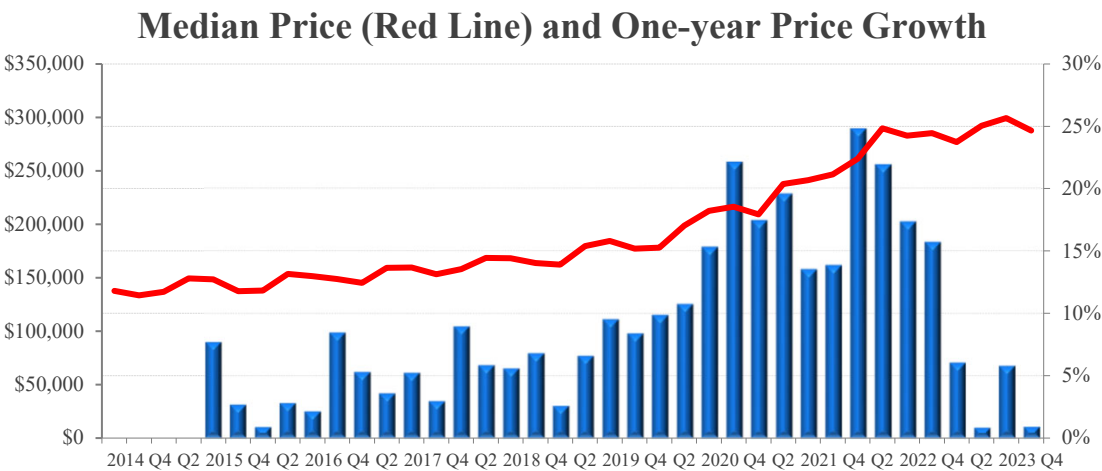


# Winston-Salem Area

## Local Market Report, Fourth Quarter 2023

### Today's Market...



| Local Price Trends                                  |               |           |                                                                                                |
|-----------------------------------------------------|---------------|-----------|------------------------------------------------------------------------------------------------|
| Price Activity                                      | Winston-Salem | U.S.      | Local Trend                                                                                    |
| Current Median Home Price (2023 Q4)                 | \$287,800     | \$387,300 | Prices are up from a year ago, but price growth is slowing                                     |
| 1-year (4-quarter) Appreciation (2023 Q4)           | 0.9%          | 3.9%      |                                                                                                |
| 3-year (12-quarter) Appreciation (2023 Q4)          | 32.9%         | 24.5%     |                                                                                                |
| 3-year (12-quarter) Housing Equity Gain*            | \$71,300      | \$76,300  | Gains in the last 3 years have extended the trend of positive price growth after the recession |
| 7-year (28 quarters) Housing Equity Gain*           | \$139,000     | \$153,367 |                                                                                                |
| 9-year (36 quarters) Housing Equity Gain*           | \$154,200     | \$179,667 |                                                                                                |
| *Note: Equity gain reflects price appreciation only |               |           |                                                                                                |

|                                                                            | Winston-Salem | U.S.           | Most buyers in this market have access to government-backed financing |
|----------------------------------------------------------------------------|---------------|----------------|-----------------------------------------------------------------------|
| Conforming Loan Limit**                                                    | \$766,550     | \$1,149,825    |                                                                       |
| FHA Loan Limit                                                             | \$498,257     | \$1,149,825    |                                                                       |
| Local Median to Conforming Limit Ratio                                     | 38%           | not comparable |                                                                       |
| Note: limits are current and include the changes made on January 1st 2024. |               |                |                                                                       |

### Local NAR Leadership

The Winston-Salem market is part of region 4 in the NAR governance system, which includes all of North Carolina, South Carolina, Kentucky, and Tennessee. The 2024 NAR Regional Vice President representing region 4 is David Kent.

## Benefits of Ownership: Total Equity Appreciation

**Total Equity Accrued to Owner by Year and Quarter of Purchase**



**Total Equity Gained\*\* through 2023 Q4 from quarter in which home was of purchased**

| Price Activity        | Winston-Salem | U.S.      | Local Trend                                                                                                        |
|-----------------------|---------------|-----------|--------------------------------------------------------------------------------------------------------------------|
| 1-year (4-quarter)    | \$5,473       | \$18,387  | Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession |
| 3-year (12-quarter)*  | \$84,428      | \$95,158  |                                                                                                                    |
| 5-year (20-quarter)*  | \$136,860     | \$151,356 |                                                                                                                    |
| 7-year (28 quarters)* | \$158,345     | \$183,780 |                                                                                                                    |
| 9-year (36 quarters)* | \$176,984     | \$215,076 |                                                                                                                    |

