



JANUARY 2016 Harrisonburg & Rockingham County Real Estate Market Report

*An analysis of real estate activity through December 31, 2015
provided courtesy of Scott P. Rogers, Funkhouser Real Estate Group*



4 Bedroom, 2.5 Bathroom Home in Peak View School District with Fenced Yard 6190DottsLane.com

HOME SALES REPORT

Harrisonburg & Rockingham County

January 11, 2016

# Home Sales	2012	2013	2014	2015	% Change ('14 - '15)
December	61	93	96	82	-14.58%
Year-To-Date (Jan-Dec)	900	1,065	1,078	1,122	4.08%

Median Sales Price	2012	2013	2014	2015	% Change ('14 - '15)
December	\$181,000	\$170,000	\$178,250	\$178,475	0.13%
Year-To-Date (Jan-Dec)	\$172,375	\$175,000	\$179,000	\$185,000	3.35%

Average Sales Price	2012	2013	2014	2015	% Change ('14 - '15)
December	\$198,268	\$185,395	\$200,911	\$204,711	1.89%
Year-To-Date (Jan-Dec)	\$191,818	\$197,790	\$202,058	\$208,350	3.11%

Median Days on Market	2012	2013	2014	2015	% Change ('14 - '15)
December	84	41	65	46	-29.23%
Year-To-Date (Jan-Dec)	87	65	66	54	-18.18%

The 82 home sales that closed in December 2015 marked a 14.58% decline as compared to December 2014 -- but home sales for the full year (1,122) still resulted in a 4% increase as compared to the full year of 2014. Median sales prices also increased, by 3.35%, to a median sales price in Harrisonburg and Rockingham County

of \$185,000. The average sales price also increased 3.11% to \$208,350. The time it takes to sell a home (list date to contract date) declined by 18% over the past year to a median of 54 days on the market.

HOME SALES REPORT :: BY AREA

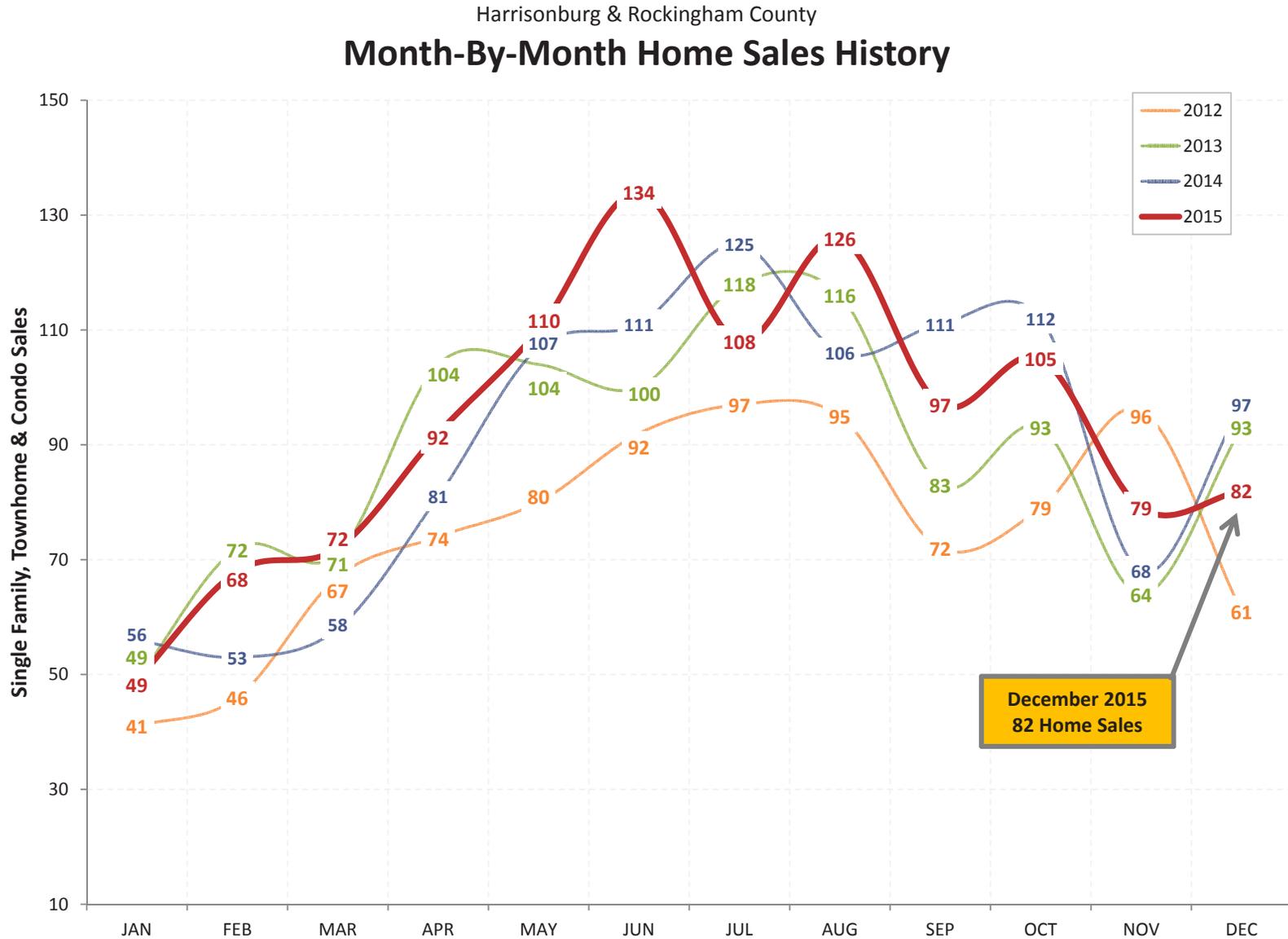
# Home Sales	City of Harrisonburg			Rockingham County		
	2014	2015	% Change	2014	2015	% Change
December	29	35	20.69%	67	47	-29.85%
Year-To-Date	356	378	6.18%	722	744	3.05%

Median Sales Price	City of Harrisonburg			Rockingham County		
	2014	2015	% Change	2014	2015	% Change
December	\$188,500	\$155,000	-17.77%	\$174,000	\$216,000	24.14%
Year-To-Date	\$172,000	\$167,000	-2.91%	\$184,375	\$194,900	5.71%

Median Days on Market	City of Harrisonburg			Rockingham County		
	2014	2015	% Change	2014	2015	% Change
December	81	46	-43.21%	60	35	-41.67%
Year-To-Date	59	52	-11.86%	68	56	-17.65%

As is consistently the trend, the majority of the home sales are in Rockingham County. That said, when looking at 2015 as a whole, we are seeing an increase in both Rockingham County home sales (+3%) and City of Harrisonburg home sales (+6%). Prices, however, are increasing in the County (+5.71%) while they are

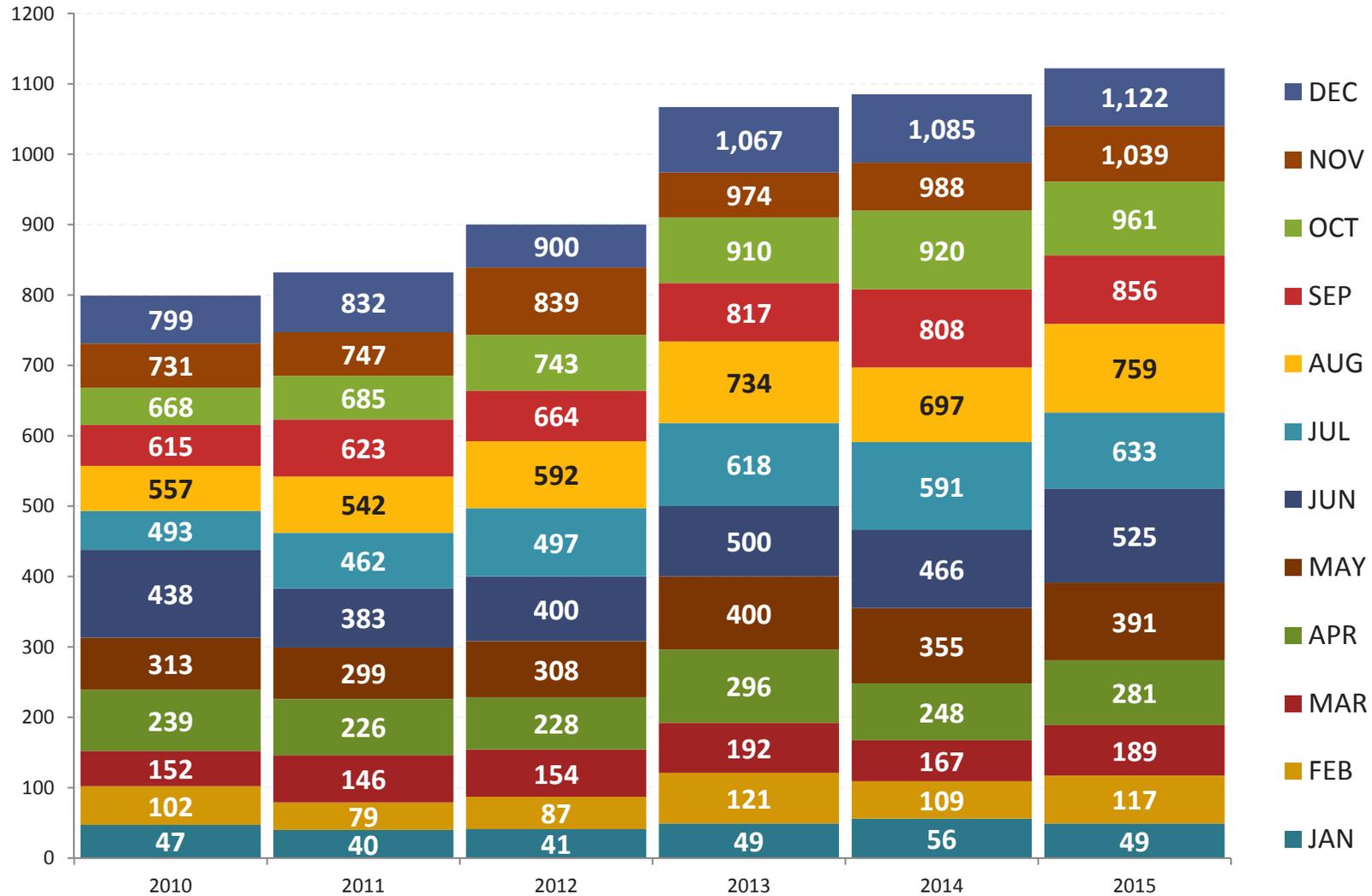
declining slightly in the City (-2.91%). Finally, homes are selling ever so slightly more quickly in the City (52 days) than in the County (56 days), though both of those metrics are falling. The County wins the “most improved locality” award, with an improvement in the pace and price of sales, as well as time on the market.



Monthly home sales have been anything but predictable in 2015, with many summer months (May, June, August) showing stronger sales than any other similar month in recent years -- and with a new all time monthly high (134 sales) in June 2015. Then, September and October showed slower monthly sales as compared to the same

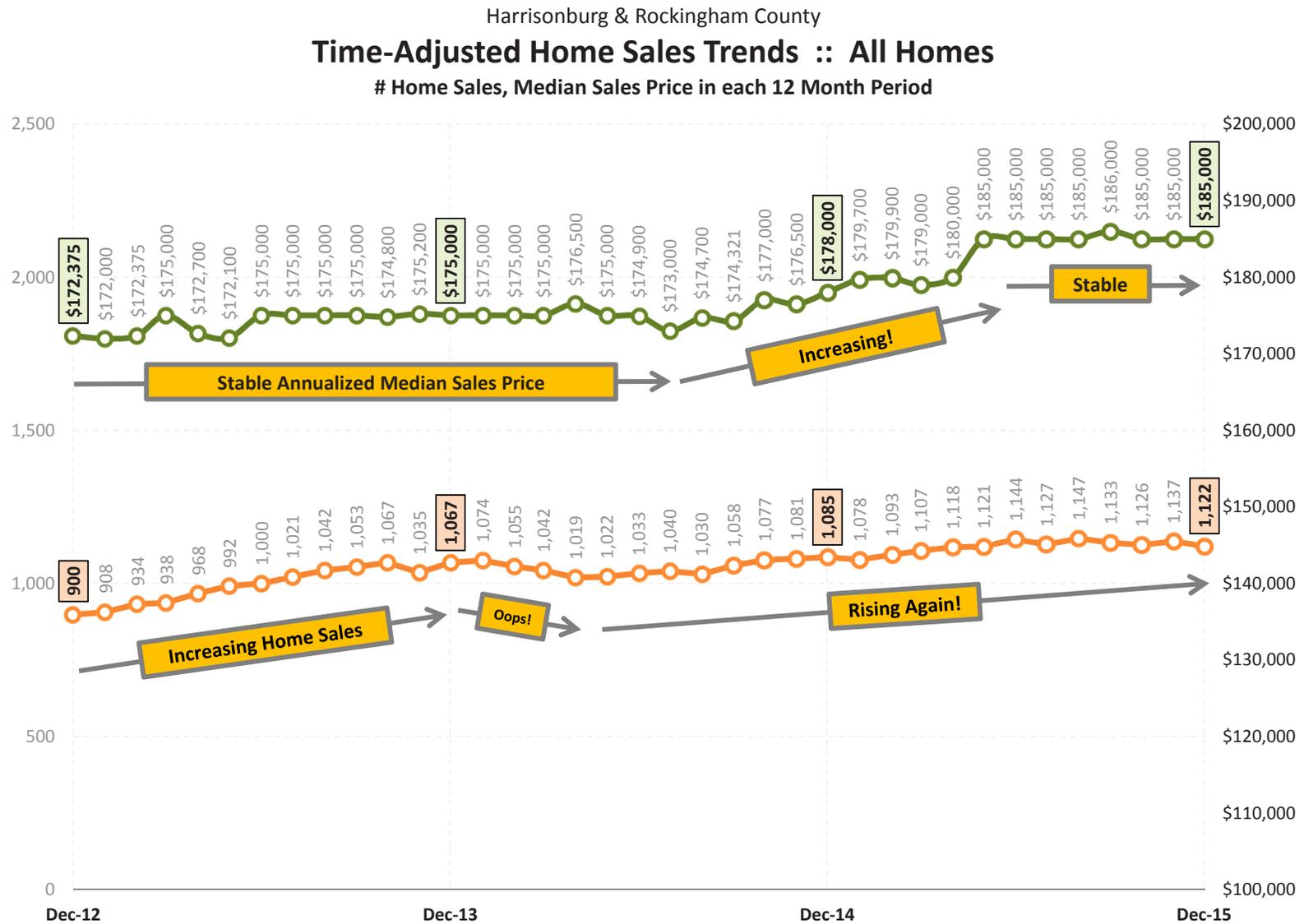
months in 2014. We saw home sales jump back up in November, however, to 78 home sales -- beating out both of the past two years (68, 64) which was a promising recovery for the tail end of the year -- but then, sales dipped back down to 82 sales in December. The full year still showed an improvement over 2014.

