



Beverly, MA

MARKET REPORT

2021

Quarter 2 / Mid-Year Review

Sagan
Harborside

Sotheby's
INTERNATIONAL REALTY

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BEVERLY

OVERALL TRENDS

1. The median price of Single Family Homes (SFH) sold in the first half of 2021 (H1 2021) increased 15.4% from \$546,000 to \$630,000 breaking \$600,000 for the first time. Sales of 124 in line with the 5-year average of 122.
2. The median price of the condos sold slipped slightly to \$368,000 from \$378,500, while sales – which fluctuate with new developments – increased from 54 units to 77.
3. 81% of SFHs and 65% of condos sold above list price in H1 2021. 34% of SFHs sold at 110% or more of list price (vs 4% in H1 2020) but only 8% of condos.
4. While active inventory continues to be much lower than in previous years, SFH sales throughout Essex County are only some 5% below the 5-year pre-COVID average (and condo sales are up 5%), confirming that homes are selling rapidly to eager buyers who are willing to pay over – in some cases – well over asking prices. The SFH median price in Essex County jumped to \$603,000 in H1 2021, just a year after first breaking \$500,000.
5. After moving back over 3% in March, the 30-year Fixed Rate Mortgage has dropped back to 2.9%. The 15-year at 2.2% is attractive for those who can afford the higher monthly payments.
6. It is too early to tell whether the opening of the economy will reduce demand from people moving out of cities. Any reduction in demand would be welcome to those who have been frustrated in their attempts to buy over the last year.

ABBREVIATIONS & NOTES

SFH = Single Family Home

Q1 = January – March; Q2 April- June; Q3 July-September; Q4 October – December

YTD Q3 = Year to Date January- September

Median prices exclude **distressed sales** – foreclosures and short sales – because these are not normally arms-length transactions. **“Sales”** include everything.

The **median price** is the **price** in the very middle of a data set, with exactly half of the houses priced for less and half priced for more. **It is not the average price.**

Look at this list of numbers: 5,6,7,8,9,10,11,12,13,14,15,100,100. The median price – the middle one – is 11. The average is 24. **Median price removes the impact of outliers** – whether high or low.

If 50% of sales take place above \$100,000 and 50% below then the median will be \$100,000. When the percentage increases to 60% below \$100,000, that means that more sales are occurring at lower prices and so the median price declines.

DTO – Days to Offer: The number of days a property is listed before an accepted offer is received. A more reliable guide to activity than **DOM – Days on Market** – as a number of matters can affect the timing for the latter.

Months of Supply: If 60 properties have sold in the last 6 months that is a rate of 10 per month. If there are currently 20 properties for sale the supply is 20 divided by 10 = 2 months. Because properties sell more quickly in summer months, we use Year to Date numbers to even out those fluctuations.





