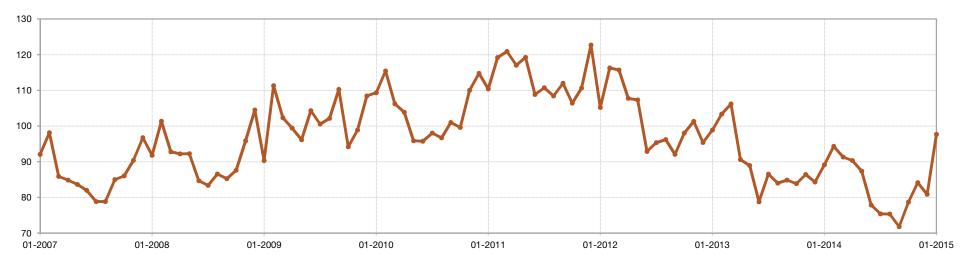


January			Year to Date		
99	89	98	99	89	98
2013 - 5.7 %	2014 - 10.1 %	2015 + 10.1 %	2013 - 5.7 %	2014 - 10.1 %	2015 + 10.1 %

Days on Market		Prior Year	Percent Change
February 2014	94	103	-8.7%
March 2014	91	106	-14.2%
April 2014	90	91	-1.1%
May 2014	87	89	-2.2%
June 2014	78	79	-1.3%
July 2014	75	87	-13.8%
August 2014	75	84	-10.7%
September 2014	72	85	-15.3%
October 2014	79	84	-6.0%
November 2014	84	86	-2.3%
December 2014	81	84	-3.6%
January 2015	98	89	+10.1%
12-Month Avg*	83	88	-5.7%

^{*} Average Days on Market of all properties from February 2014 through January 2015. This is not the average of the individual figures above.

Historical Days on Market Until Sale by Month



Median Sales Price

Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.

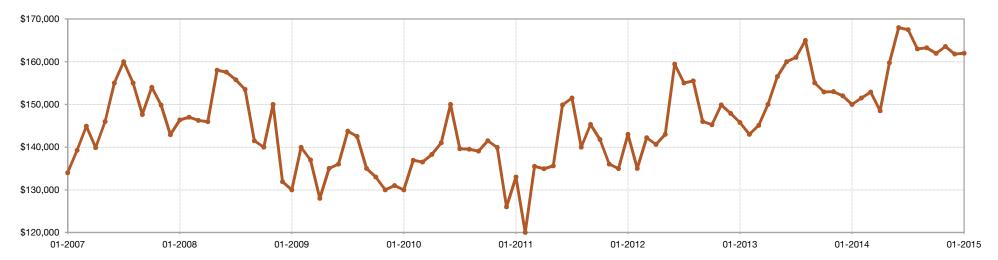


January			Year to Date		
\$145,750	\$150,000	\$162,000	\$145,750	\$150,000	\$162,000
2013 + 1.9 %	2014 + 2.9 %	2015 + 8.0 %	2013 + 1.9%	2014 + 2.9 %	2015 + 8.0 %

Median Sales Price		Prior Year	Percent Change
February 2014	\$151,500	\$143,000	+5.9%
March 2014	\$152,869	\$145,092	+5.4%
April 2014	\$148,500	\$150,000	-1.0%
May 2014	\$159,750	\$156,500	+2.1%
June 2014	\$168,000	\$160,000	+5.0%
July 2014	\$167,500	\$161,000	+4.0%
August 2014	\$163,000	\$165,000	-1.2%
September 2014	\$163,250	\$155,041	+5.3%
October 2014	\$161,950	\$152,900	+5.9%
November 2014	\$163,554	\$153,000	+6.9%
December 2014	\$161,816	\$152,000	+6.5%
January 2015	\$162,000	\$150,000	+8.0%
12-Month Med*	\$160,000	\$154,560	+3.5%

^{*} Median Sales Price of all properties from February 2014 through January 2015. This is not the median of the individual figures above.