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

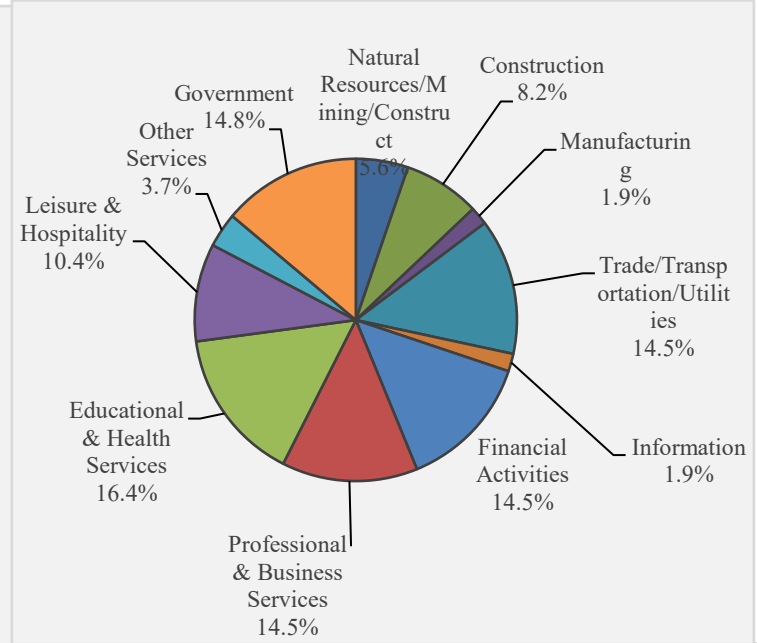
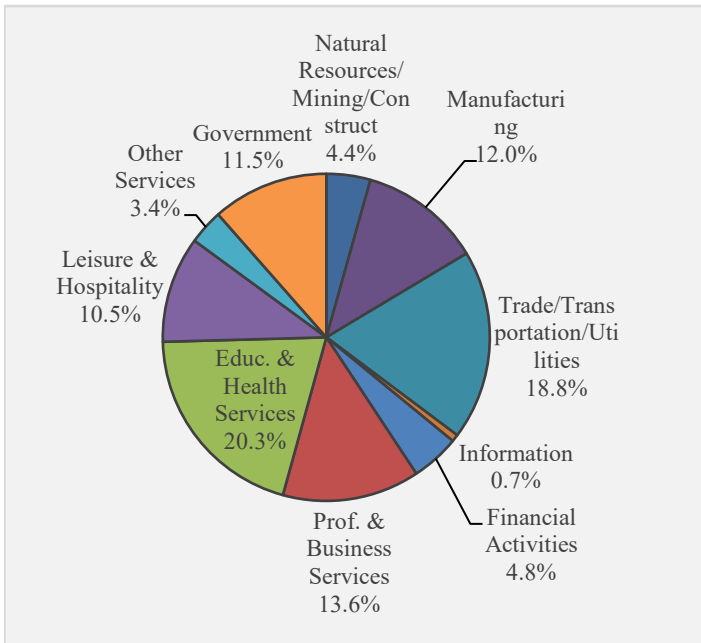
# Drivers of Local Supply and Demand...

| Local Economic Outlook            | Winston-Salem | U.S.           |                                                                                                                                            |
|-----------------------------------|---------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 12-month Job Change (Dec)         | 7,600         | Not Comparable | Employment has held up and is on an upward trend                                                                                           |
| 12-month Job Change (Nov)         | 6,500         | Not Comparable |                                                                                                                                            |
| 36-month Job Change (Dec)         | 19,500        | Not Comparable | Unemployment has risen since the same period last year, but Winston-Salem's labor market has been more resilient than the national average |
| Current Unemployment Rate (Dec)   | 2.4%          | 3.7%           |                                                                                                                                            |
| Year-ago Unemployment Rate        | 1.9%          | 3.5%           | Local employment growth is strong compared to other markets                                                                                |
| 1-year (12 month) Job Growth Rate | 2.7%          | 2.3%           |                                                                                                                                            |

## Share of Total Employment by Industry

Winston-Salem Area

U.S.



