

RESIDENTIAL FORECAST

MEREDA 2023
Annual Forecast

DAVA DAVIN
Portside Real Estate Group

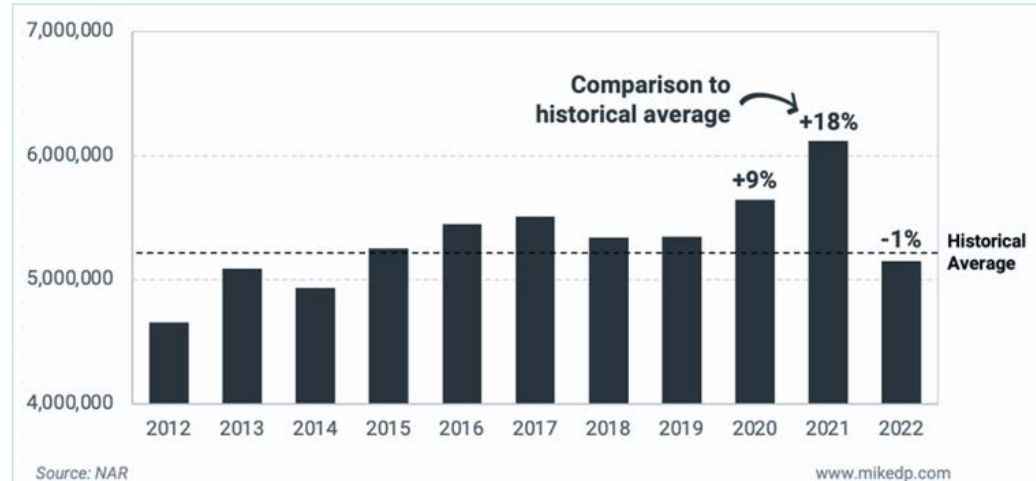
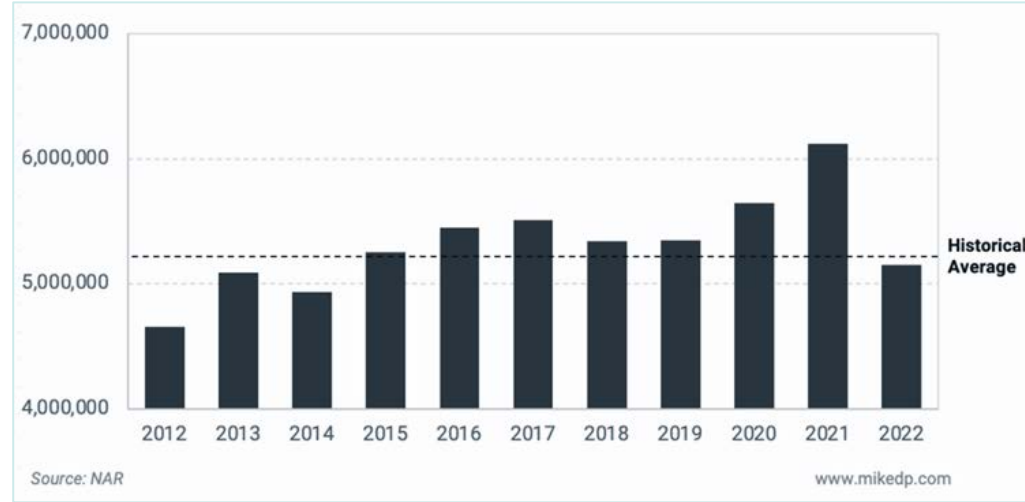
NATIONALLY

National Association of REALTORS® (12/21/2022)

- **Existing-home sales declined for the tenth month in a row** in November, according to the National Association of REALTORS®.
- All **four major U.S. regions** recorded month-over-month and year-over-year declines.
- The **median existing-home prices** for all housing types in November was **\$370,700**, an increase of 3.5% from November 2021 (\$358,200), as **prices rose in all regions**.
- This marks **129 consecutive months of year-over-year increases**, the longest-running streak on record.

SOURCE: NAR

U.S. EXISTING HOME SALES



SOURCE: NAR + MIKEDP.COM

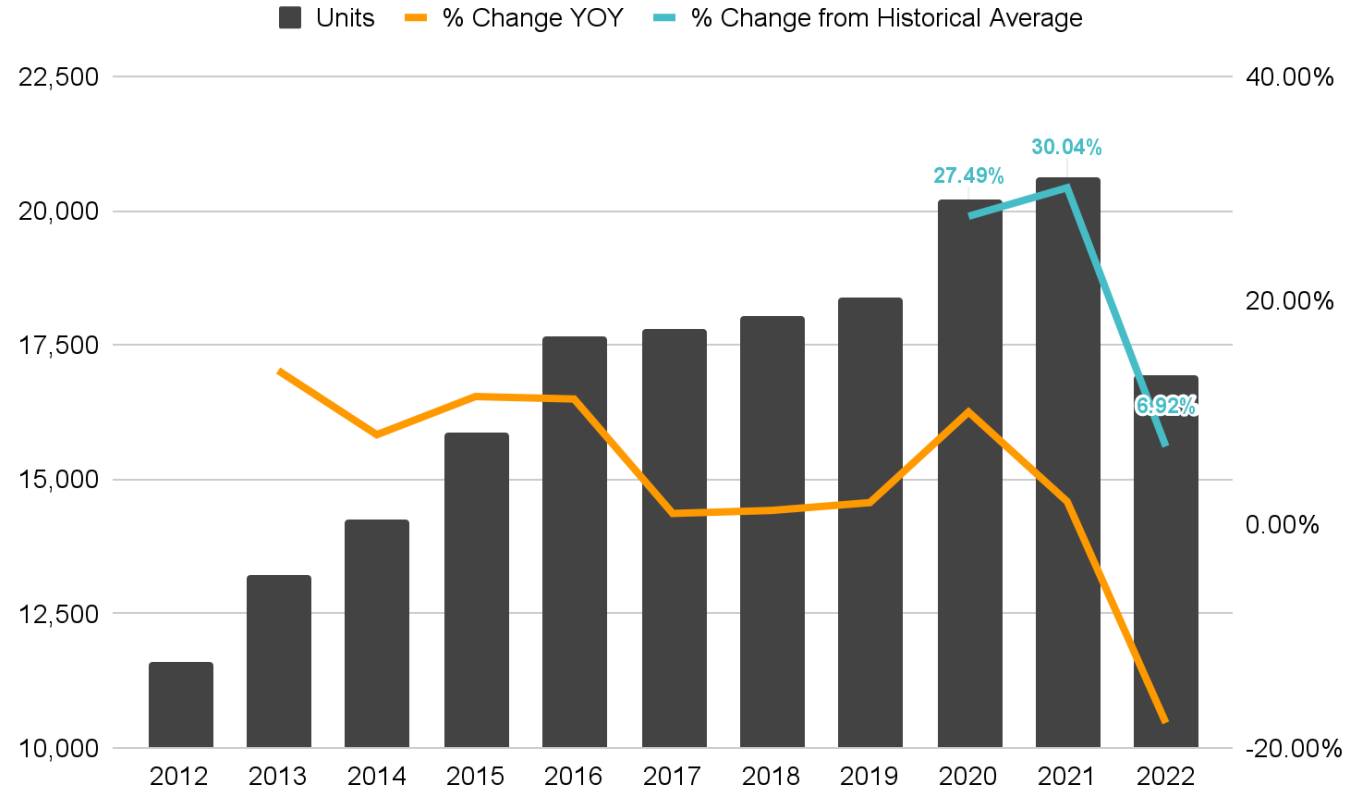
↓ **\$7.9 BILLION**
Total sold volume in Maine