Historical Median Sales Price by Month



Average Sales Price

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

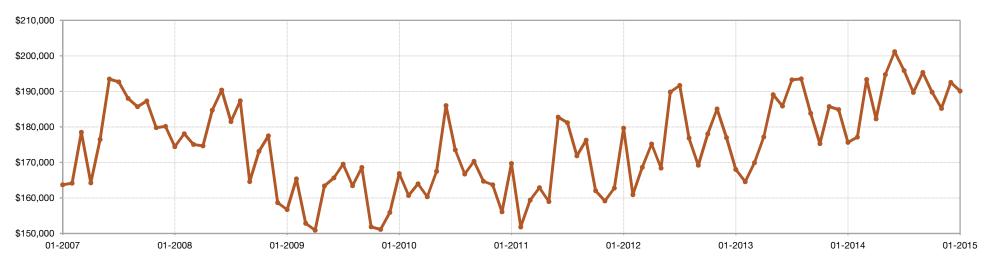


January			Year to Date		
\$168,054	\$175,665	\$190,102	\$168,054	\$175,665	\$190,102
2013 - 6.4 %	2014 + 4.5 %	2015 + 8.2 %	2013 - 6.4 %	2014 + 4.5 %	2015 + 8.2 %

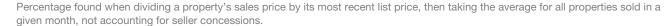
Avg. Sales Price		Prior Year	Percent Change
February 2014	\$177,120	\$164,554	+7.6%
March 2014	\$193,339	\$169,907	+13.8%
April 2014	\$182,248	\$177,153	+2.9%
May 2014	\$194,733	\$189,059	+3.0%
June 2014	\$201,177	\$185,851	+8.2%
July 2014	\$195,859	\$193,262	+1.3%
August 2014	\$189,675	\$193,538	-2.0%
September 2014	\$195,328	\$183,821	+6.3%
October 2014	\$189,789	\$175,292	+8.3%
November 2014	\$185,199	\$185,742	-0.3%
December 2014	\$192,517	\$184,897	+4.1%
January 2015	\$190,102	\$175,665	+8.2%
12-Month Avg*	\$190,590	\$181,562	+5.0%

^{*} Avg. Sales Price of all properties from February 2014 through January 2015. This is not the average of the individual figures above.

Historical Average Sales Price by Month



Percent of List Price Received



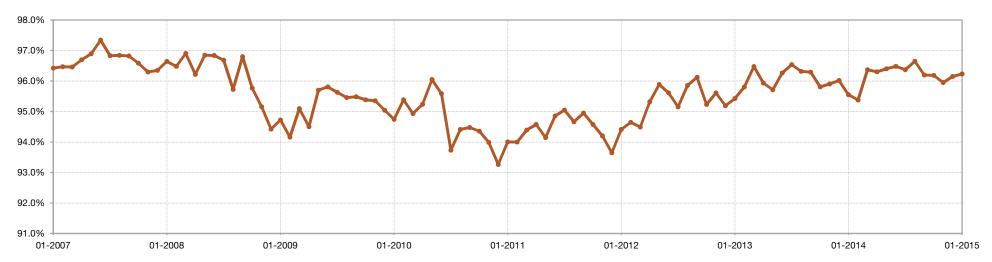


January			,	Year to Date		
95.4%	95.6%	96.2%	ı	95.4%	95.6%	96.2%
2013 + 1.1 %	2014 + 0.2 %	2015 + 0.6 %	L, ,	2013 + 1.1 %	2014 + 0.2 %	2015 + 0.6 %

Pct. of List Price Red	ceived	Prior Year	Percent Change
February 2014	95.4%	95.8%	-0.4%
March 2014	96.4%	96.5%	-0.1%
April 2014	96.3%	95.9%	+0.4%
May 2014	96.4%	95.7%	+0.7%
June 2014	96.5%	96.3%	+0.2%
July 2014	96.4%	96.5%	-0.1%
August 2014	96.6%	96.3%	+0.3%
September 2014	96.2%	96.3%	-0.1%
October 2014	96.2%	95.8%	+0.4%
November 2014	95.9%	95.9%	0.0%
December 2014	96.1%	96.0%	+0.1%
January 2015	96.2%	95.6%	+0.6%
12-Month Avg*	96.3%	96.1%	+0.2%

^{*} Average Pct. of List Price Received for all properties from February 2014 through January 2015. This is not the average of the individual figures above.

