

July 17, 2020

Mid-Year Member Town Hall

John Kindbom, President, Canopy Realtor® Association/Canopy MLS
David Kennedy, President-Elect, Canopy Realtor® Association/Canopy MLS



Charlotte Region | Asheville Region

Impact of COVID-19 Crisis

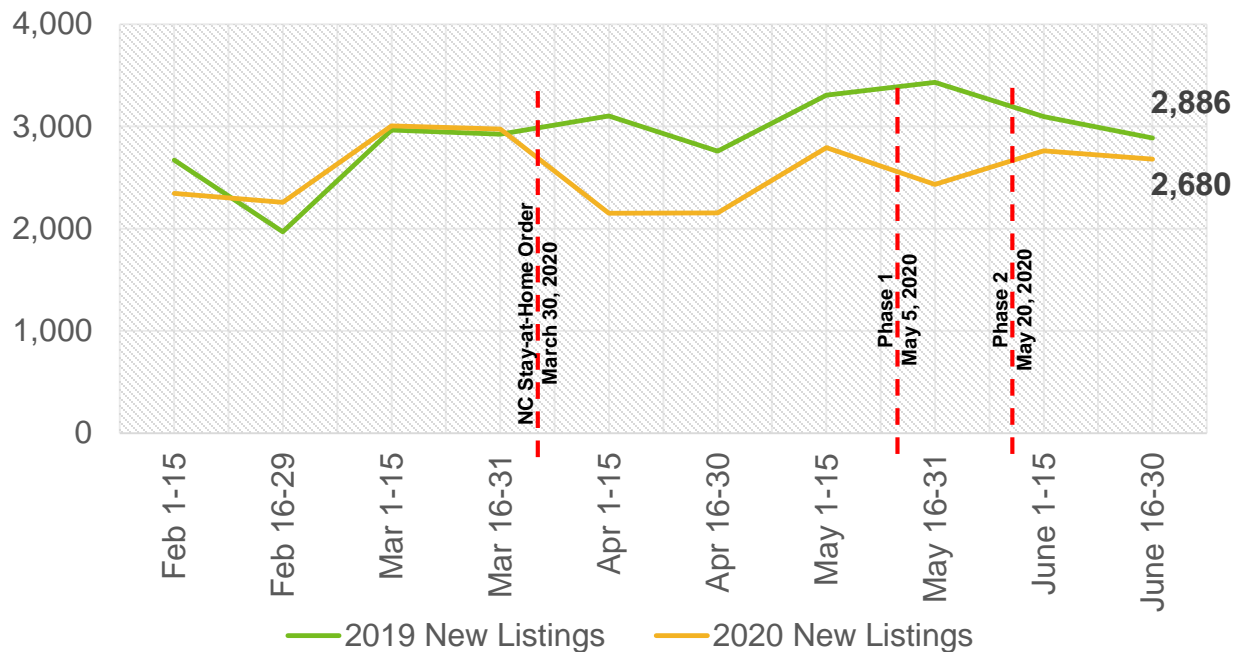
Canopy MLS Data on Market Activity

February 1, 2020 - June 30, 2020



Charlotte Region |

New Listing Activity.....**still recovering**



Deepest decline was between April 1-15, when new listings fell 30.6% Y-O-Y

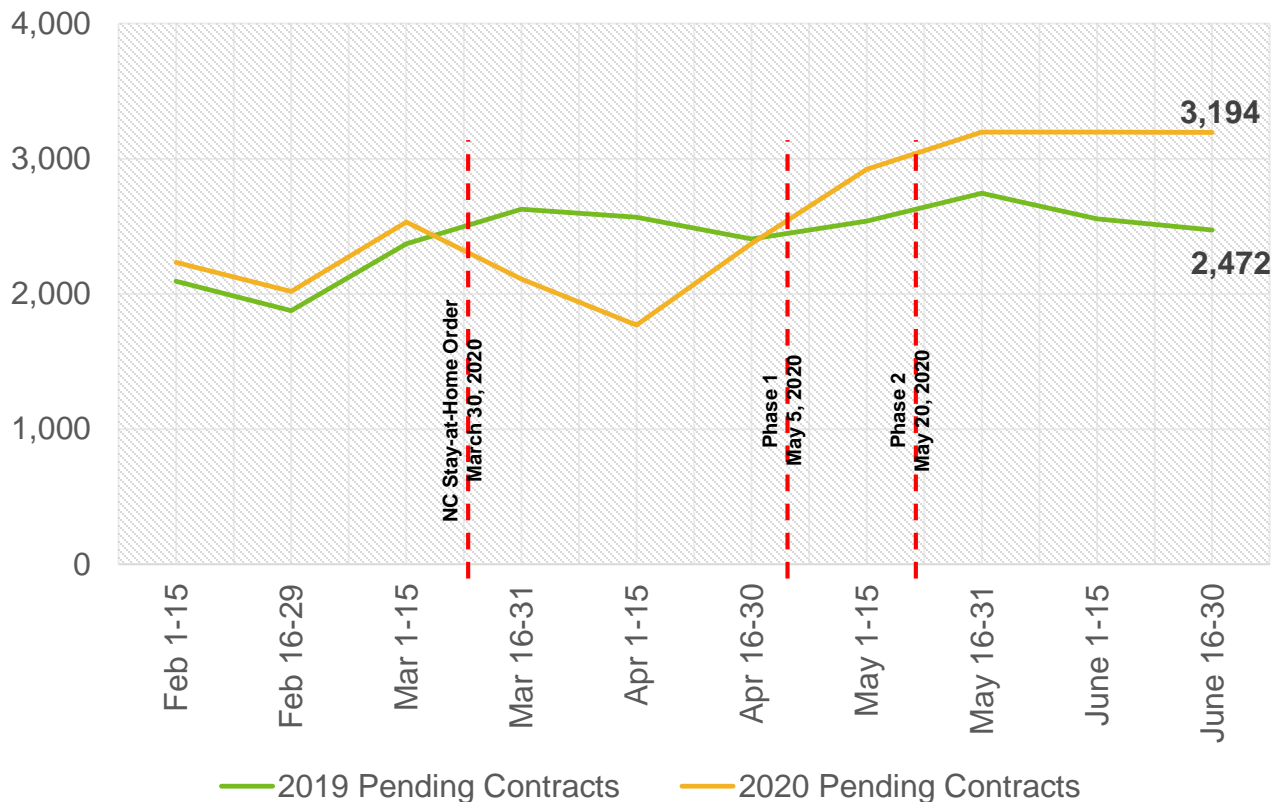
At the end of June 2020, new listings were down 7.1%