Harrisonburg & Rockingham County
Monthly Cumulative Residential Sales



This colorful graph offers another way to look at the overall sales trends for the past few years in the Harrisonburg and Rockingham County housing market. As is evident, there have been more home sales 2015 than in any other year in the previous five years. The largest year-over-year recovery seems to have occurred between 2012

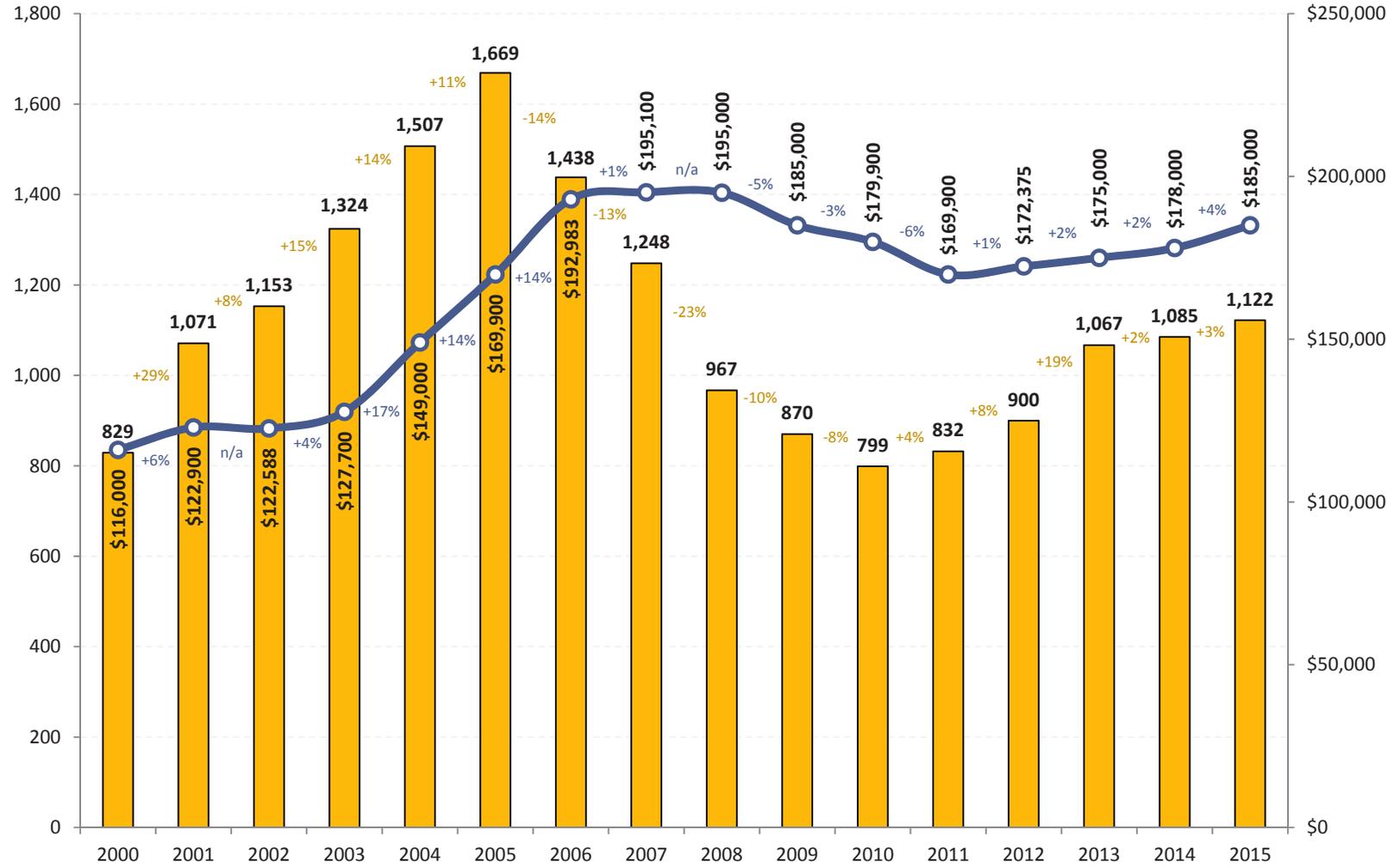
and 2013 -- but we are certainly seeing a larger increase in home sales this year (2014 to 2015) than we saw last year (2013 to 2014). It has been many years since we have seen over 1,100 home sales in Harrisonburg and Rockingham County.



This graph shows a rolling 12 months of the number of home sales in the Harrisonburg and Rockingham County area, as well as the median price of the homes that sold during these time frames. Each data point shows one year's worth of home sales, which eliminates the volatility of evaluating sales figures on a monthly basis. Over

the past eighteen months we have seen relatively consistent increases in the annual pace of home sales, which has now risen to 1,122 sales/year. And after many years of median sales prices hovering between \$173K and \$175K, we have seen steady increases over the past 12+ months up to their current level of \$185,000.

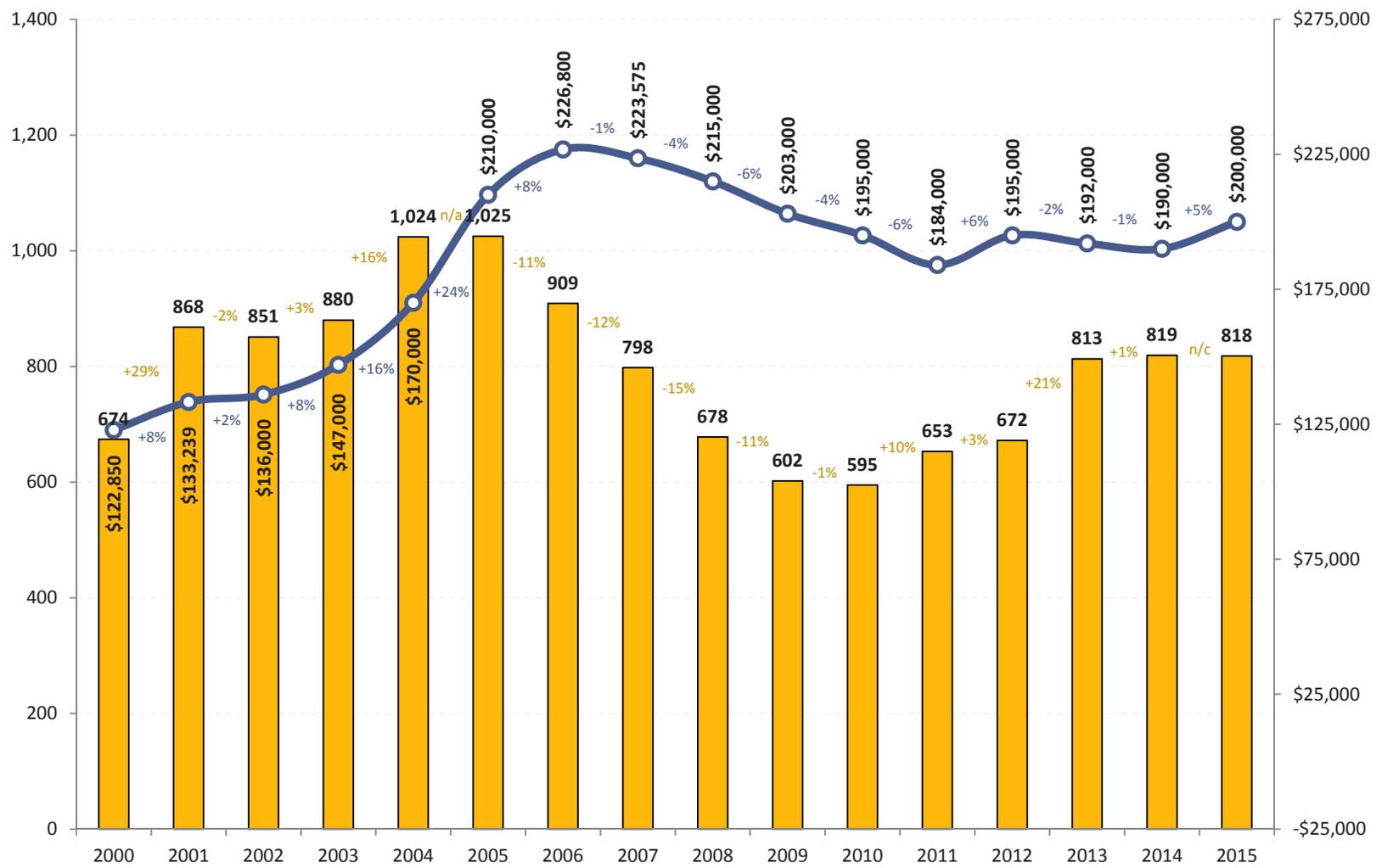
Harrisonburg & Rockingham County
Home Sales & Price Trends
 Single Family Homes & Townhomes



This graph provides an overall indicator of the state of our housing market, showing both the number of homes being sold each year since 2000 (yellow bars) as well as changes in the median sales price during the same time period (blue line). This past year (2015) marks the fifth (!) year in a row when we have seen an increase (+3%) in

the pace of sales in our local market, which was also accompanied by a 4% increase in the median sales price. We have now seen increases in the median sales price for four years in a row, though they were small (+1%, +2%, +2%) increases up until 2015 when we saw a 4% increase in the median sales price.

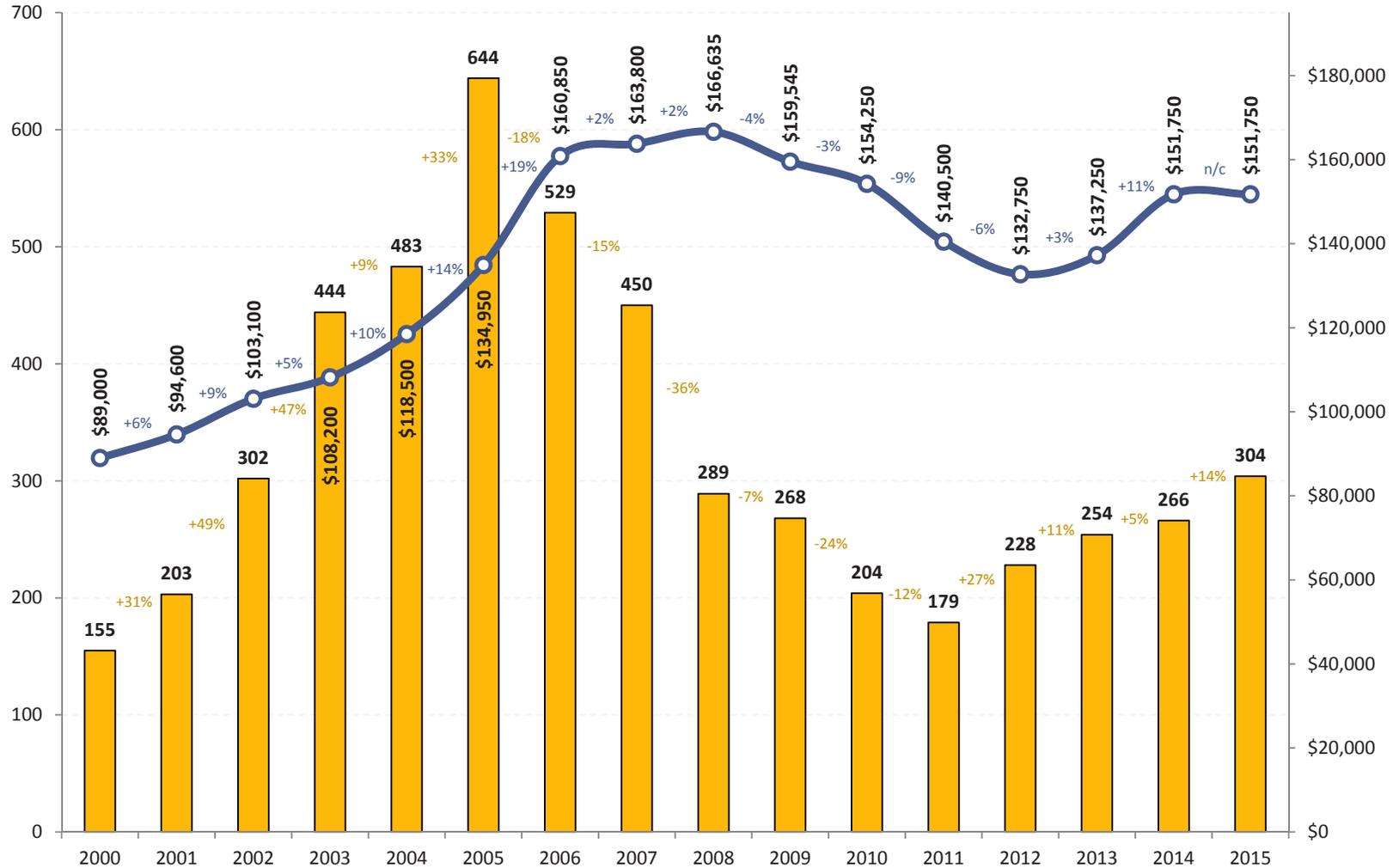
Harrisonburg & Rockingham County
Home Sales & Price Trends
 Single Family Homes



The single family home market in Harrisonburg and Rockingham County told two different stories last year (2015), depending on whether we were evaluating the price or pace of home sales. This past year (2015) marked the third year in a row with between 810 and 820 home sales -- so, virtually no change in the pace of

home sales. Over the past year, however, the median sales price of single family homes increased by 5% to \$200K -- which is the first time we have seen a \$200K or higher median sales price since 2005-2009. It is encouraging that sales prices are increasing even without substantial increases in the number of home sales.