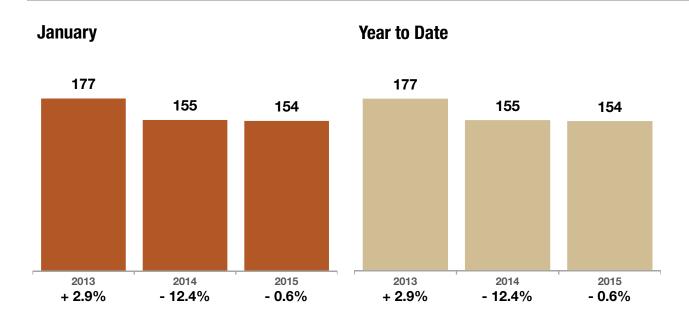
Historical Percent of List Price Received by Month



Housing Affordability Index

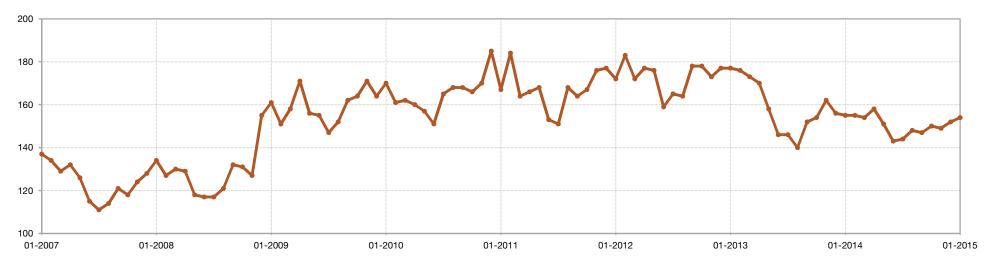






Affordability Index		Prior Year	Percent Change
February 2014	155	176	-11.9%
March 2014	154	173	-11.0%
April 2014	158	170	-7.1%
May 2014	151	158	-4.4%
June 2014	143	146	-2.1%
July 2014	144	146	-1.4%
August 2014	148	140	+5.7%
September 2014	147	152	-3.3%
October 2014	150	154	-2.6%
November 2014	149	162	-8.0%
December 2014	152	156	-2.6%
January 2015	154	155	-0.6%
12-Month Avg	150	157	-4.4%

