

# ROCKINGHAM COUNTY MARKET REPORT

3rd Quarter 2021



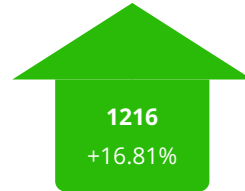
*Presented by:*

**KLINE MAY**  
— Realty

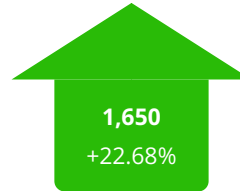
## Harrisonburg and Rockingham County



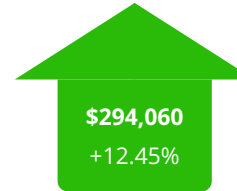
Units Sold  
Year to Date



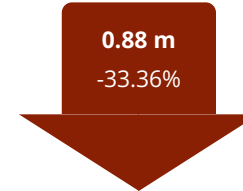
12 Month  
Residential Sales



12 Month  
Avg Sales Price



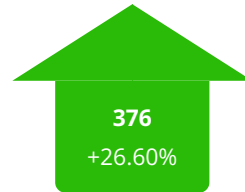
Months Supply  
of Inventory



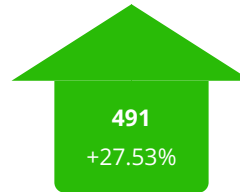
## City of Harrisonburg



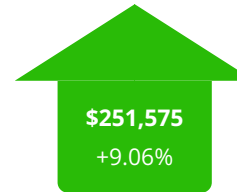
Units Sold  
Year to Date



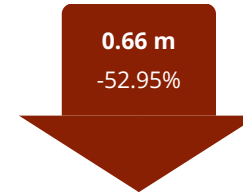
12 Month  
Residential Sales



12 Month  
Avg Sales Price



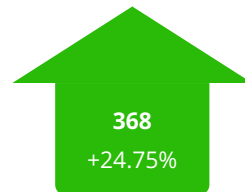
Months Supply  
of Inventory



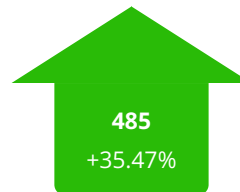
## Southeast Rockingham



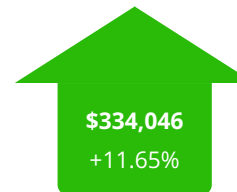
Units Sold  
Year to Date



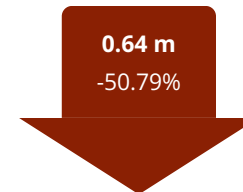
12 Month  
