

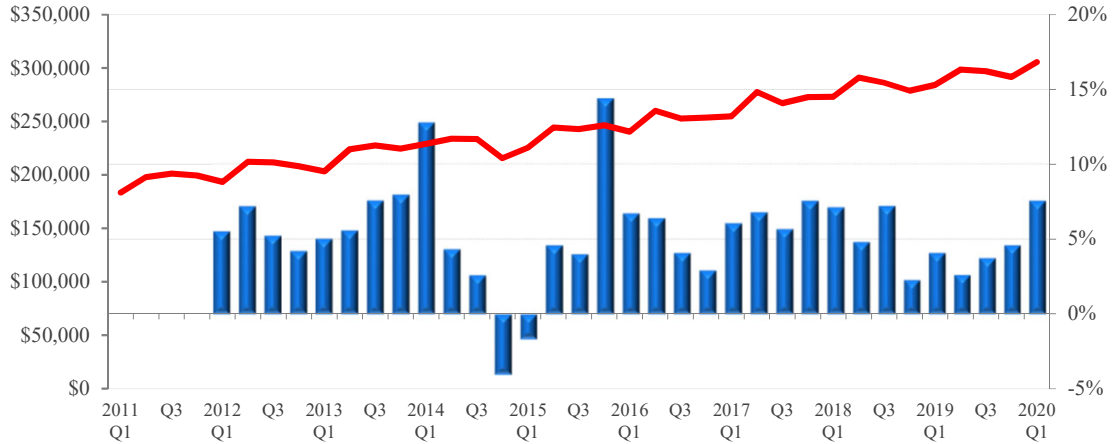
# Charleston-North Charleston Area

## Local Market Report, First Quarter 2020

including the impact of COVID-19 on the local economy

### Today's Market...

**Median Price (Red Line) and One-year Price Growth**



Local Price Trends			
Price Activity	Charleston	U.S.	Local Trend
Current Median Home Price (2020 Q1)	\$305,600	\$272,433	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2020 Q1)	7.5%	7.7%	
3-year (12-quarter) Appreciation (2020 Q1)	19.8%	18.1%	
3-year (12-quarter) Housing Equity Gain*	\$50,600	\$41,733	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$102,300	\$96,500	
9-year (36 quarters) Housing Equity Gain*	\$122,100	\$114,500	

\*Note: Equity gain reflects price appreciation only

	Charleston	U.S.	
<b>Conforming Loan Limit**</b>	\$484,350	\$726,525	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$388,700	\$726,525	
<b>Local Median to Conforming Limit Ratio</b>	63%	not comparable	

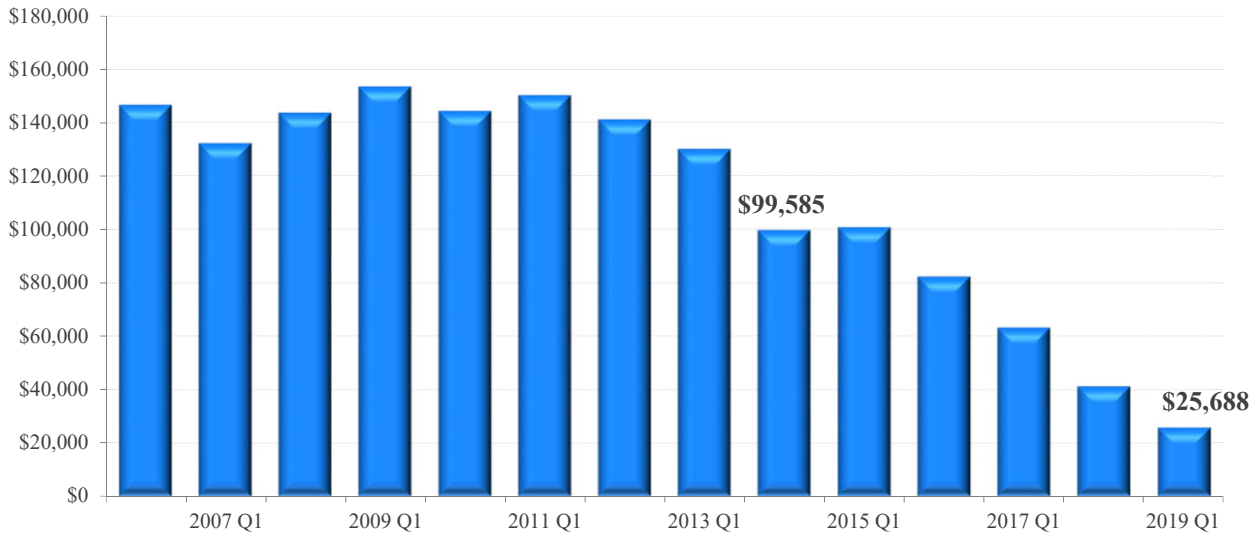
Note: limits are current and include the changes made on January 1st 2019.