124

SINGLE FAMILY HOMES SOLD IN HI 2021

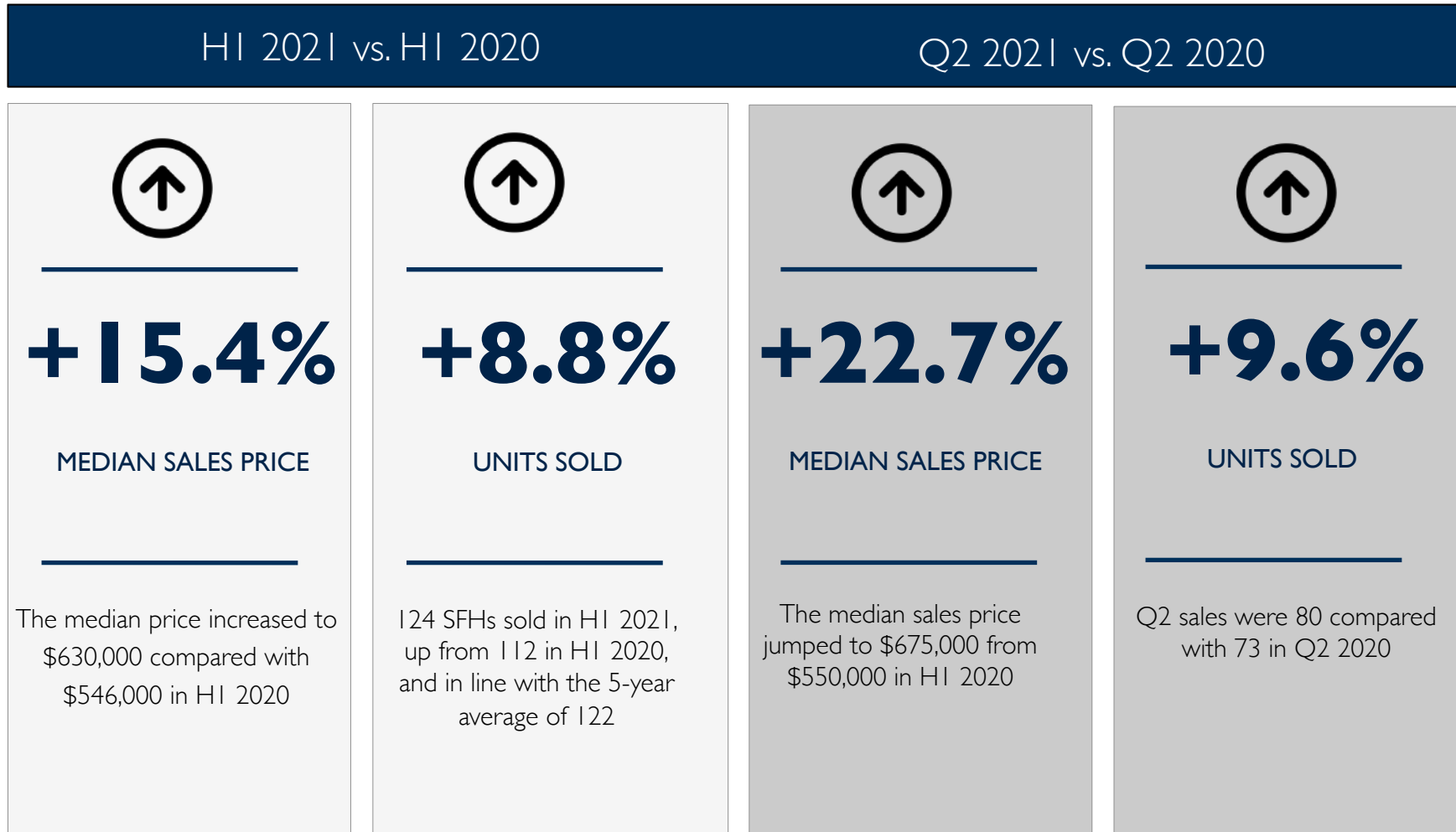
77

CONDO AND TOWNHOMES SOLD IN HI 2021



SINGLE FAMILY HOME MARKET ACTIVITY

AT A GLANCE



CONDO AND TOWNHOME ACTIVITY

AT A GLANCE

HI 2021 vs. HI 2020	Q2 2021 vs. Q2 2020
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↓

-2.8%

MEDIAN SALES PRICE

The median price of Condos sold slipped from \$378,500 to \$368,000

↑

+36.7%

UNITS SOLD

Sales jumped from 54 units to 77

↓

-8.9%

MEDIAN SALES PRICE

The median price of condos sold declined from \$417,000 to \$380,000. The 5 sales at Beckmill Crossing added \$68,000 to the median price in Q2 2020.

↑

+36.7%

UNITS SOLD

Unit sales increased from 30 to 41

SINGLE FAMILY HOMES

BY THE NUMBERS

	HI 2020	HI 2021	%Change 2021 vs. 2020	Q2 2020	Q2 2021	%Change 2021 vs. 2010
Median Price	\$546,000	\$630,000	+15.4%	\$550,000	\$675,000	+22.7%
Median Price per Square Foot	\$310	\$338		\$310	\$355	
Median Days on Market	21	18		21	16	
Median Days to Offer	7	6		7	6	
Highest Price	\$3,535,000	\$3,136,000		\$3,535,000	\$3,136,000	
Lowest Price	\$305,000	\$369,900		\$370,000	\$369,900	
Number of Properties Sold	114	124	+8.8%	73	80	+9.6%
% Sold Price to List Price	101%	106%		101%	108%	
Total Dollar Volume	\$71.5 million	\$92.0 million		\$47.2 million	\$62.4 million	