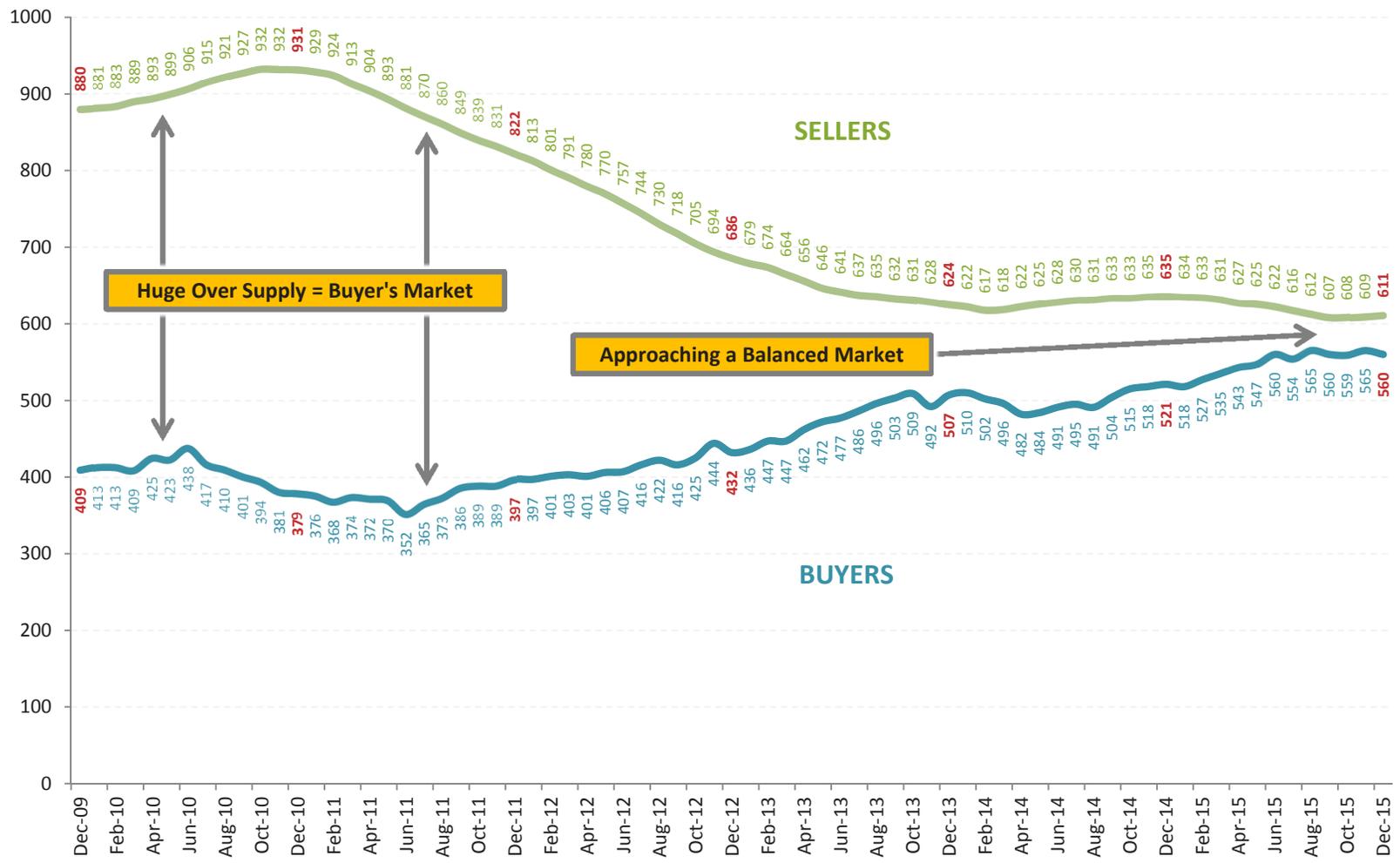
Harrisonburg & Rockingham County
Home Sales & Price Trends
 Duplexes, Townhomes & Condos



After six years of rapid declines in the pace of townhouse sales in Harrisonburg and Rockingham County, the pace of sales has been rebounding since 2012. The 304 sales seen in 2015 marked the highest level of sales seen anytime between 2008 and 2015. Despite the continuing increase in the sale of townhouses (and duplexes

and condominiums) we did not see any further market recovery in 2015 when it comes to price. The median sales price of these properties was again \$151,750 -- the exact same median sales price we saw in 2014.

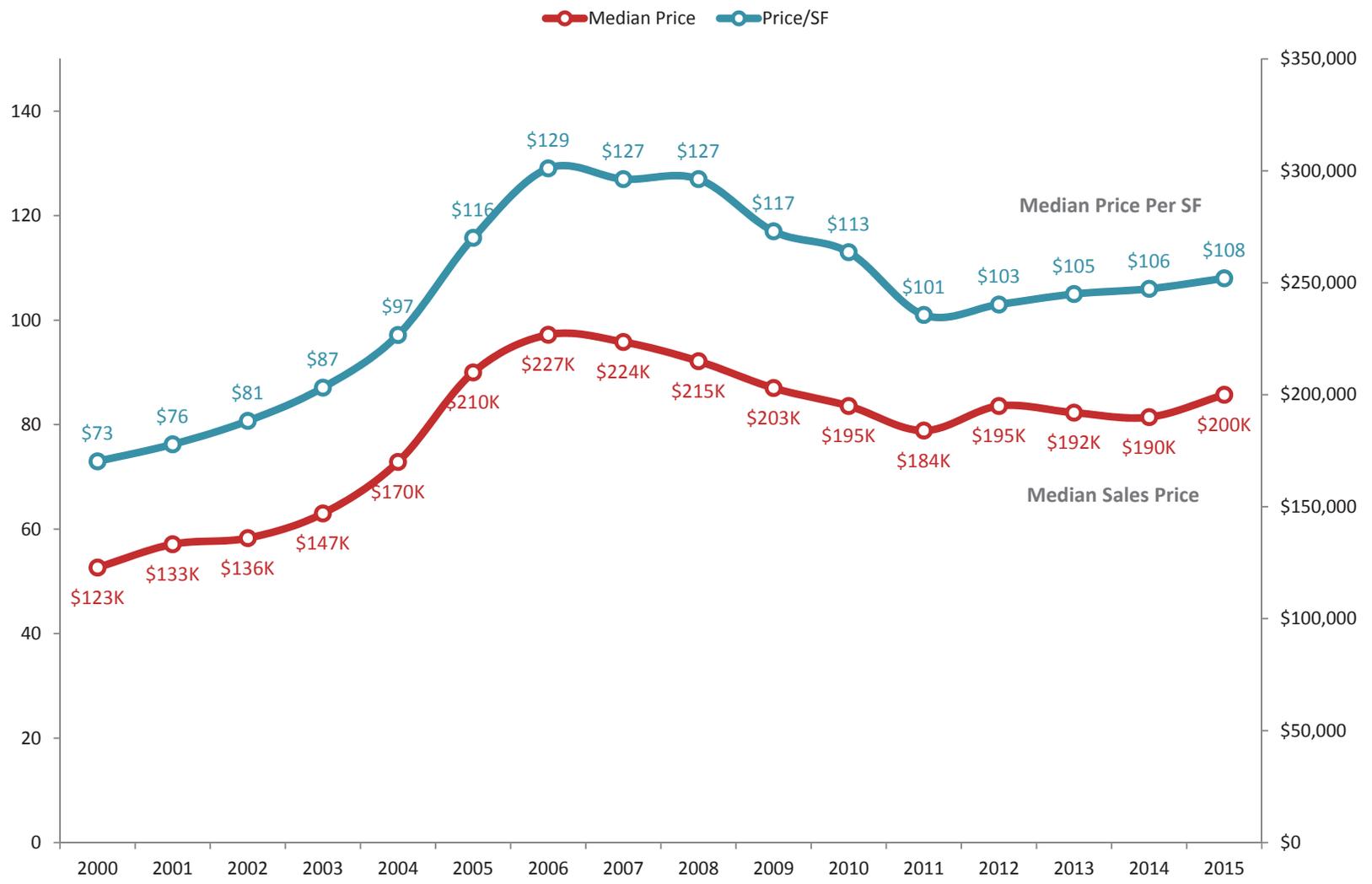
Harrisonburg & Rockingham County
Market Balance between Buyers and Sellers
 Assuming Six Months of Housing Supply is a Balanced Market



Most housing market analysts consider six months of inventory (active listings) to be an indicator of a balanced market (between buyers and sellers). The "BUYERS" trend line above is illustrating how many buyers are buying in a six month period. The "SELLERS" trend line above is illustrating how many sellers are in the market

(active listings) at any given time. As you can see, our market had an extreme imbalance several years ago, with more sellers in the market than were needed based on the buyers in the market. Over the past four years we have been seeing a steady increase in buyers in the market and a decline in sellers in the market.

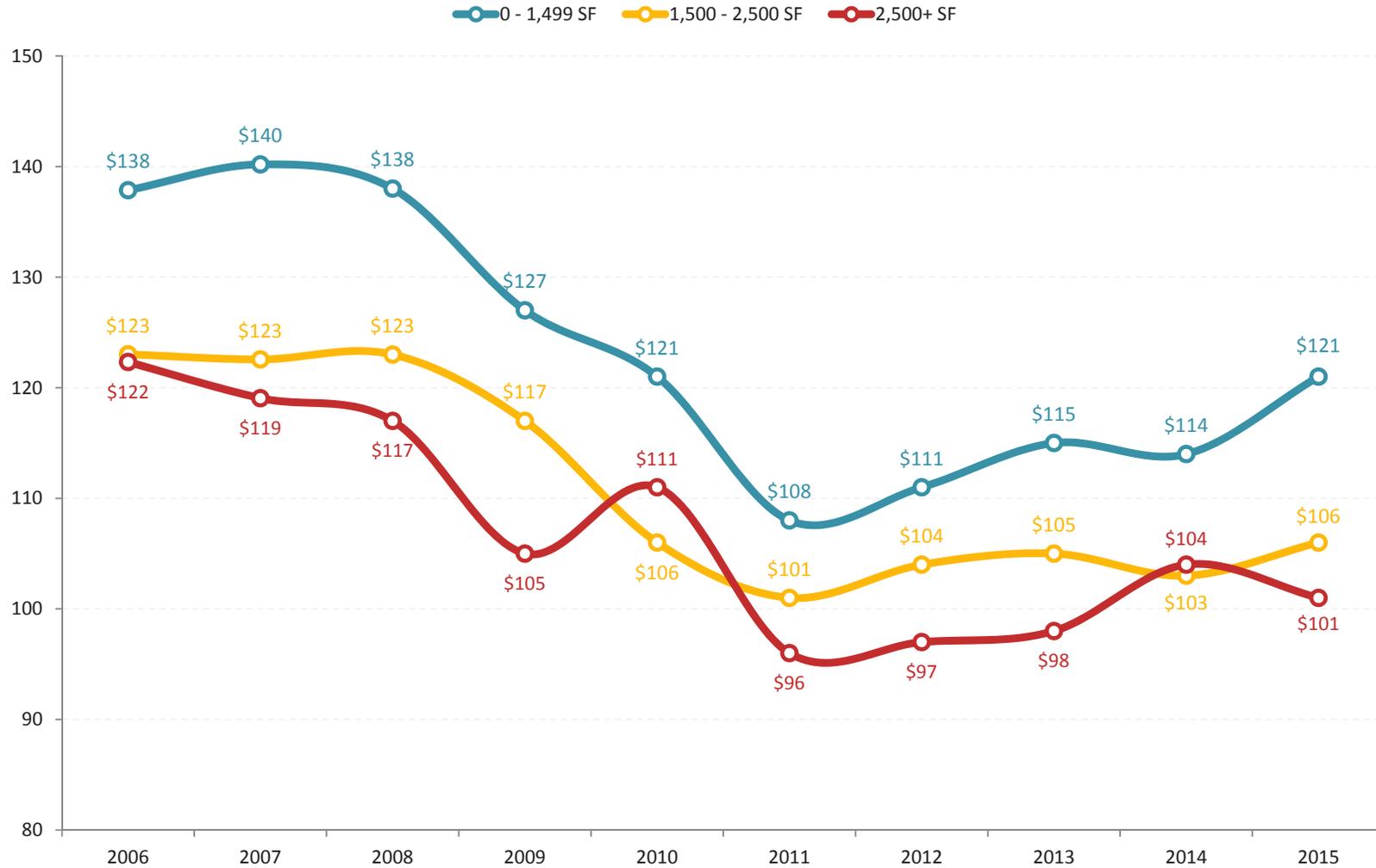
Harrisonburg & Rockingham County
Median Price vs. Price Per SF (Single Family Homes)



In addition to monitoring home values by overall median sales prices in our market, it can be insightful to examine the median price per square foot of homes that are selling. The graph above shows the median price per square foot of all single family homes sold over the past 10+ years. The value trend captured by this graph is quite