Source: Canopy MLS - June 2020



Charlotte Region |

Pending Contracts....**recovering**



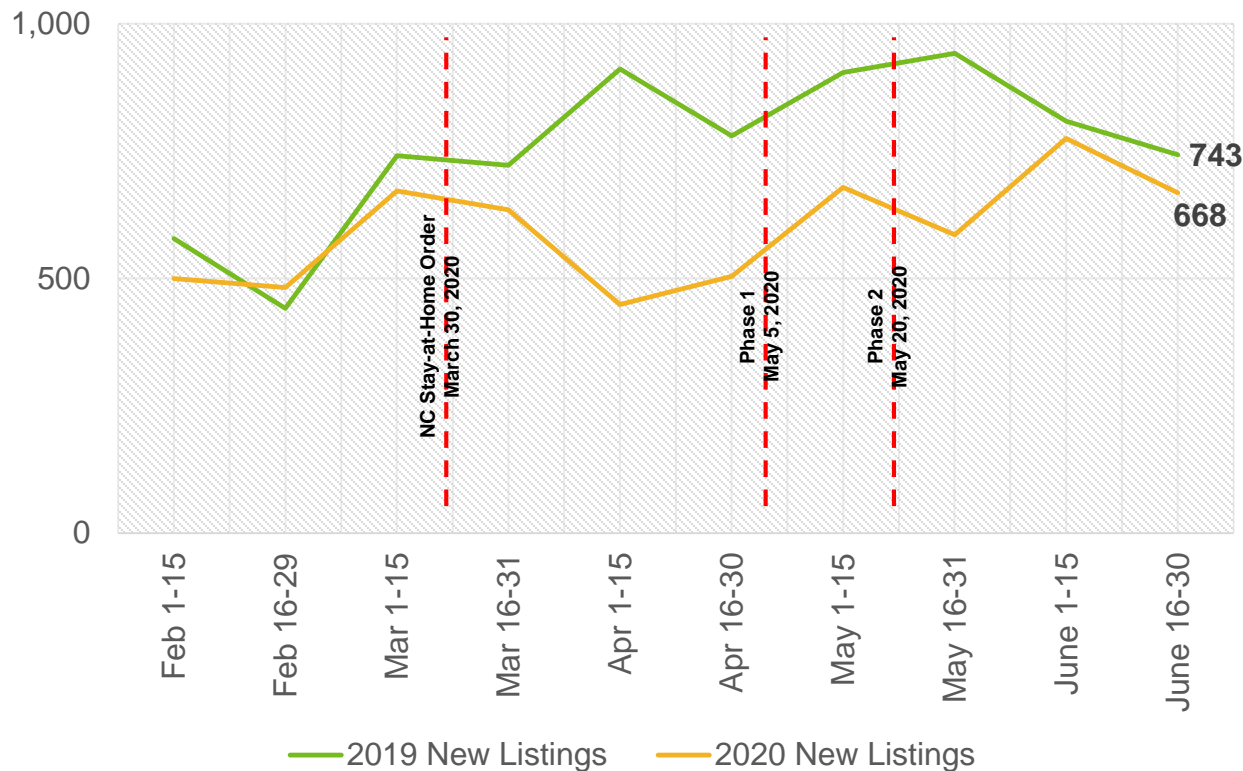
Pending Contract activity recovered at the beginning of May when it was up 15.1% Y-O-Y