#### Local NAR Leadership

The Charleston-North Charleston market is part of region 4 in the NAR governance system, which includes all of North Carolina, South Carolina, Kentucky, and Tennessee. The 2020 NAR Regional Vice President representing region 4 is J.D. Rinehart, Jr..

# Benefits of Ownership: Total Equity Appreciation

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



**Total Equity Gained\*\* through 2020 Q1 from quarter in which home was of purchased**

Price Activity	Charleston	U.S.	Local Trend
1-year (4-quarter)	\$25,688	\$23,185	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$63,029	\$52,978	
5-year (20-quarter)*	\$100,581	\$87,425	
7-year (28 quarters)*	\$129,861	\$120,351	
9-year (36 quarters)*	\$150,050	\$138,556	

\*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

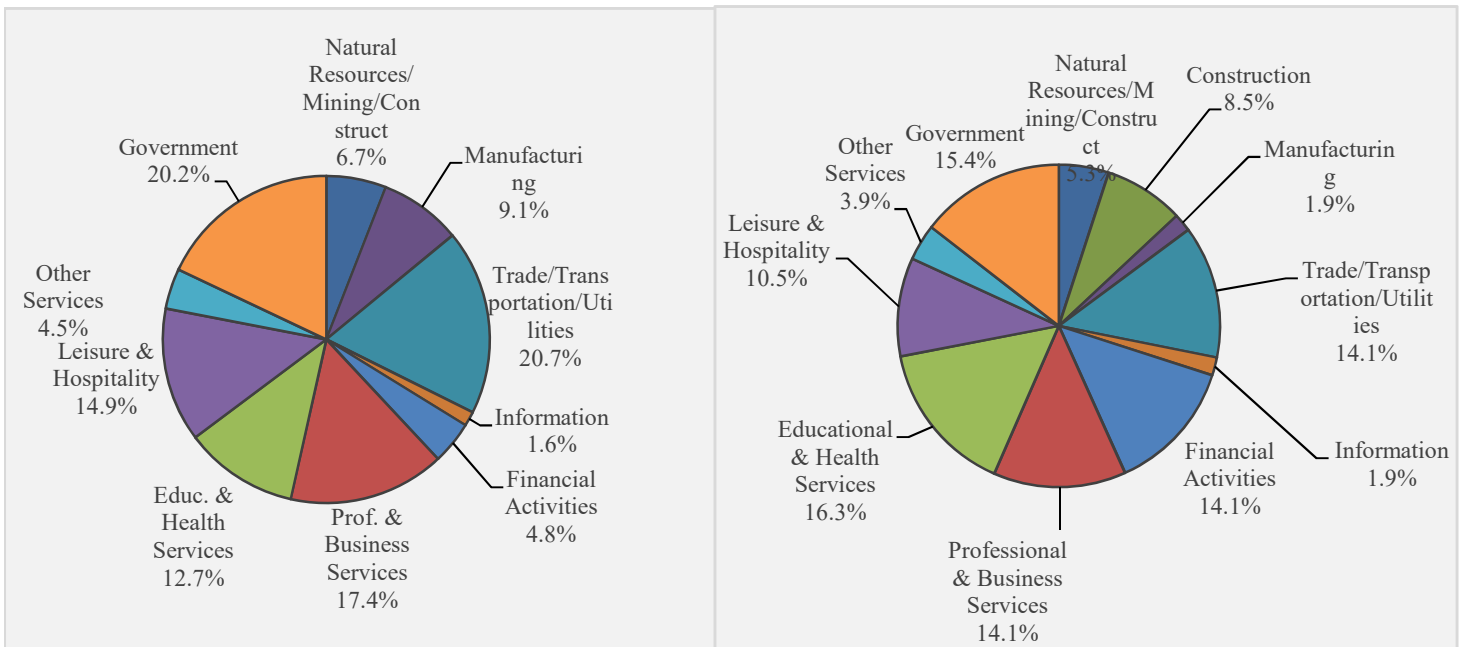
# Drivers of Local Supply and Demand...