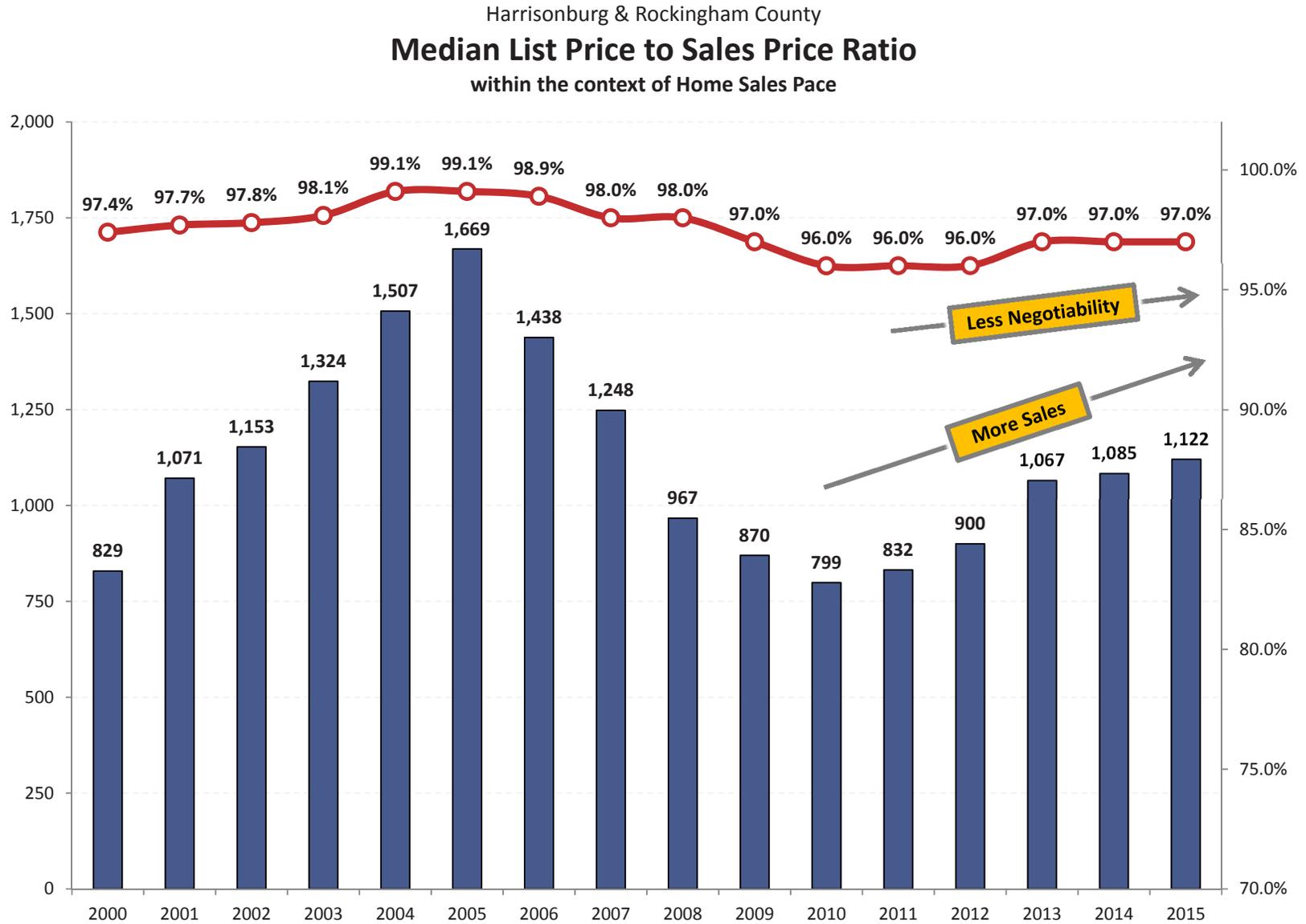
similar to the trend shown in the single family home median sales price during the same time, which validates that assumed set of changes in home values. Over the past year (2014 to 2015) we have seen increases in both the median sales price as well as the median price per square foot of single family homes.

Harrisonburg & Rockingham County Median Price Per Square Foot by Home Size Single Family Homes



Price per square foot of single family homes certainly varies for many reasons, including the age, location, lot size and structural characteristics of each home sold. However, there are some similarities in homes of a similar size. In looking at 2015 figures, this graph illustrates that the median price per square foot of larger homes

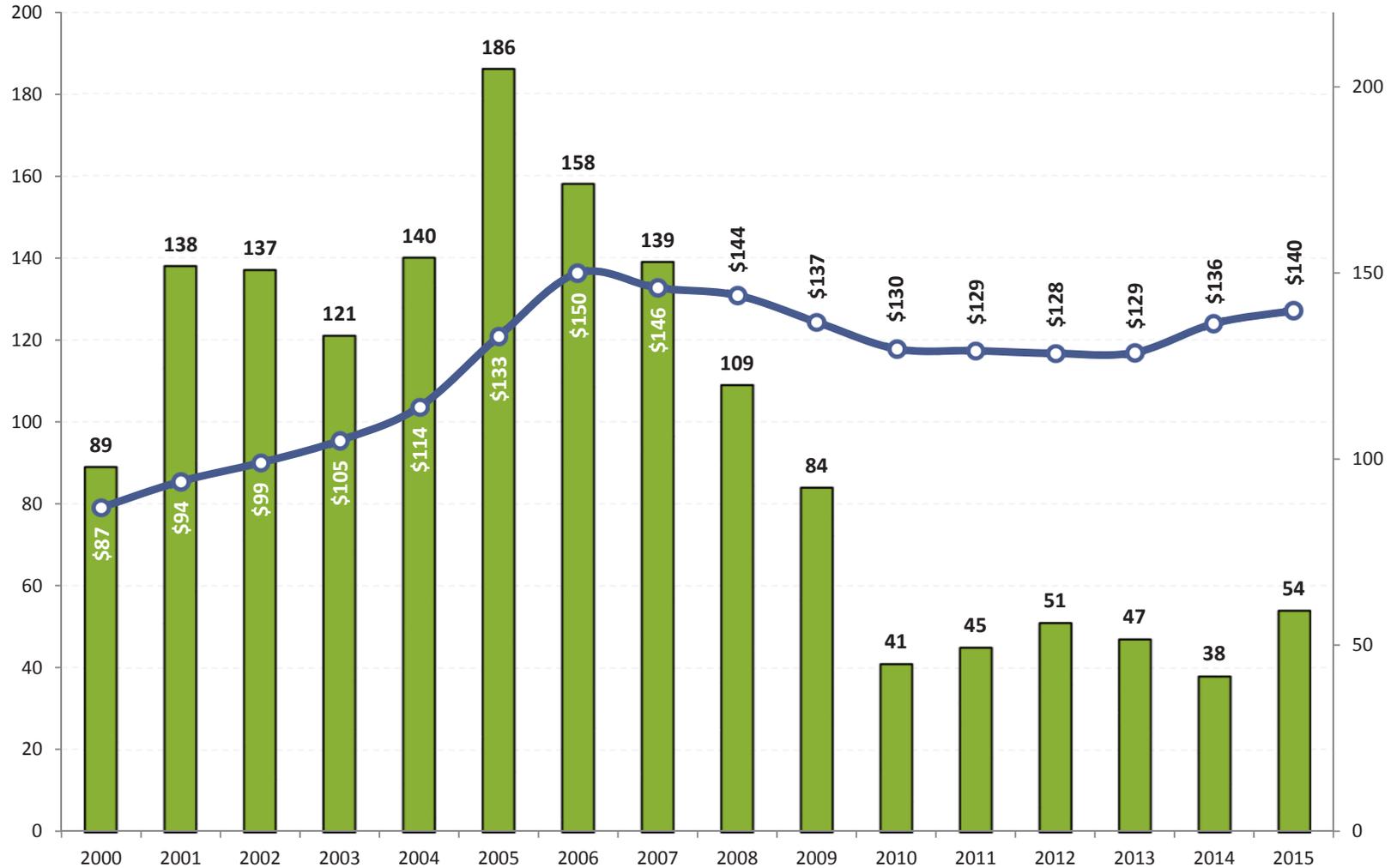
(2500+ SF) is a good bit lower (\$101/SF) than homes with less than 1500 SF (\$121/SF). These values cannot be used as an absolute standard against which the value of any home can be measured, but they can provide some helpful guidance when trying to determine the value of a home.



This graph shows the average list price to sales price ratio (red line) over the past 12+ years as compared to the overall pace of home sales. At the peak of the housing boom (2004-2006) sellers were able to obtain an average of 99% of their asking price --- up from an average of 97.4% in 2000 before home sales started

escalating. Of note, last year we almost returned to that pre-boom level -- given the 97% average during 2015 compared to the 97% - 98% average in 2000 - 2002. As the market continues to recover, we may see this ratio increase a bit more.

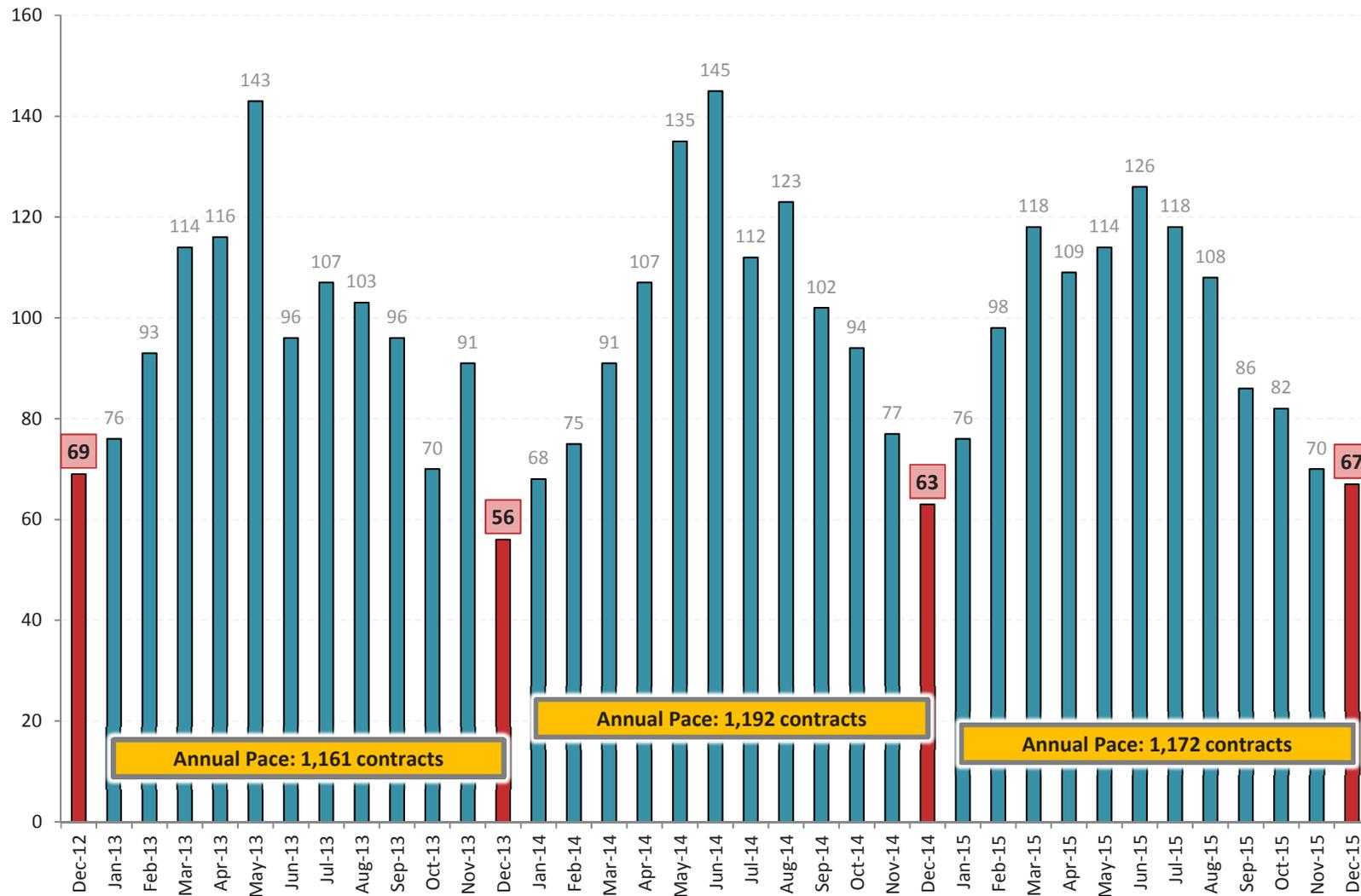
Harrisonburg & Rockingham County
New Construction Single Family Home Sales Trends
 Number of Sales, Median Price Per Square Foot



New home builders experienced a slight increase in the pace of new home sales between 2010 and 2012 -- after steady declines since 2005. These increases (41 to 45 to 51) in sales pace, however, still leave plenty of room for improvement. The number of new (single family) home sales declined again in 2013 to 47 sales, and

declined again in 2014 to 38 sales, but finally bounced back up to 54 sales last year -- the highest number seen since pre-2010. The median price per square foot has risen steadily over the past two years to its current level of \$140/SF.