At the end of June pending contracts rose 29.2% YOY

Source: Canopy MLS - June 2020

Asheville Region |

New Listing Activity....**still recovering**



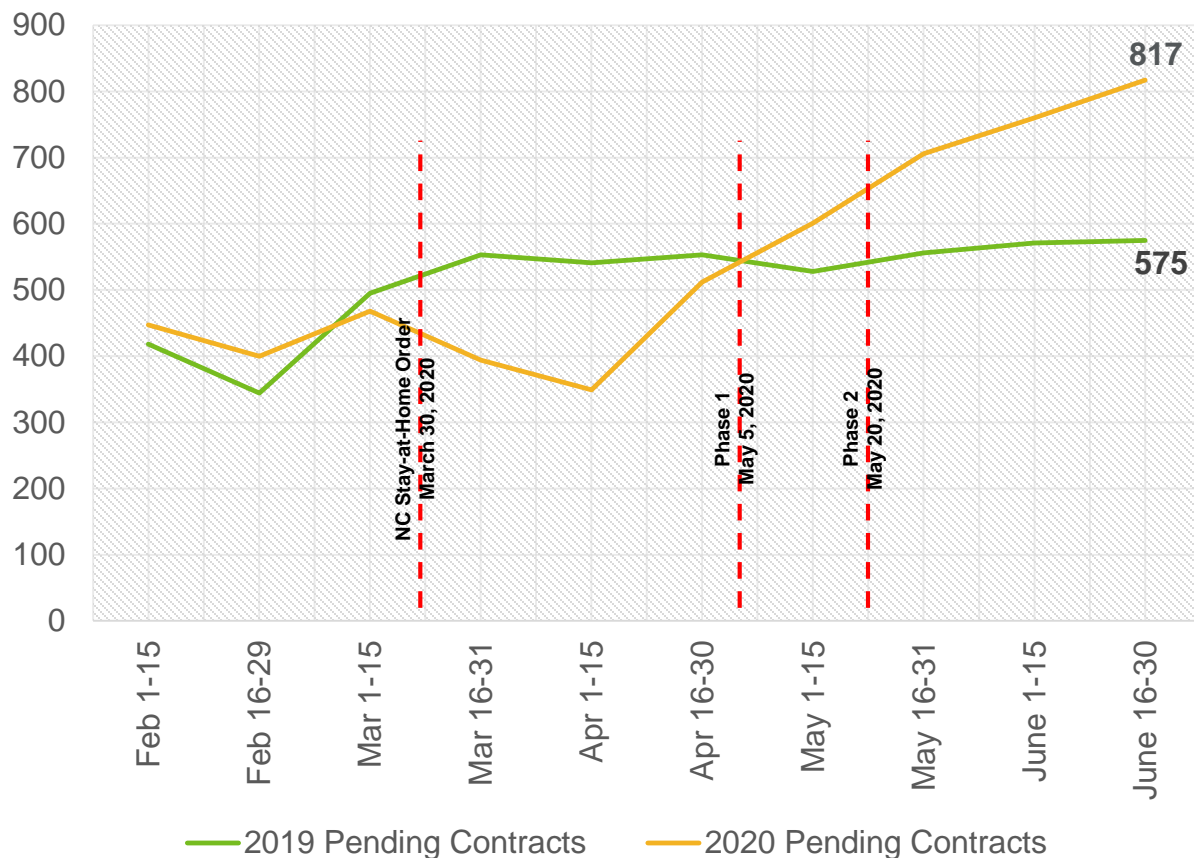
Deepest decline was between April 1-15, when new listings fell 50.7% Y-O-Y