Local Economic Outlook	Charleston	U.S.	
12-month Job Change (Mar)	-1,800	Not Comparable	Employment continues to decline and will weigh on demand in some areas
12-month Job Change (Feb)	6,400	Not Comparable	
36-month Job Change (Mar)	20,500	Not Comparable	Unemployment in Charleston is better than the national average and improving
Current Unemployment Rate (Mar)	2.6%	4.4%	
Year-ago Unemployment Rate	2.9%	3.8%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	-0.5%	1.3%	

## Share of Total Employment by Industry

Charleston-North Charleston Area

U.S.



### 12-month Employment Change by Industry in the Charleston-North Charleston Area (Mar - 2020)

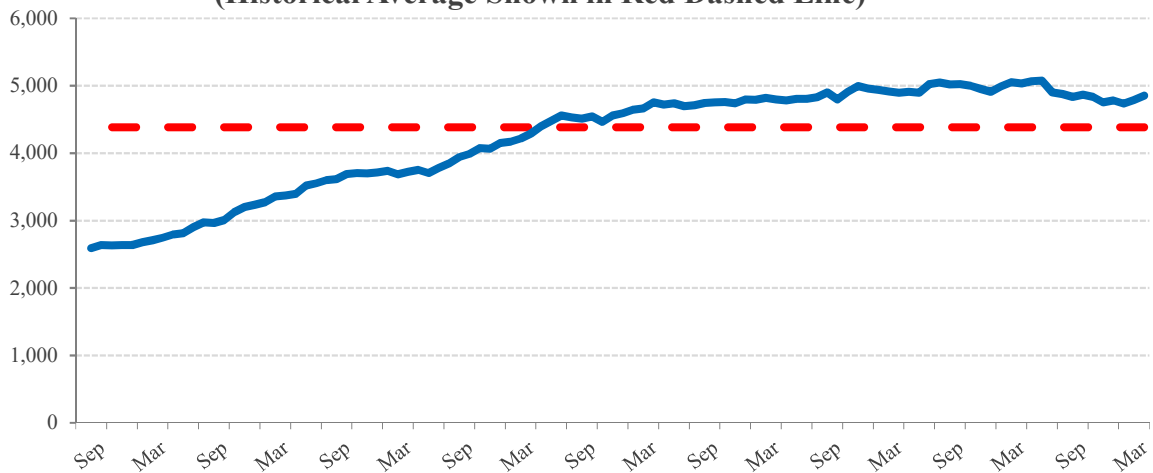
Goods Producing	NA	Information	100
Natural Resources/Mining/Construction	800	Financial Activities	500
Natural Resources and Mining	NA	Prof. & Business Services	-100
Construction	NA	Educ. & Health Services	300
Manufacturing	400	Leisure & Hospitality	1,600
Service Providing Excluding Government	NA	Other Services	400
Trade/Transportation/Utilities	1,400	Government	1,000