CONDO AND TOWNHOMES

BY THE NUMBERS

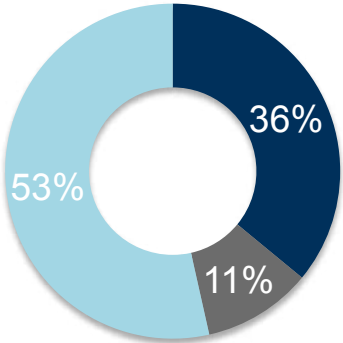
	HI 2020	HI 2021	%Change 2020 vs. 2019	Q2 2019	Q2 2020	%Change Q2 2020 vs. Q2 2019
Median Price	\$378,500	\$368,000	-2.8%	\$417,000	\$380,000	-8.9%
Median Price per Square Foot	\$309	\$337		\$344	\$349	
Median Days on Market	26.5	20		26.5	18	
Median Days to Offer	13	7		12	06	
Highest Price	\$1,500,000	\$1,125,000		\$1,500,000	\$1,125,000	
Lowest Price	\$57,500	\$63,000		\$57,500	\$63,000	
Number of Properties Sold	54	77	+36.7%	30	41	+36.7%
% Sold Price to List Price	100%	103%		100%	105%	
Total Dollar Volume	\$22.9 million	\$32.1 million		\$13.1 million	\$18.6 million	



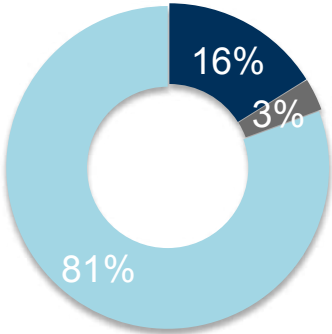
LIST PRICE VS. SALES PRICE

SINGLE FAMILY HOMES

BELOW LIST AT LIST ABOVE LIST



HI 2020

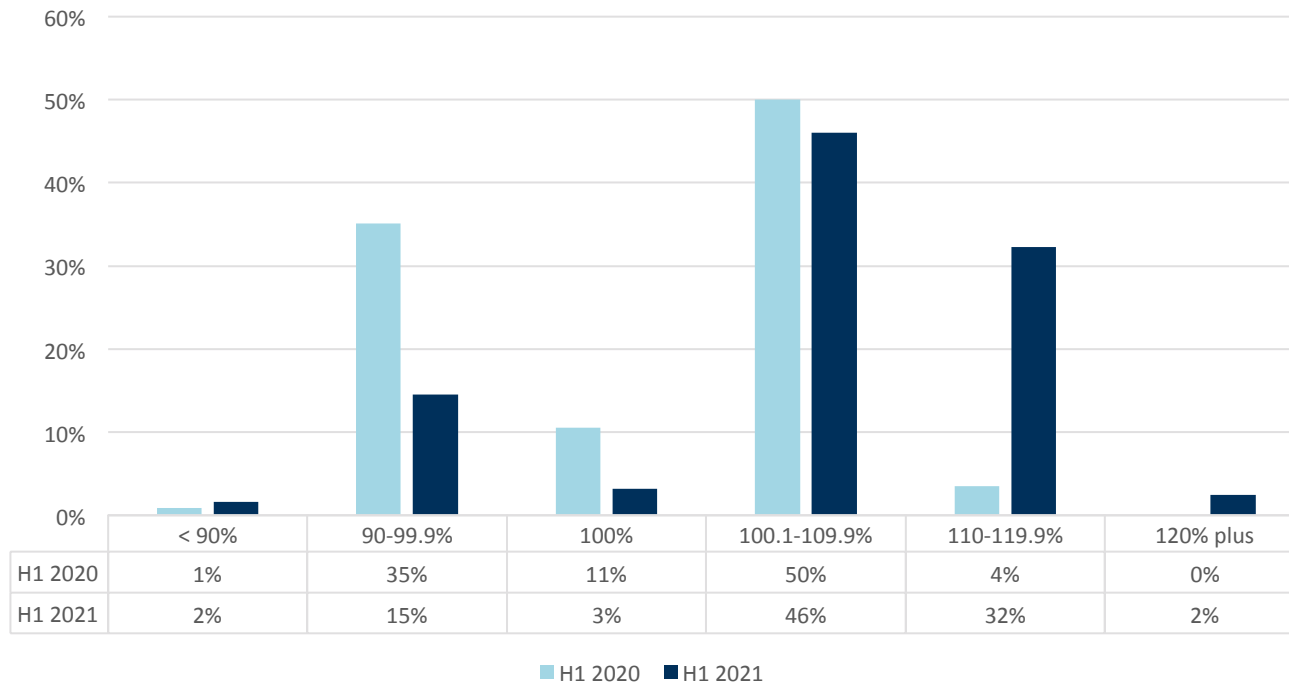


HI 2021

The number of SFHs selling above list price jumped from 1 in 2 in HI 2020 to 8 in 10 in HI 2021

HOW MUCH ARE HOMES SELLING ABOVE LIST?