↓ **19,000 units**
Single Family + Condos

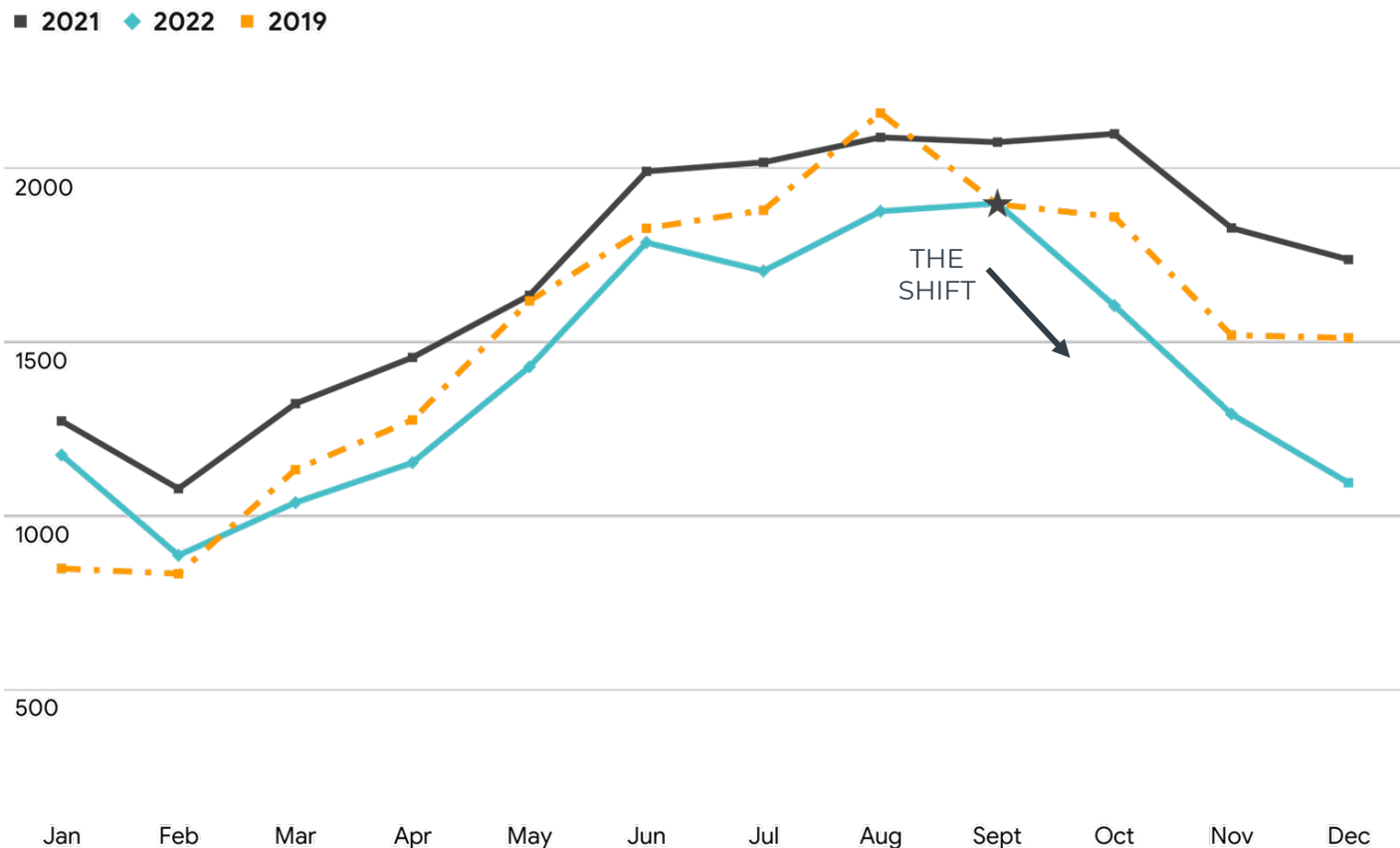
↓ **9%**
Decrease in volume

2022
SNAPSHOT

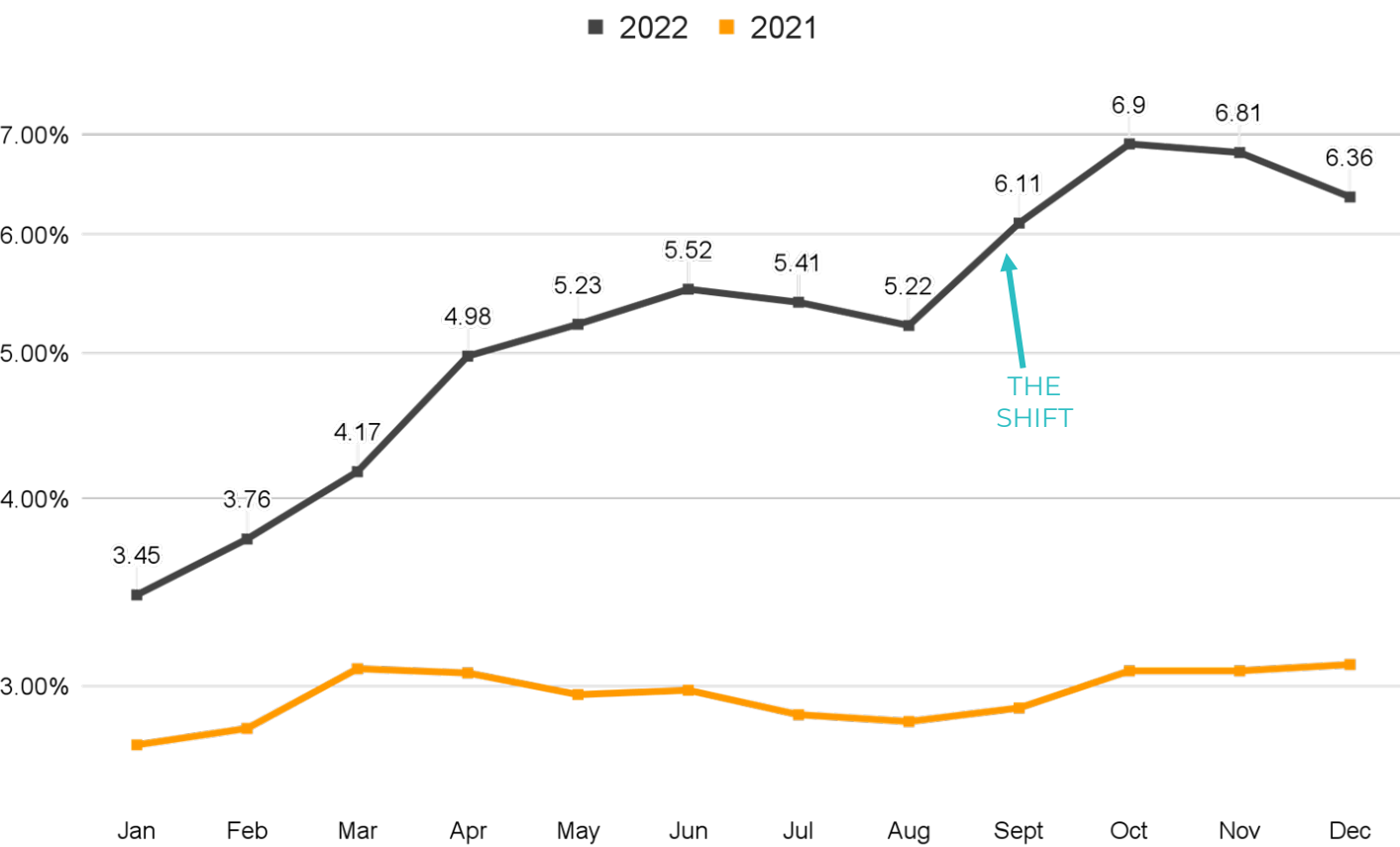
MAINE SINGLE FAMILY HOME SALES (UNITS)