### 12-month Employment Change by Industry (Dec - 2023)

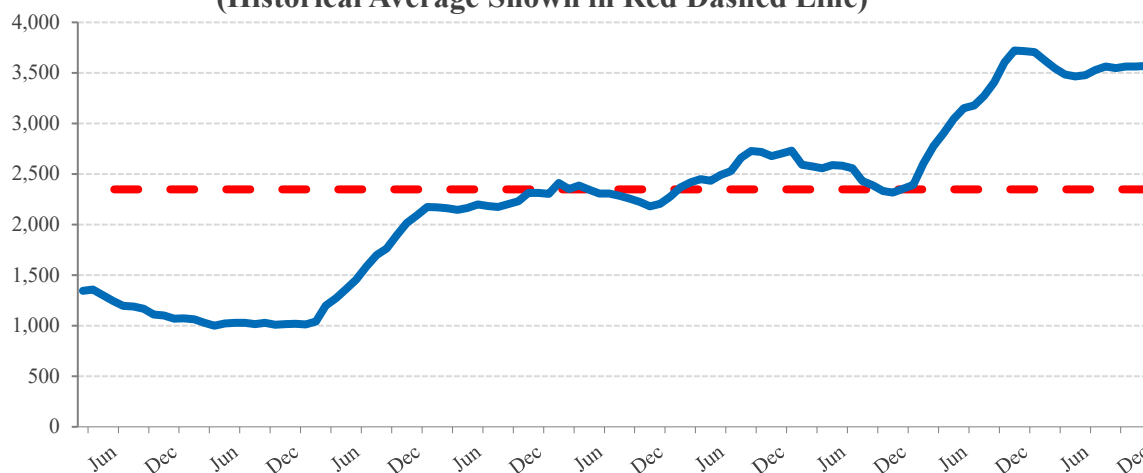
|                                        |       |                           |       |
|----------------------------------------|-------|---------------------------|-------|
| Goods Producing                        | NA    | Information               | 0     |
| Natural Resources/Mining/Construction  | 400   | Financial Activities      | 0     |
| Natural Resources and Mining           | NA    | Prof. & Business Services | 1,800 |
| Construction                           | NA    | Educ. & Health Services   | 1,500 |
| Manufacturing                          | -500  | Leisure & Hospitality     | 800   |
| Service Providing Excluding Government | NA    | Other Services            | 200   |
| Trade/Transportation/Utilities         | 1,200 | Government                | 1,100 |

| State Economic Activity Index | North Carolina | U.S.  |                                                                                                   |
|-------------------------------|----------------|-------|---------------------------------------------------------------------------------------------------|
| 12-month change (2023 - Dec)  | 3.2%           | 3.0%  | North Carolina's economy is stronger than the nation's, but slowed from last month's 3.31% change |
| 36-month change (2023 - Dec)  | 12.7%          | 14.3% |                                                                                                   |