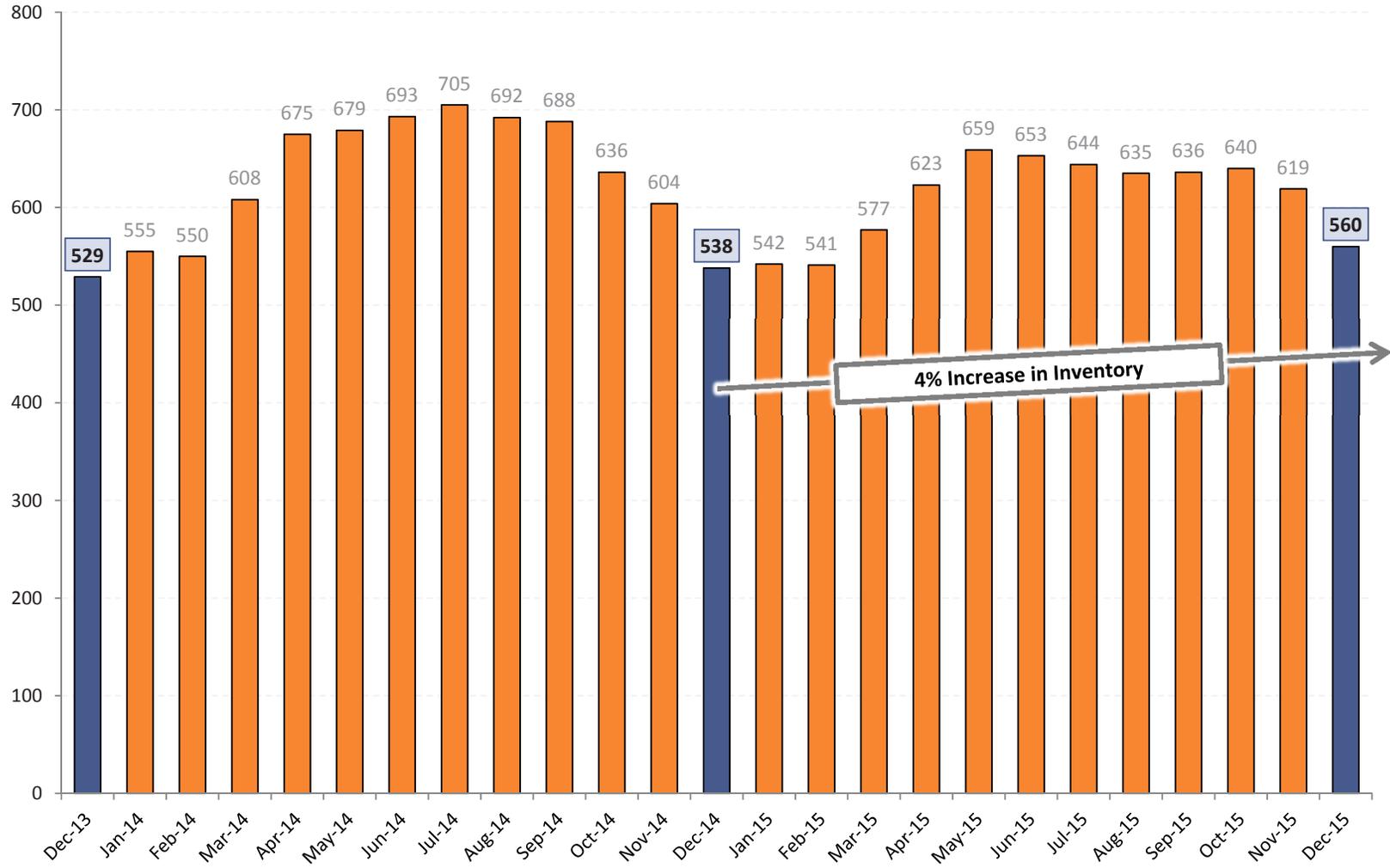
Harrisonburg & Rockingham County
Buyers Per Month Committing to Buy Properties



The pace at which buyers are signing contracts to buy real estate is often an excellent indicator of the future sales performance of our local market. This year has been quite promising during many months of 2015, with strong increases in year-over-year buyer activity in the first four months of 2015. That trend of year-over-year

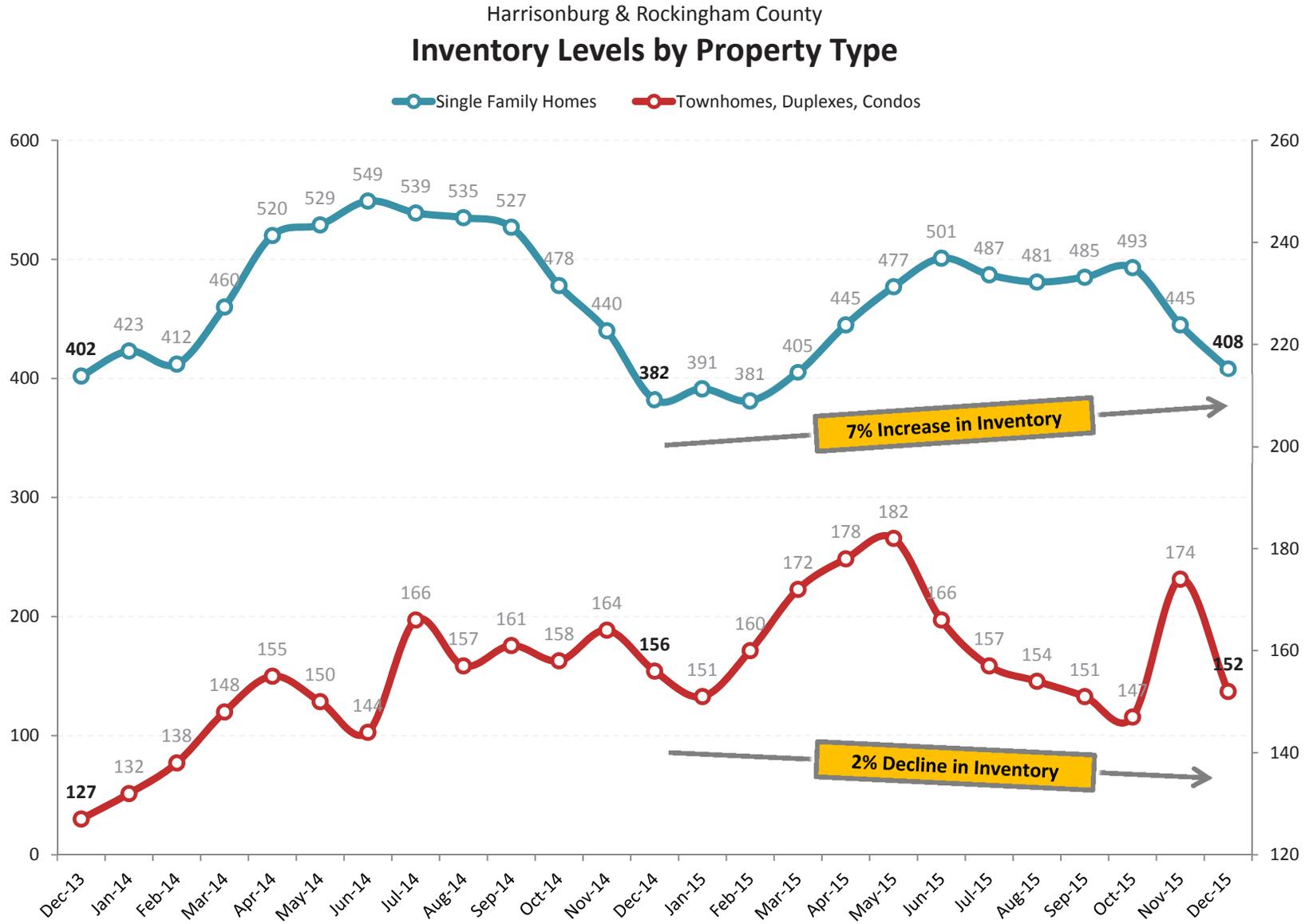
increases has not continued through the remainder of 2015, and we are seeing a slower pace of signed contracts (1,172 in the past 12 months) now than we were seeing a year ago (1,192 in the previous 12 months) despite year-over-year increases in sales. This likely means that more contracts are making it successfully to closing.

Harrisonburg & Rockingham County
Inventory Levels
 (end of month)



Overall sales activity is the combined effect of many would-be home buyers deciding to make an offer on a particular home -- and those decisions are not typically taken lightly. In contrast, changes in inventory levels are the combined effect of many homeowners deciding to list their home for sale -- which be a big, significant,

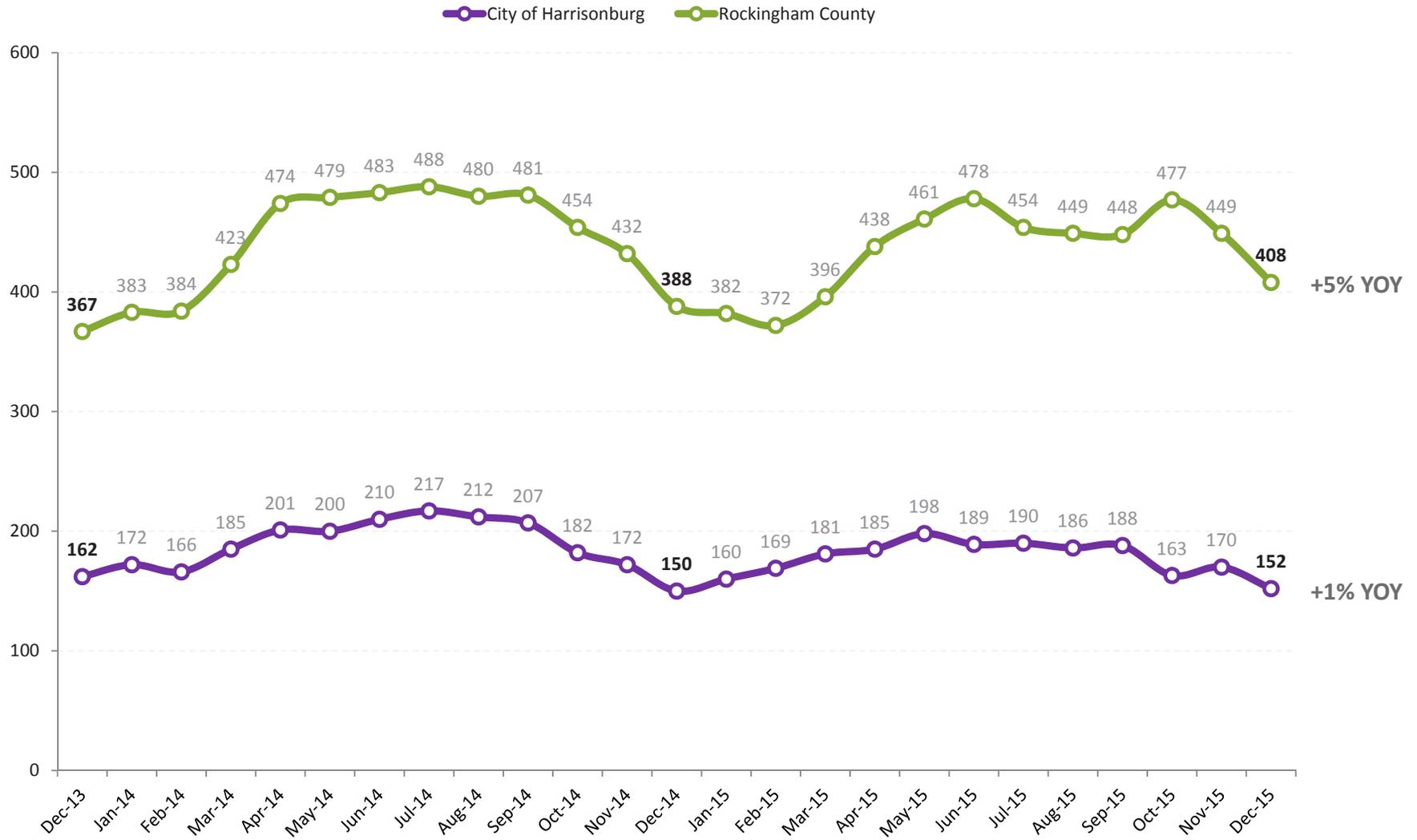
weighty decision, but it is not always so. Some homes that are on the market have been listed for sale by sellers who are "testing the market" and as a result, inventory levels can shift more quickly than home sales trends. Inventory levels have been relatively stable over the past year, with a small (4%) year over year increase.



This graph examines the differences in inventory levels over time when examining only single family homes as compared to attached dwellings (townhouses, duplexes, condos). The number of single family homes for sale has increased by 7% from this same time of year last year -- while the number of townhouses, duplexes and

condos on the market for sale has declined by 2%. As is evident, inventory levels are much lower now in the Winter market -- and we are not likely to see significant increases until March or April.

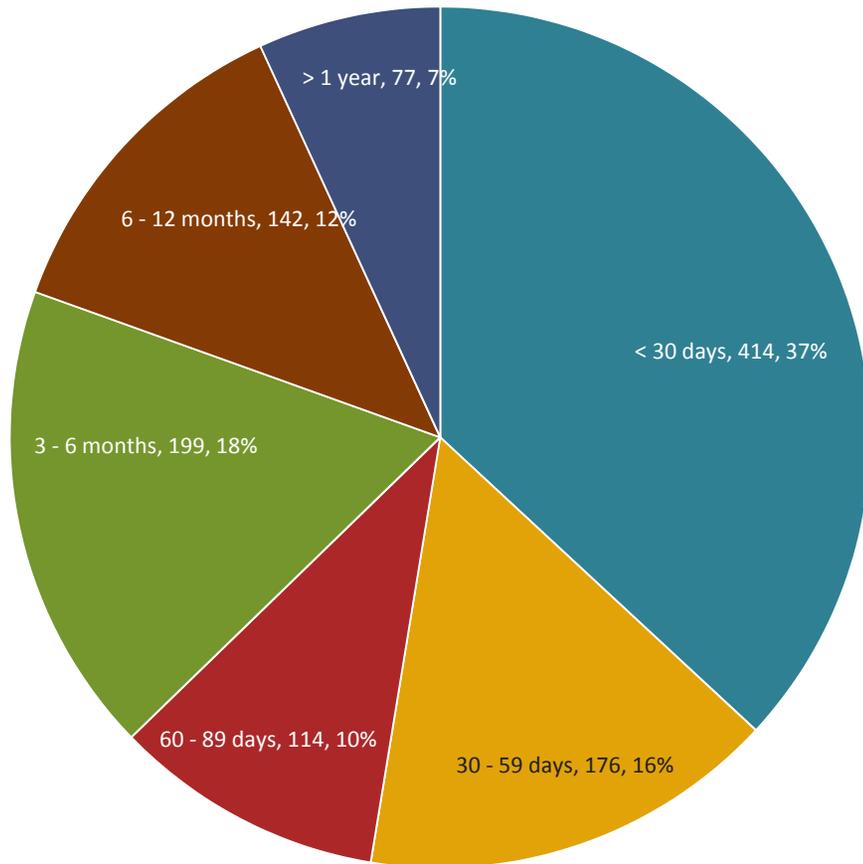
Harrisonburg & Rockingham County
Inventory Levels by Property Location



Trends in inventory level currently seem to, for the most part, transcend the City / County divide. When looking only at inventory levels in the City, we see that there has only been a slight increase (+1%) over the last year in the number of properties for sale. In the County, however, there has been a larger increase (+5%) in the