MAINE SINGLE FAMILY HOME SALES BY MONTH (UNITS)



AVERAGE 30 YEAR FIXED MORTGAGE RATES BY MONTH



**30-YEAR
FIXED RATE
MORTGAGE
AVERAGES**

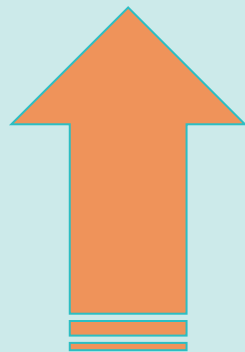
SOURCE: FREDDIE MAC



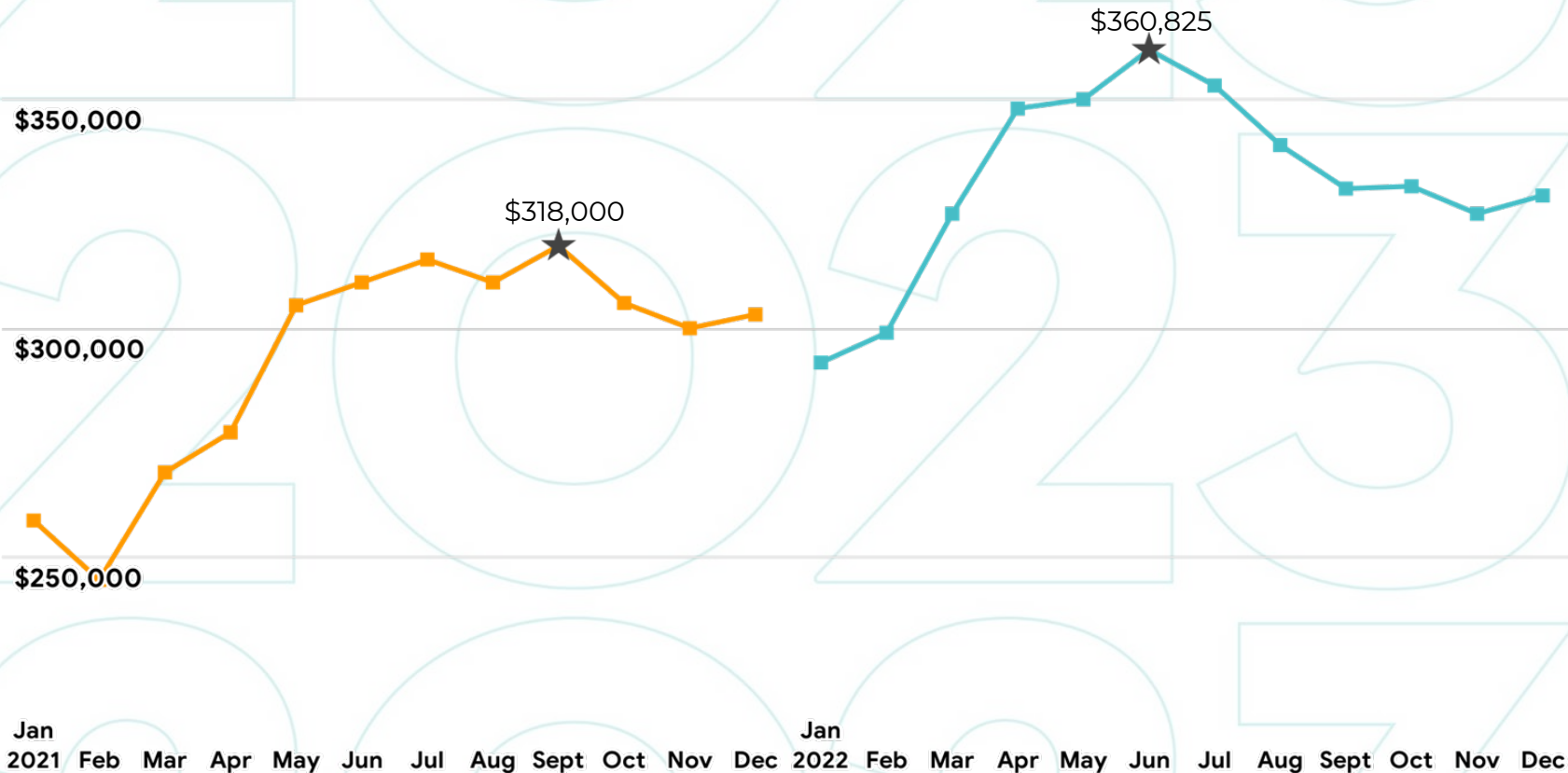
PRICES SINGLE FAMILY

- ★ Prices peaked in June at \$360,825 for a record high median price
- ★ Median price in 2022 was \$335,000
- ★ Higher price every month over 2021