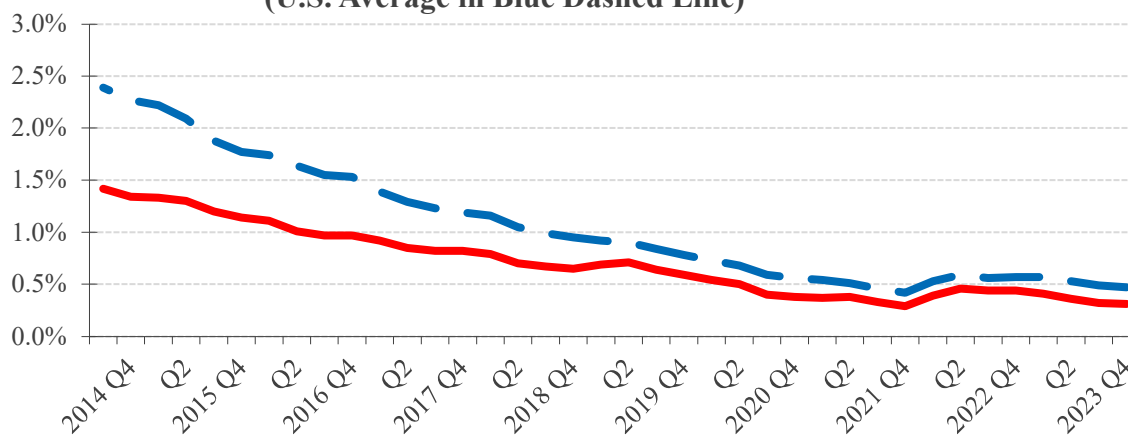
## New Housing Construction

| Local Fundamentals                                                 | Winston-Salem | U.S.           |                                                                                                                |
|--------------------------------------------------------------------|---------------|----------------|----------------------------------------------------------------------------------------------------------------|
| 12-month Sum of 1-unit Building Permits through Dec                | 3,568         | not comparable | The current level of construction is 51.9% above the long-term average                                         |
| 8-year average for 12-month Sum of 1-Unit Building Permits         | 2,349         | not comparable | Production above trend for an extended period of time could cause prices to moderate as inventory is built up. |
| Single-Family Housing Permits (Dec)<br>12-month sum vs. a year ago | -3.9%         | -6.1%          | Construction is down from last year, but appears to have bottomed.                                             |