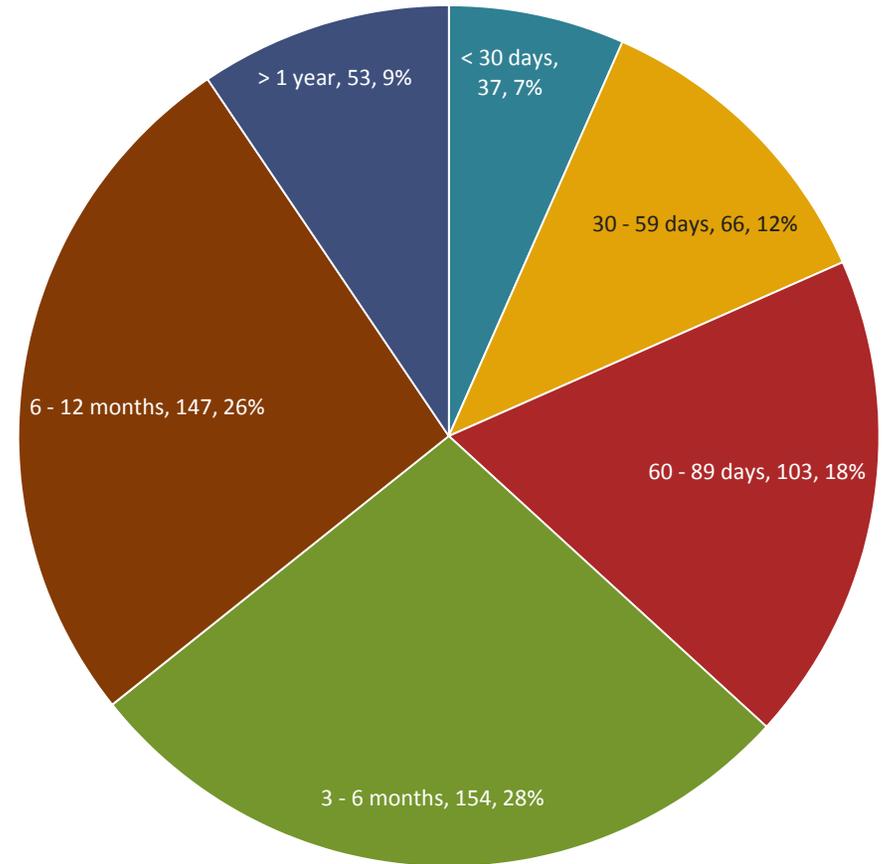
number of homes for sale. Despite relatively small changes in inventory levels in the City of Harrisonburg and Rockingham County over the past year, inventory levels in the County seem much more turbulent than in the City.

Harrisonburg & Rockingham County
Days on Market Analysis of Sold Properties
 Residential Listings Sold in the Past 12 Months



Median Days On Market: 54

Harrisonburg & Rockingham County
Days on Market Analysis of Active Listings
 Active Residential Listings

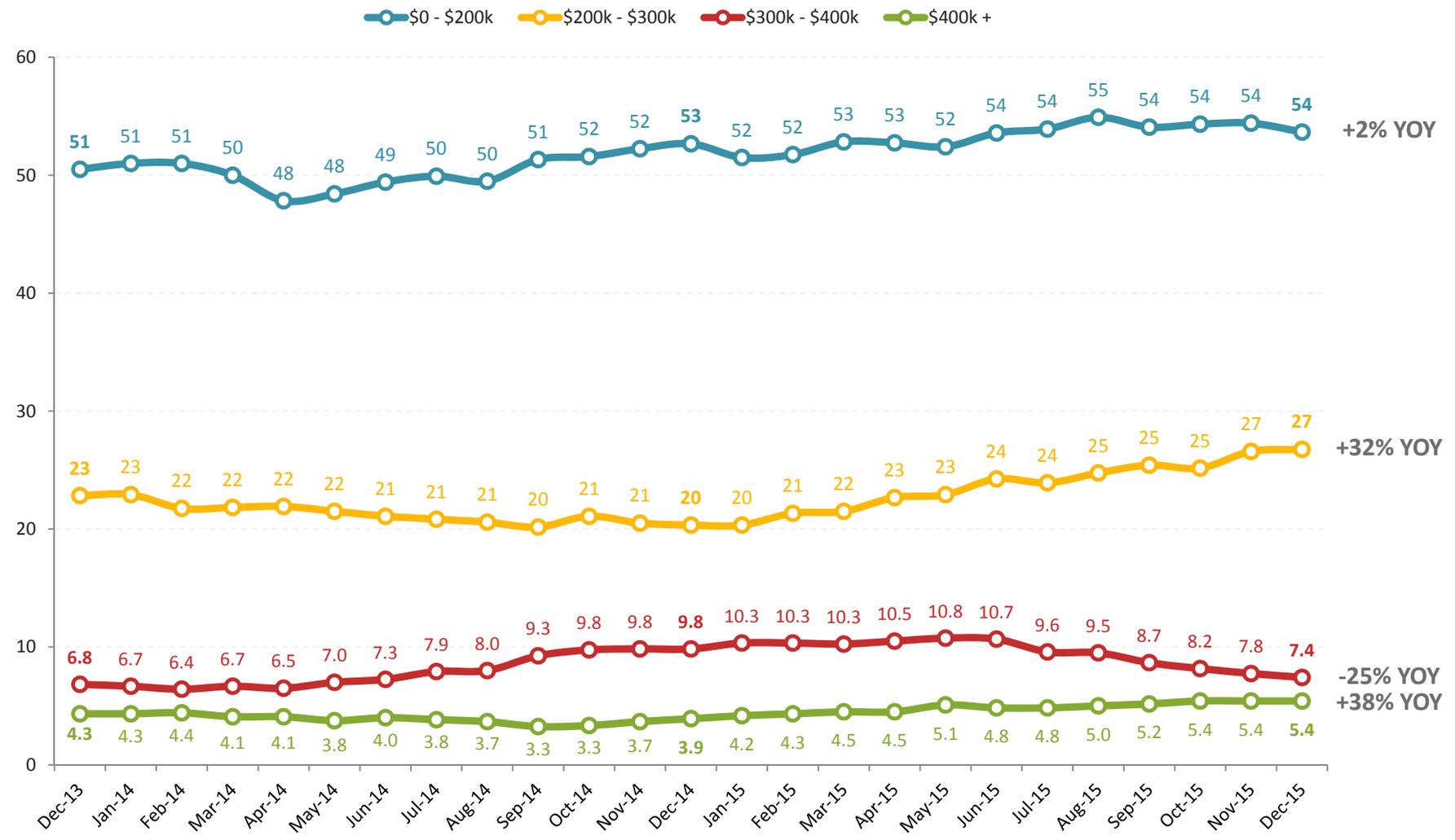


Median Days On Market: 130

Despite high inventory levels, and low numbers of buyers in the market, the homes that are actually selling are selling rather quickly. In fact, over 1 out of 3 homes (37%) that sells goes under contract less than 30 days after being listed for sale. Include with that those that go under contract in the next 60 days (16%) and we

find that more than half of homes (53%) that sell go under contract within the first 60 days of first coming on the market. This is not, however accounting for the many homes that never sell -- that linger on the market, or are eventually taken off the market.

Harrisonburg & Rockingham County
Home Sales by Price Range
 (Average of Past 12 Months)

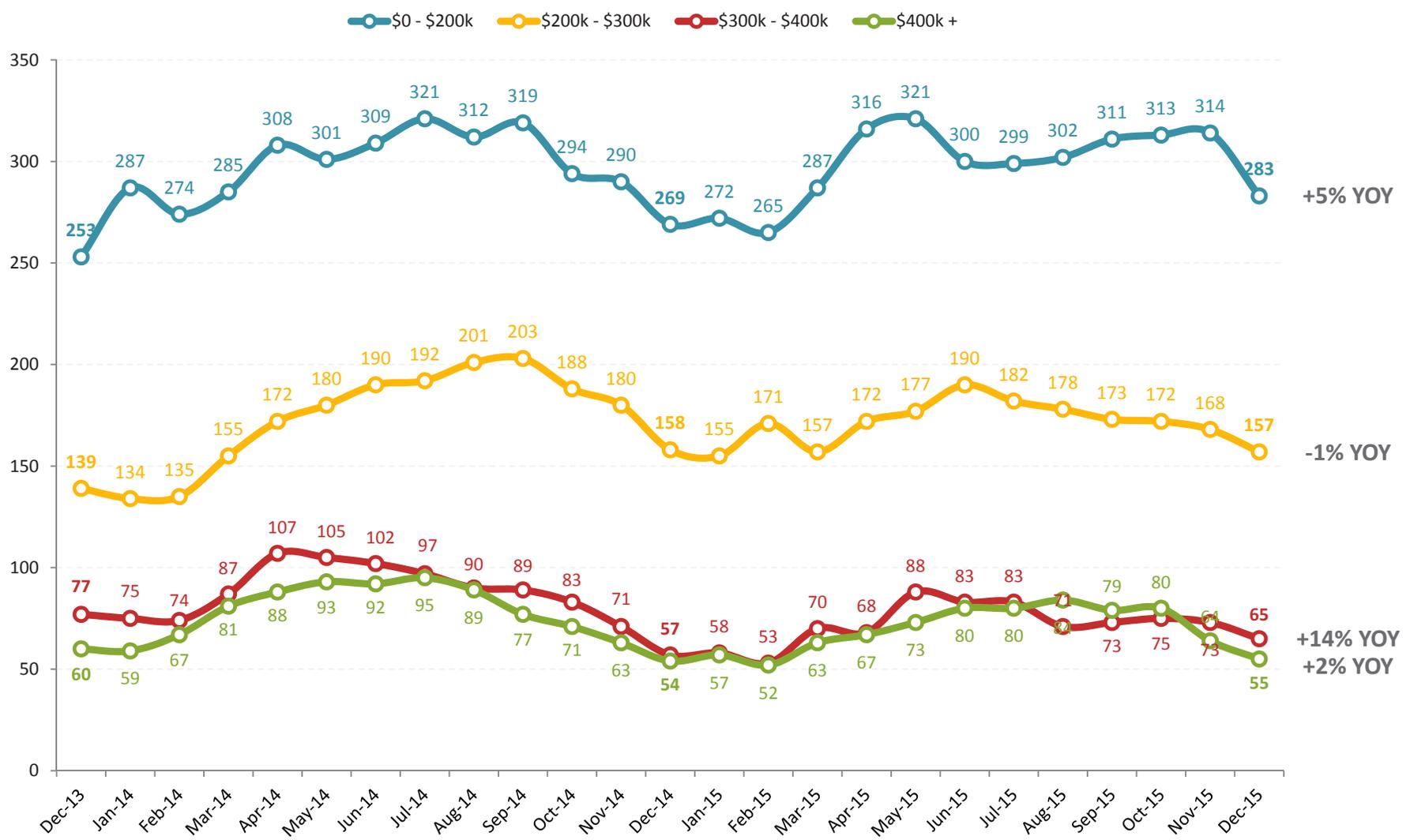


The pace of home sales in Harrisonburg and Rockingham County varies significantly based on price range. The graph above shows the average number of home sales per month (given a 12-month average) as we have passed through the past two years. Home sales have increased in all price ranges over the past two years, except

for in the \$300K - \$400K price range, where we have seen a 25% decline in home sales. The most significant increase seen over the past 12 months has been in the \$400K+ price range, where we have seen a 38% increase in home sales, though the \$200K - \$300K range follows close behind with a 32% increase.

Published on January 11, 2016 by Scott P. Rogers, Associate Broker, Funkhouser Real Estate Group, based on data from the Harrisonburg-Rockingham Association of REALTORS (R) MLS for the period 01/01/2000 - 12/31/2015.

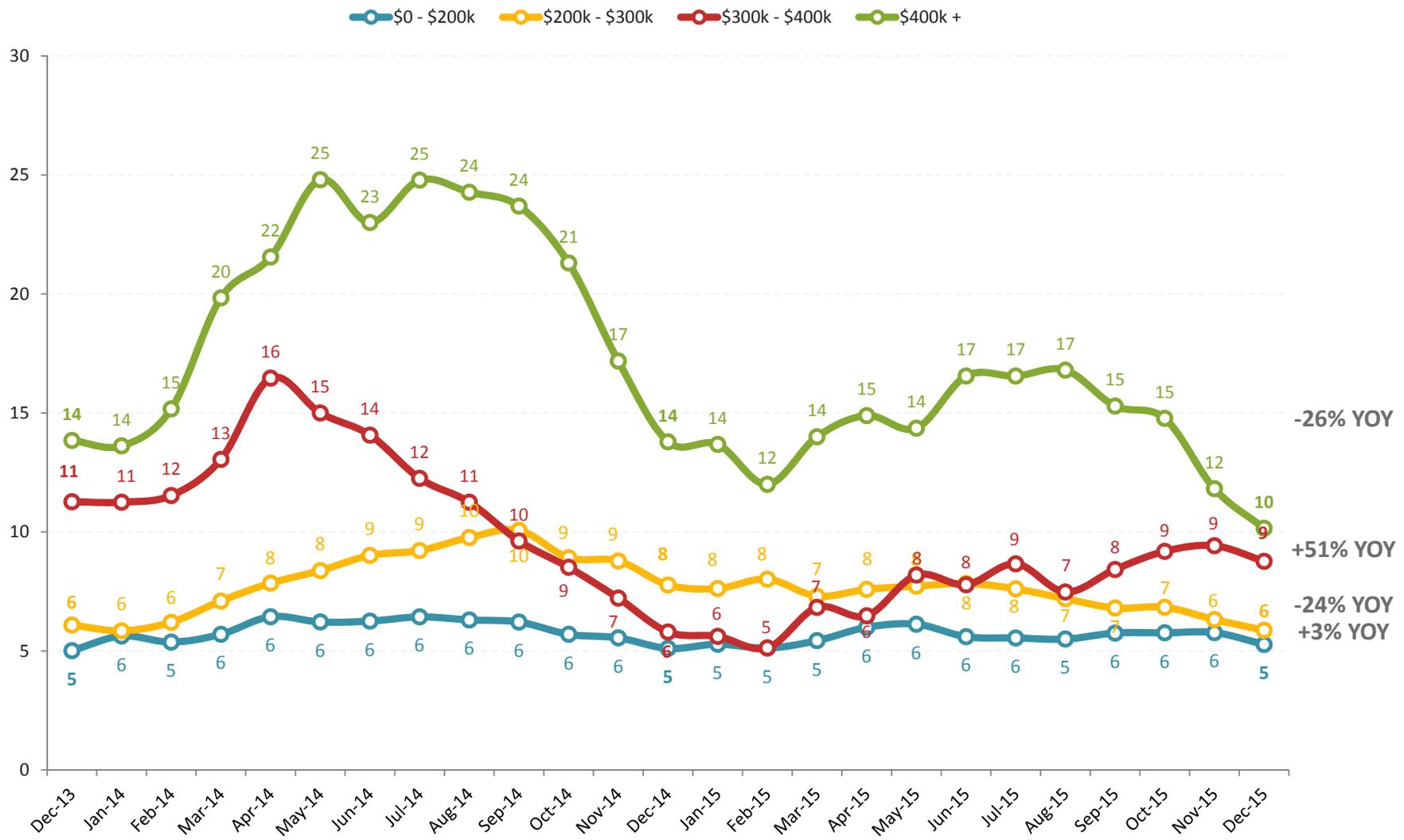
Harrisonburg & Rockingham County
Inventory Levels by Price Range



Inventory levels shift up and down seasonally, but we are also seeing differences in year-over-year trajectories in each of the four price ranges outlined above. The mid-upper price range (\$300K - \$400K) has seen the largest upward adjustment (+14%) in inventory levels over the past year, while the mid-lower price range (\$200K -

\$300K) has seen a very small decline (-1%) in the number of homes for sale. All four price ranges may see inventory levels decline further over the next two months as we continue through the Winter market.