SINGLE FAMILY HOMES

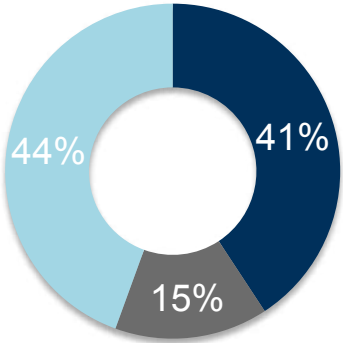


The share of sales at more than 110% of list price jumped from just 4% in H1 2020 to 34% in H1 2021

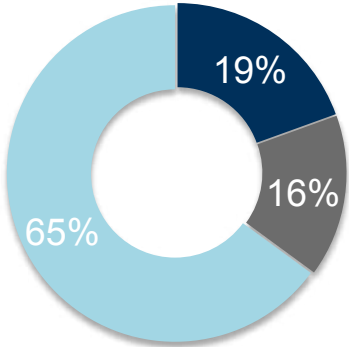
LIST PRICE VS. SALES PRICE

CONDOS AND TOWNHOUSES

BELOW LIST AT LIST ABOVE LIST



HI 2020

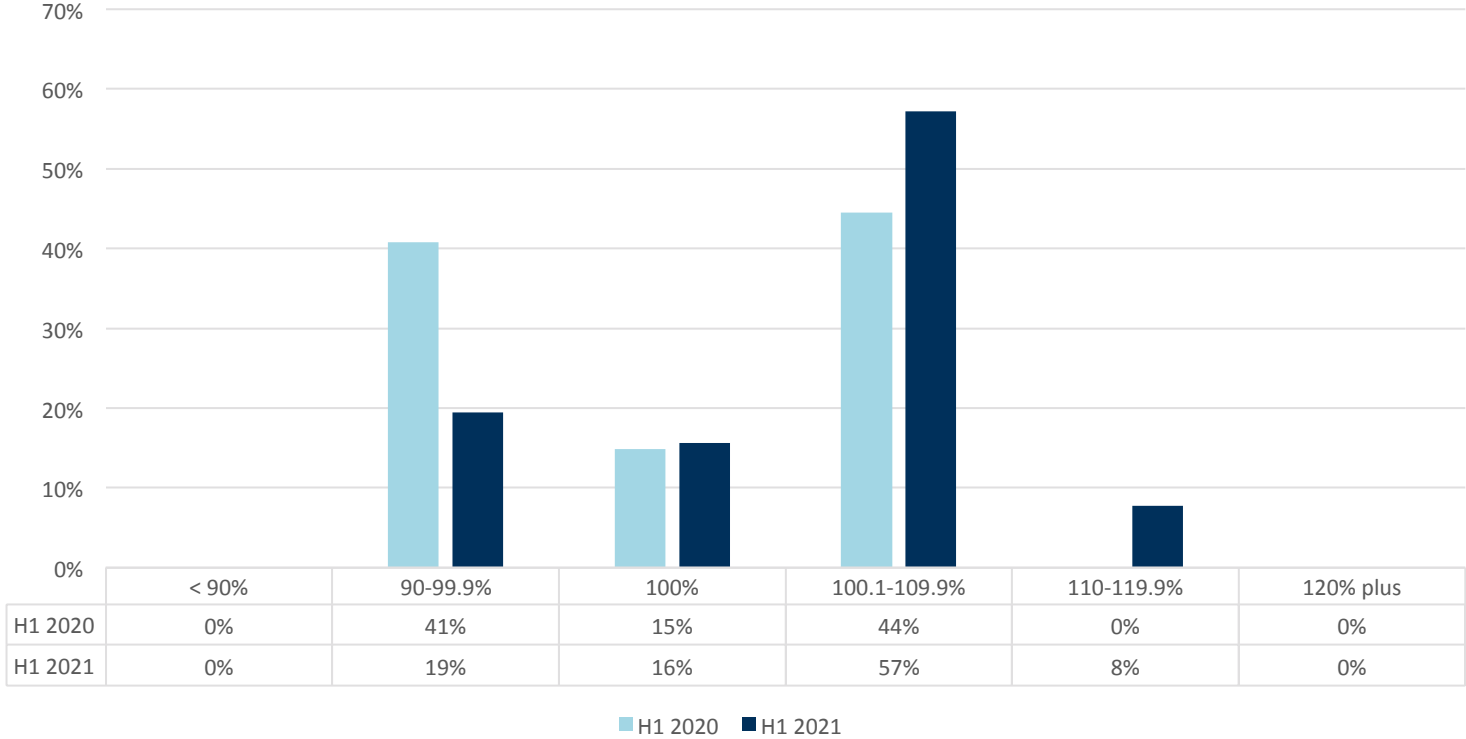


HI 2021

The number of condos selling above list price increased from just under half in HI 2020 to 2 in 3 in HI 2021