Residential Sales



12 Month  
Avg Sales Price



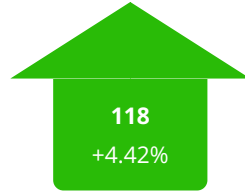
Months Supply  
of Inventory



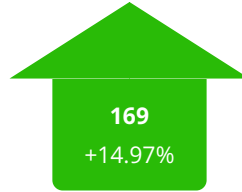
### Southwest Rockingham



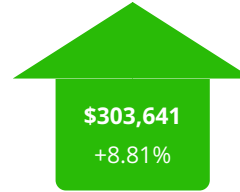
**Units Sold  
Year to Date**



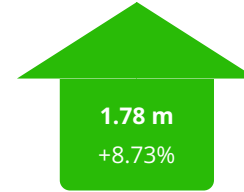
**12 Month  
Residential Sales**



**12 Month  
Avg Sales Price**



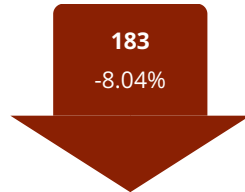
**Months Supply  
of Inventory**



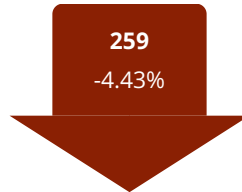
### Northwest Rockingham



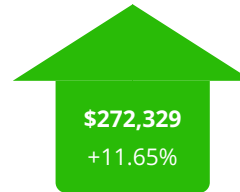
**Units Sold  
Year to Date**



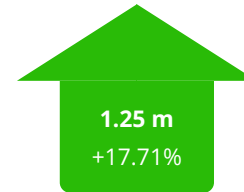
**12 Month  
Residential Sales**



**12 Month  
Avg Sales Price**



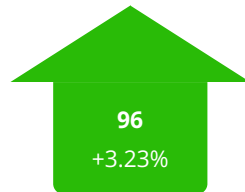
**Months Supply  
of Inventory**



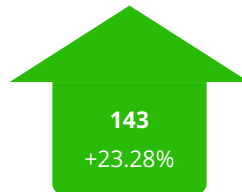
### Northeast Rockingham



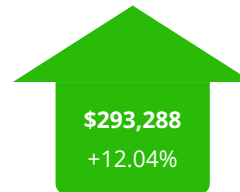
**Units Sold  
Year to Date**



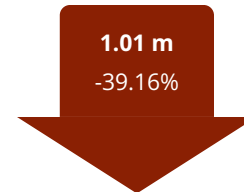