State Economic Activity Index	South Carolina	U.S.	
12-month change (2020 - Mar)	1.7%	1.2%	The economy of South Carolina has outpaced the rest of the nation and improved modestly from last month's - 18.32% change
36-month change (2020 - Mar)	NA	7.0%	

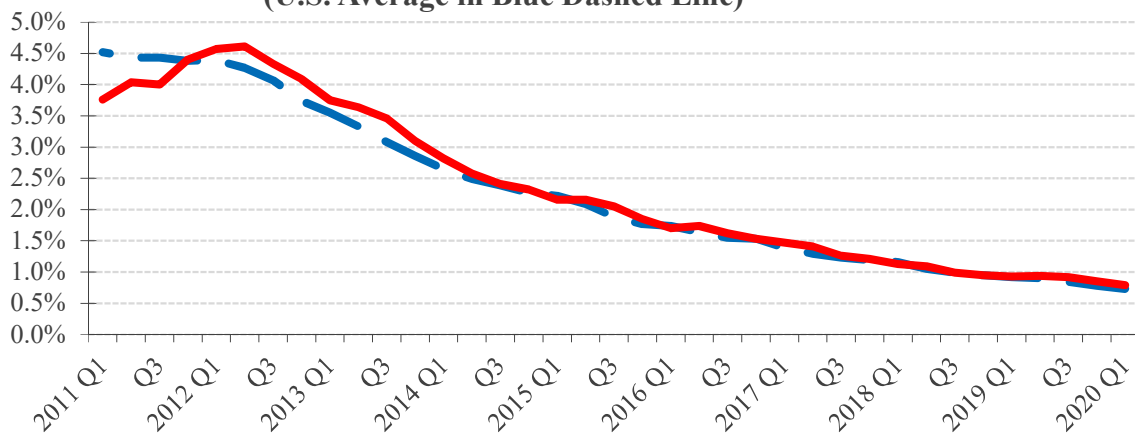
## New Housing Construction

Local Fundamentals	Charleston	U.S.	
12-month Sum of 1-unit Building Permits through Mar	4,857	not comparable	The current level of construction is 10.7% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	4,387	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 (Mar) 12-month sum vs. a year ago	-3.5%	5.5%	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)



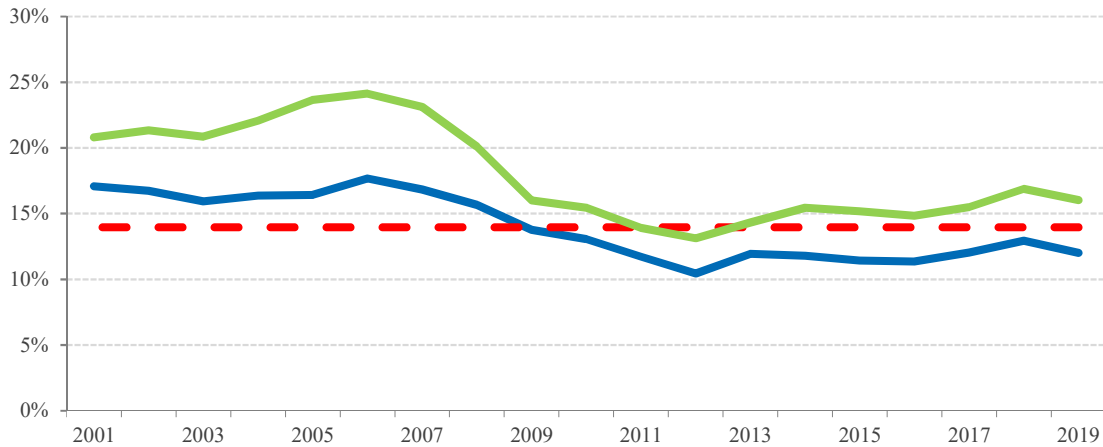
**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