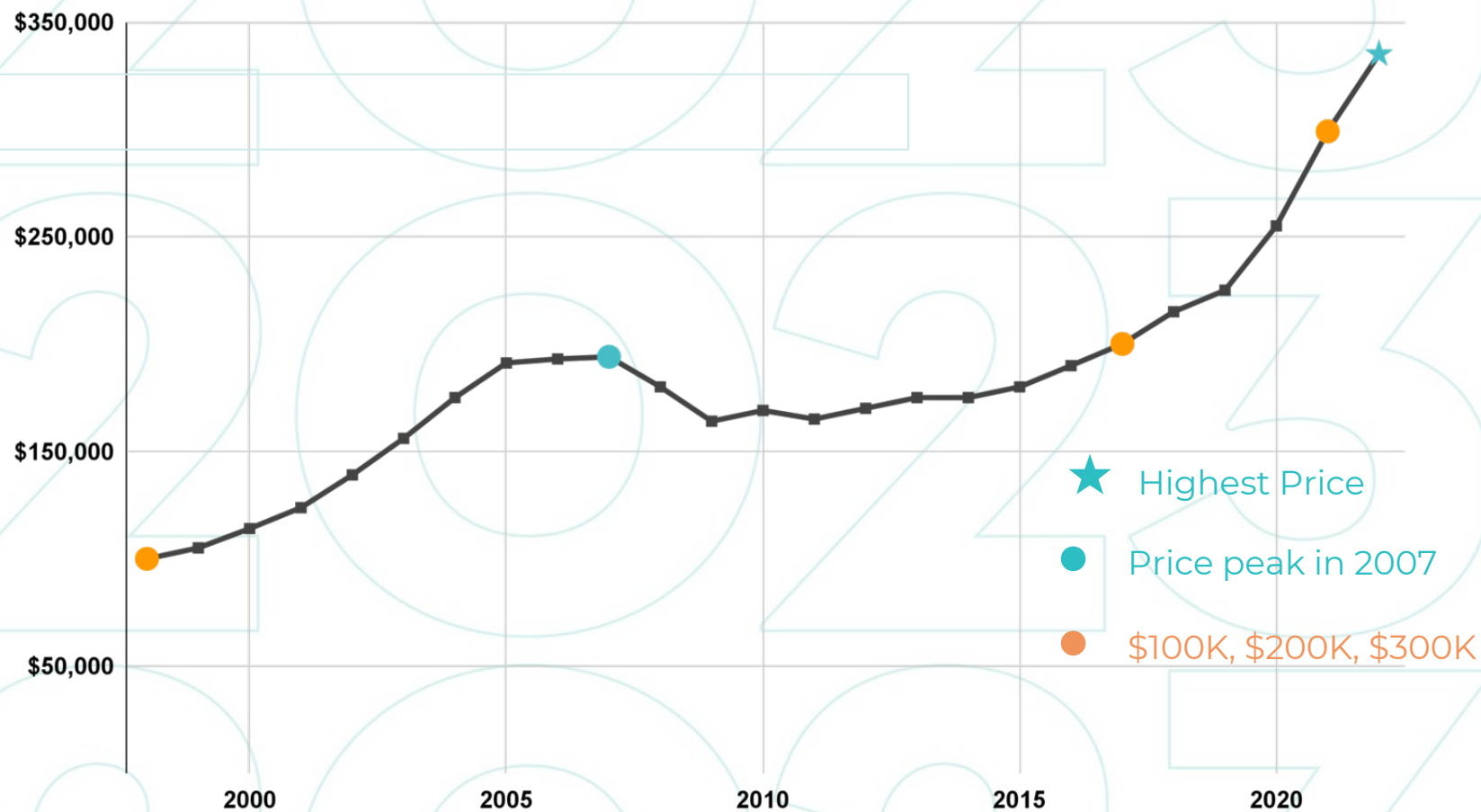
12%



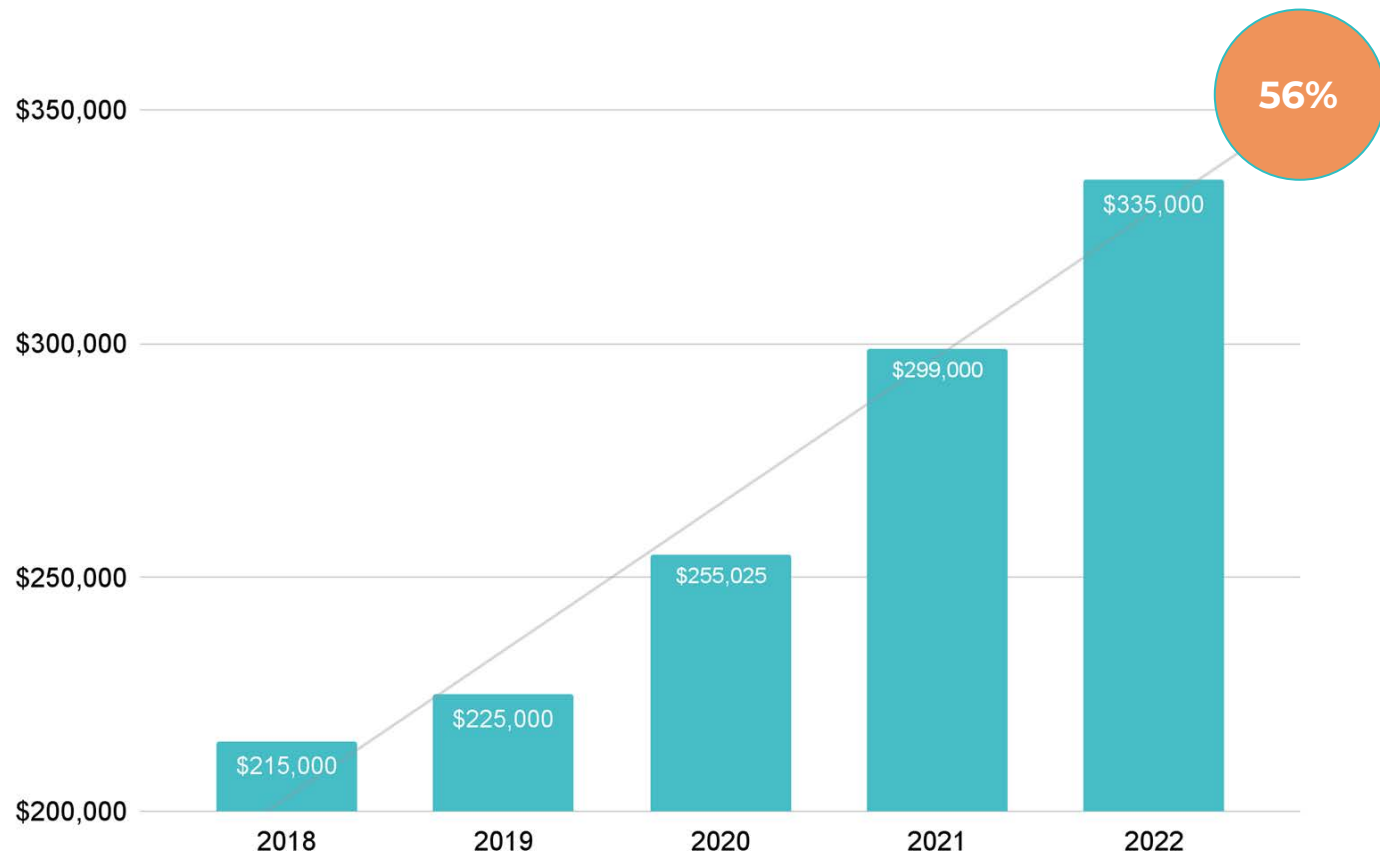
MAINE MEDIAN SINGLE FAMILY HOME PRICE by month 2021 + 2022