Historical Housing Affordability Index by Month

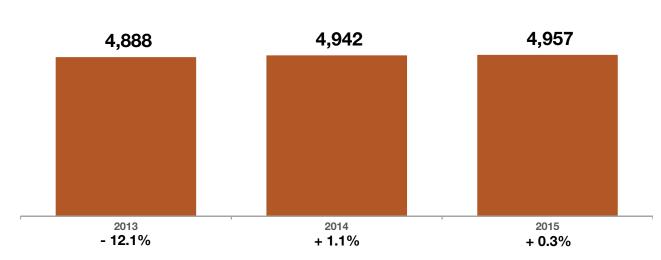


Inventory of Homes for Sale

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



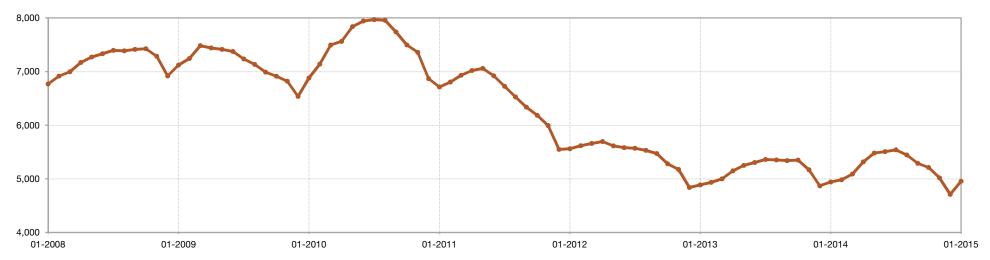
January



Homes for Sale		Prior Year	Percent Change
February 2014	4,983	4,934	+1.0%
March 2014	5,090	5,000	+1.8%
April 2014	5,317	5,150	+3.2%
May 2014	5,482	5,250	+4.4%
June 2014	5,509	5,306	+3.8%
July 2014	5,541	5,360	+3.4%
August 2014	5,445	5,352	+1.7%
September 2014	5,291	5,342	-1.0%
October 2014	5,213	5,348	-2.5%
November 2014	5,017	5,171	-3.0%
December 2014	4,712	4,869	-3.2%
January 2015	4,957	4,942	+0.3%
12-Month Avg*	5,213	4,906	+6.3%

^{*} Homes for Sale for all properties from February 2014 through January 2015. This is not the average of the individual figures above.

Historical Inventory of Homes for Sale by Month



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.

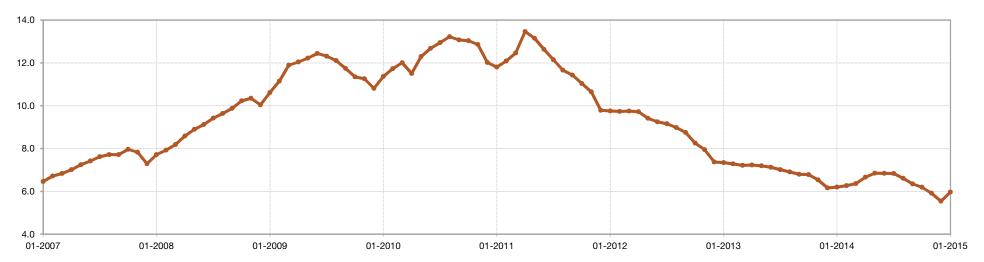


January	•					
	7.3					
			6.2		6.0	_
	2013 - 25.5 %	'	2014 - 15.1%	ı	2015 - 3.2 %	

Months Supply		Prior Year	Percent Change
February 2014	6.3	7.3	-13.7%
March 2014	6.4	7.2	-11.1%
April 2014	6.7	7.2	-6.9%
May 2014	6.8	7.2	-5.6%
June 2014	6.8	7.1	-4.2%
July 2014	6.8	7.0	-2.9%
August 2014	6.6	6.9	-4.3%
September 2014	6.3	6.8	-7.4%
October 2014	6.2	6.8	-8.8%
November 2014	5.9	6.5	-9.2%
December 2014	5.5	6.2	-11.3%
January 2015	6.0	6.2	-3.2%
12-Month Avg*	6.4	6.9	-7.2%

^{*} Months Supply for all properties from February 2014 through January 2015. This is not the average of the individual figures above.

Historical Months Supply of Inventory by Month



Housing Supply Overview

A RESEARCH TOOL PROVIDED BY SOUTH CAROLINA REALTORS®



January 2015

The prevailing trend for 2015 still appears to be more sales and rising prices – not of the headline-grabbing variety but enough to keep the wider economy bullish on housing. With improved inventory, things will only get better. For the 12-month period spanning February 2014 through January 2015, Closed Sales in the Greater Greenville region were up 8.3 percent overall. The price range with the largest gain in sales was the \$300,001 and Above range, where they increased 19.3 percent.

The overall Median Sales Price was up 3.5 percent to \$160,000. The property type with the largest price gain was the Single-Family Homes segment, where prices increased 4.4 percent to \$167,000. The price range that tended to sell the guickest was the \$100,001 to \$150,000 range at 73 days; the price range that tended to sell the slowest was the \$300,001 and Above range at 98 days.

Market-wide, inventory levels were up 0.3 percent. The property type that gained the most inventory was the Single Family segment, where it increased 1.2 percent. That amounts to 6.0 months supply for Single-Family homes and 5.5 months supply for Condos.