**12 Month  
Residential Sales**



**12 Month  
Avg Sales Price**



**Months Supply  
of Inventory**





## Massanutten

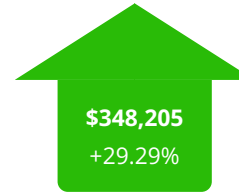
**Units Sold  
Year to Date**



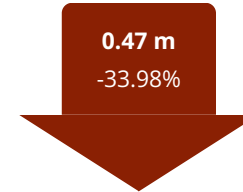
**12 Month  
Residential Sales**



**12 Month  
Avg Sales Price**

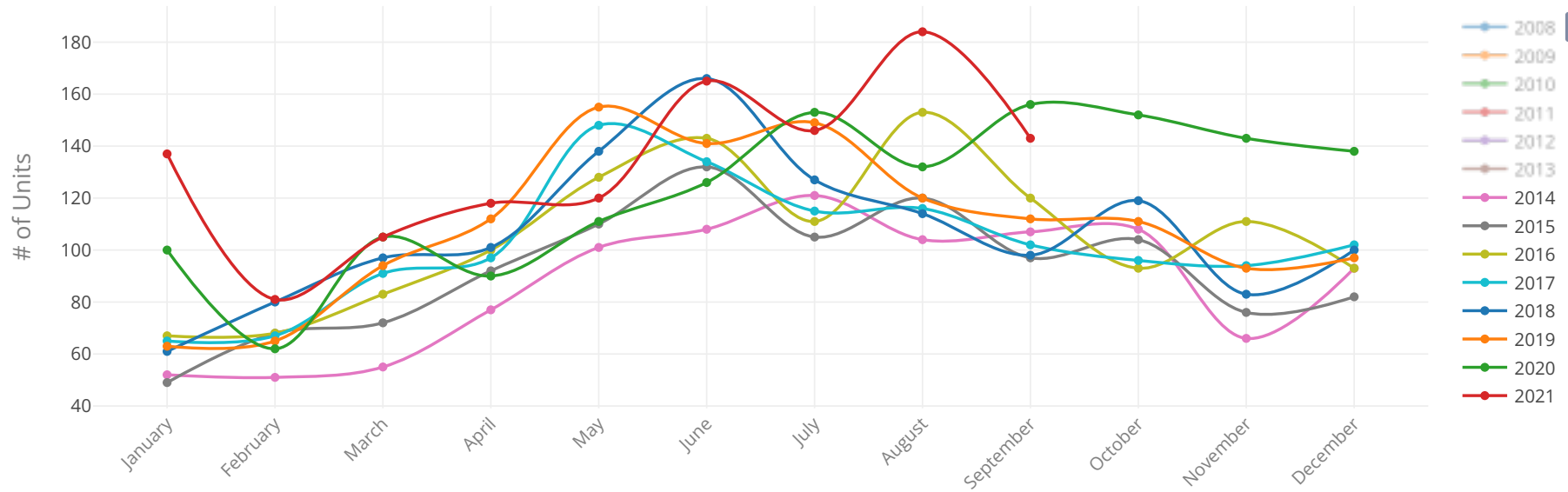


**Months Supply  
of Inventory**



## Residential Sales By Month

*Harrisonburg and Rockingham County*



**What This Chart Shows:**

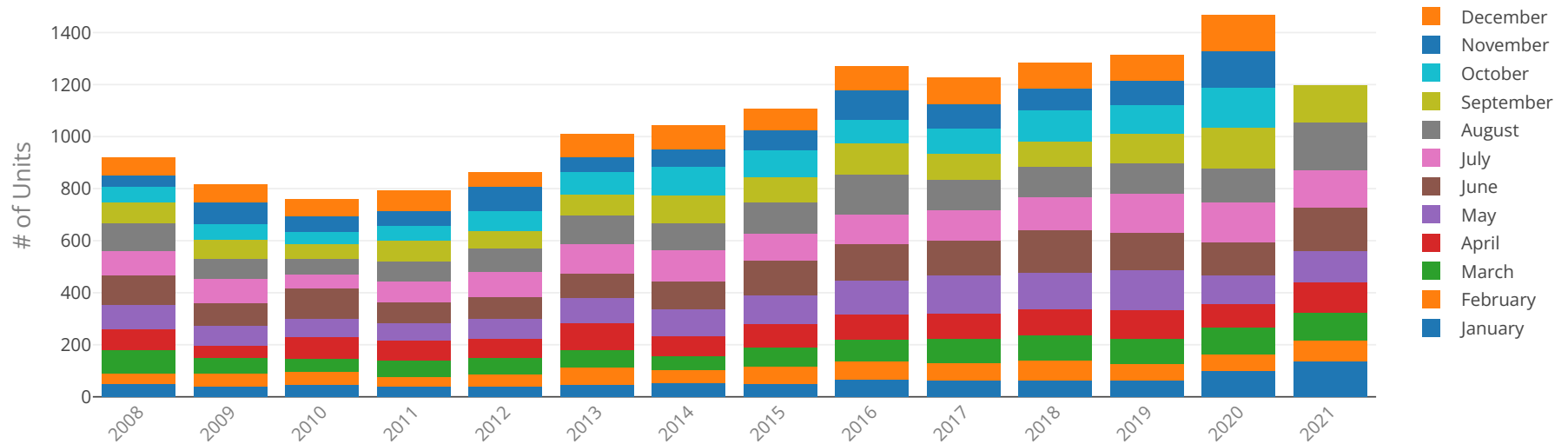
Residential home sales by month, since 2008. This chart helps show seasonal trends in home sales.

**Bottom Line:**

The upward overall trend in sales continued during the third quarter of 2021, as the Rockingham County residential market recorded the best third quarter sales total in recent years with 473 homes sold. All indications are the fourth quarter will be strong as well, as Buyer demand has lessened only slightly heading into Fall.