HOW MUCH ARE HOMES SELLING ABOVE LIST?

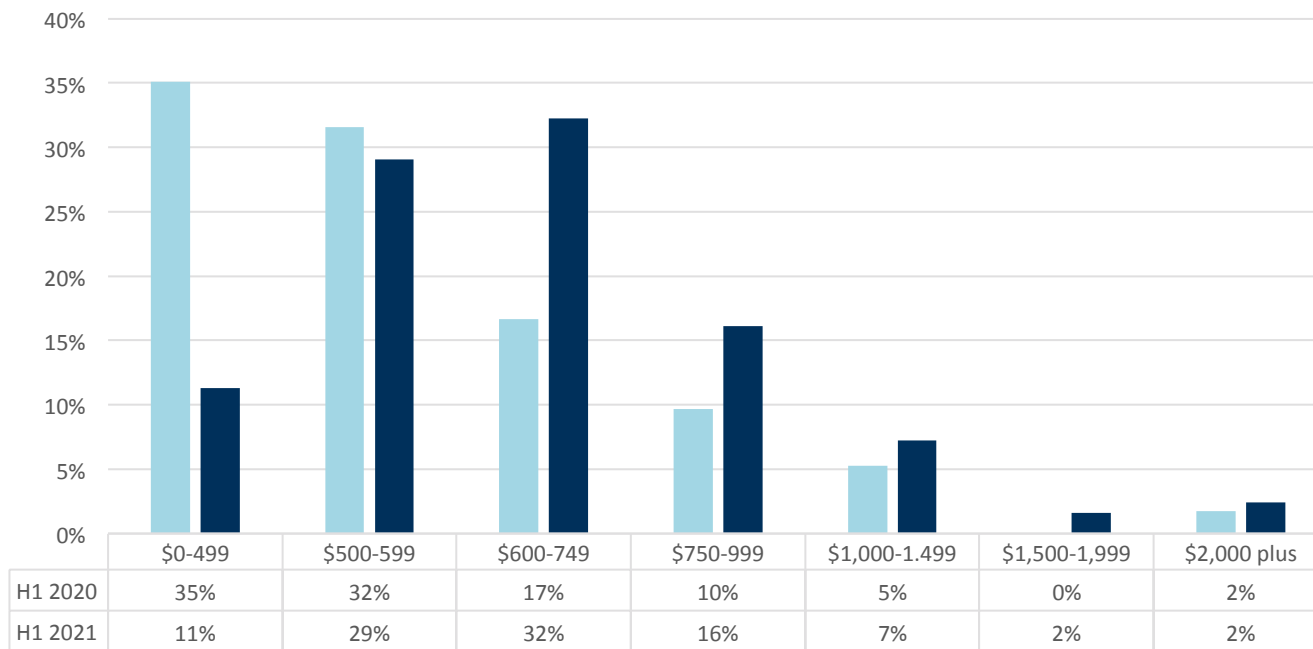
CONDOS AND TOWNHOUSES



While the share of sales above list price increased from 44% in H1 2020 to 65% in H1 2021, the share over 110% of list was just 8% vs none in H1 2020