Ouick Facts

+ 19.3%	+ 15.3%	+ 9.1%
Price Range With the Strongest Sales:	Bedroom Count With Strongest Sales:	Property Type With Strongest Sales:
\$300,001 and Above	2 Bedrooms or Less	Single-Family
Closed Sales		2



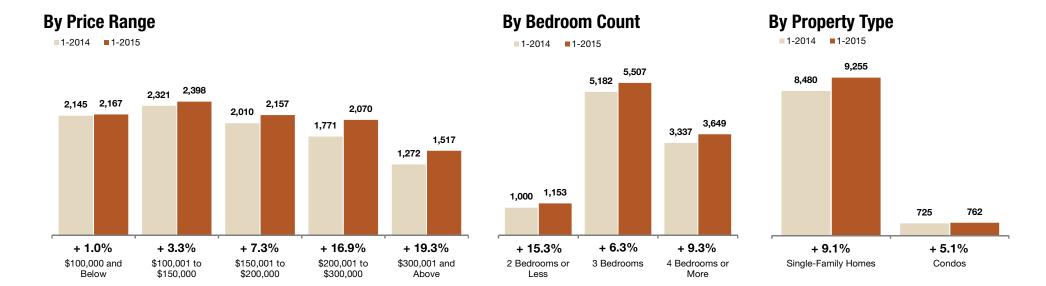


Closed Sales

A count of properties on which offers have been accepted. Based on a rolling 12-month total.



Condos



	•	7 til 1 10 por tioo				
By Price Range	1-2014	1-2015	Change			
\$100,000 and Below	2,145	2,167	+ 1.0%			
\$100,001 to \$150,000	2,321	2,398	+ 3.3%			
\$150,001 to \$200,000	2,010	2,157	+ 7.3%			
\$200,001 to \$300,000	1,771	2,070	+ 16.9%			
\$300,001 and Above	1,272	1,517	+ 19.3%			
All Price Ranges	9,519	10,309	+ 8.3%			

All Properties

By Bedroom Count	1-2014	1-2015	Change
2 Bedrooms or Less	1,000	1,153	+ 15.3%
3 Bedrooms	5,182	5,507	+ 6.3%
4 Bedrooms or More	3,337	3,649	+ 9.3%
All Bedroom Counts	9,519	10,309	+ 8.3%

Onig	onigie-i anni y rionies			Ooridos			
1-2014	1-2015	Change	1-2014	1-2015	Change		
1,669	1,661	- 0.5%	186	239	+ 28.5%		
2,065	2,153	+ 4.3%	236	228	- 3.4%		
1,867	2,025	+ 8.5%	141	126	- 10.6%		
1,675	1,960	+ 17.0%	94	108	+ 14.9%		
1,204	1,456	+ 20.9%	68	61	- 10.3%		
8,480	9,255	+ 9.1%	725	762	+ 5.1%		

1-2014	1-2015	Change	1-2014	1-2015	Change
631	713	+ 13.0%	353	411	+ 16.4%
4,609	4,997	+ 8.4%	356	322	- 9.6%
3,240	3,545	+ 9.4%	16	29	+ 81.3%
8,480	9,255	+ 9.1%	725	762	+ 5.1%

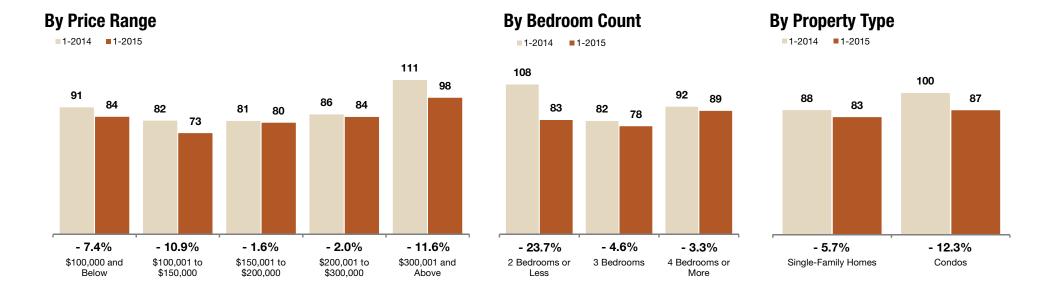
Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.