## Residential Units Sold Year To Date

*Harrisonburg and Rockingham County*



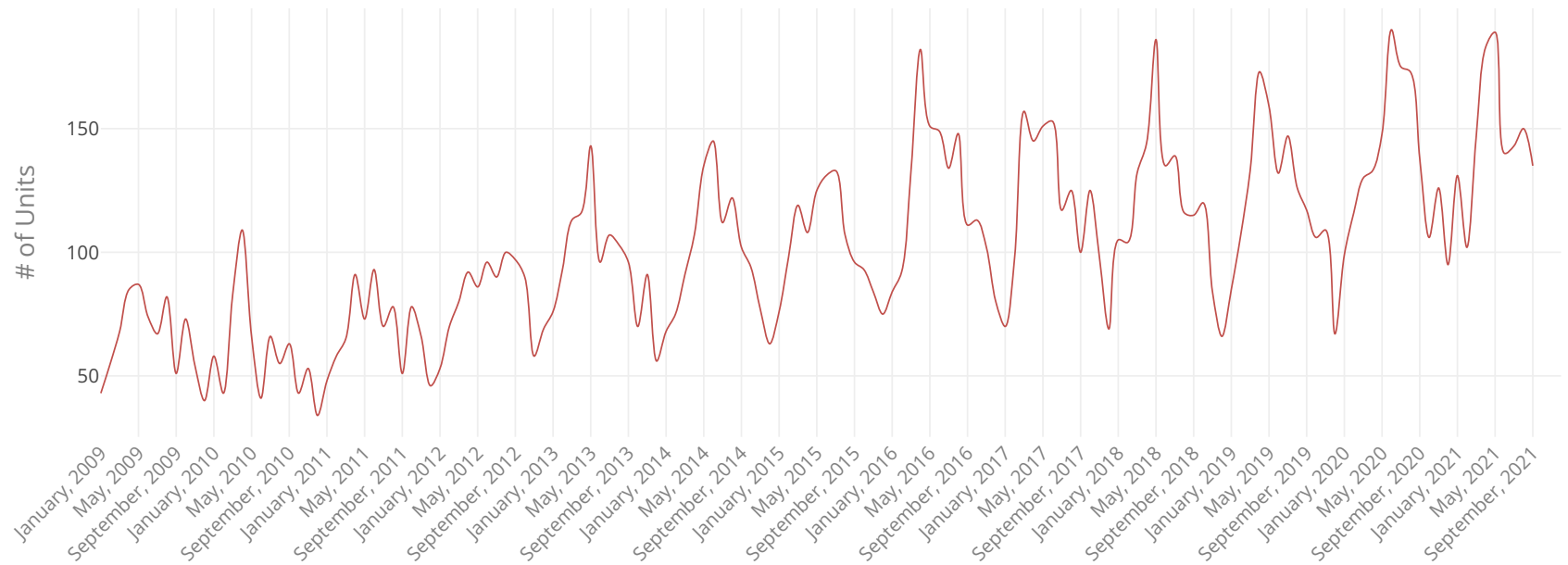
**What This Chart Shows:**

Total residential sales from January 1 until the date on this chart, since 2008.

**Bottom Line:**

Through the first nine months of this year, residential sales outpaced 2020 by 16.81%. It is important to remember when looking at the year-over-year increase the second quarter of 2020 was unusually slow due to the pandemic, so the increase is not indicative of a longer-term trend.

## Residential Properties Placed Under Contract *Harrisonburg and Rockingham County*



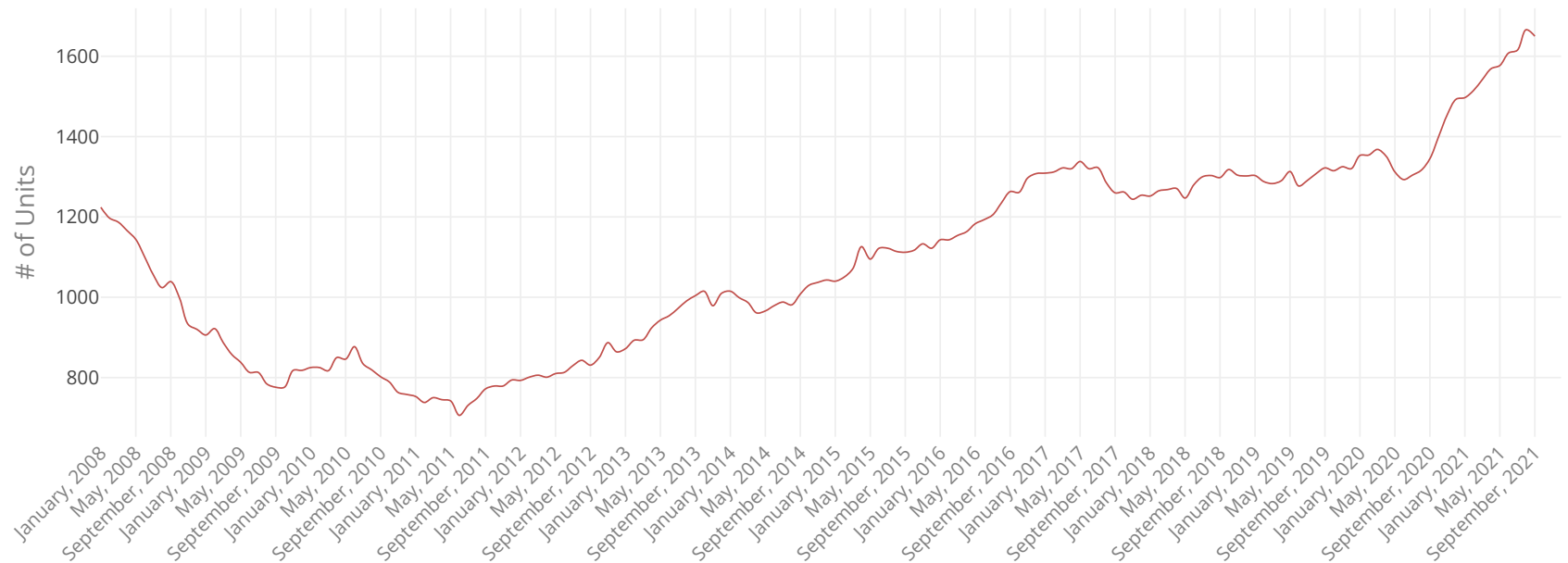
### What This Chart Shows:

The number of residential properties on which Buyers and Sellers entered into contracts each month since 2009. This is an excellent indicator of future sales.

### Bottom Line:

If we imagine a straight line running through the middle of the seasonal fluctuations in this chart we can see the overall trend continues to increase. The number of Buyers entering into contracts during the third quarter of 2021 indicates a decline from last year, but remains high enough we think fourth quarter sales will be similar to 2020.

## Residential Sales, Past 12 Months *Harrisonburg and Rockingham County*



### What This Chart Shows:

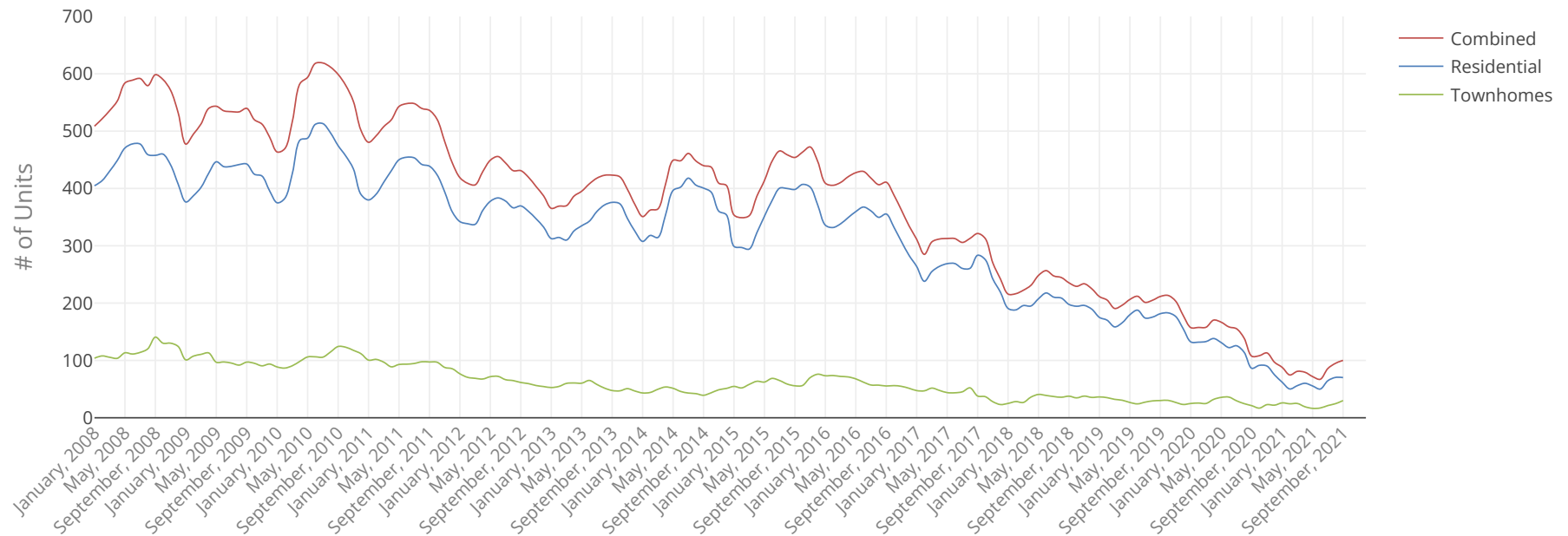
The past twelve months sales, for this month and each month since 2008. This is one of the best ways to see the true long term trend in the market.