MARKET SHARE BY PRICE BRACKET

SINGLE FAMILY HOMES



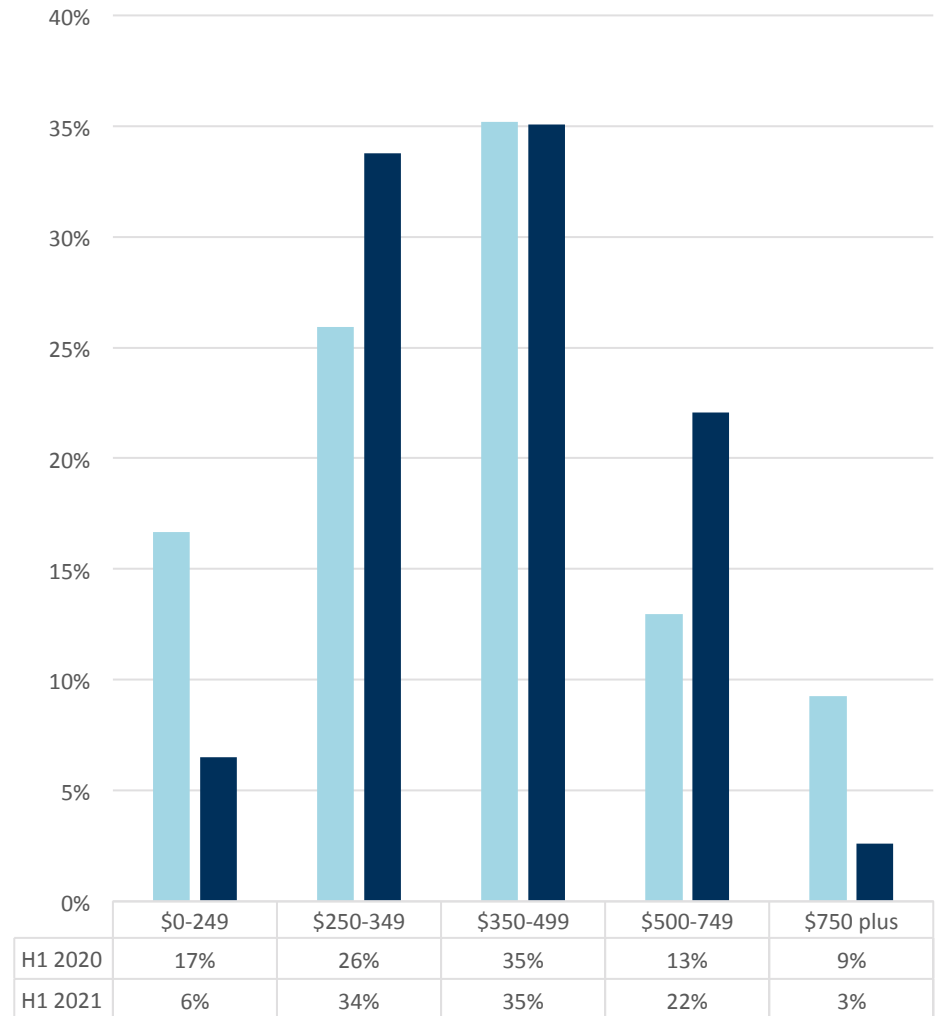
	■ H1 2020	■ H1 2021
Median Price	\$546,000	\$630,000

The percentage of sales over \$600,000 increased from 34% in H1 2020 to 59% in H1 2021, driving the median price well \$600,000