At the end of June 2020, new listings were down 10.1% Y-O-Y

Source: Canopy MLS - June 2020

Asheville Region |

Pending Contracts...**recovering**



Pending contracts recovered just after Phase 1 reopening, rising 14% (May 1-15).

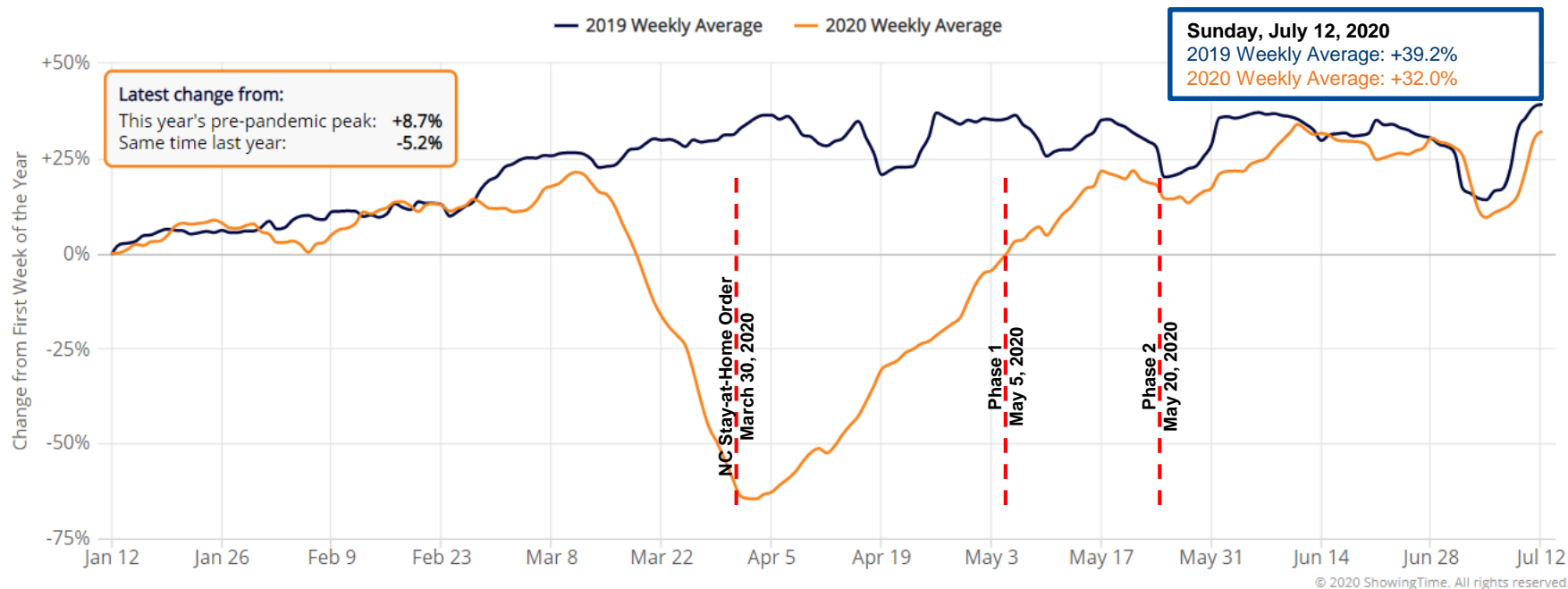
The region had its steepest decline in contract activity April 1-15, when activity decreased 35.5% Y-O-Y