### Bottom Line:

Clearly, beginning in June, 2020 our market has been supercharged compared to historical trends, with the 12-month rolling average increasing 27.6% from June, 2020 through September, 2021. The slight dip we see may be due to some Buyers choosing to leave the market due to increasing prices and fierce competition. We don't believe this will be a large portion of the market, however, and the overall trend will continue to increase.



## Single Family and Townhome Listing Inventory Rockingham County



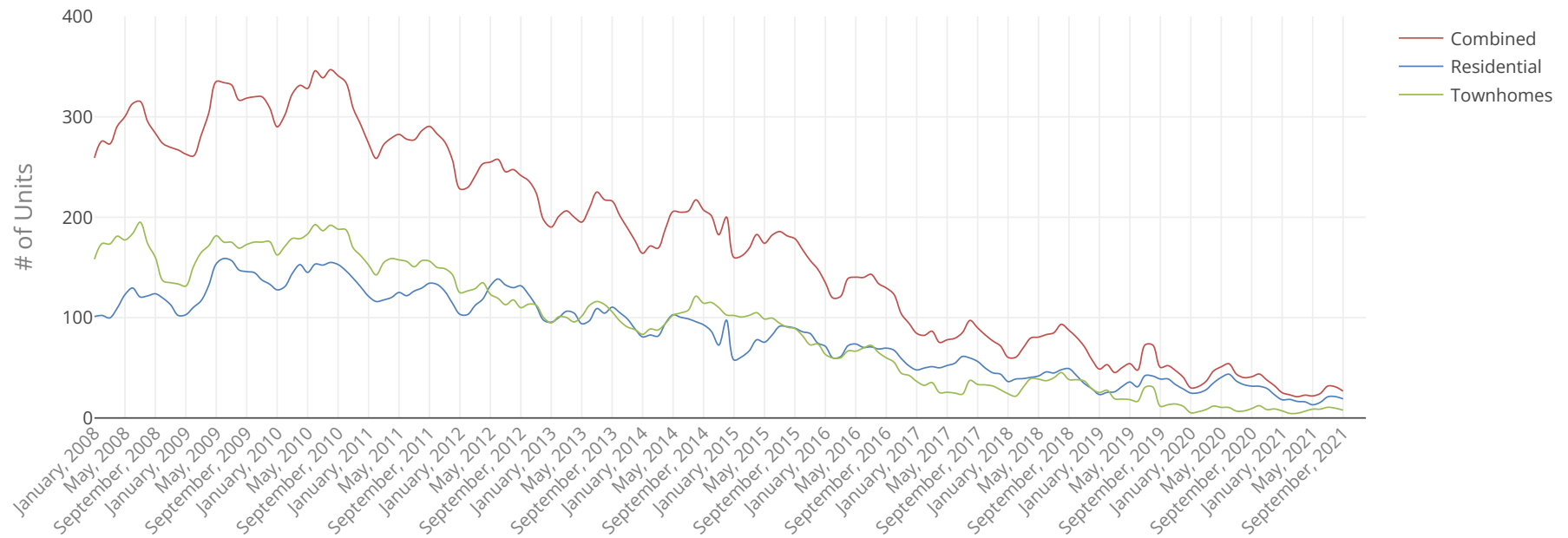
**What This Chart Shows:**

The long term inventory trend in Rockingham County, with Single Family homes separated from Townhomes.

**Bottom Line:**

During the third quarter of 2021 we saw something in the Rockingham County market which had not been seen since 2018...Three consecutive months of increasing inventory! An influx of new construction has helped, and with more projects in the development stage we hope for increasing inventory from new construction next year. Despite this, it will take several years for inventory and Days on Market to return to more traditional levels.