# Affordability

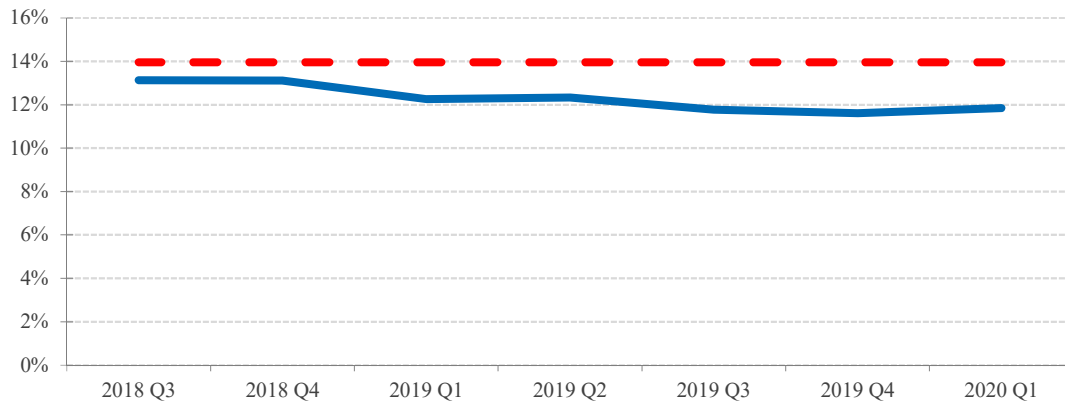


**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)



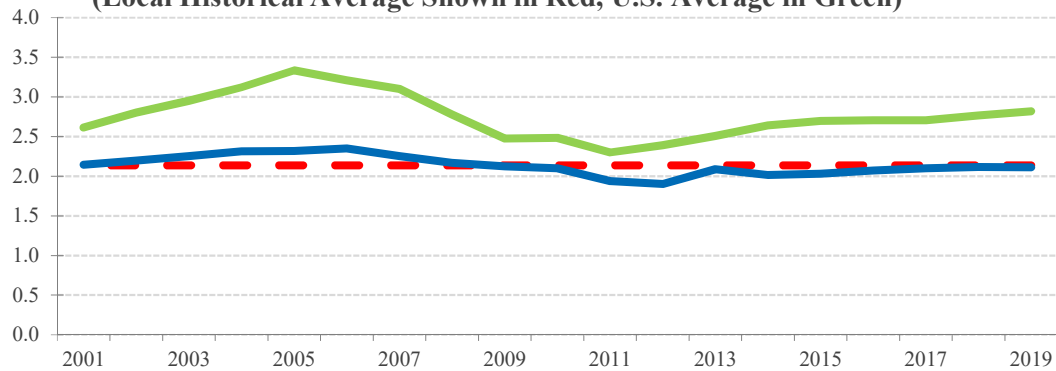
Monthly Mortgage Payment to Income	Charleston	U.S.	
Ratio for 2019	12.0%	16.0%	Historically strong, but weaker than the fourth quarter of 2019
Ratio for 2020 Q1	11.8%	14.6%	
Historical Average	14.0%	18.4%	More affordable than most markets