MARKET SHARE BY PRICE BRACKET

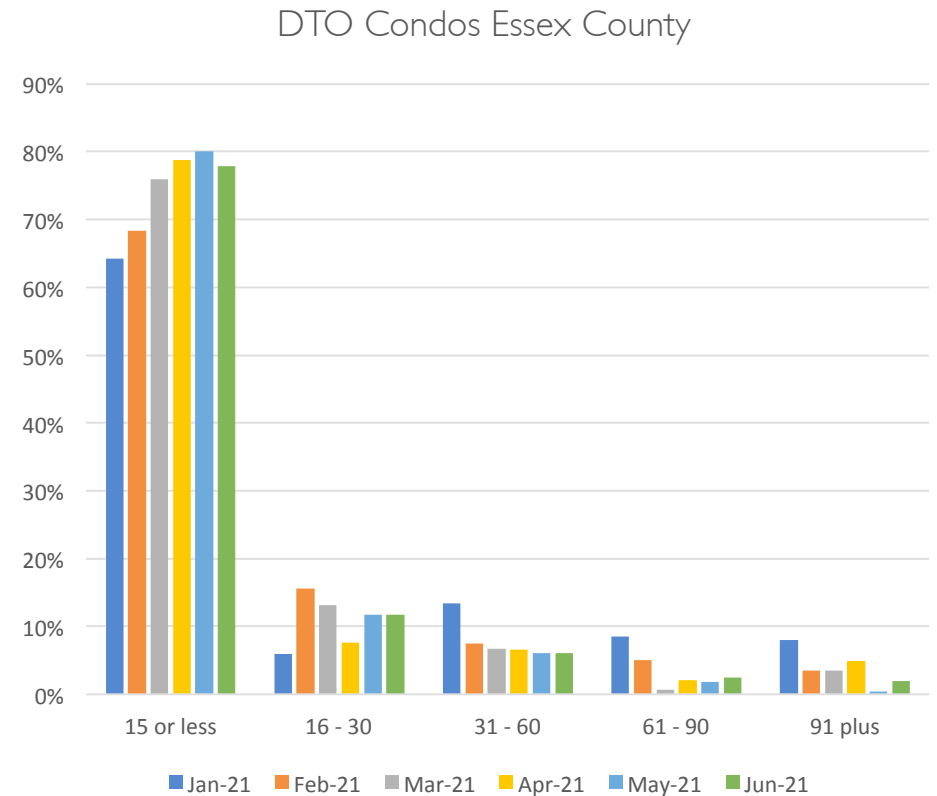
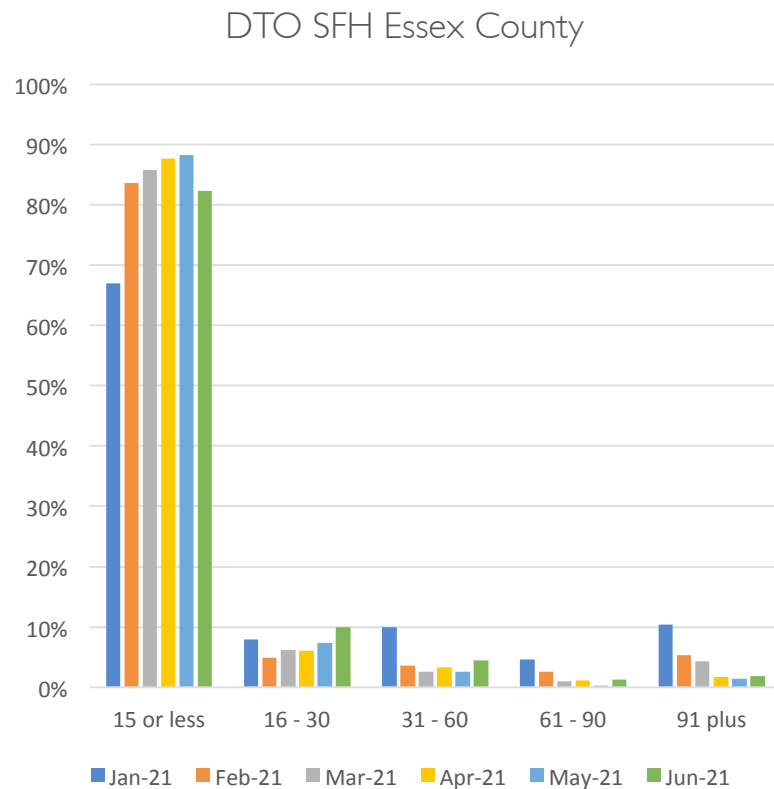
CONDO AND TOWNHOMES

In H1 2020 the 5 sales at Beckmill Crossing added \$23,500 to the median price.