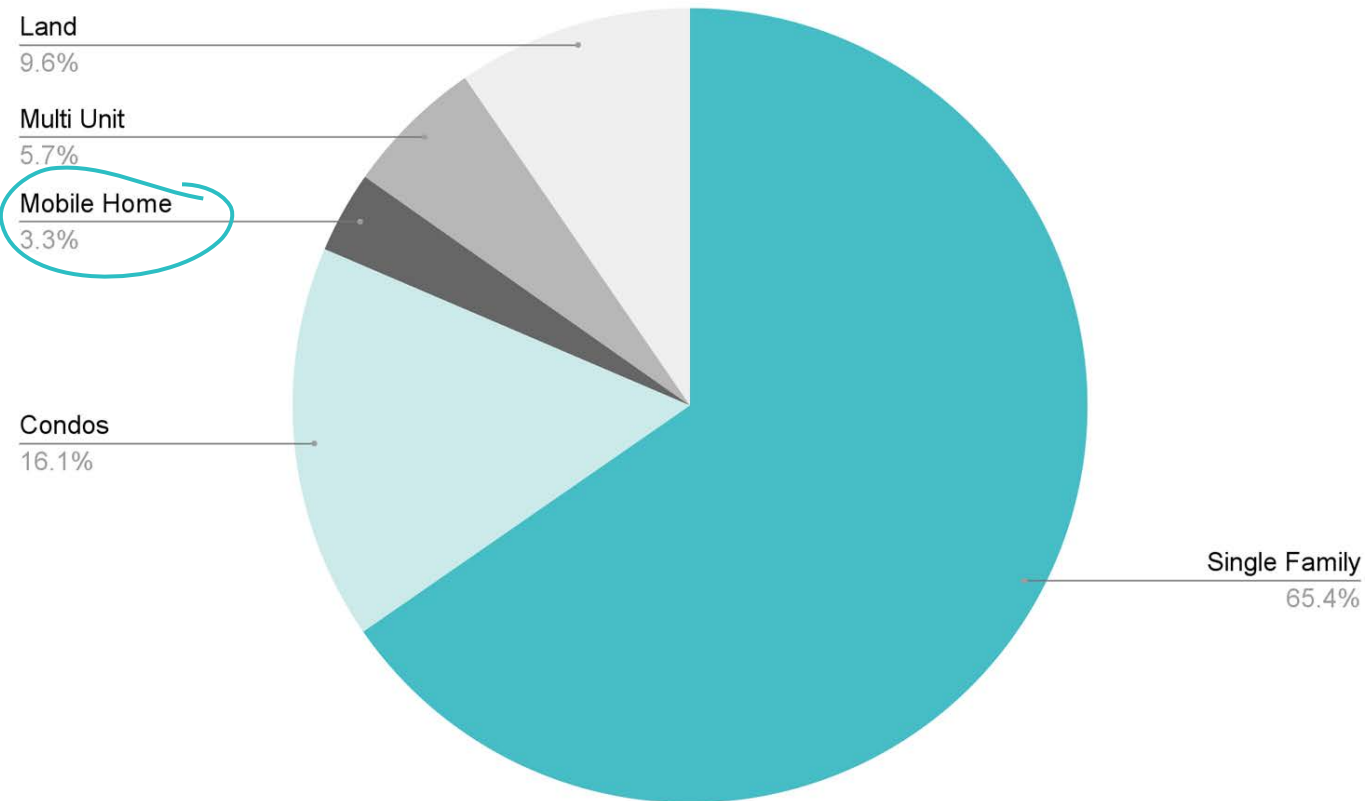
MEDIAN PRICE OVER TIME (SINGLE FAMILY)



FIVE YEAR PRICE TREND SINGLE FAMILY



SOUTHERN MAINE 2022 SALES BY CATEGORY



YORK + CUMBERLAND COUNTIES

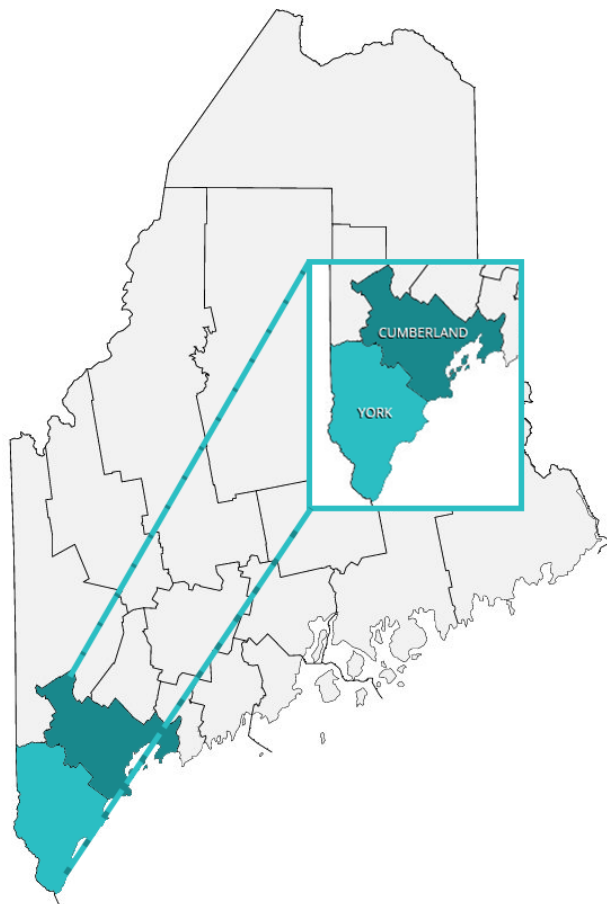
36% of sales

50% of volume

MEDIAN PRICE
\$475,000

OTHER 14 COUNTIES

MEDIAN PRICE
\$265,000



2023

2022 MEDIAN PRICE SINGLE FAMILY

\$475,000

102%

6 Days

Southern Maine

\$335,000

100%

9 Days

Maine

\$265,000

100%

12 Days

Rest of Maine

WHAT DID **\$475,000** GET YOU IN SOUTHERN MAINE IN 2022?



KENNEBUNK

List Price: \$470K
Bed: 3 | Bath: 1



PORTLAND

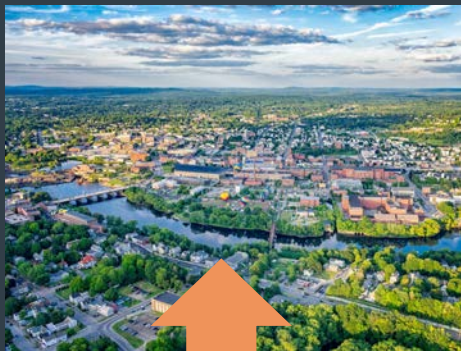
List Price: \$472K
Bed: 3 | Bath: 1



STANDISH

List Price: \$480K
Bed: 3 | Bath: 1.5

STAND OUT TOWNS



70%

LEWISTON

Median Single Family Price:

2018: \$149,950
2022: \$265,000



67%

WESTBROOK

Median Single Family Price:

2018: \$256,000
2022: \$429,000



77%

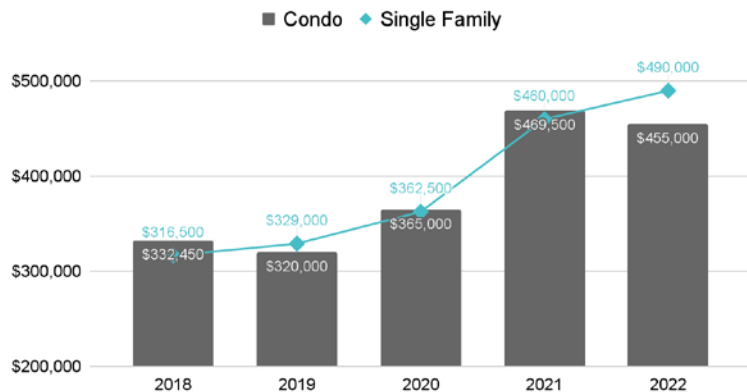
CUMBERLAND

Median Single Family Price:

2018: \$402,500
2022: \$712,250



MEDIAN PRICES



PORTLAND MARKET

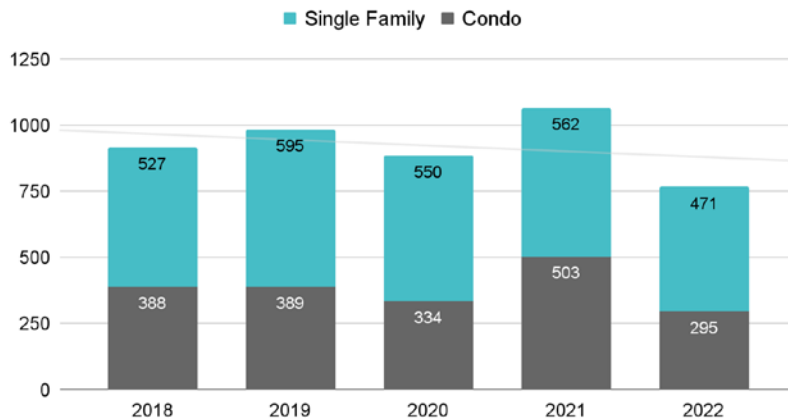
CONDOS

37% ↑

SINGLE FAMILY

55% ↑

UNITS SOLD

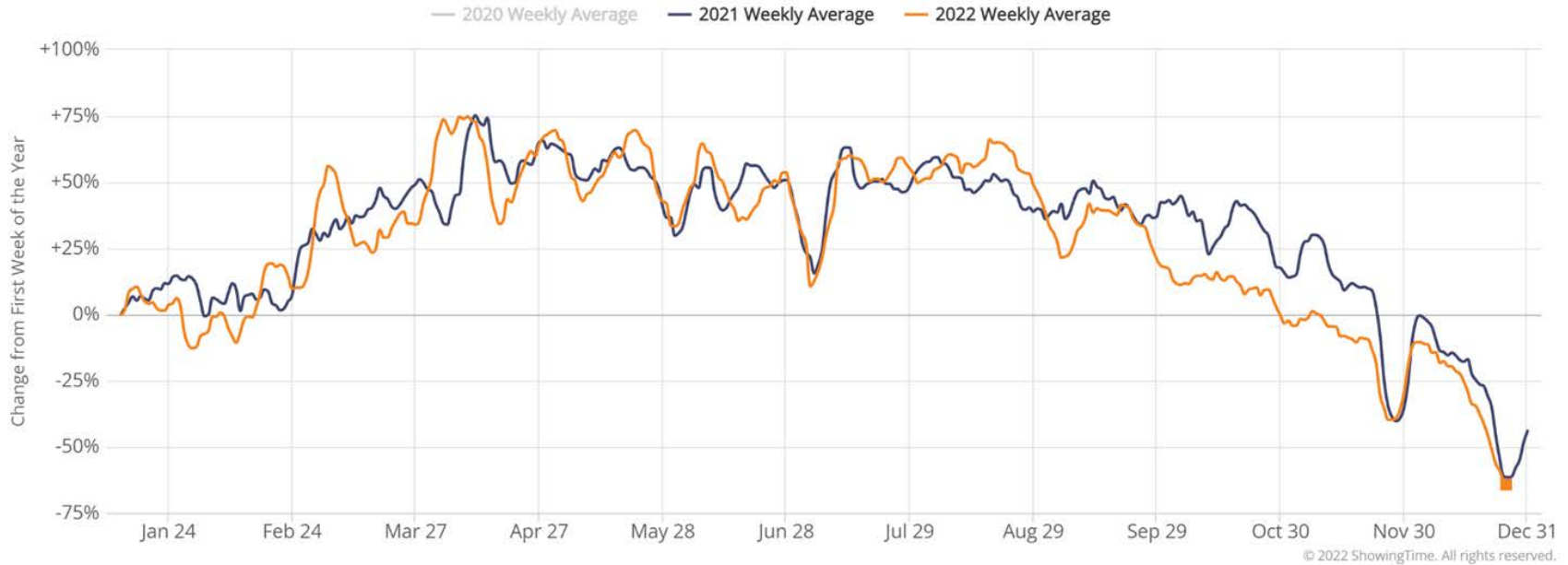




THE SHIFT

Impact of COVID-19 to Real Estate Showings in Maine

Weekly showings normalized to the first calendar week of January, 7-day moving average. Data through December 26, 2022



COVID MARKET

(Spring 2020 - Early Summer 2022)

- ❑ Low Inventory
- ❑ All cash
- ❑ No building inspection
- ❑ No appraisal
- ❑ If appraisal, buyer to make up difference
- ❑ One showing
- ❑ 10-20 offers
- ❑ Seller can stay for free
- ❑ Escalation clauses

CURRENT MARKET

(Late Summer 2022 - present)

- ❑ Low Inventory
- ❑ Cash on the decline
- ❑ Building inspection are back
- ❑ Gap coverage is less
- ❑ Time for second showings
- ❑ 1-5 offers
- ❑ Prices reductions
- ❑ Withdrawn listings
- ❑ Buyer friendly contracts

Q4 SINGLE FAMILY DATA COMPARISON

Q4 2021

UNITS: **5,677**

VOLUME: **\$2.2B**

DOM: **11**

LP/SP: **100%**

PRICE: **\$302,500**

Q4 2022

UNITS: **4,004**(↓ 30%)

VOLUME: **\$1.7B** (↓ 23%)

DOM: **18**

LP/SP: **100%**

PRICE: **\$330,000**(↑ 9%)