**Construction: 12-month Sum of Local Housing Permits**  
(Historical Average Shown in Red Dashed Line)

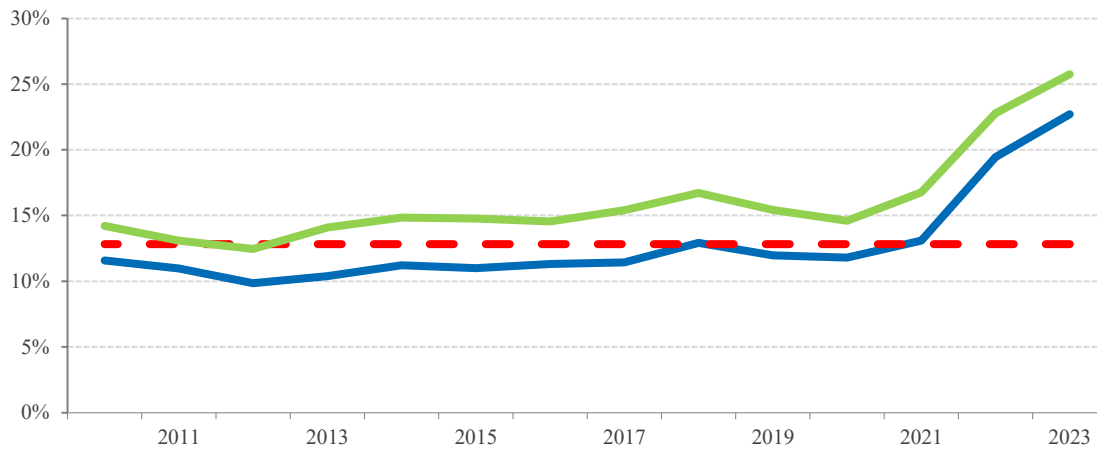


**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



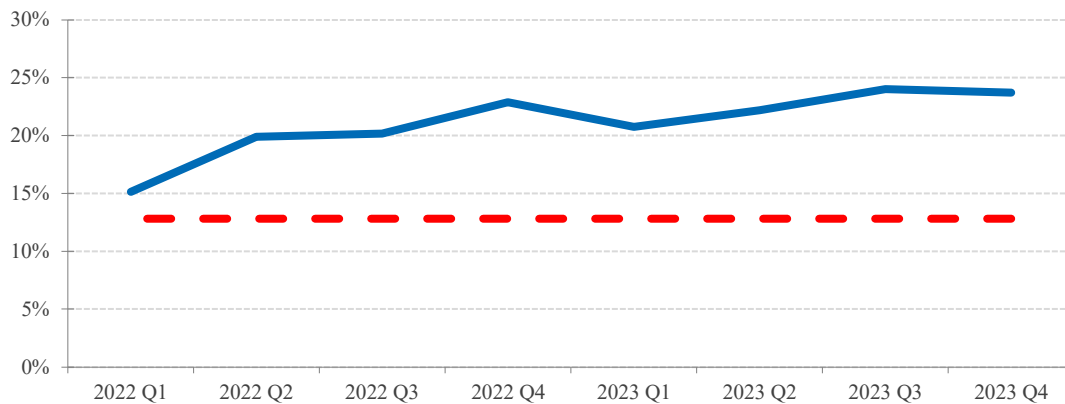
# Affordability

**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

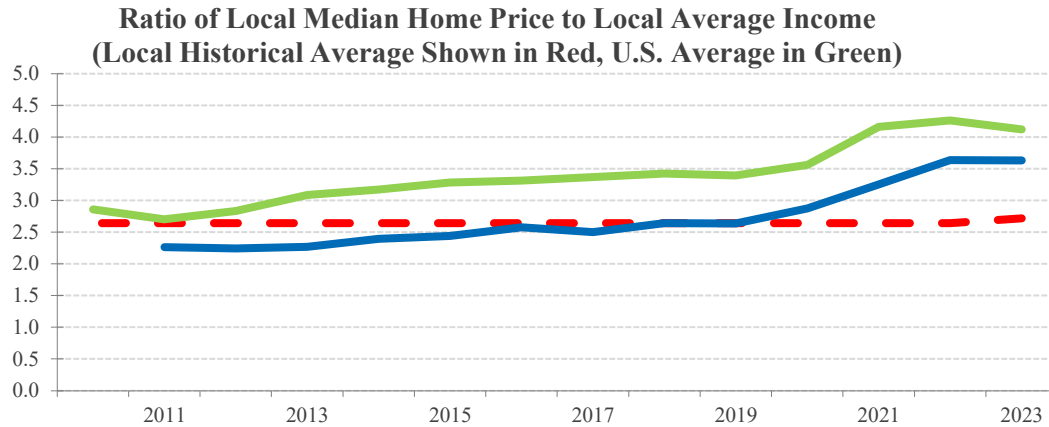


| Monthly Mortgage Payment to Income | Winston-Salem | U.S.  |                                                   |
|------------------------------------|---------------|-------|---------------------------------------------------|
| Ratio for 2023                     | 22.7%         | 25.8% | Weak by local standards and could weigh on demand |
| Ratio for 2023 Q4                  | 23.7%         | 25.5% |                                                   |
| Historical Average                 | 12.8%         | 17.0% | More affordable than most markets                 |

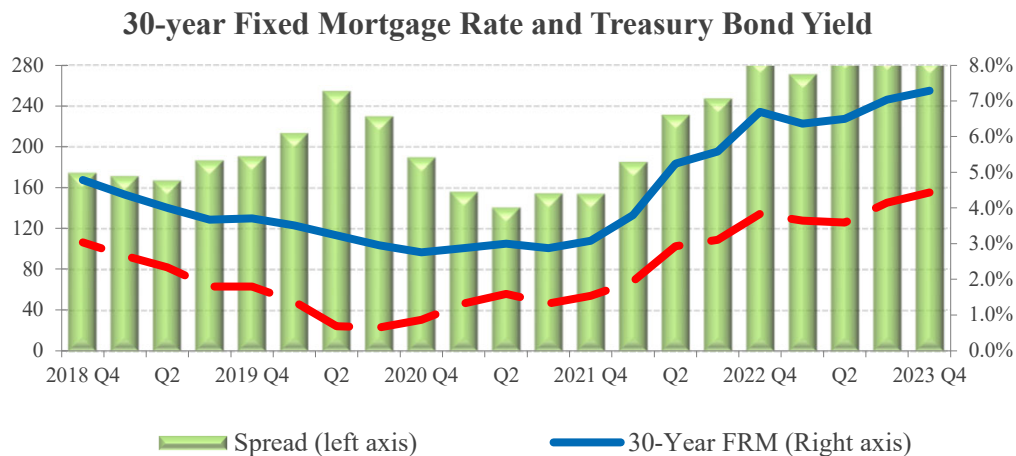
**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



| Median Home Price to Income | Winston-Salem | U.S. |                                                      |
|-----------------------------|---------------|------|------------------------------------------------------|
| Ratio for 2023              | 3.6           | 4.1  | The price-to-income ratio eased, but could be better |
| Ratio for 2023 Q4           | 3.6           | 3.9  |                                                      |
| Historical Average          | 2.7           | 3.4  | Affordable compared to most markets                  |



## The Mortgage Market



Throughout much of the final quarter of the year, mortgage rates remained elevated near 7.5 percent. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 7.3 percent in the fourth quarter of 2023 from 6.7 percent the previous year. Nevertheless, rates fell below 7 percent at the end of year as the Federal Reserve continued to halt its interest rates hikes. With lower interest rates on the horizon, mortgage rates are expected to continue their downward trend in 2024, thereby enhancing affordability for potential homebuyers.

NAR forecasts the 30-year fixed mortgage rate to average 6.8 percent in the first quarter of 2024, with a further decline expected to bring them below 6.6% by the end of the first half.

## Geographic Coverage for this Report

The Winston-Salem area referred to in this report covers the geographic area of the Winston-Salem metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Davidson County, Davie County, Forsyth County, Stokes County, and Yadkin County

More information on the OMB's geographic definitions can be found at [https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)