By the end of June, contract activity had risen 42.1% Y-O-Y

Source: Canopy MLS - June 2020

Impact of COVID-19 to Real Estate Showings in Canopy MLS

Weekly showings normalized to the first calendar week of January, 7-day moving average. Data through July 12, 2020



The data points represent a rolling weekly average.

Source: Canopy MLS/ShowingTime – July 12, 2020

HOUSING MARKET OVERVIEW

June 2020

Charlotte Region

Average Sales Price \$333,938 +3.5% (YoY)	Average List Price \$366,537 +10.9% (YoY)	Median Sales Price \$284,900 +7.5% (YoY)	Inventory of homes for sale 5,701 -46.7% (YoY)
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New Listings 5,365 -8.5% (YoY)	Closed Sales 4,938 -1.8% (YoY)	Pending Sales 6,174 +26.8% (YoY)	Days on Market 38	Months of supply 1.3
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Six months of inventory is
considered a balanced
market that equally benefits
buyers and sellers.



SOURCE: CANOPY MLS, JULY 2020

HOUSING MARKET OVERVIEW

June 2020

Asheville Region

The Asheville Region includes: Burke, Buncombe, Haywood,
Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford,
Swain, Transylvania and Yancey counties.

Average Sales Price \$325,477 +4.2% (YoY)	Average List Price \$426,028 +18.0% (YoY)	Median Sales Price \$280,000 +3.7% (YoY)	Inventory of homes for sale 3,354 -38.0% (YoY)
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New Listings 1,430 -7.0% (YoY)	Closed Sales 1,011 +3.4% (YoY)	Pending Sales 1,509 +33.1 (YoY)	Days on Market 64	Months of supply 3.5
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Six months of inventory is
considered a balanced
market that equally benefits
buyers and sellers.



SOURCE: CANOPY MLS, JULY 2020

Source: Canopy MLS - June 2020

Managing Through **Covid-19** Crisis

Decision-making

Assisting Members

Education + Training



Important safety guidelines for showings/open houses

May 19, 2020



Now that restrictions have been eased slightly and the economy is beginning to re-open, Canopy Realtor® Association/Canopy MLS President John Kindbom talks about conducting business in the new norm.

Listen to his message about the importance of respecting the seller's expectations and following [CDC guidelines and Realtor® best practices](#) when showing a home or holding an open house.

[Watch the video now.](#)



Print

Read Later

I've Read This

Updates and Resources from Canopy to Manage Through COVID-19 (updated 6/29/20)

Industry Resources

NAR: Coronavirus: A Guide for Realtors®

NAR: Coronavirus Aid, Relief and Economic Security Act

NAR: Open House Guidance During COVID-19

NAR: Fair Housing Guidance During COVID-19

NAR: NAR Commends Protections for Realtors®, U.S. Consumers in \$2 Trillion Economic Relief Bill

NC REALTORS®: COVID-19 Status Updates

NC REALTORS®: Understanding Evictions During This Time, and Other Updates

Inman News: 10 Things Every Broker Should Be Doing to Weather the Storm

****LATEST ANNOUNCEMENTS****

6/29/20: Update from CEO Anne Marie DeCatsye

With N.C. extending Phase 2 until July 17, CEO Anne Marie DeCatsye discusses how the organization continues to take precautions for the health and safety of our members and staff while providing support, resources, Realtor® Store supplies, training and education to members.