Q4 2019

UNITS: **4,900**

VOLUME: **1.4B**

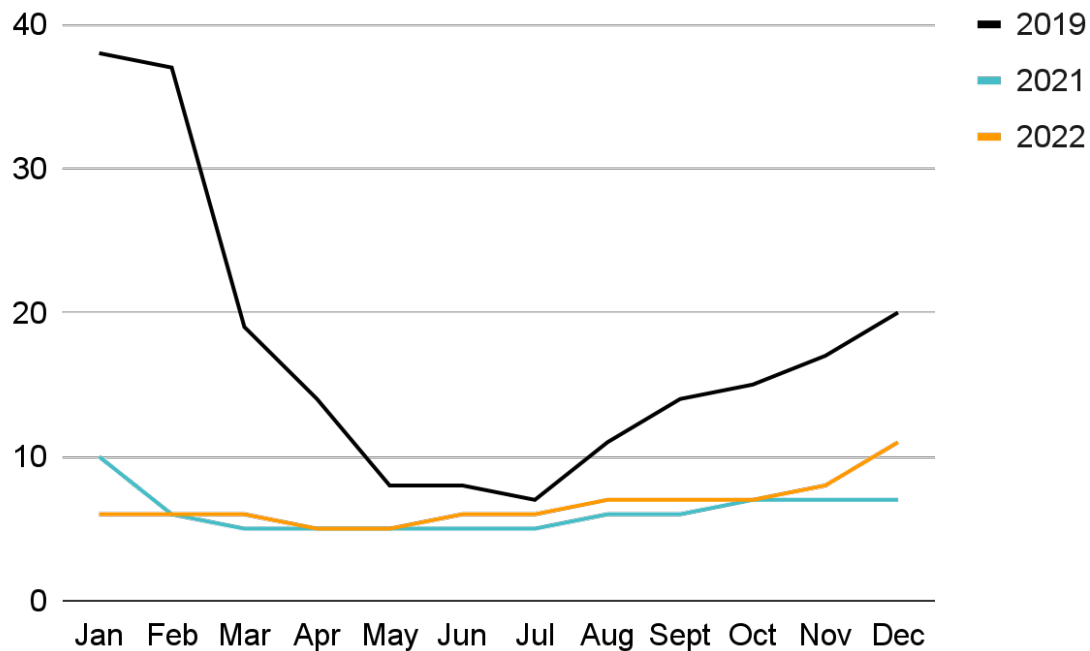
DOM: **33**

LP/SP: **98%**

PRICE: **\$227,000**

DAYS ON MARKET

Cumberland County

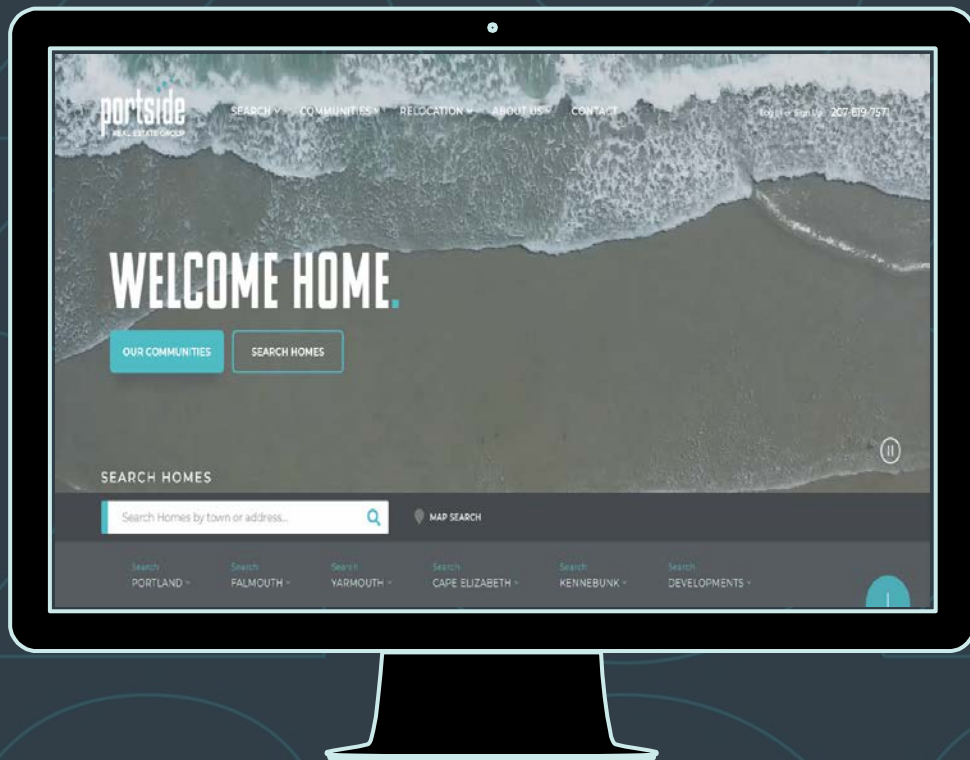


2023

FULL ASKING PRICE IS STILL THE NORM

- ★ Inventory is a continual problem
- ★ Fewer homes being listed but active inventory is up
- ★ 100% list to sale price ratio