All Properties



Condos



	741110001400						
By Price Range	1-2014	1-2015	Change				
\$100,000 and Below	91	84	- 7.4%				
\$100,001 to \$150,000	82	73	- 10.9%				
\$150,001 to \$200,000	81	80	- 1.6%				
\$200,001 to \$300,000	86	84	- 2.0%				
\$300,001 and Above	111	98	- 11.6%				
All Price Ranges	88	83	- 6.5%				

By Bedroom Count	1-2014	1-2015	Change
2 Bedrooms or Less	108	83	- 23.7%
3 Bedrooms	82	78	- 4.6%
4 Bedrooms or More	92	89	- 3.3%
All Bedroom Counts	88	83	- 6.5%

Siligi	Single-Failing Homes			Condos			
1-2014	1-2015	Change	1-2014	1-2015	Change		
92	87	- 5.5%	107	87	- 18.4%		
81	73	- 10.0%	87	72	- 17.0%		
82	78	- 3.9%	76	107	+ 40.7%		
85	84	- 0.4%	108	85	- 21.3%		
108	97	- 9.9%	162	112	- 31.0%		
88	83	- 5.7%	100	87	- 12.3%		

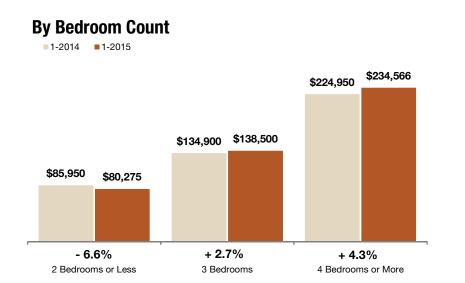
1-2014	1-2015	Change	1-2014	1-2015	Change
108	86	- 20.4%	110	79	- 28.4%
82	77	- 5.1%	89	94	+ 5.2%
92	89	- 3.2%	112	141	+ 25.4%
88	83	- 5.7%	100	87	- 12.3%

Median Sales Price

Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.

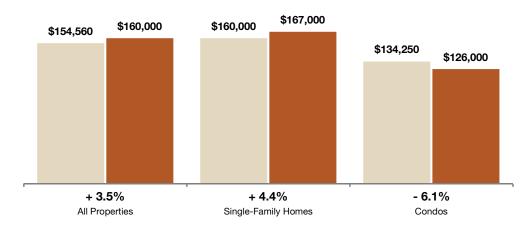


Condos



By Property Type





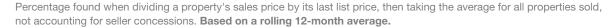
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By Bedroom Count	1-2014	1-2015	Change
2 Bedrooms or Less	\$85,950	\$80,275	- 6.6%
3 Bedrooms	\$134,900	\$138,500	+ 2.7%
4 Bedrooms or More	\$224,950	\$234,566	+ 4.3%
All Bedroom Counts	\$154,560	\$160,000	+ 3.5%

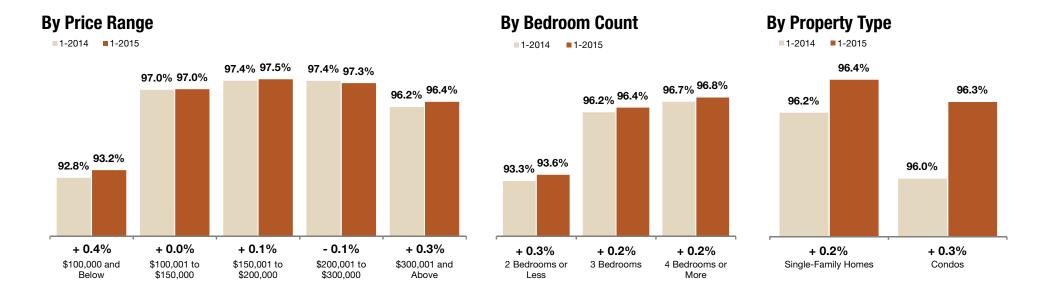
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	1-2014	1-2015	Change	1-2014	1-2015	Change
	\$67,950	\$69,000	+ 1.5%	\$114,950	\$103,750	- 9.7%
ı	\$136,000	\$140,000	+ 2.9%	\$146,925	\$145,000	- 1.3%
ı	\$227,778	\$236,475	+ 3.8%	\$176,500	\$213,500	+ 21.0%
	\$160,000	\$167,000	+ 4.4%	\$134,250	\$126,000	- 6.1%