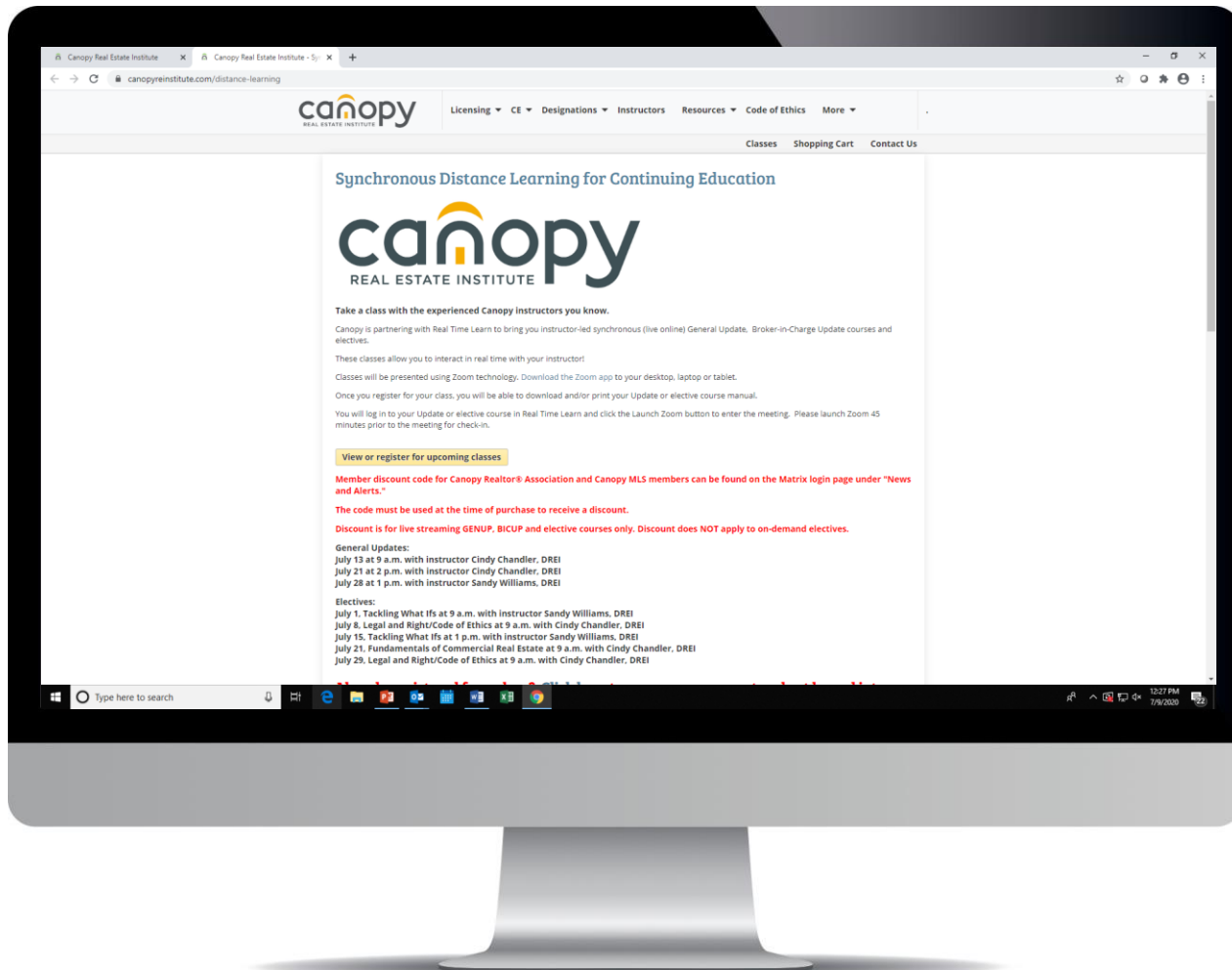
She also talks about an important virtual Member Town Hall Meeting on Friday, July 17 with President John Kindborn.