Harrisonburg & Rockingham County
Months of Housing Supply by Price Range

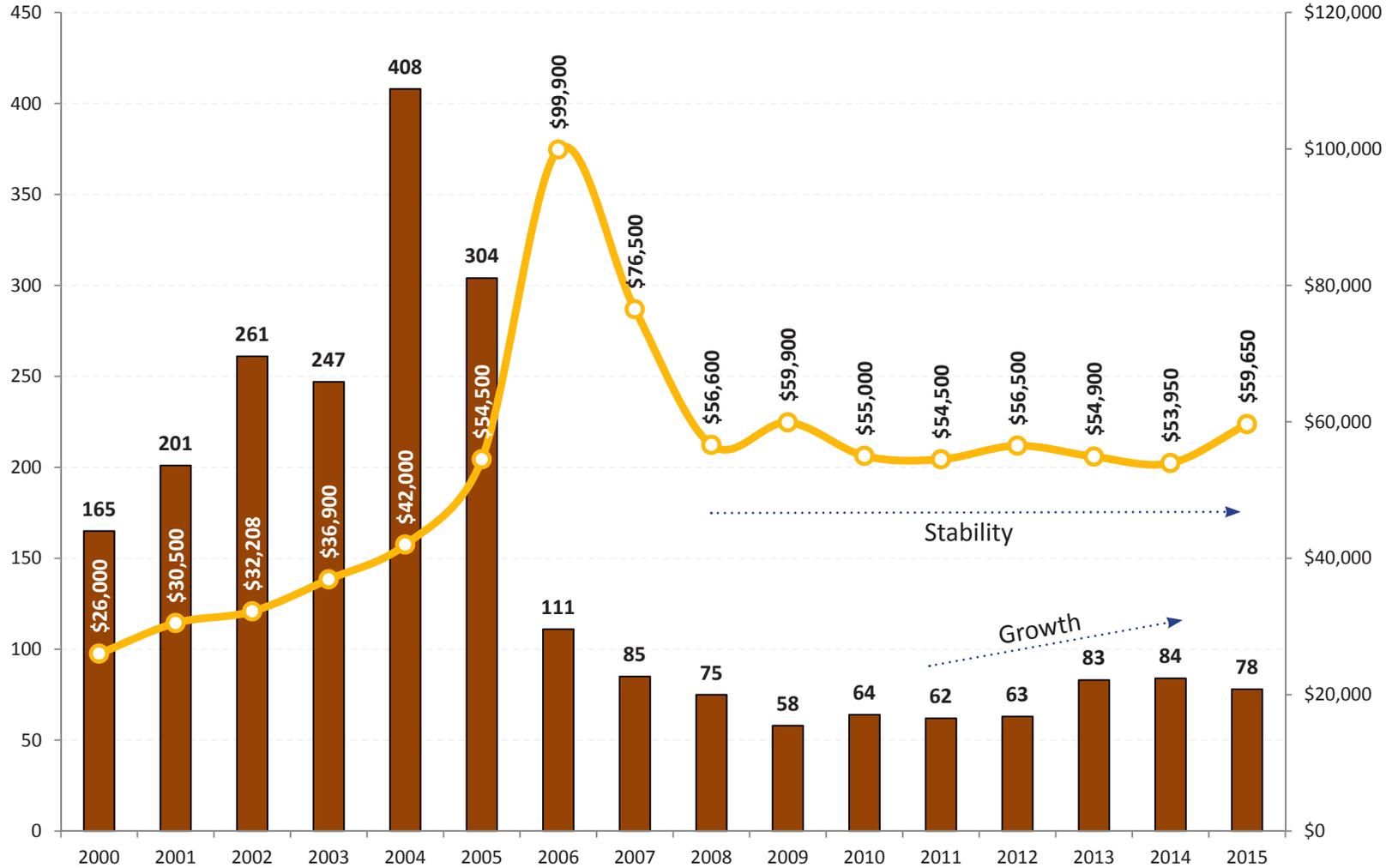


With so many homes on the market (lots of sellers) and so few home sales (not so many buyers), there are very high levels of supply in most price ranges our local real estate market. The graph above illustrates that it would take 10 months to sell all of the homes currently for sale over \$400K if the same number of buyers bought each

month as have been buying (on average) over the past 12 months. Many experts consider a six month supply to be a balance between buyers and sellers, and in the past 12 months we have only consistently seen that balance in the under \$200K price range.

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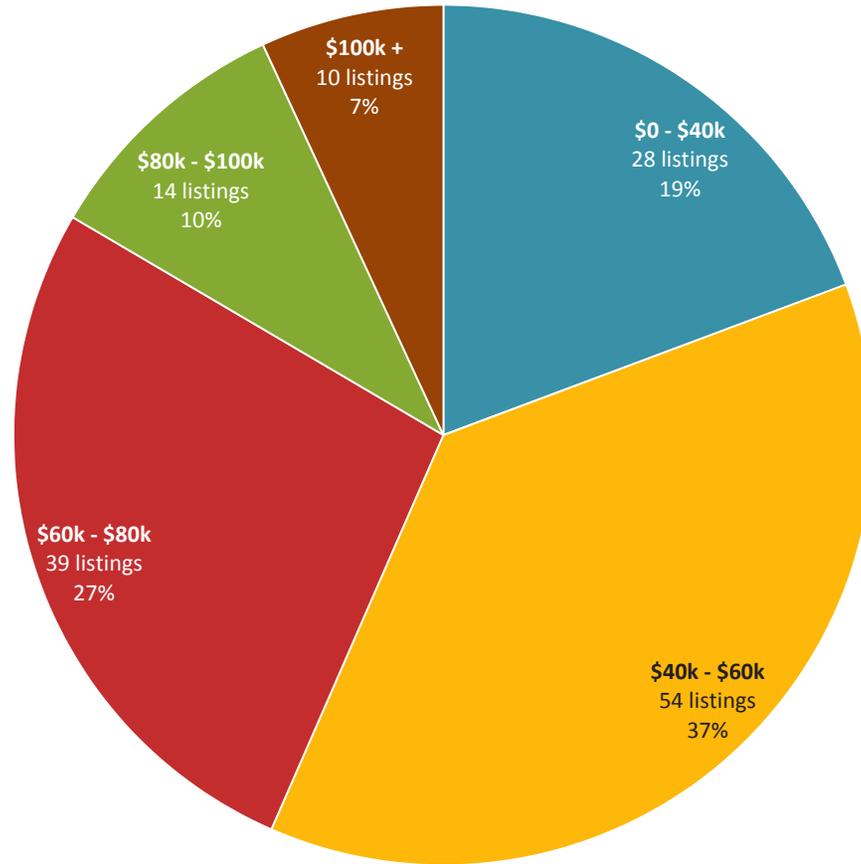
Harrisonburg & Rockingham County
Lot Sales & Median Prices
 less than 1 acre



After some modest recovery in the pace of sales of lots of less than an acre over the past few years, there were fewer of these sales in 2015 (78) as compared to 2014 (84). That slower pace of lot sales did not stop sellers from being able to obtain higher prices for their building lots, as the median sales price increased from

\$53,950 to \$59,650. This is nearly tied for the highest median sales price seen anytime since 2008. While we are unlikely to return to seeing 250 or more lot sales in a single year, hopefully we will see increase back up to 100 or 125 sales in the coming years.

Harrisonburg & Rockingham County
Price Distribution of Active Lot Inventory
less than 1 acre

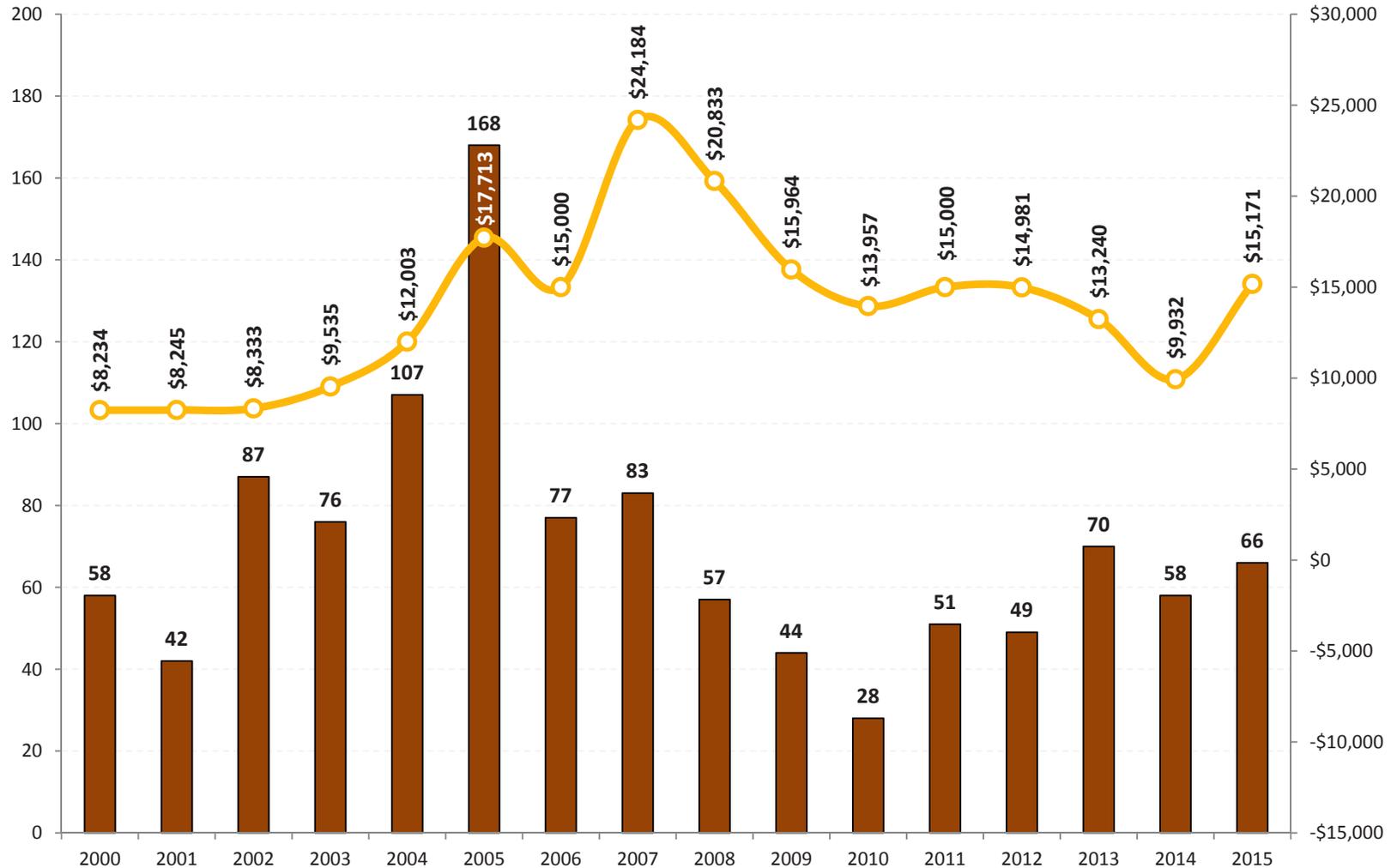


145 Active Lot Listings; Median List Price: \$55,000

Despite the fact that only 78 lots (of less than an acre) sold in all of 2015, there are a remarkable 145 lots currently for sale. Some sanity exists in this listing market, however, as the median list price of lots for sale (\$55,000) is actually a bit lower than the 2015 median sales price of \$59,650. Given last year's 78 lot sales, if no

other lots were listed for sale, it would take 1.8 years to sell all of the lots currently listed for sale. As you can see above, more than nearly one half of the lots currently listed for sale are priced above \$60,000 --- thus many sellers have offering prices higher than recent (2011-2015) median sales prices.