Percent of List Price Received







	All Properties			Single-Family Homes			Condos		
By Price Range	1-2014	1-2015	Change	1-2014	1-2015	Change	1-2014	1-2015	Change
\$100,000 and Below	92.8%	93.2%	+ 0.4%	92.8%	93.0%	+ 0.2%	94.3%	94.8%	+ 0.5%
\$100,001 to \$150,000	97.0%	97.0%	+ 0.0%	97.1%	97.1%	+ 0.1%	96.7%	96.6%	- 0.1%
\$150,001 to \$200,000	97.4%	97.5%	+ 0.1%	97.5%	97.5%	+ 0.0%	97.2%	97.6%	+ 0.4%
\$200,001 to \$300,000	97.4%	97.3%	- 0.1%	97.5%	97.3%	- 0.2%	96.7%	97.3%	+ 0.6%
\$300,001 and Above	96.2%	96.4%	+ 0.3%	96.2%	96.4%	+ 0.2%	95.2%	96.7%	+ 1.6%
All Price Ranges	96.1%	96.3%	+ 0.2%	96.2%	96.4%	+ 0.2%	96.0%	96.3%	+ 0.3%
D D I			01						

By Bedroom Count	1-2014	1-2015	Change	1-2014	1-2015	Change	1-2014	1-2015	Change
2 Bedrooms or Less	93.3%	93.6%	+ 0.3%	92.3%	92.4%	+ 0.2%	95.6%	95.8%	+ 0.2%
3 Bedrooms	96.2%	96.4%	+ 0.2%	96.4%	96.5%	+ 0.1%	96.5%	96.8%	+ 0.4%
4 Bedrooms or More	96.7%	96.8%	+ 0.2%	96.8%	96.9%	+ 0.1%	94.7%	96.8%	+ 2.2%
All Bedroom Counts	96.1%	96.3%	+ 0.2%	96.2%	96.4%	+ 0.1%	96.0%	96.3%	+ 0.3%

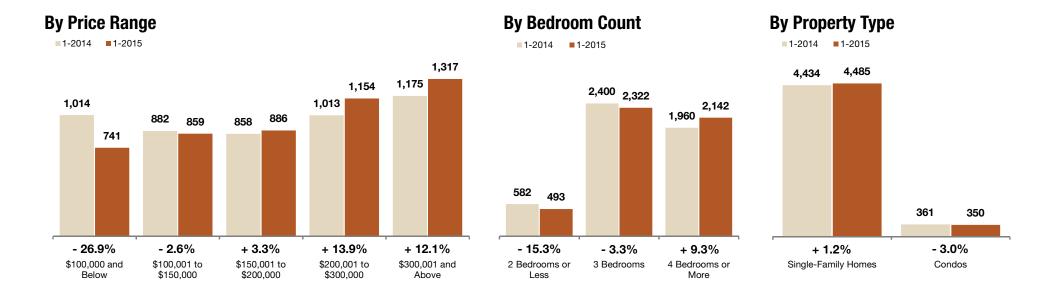
Inventory of Homes for Sale

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.