6/24/20: Governor Cooper requires masks starting June 26 at 5 p.m.; keeps N.C. in Phase 2 through July 17

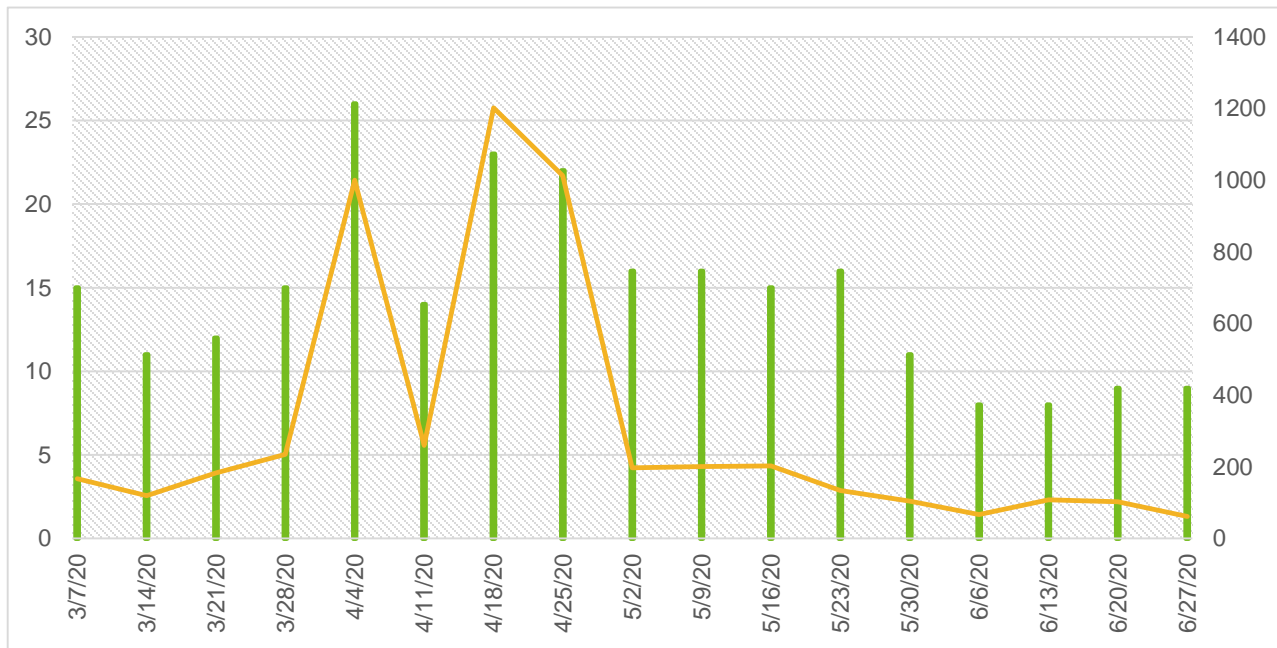
Read more, read our this notice





Canopy MLS Technology Training

Classes/webinars per week Participants



**Total classes/
webinars:
246**

**Total
Students:
5,359**



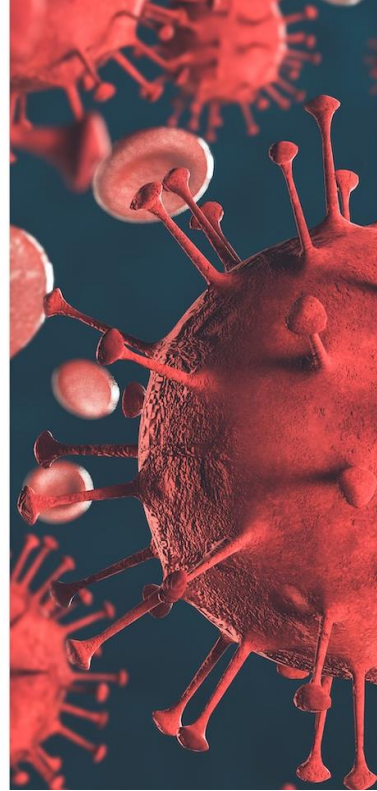
Increase in virtual tours

April-June 2019 **27.3%**

April-June 2020 **35.5%**



Moving Forward





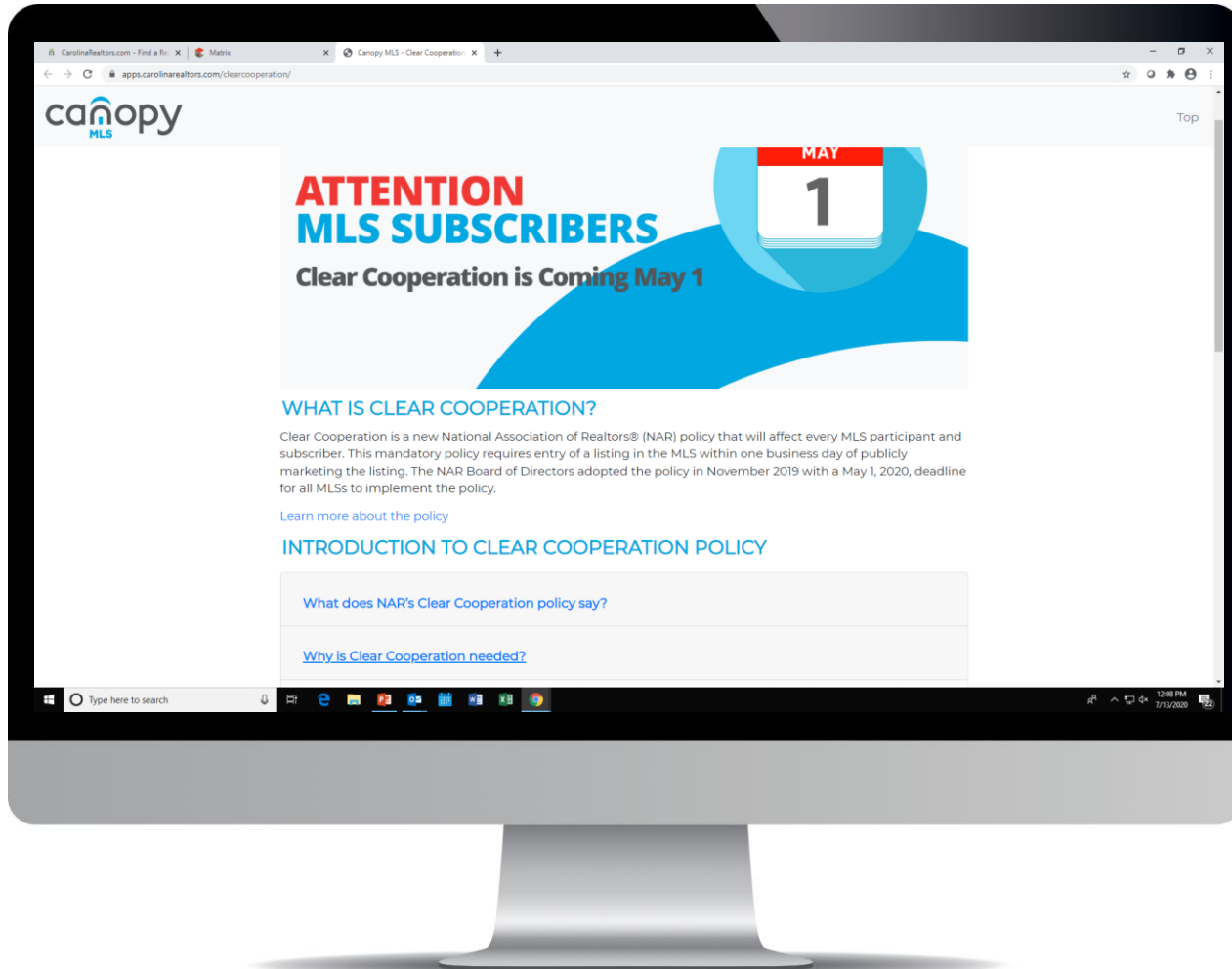
Diversity in Action

www.carolinarealtors.com/diversity-in-action



The At Home with Diversity course is scheduled for Sept. 10 and 11 **and tuition is only \$10 for members.**





Looking Ahead

- Exciting changes are coming to Matrix
- In a few weeks, Canopy MLS will be rolling out an enhanced Client Portal
- The new portal will increase ways members can collaborate with their clients
- More information will be posted soon on Matrix
- Broker Relations will be offering training sessions



A green-tinted photograph of a tree-lined street. The street is paved and curves slightly to the right. On the left side of the street, there is a grassy area with several large, mature trees. On the right side, there is a sidewalk and more trees. In the background, a two-story house with a gabled roof and a chimney is visible. The text "Floor is Open for Questions or Comments" is overlaid in white, bold, sans-serif font on the left side of the image.

**Floor is Open for Questions or
Comments**