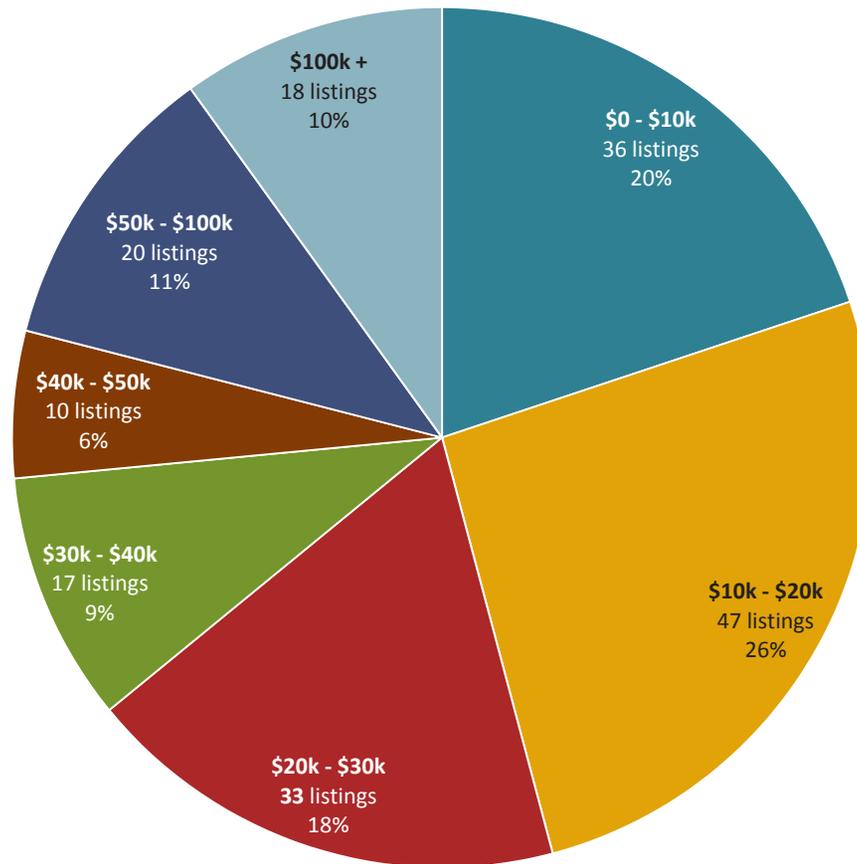
Harrisonburg & Rockingham County
Land Sales & Median Price Per Acre
 1 acre or more



Parcels of land larger than one acre in Harrisonburg or Rockingham County peaked in 2013 at 70 sales, declined in 2014 to only 58 sales, but popped back up to 66 sales during 2015. The median price per acre of these lots with over 1 acre also jumped back up in 2015 to \$15,171. This is the highest price per acre for land of over one

acre seen anytime in the past six years. It seems possible that we will see further increases in the pace of these sales in 2015 as well as potentially in the median sales price of these lot / land sales.

Harrisonburg & Rockingham County
Price/Acre Distribution of Active Land Inventory
 1 acre or more

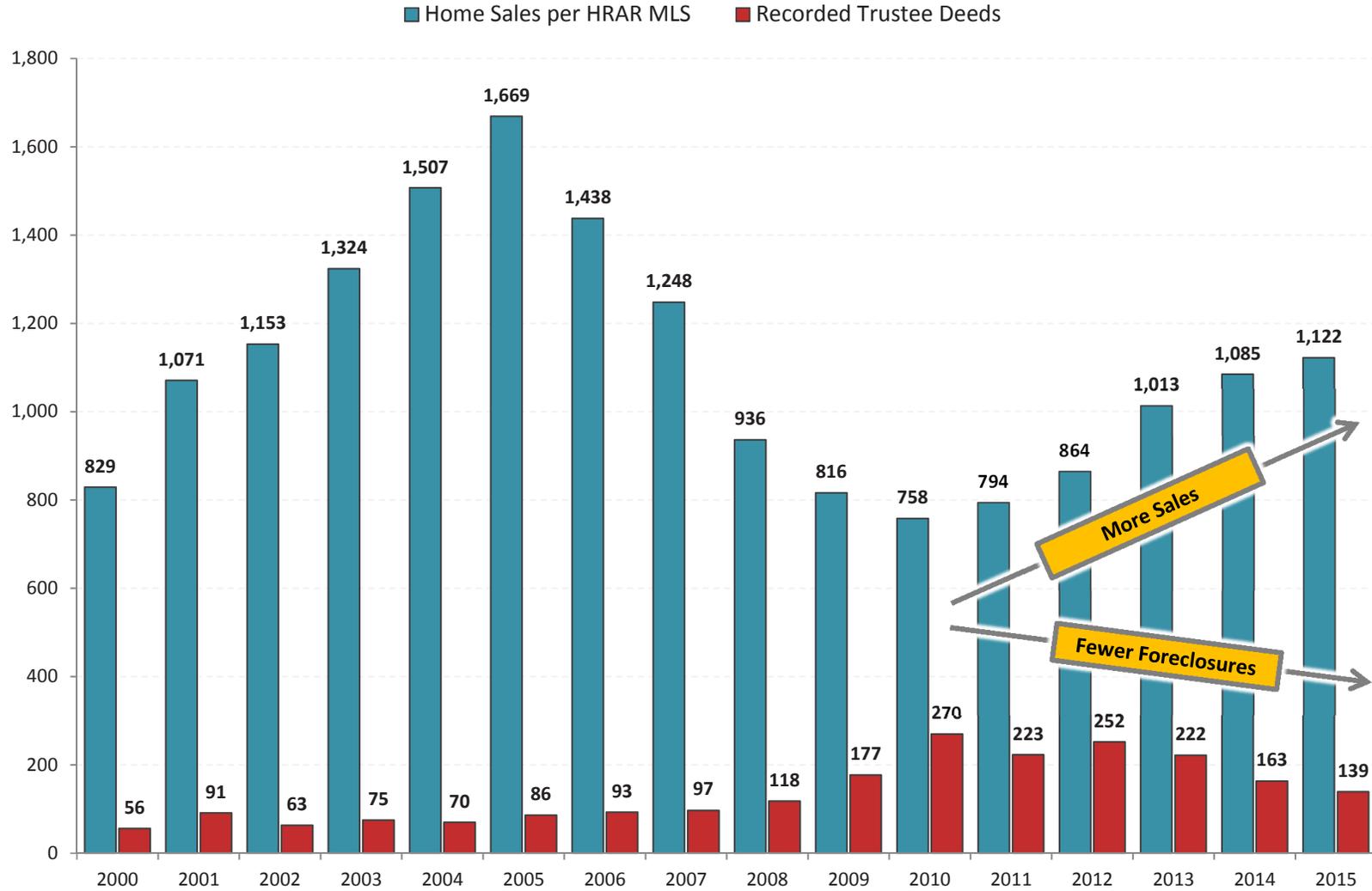


181 Active Land Listing; Median List Price: \$22,000 / Acre

Despite the fact that only 66 parcels of land (of one acre or more) sold in all of 2015, there are a remarkable 181 parcels of land currently for sale. Furthermore, despite the fact that the median sales price of land is hovering around \$15,000 per acre, the median list price of the 181 parcels for sale is currently \$22,000 per acre. Given

last year's 66 land sales, if no other land is listed for sale, it would take 2.7 years to sell all of the parcels of land currently listed for sale. As you can see above, the vast majority of land listed for sale is listed at median prices per acre well above the median sales price per acre.

Harrisonburg & Rockingham County
Home Sales vs. Trustee Sales

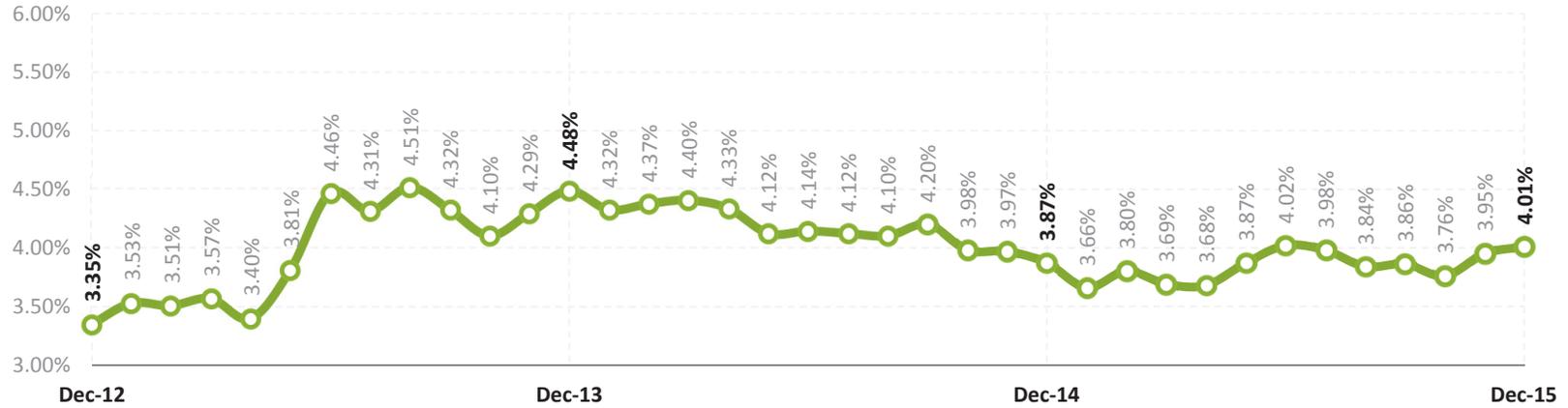


The graph above is a comparison of two imprecise measures -- but the comparison can still be helpful. The blue bars show the number of home sales recorded in the HRAR MLS -- this does not include private sales (without a Realtor), nor new home sales directly from a builder. The red bars show the number of Trustee Deeds.

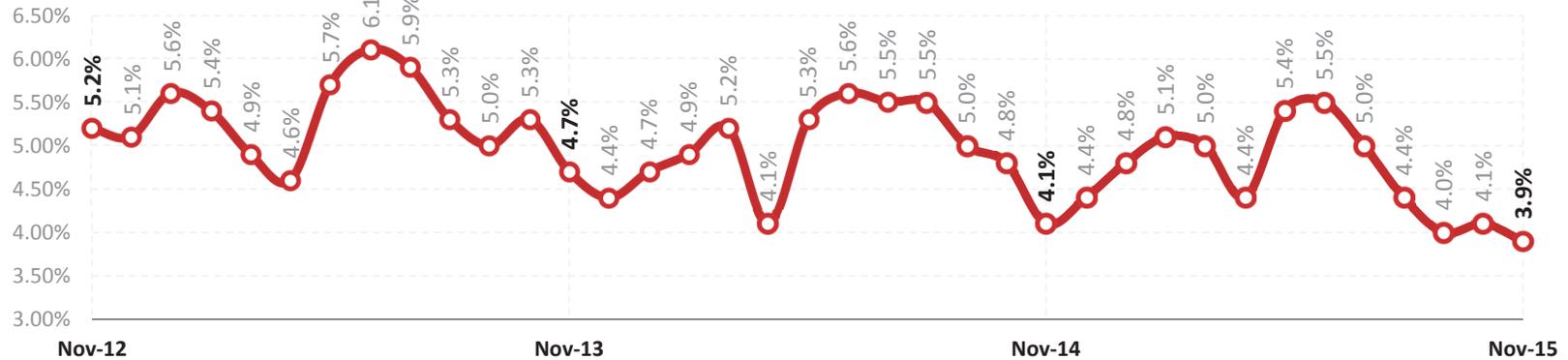
Some foreclosed properties then show up again as REO properties. The foreclosure rate in our local market area is definitely trending downward, as there were 4.6 times as many home sales as foreclosures during 2013, 6.7 times as many home sales as foreclosures in 2014, and 8.1 times as many in 2015.

Average 30-Year Fixed Mortgage Interest Rate

Source: Freddie Mac



Harrisonburg-Rockingham MSA Unemployment Rate Not Seasonally Adjusted



As shown in the top graph above, home buyers have seen steadily (though slowly) declining mortgage interest rates over the past two years despite some increases over the past eight months. The current average rate of 4.01% is still among the lowest rates we have seen in the past several years. The second graph above

illustrates trends in the local unemployment rate -- which has shown a general downward trend over the past four years, declining from 5.3% (in 2012) to 4.1% (in 2015). A low local unemployment rate and low mortgage interest rates continue to help our local housing market remain stable.

Scott P. Rogers, Associate Broker



Scott P. Rogers, an Associate Broker with Funkhouser Real Estate Group, began his real estate career in 2003 and has been working hard ever since to provide exceptional service to his buyer and seller clients in Harrisonburg and Rockingham County. Scott provides detailed, professional and responsive service to all of his clients, whether they are buying their first home or have been through many housing transitions. Since 2010, Scott has been recognized each year by the Harrisonburg/Rockingham Association of Realtors as being in the top 1% of all area Realtors.

Scott earned a B.A. (2000) and M.Ed. (2002) from James Madison University, providing him formal education in graphic design, management and counseling -- all of which he leverages on a daily basis to the benefit of his clients. Scott's graphic design and web development background allows him to create and utilize high caliber technology and marketing solutions for his clients.

Scott incorporates many innovative tools and technologies to serve his clients including: professional photography equipment, elevated photography equipment, property websites for each of his listings and Matterport 3D Showcase. He leads the local market in the adoption of new marketing techniques - for the latest, check out WalkThroughThisHome.com.

In 2007, Scott began providing in-depth analysis and commentary on the local real estate market via his real estate blog, HarrisonburgHousingToday.com. Since that time, he created many other valuable online resources for the local community such as HarrisonburgHousingMarket.com, HarrisonburgInvestmentProperties.com, HarrisonburgApps.com, HarrisonburgAssessments.com, HarrisonburgPropertyTransfers.com, HarrisonburgTownhouses.com, BestDealsInHarrisonburg.com and many others.

Scott is a member of the Shenandoah Valley Builders Association, serves on the Board of Directors for the Explore More Discovery Museum, and is the co-founder of TakeThemAMeal.com. Scott and his wife, Shaena, live in Rockingham County with their two children, Luke and Emily. In his free time, Scott enjoys spending time with his family, traveling, camping, playing volleyball and attending JMU sporting events.

Questions? Contact Scott anytime....

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Local Online Real Estate Resources

Everything You Need To Know About the Home Buying Process
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Marketing Strategies for Successing Selling Your Home
[SellingAHomeInHarrisonburg.com](#)

Central Shenandoah Valley Property Search
[ScottPRogers.com](#)

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Analysis of Real Estate Investment Options in Harrisonburg
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Comprehensive Data on Harrisonburg Townhouse Communities
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The Most Realistic, Immersive Way to Experience a Home Online
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