All Properties



Condos



	All I Topci des						
By Price Range	1-2014	1-2015	Change				
\$100,000 and Below	1,014	741	- 26.9%				
\$100,001 to \$150,000	882	859	- 2.6%				
\$150,001 to \$200,000	858	886	+ 3.3%				
\$200,001 to \$300,000	1,013	1,154	+ 13.9%				
\$300,001 and Above	1,175	1,317	+ 12.1%				
All Price Ranges	4,942	4,957	+ 0.3%				

By Bedroom Count	1-2014	1-2015	Change
2 Bedrooms or Less	582	493	- 15.3%
3 Bedrooms	2,400	2,322	- 3.3%
4 Bedrooms or More	1,960	2,142	+ 9.3%
All Bedroom Counts	4,942	4,957	+ 0.3%

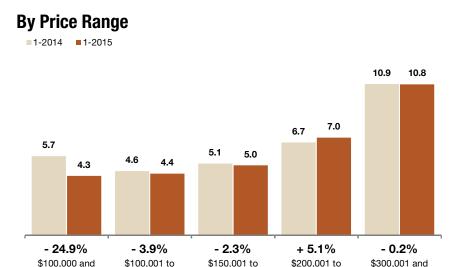
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1-2014	1-2015	Change	1-2014	1-2015	Change
771	583	- 24.4%	128	74	- 42.2%
794	751	- 5.4%	73	90	+ 23.3%
784	817	+ 4.2%	67	59	- 11.9%
955	1,070	+ 12.0%	50	77	+ 54.0%
1,130	1,264	+ 11.9%	43	50	+ 16.3%
4,434	4,485	+ 1.2%	361	350	- 3.0%

1-2014	1-2015	Change	1-2014	1-2015	Change
386	307	- 20.5%	183	169	- 7.7%
2,146	2,076	- 3.3%	152	164	+ 7.9%
1,902	2,102	+ 10.5%	26	17	- 34.6%
4,434	4,485	+ 1.2%	361	350	- 3.0%

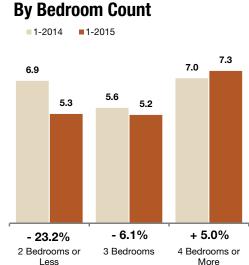
Months Supply of Inventory

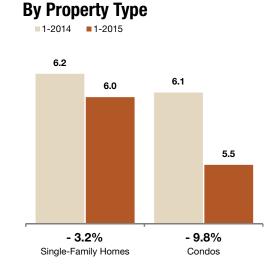
The inventory of homes for sale at the end of the most recent month, divided by the average monthly pending sales from the last 12 months. **Based on one month of activity.**





\$200,000





Condos

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\$300,000

Above

By Price Range	1-2014	1-2015	Change
\$100,000 and Below	5.7	4.3	- 24.9%
\$100,001 to \$150,000	4.6	4.4	- 3.9%
\$150,001 to \$200,000	5.1	5.0	- 2.3%
\$200,001 to \$300,000	6.7	7.0	+ 5.1%
\$300,001 and Above	10.9	10.8	- 0.2%
All Price Ranges	6.2	6.0	- 3.2%

Below

\$150,000

By Bedroom Count	1-2014	1-2015	Change
2 Bedrooms or Less	6.9	5.3	- 23.2%
3 Bedrooms	5.6	5.2	- 6.1%
4 Bedrooms or More	7.0	7.3	+ 5.0%
All Bedroom Counts	6.2	6.0	- 3.2%

1-2014	1-2015	Change	1-2014	1-2015	Change
5.5	4.4	- 20.5%	8.3	3.7	- 55.1%
4.7	4.3	- 7.3%	3.7	4.8	+ 29.3%
5.0	4.9	- 1.7%	6.2	5.5	- 10.6%
6.6	6.9	+ 3.1%	6.1	9.1	+ 48.0%
11.0	11.0	- 0.3%	7.9	8.1	+ 2.1%
6.2	6.0	- 3.2%	6.1	5.5	- 9.8%

1-2014	1-2015	Change	1-2014	1-2015	Change
7.1	5.4	- 24.8%	6.2	4.9	- 20.5%
5.6	5.2	- 7.5%	5.3	6.0	+ 13.5%
7.0	7.4	+ 6.5%	14.6	5.9	- 59.9%
6.2	6.0	- 3.2%	6.1	5.5	- 9.8%