OUT OF STATE BUYERS

2019	24.4%
2020	29.9% ↑
2021	34.2% ↑
2022	32.9% ↓

LUXURY MARKET

Units trading over \$1 Million have almost tripled since 2019

8

days on
market is
only 8

\$13.7M

most expensive
home sold in
2022

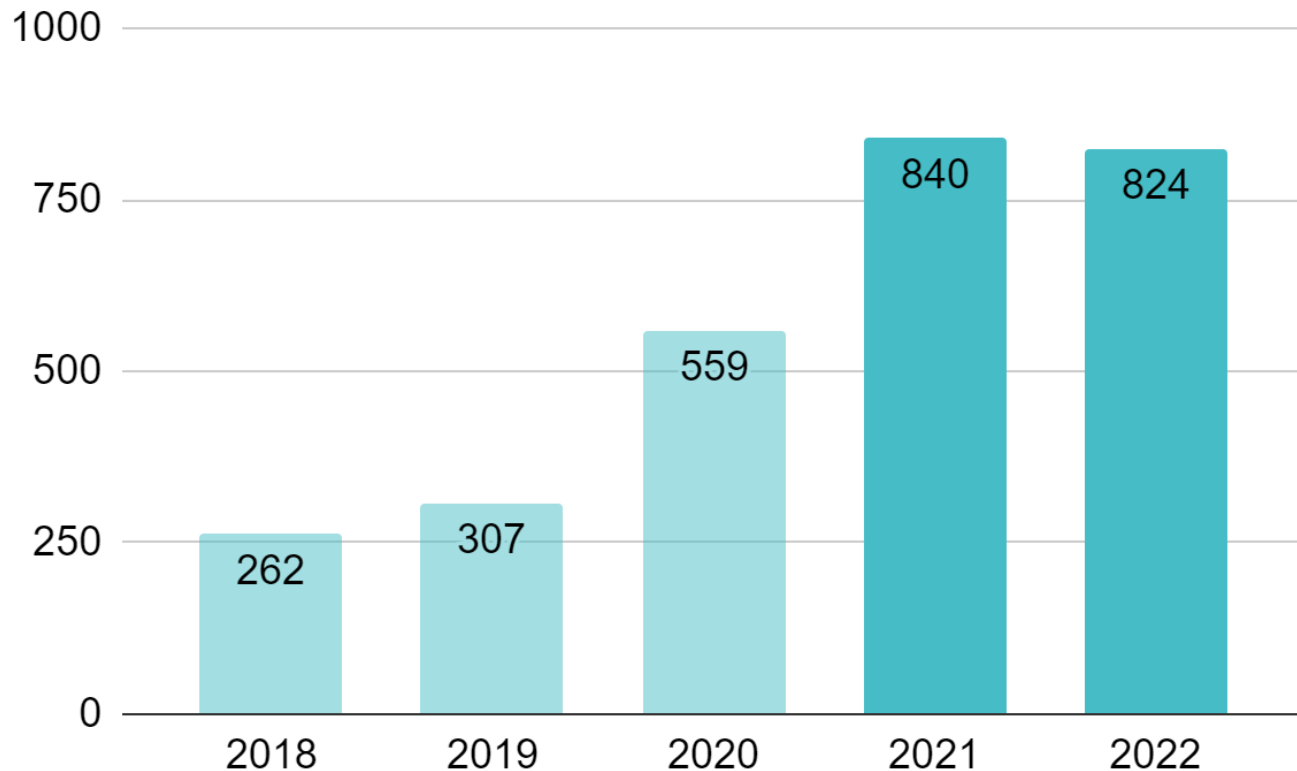
52

homes
sold over
\$3M



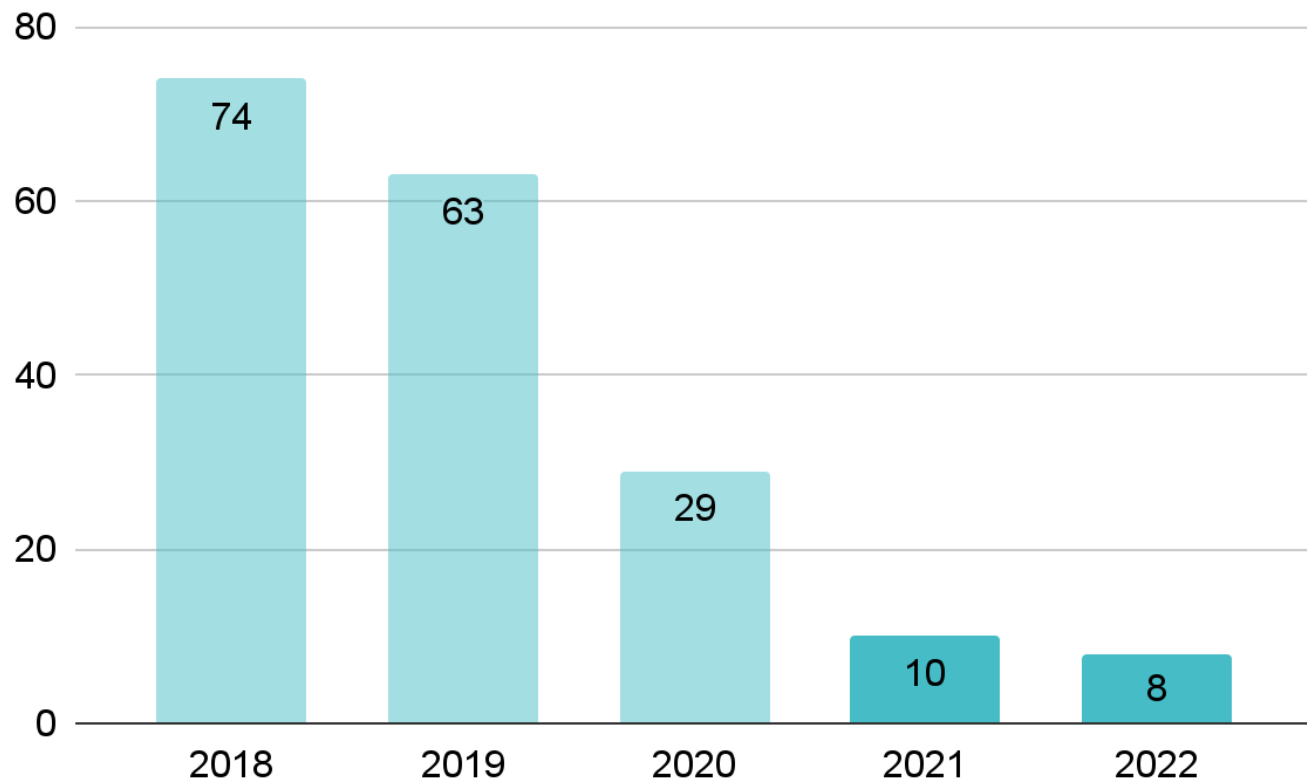
LUXURY MARKET

MAINE SINGLE FAMILY + CONDO SALES OVER \$1 MILLION

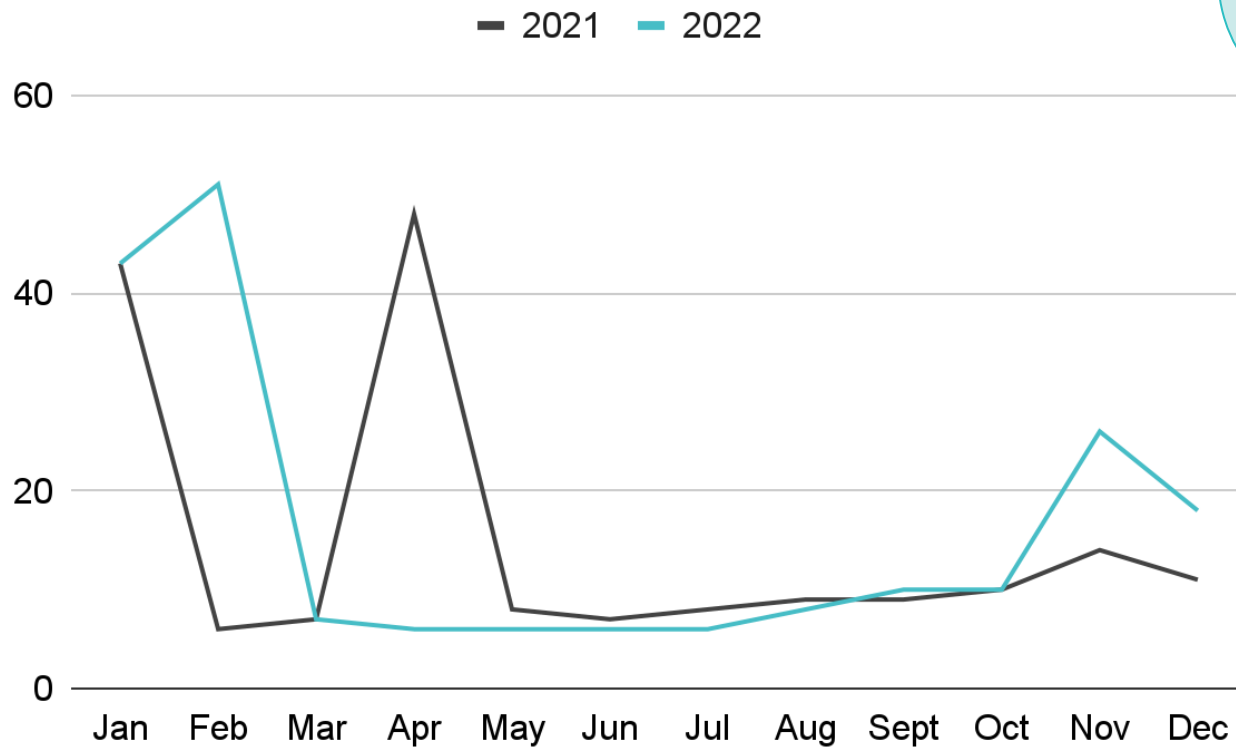


LUXURY MARKET

DAYS ON MARKET **OVER \$1 MILLION**



DAYS ON MARKET **OVER \$1 MILLION**



36% MORE
EXPIRED
LISTINGS IN
Q4

LUXURY MARKET

DAVA'S 2023 PREDICTIONS

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- ❑ Housing **prices will level off**, remaining steady
- ❑ Interest **rates moderate** - 5.5% - 6.5%
- ❑ **Fewer transactions** overall - Tight inventory
- ❑ **Seller's market** - Less frenzy, more thought
- ❑ **Variability** between markets
- ❑ Seasonality returns → **HOT SPRING/SUMMER**
- ❑ Cream puffs will cause **bidding wars**

Thank you!

Dava Davin

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Dava Davin is the founder and CEO of Portside Real Estate Group, one of the top five real estate companies in Maine, and the only large real estate group in Maine to be woman owned and run. She started Portside in 2012, and in just ten years, grew the business from five employees to 150 and over \$3.5 billion in sales. Portside, has seven locations in Maine and New Hampshire and annual sales of over \$860,000,000.

Portside is also actively involved in the community, having raised over \$300,000 through Portside Foundation 501(c)(3) by hosting events and their 1% for Maine® in 2022. Giving back is the underlying driver for the company, attracting agents and consumers that care and believe that a small ripple can cause a huge wave.



Awards and speaking engagements:

- 2018 MaineBiz "Women to Watch" winner
- 2020 Housingwire's "Women of Influence" winner
- Named by both the Portland Phoenix and The Forecaster as Portland's Best Real Estate Company in 2018
- Recognized nationally by Medium as one of the 100 Female Disruptors in 2018
- Presenter: INMAN, RISMedia, WomanUp!, MaineBiz, HousingWire, T360
- Presenter: MEREDA Annual Forecast Meeting (2018-2023)

Davin lives in Cumberland Foreside, Maine along with her husband, Jim, and two teenage sons.
She's an avid marathoner and four-time Ironman finisher.

Dava Davin
Founder + CEO

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