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



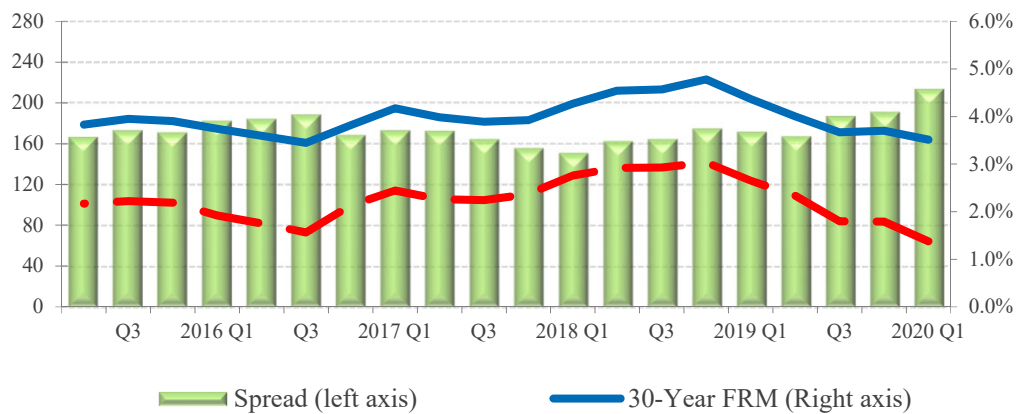
Median Home Price to Income	Charleston	U.S.	
Ratio for 2019	2.1	2.8	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2020 Q1	2.2	2.7	
Historical Average	2.1	2.7	Affordable compared to most markets

**Ratio of Local Median Home Price to Local Average Income  
(Local Historical Average Shown in Red, U.S. Average in Green)**



## The Mortgage Market

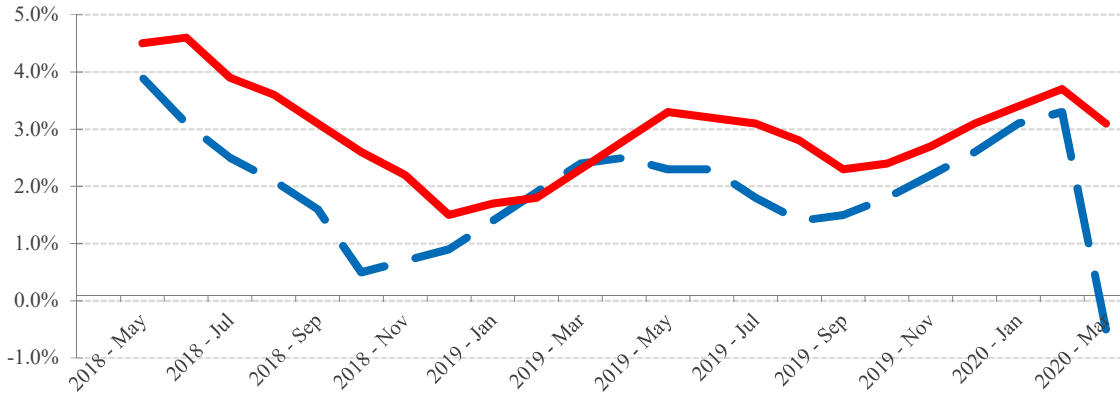
**30-year Fixed Mortgage Rate and Treasury Bond Yield**



The first quarter of the year mostly encompassed a pre-pandemic economy that was characterized by low unemployment and a robust economy. Nevertheless, as a result of the COVID-19 outbreak, mortgage rates reached a then-historical low in March of 2020 fueling an increase in refinance activities. Specifically, at the end of the first quarter, mortgage rates declined 90 basis points compared to a year earlier. According to the mortgage finance provider Freddie Mac, the 30-year fixed rate mortgage dropped to 3.51 percent in Q1 2020 from 4.37 percent in Q1 2019. Looking ahead, NAR is forecasting the 30-year fixed rate mortgage to average 3.20 percent for 2020.

# REALTOR® Price Expectations

**REALTOR® Price Expectations for the Next 12 Months**  
(U.S. Average in Blue Dashed Line)



Source: NAR

REALTOR® Price Expectations	South Carolina	U.S.	
2020 - Mar	3.1%	-0.5%	REALTORS® expect higher price growth in South Carolina than in the U.S. in the next 12 months. Their price expectations are also higher than a year ago.
Prior 12 months	2.3%	2.4%	

## Geographic Coverage for this Report

The Charleston area referred to in this report covers the geographic area of the Charleston-North Charleston 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:

Berkeley County, Charleston County, and Dorchester 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/)