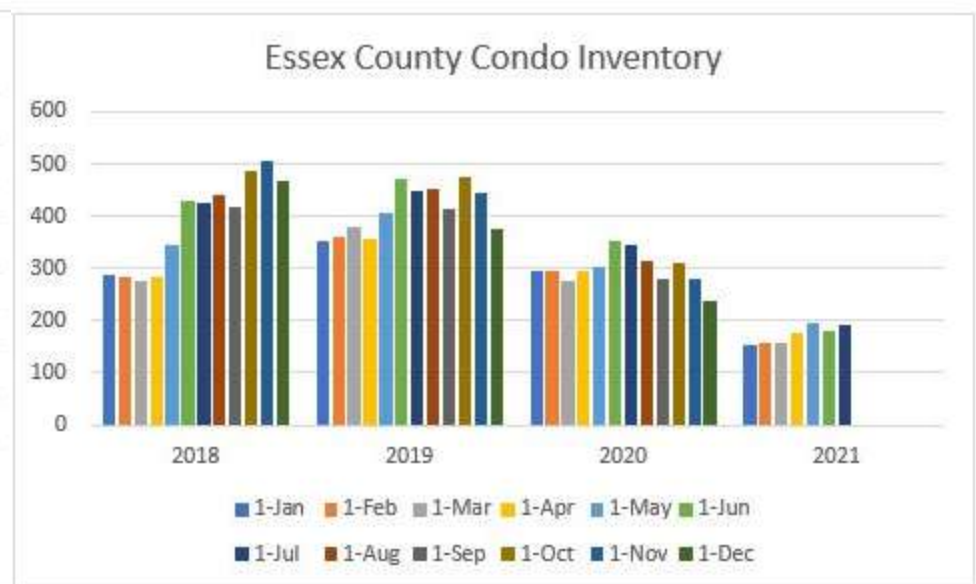
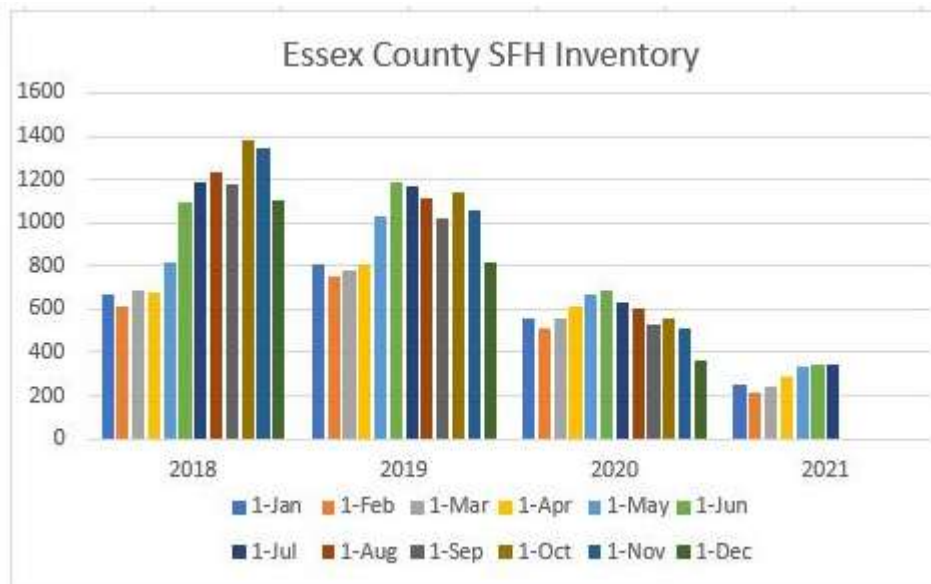
	H1 2020	H1 2021
Median Price	\$378,500	\$368,000

DAYS TO ACCEPTED OFFER (DTO)



After the usual slow start to the year, roughly 7 in 8 SFHs have received accepted offers within 15 days, while the number for condos has been a little lower – 4 out of 5.

HOUSING INVENTORY DECLINE CONTINUES IN ESSEX COUNTY BUT SALES ARE UP



Essex County	Sales	SFH	Condos
HI 2021		2,508	1,337
HI 2020		2,254	1,043
HI 2019		2,707	1,307
HI 2018		2,652	1,351
HI 2017		2,698	1,387
5-year average		2,564	1,285

MORTGAGE RATES INCREASED EARLY IN 2021 BUT THEN DROPPED BACK BELOW 3% AGAIN. THE 15-YEAR IS VERY ATTRACTIVE IF YOU CAN AFFORD THE EXTRA MONTHLY PAYMENT

U.S. weekly averages as of 07/08/2021

30-Yr FRM
2.9% | ▼ 0.08 1-Wk
 | ▼ 0.13 1-Yr
0.60 Fees/Points

15-Yr FRM
2.2% | ▼ 0.06 1-Wk
 | ▼ 0.31 1-Yr
0.70 Fees/Points

5/1-Yr ARM
2.52% | ▼ 0.02 1-Wk
 | ▼ 0.50 1-Yr
0.20 Fees/Points



Source: Freddie Mac

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ABOUT TEAM HARBORSIDE

Team Harborside is your go-to resource for North Shore real estate. With decades of combined experience, Matt Dolan and Dick McKinley have developed a client-focused approach. It starts with the client's objectives--not the goals of the agent or the temperature of the market. From there, the entire team works deliberately to plan out a strategy that will meet those objectives.

Paired with unmatched expertise in the North Shore market, Matt and Dick's philosophy allows them to position properties for maximum value within the region.

Team Harborside works with buyers and sellers in a variety of scenarios across all areas of residential real estate, including condo conversions, new home construction, investment strategies and investor property acquisition.



All data within this document is derived from MLSPIN. This report was published for the exclusive use of Team Harborside in partnership with OliverReports.com.



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