## Single Family and Townhome Listing Inventory City of Harrisonburg



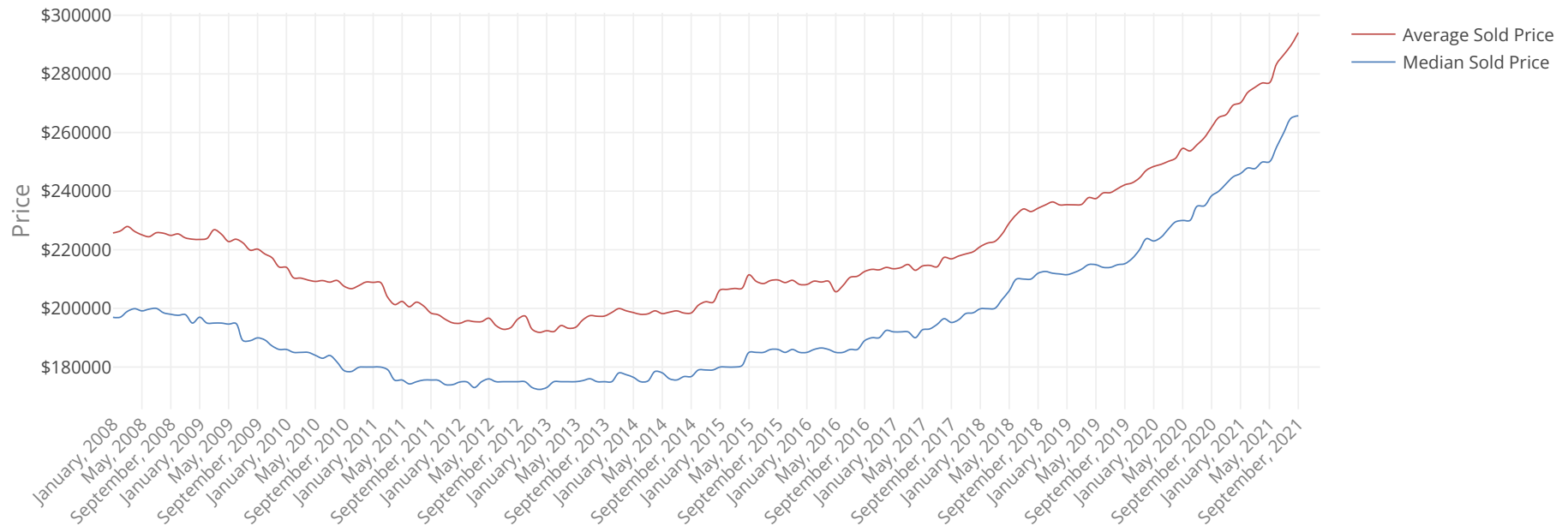
### What This Chart Shows:

The long term inventory trend in the City of Harrisonburg, with Single Family homes separated from Townhomes.

### Bottom Line:

While the inventory of homes for sale in Harrisonburg did not increase during the third quarter, it has been fighting to stay even. The average number of homes for sale in Harrisonburg during September was 27...obviously an undersupply which needs correction. The City, however, does not have the available land for large new construction projects as the County does. To solve the housing shortage without additional land will require creative land use which will increase density without negatively affecting livability. We believe the City's most recent Zoning Ordinance changes are a big step in the right direction.

## Average and Median Sold Price *Harrisonburg and Rockingham County*



### What This Chart Shows:

The long term trend in average and median sales prices for homes.

### Bottom Line:

With tight supply and strong Buyer demand comes rapidly increasing prices, as we have seen for the past 15 months. The average sales price of \$294,060 represents a 12.45% increase over a year ago. Prices in some price ranges and communities have increased even more steeply with prices in Massanutten rising almost 30% in the past 12 months, driven by investors buying properties for short-term rentals. Eventually, market forces will slow the increase as some Buyers are now saying "enough is enough" and are refusing to pay current prices.