

Annual Report on the Greater Rochester Housing Market

All data from UNYREIS
Current as of January 10, 2021



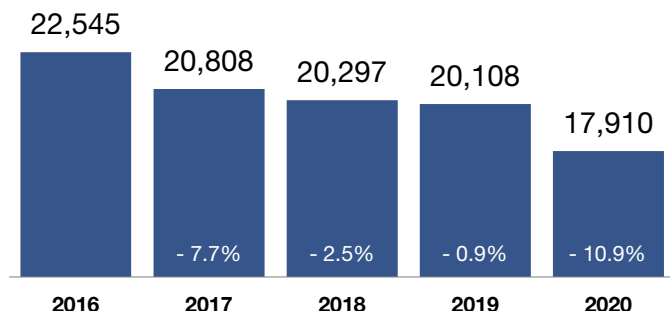
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2020

Quick Facts

New Listings



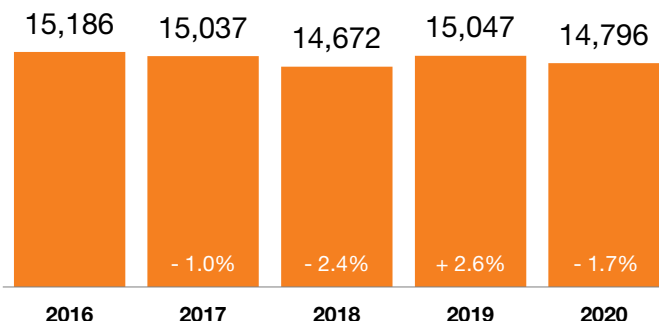
Top 5 Areas: Change in New Listings from 2019

Riga/Churchville	+ 6.0%
Henrietta	+ 5.3%
City of Rochester	+ 1.1%
Gates	- 2.5%
Batavia	- 5.6%

Bottom 5 Areas: Change in New Listings from 2019

Parma/Hilton	- 30.3%
East Rochester	- 27.8%
Macedon	- 26.2%
Hamlin	- 24.6%
Allegany County	- 23.7%

Pending Sales



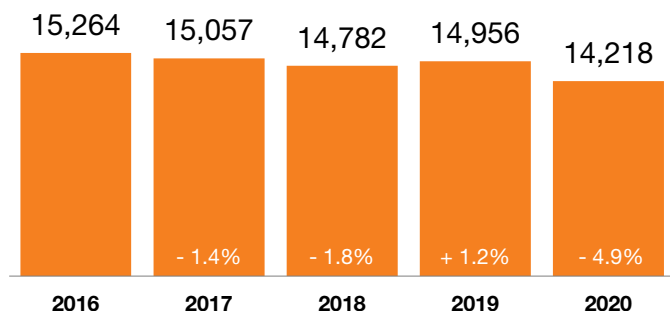
Top 5 Areas: Change in Pending Sales from 2019

Rush	+ 23.7%
Riga/Churchville	+ 14.0%
Batavia	+ 13.9%
Cayuga County	+ 11.8%
Steuben County	+ 9.0%

Bottom 5 Areas: Change in Pending Sales from 2019

Avon and Geneseo	- 25.7%
Macedon	- 23.5%
Clarkson	- 15.9%
Pittsford	- 15.8%
East Rochester	- 14.7%

Closed Sales



Top 5 Areas: Change in Closed Sales from 2019

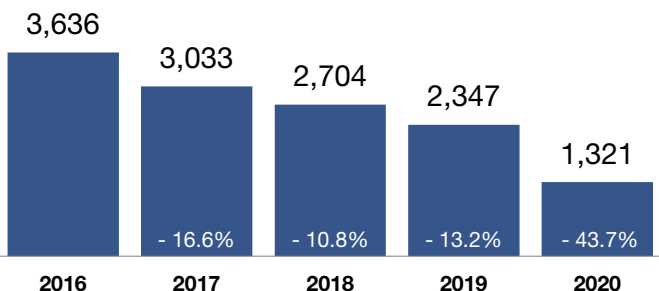
Rush	+ 17.9%
Riga/Churchville	+ 14.3%
Mendon/Honeoye Falls	+ 12.0%
Batavia	+ 7.9%
Genesee County	+ 7.0%

Bottom 5 Areas: Change in Closed Sales from 2019

Macedon	- 28.3%
Avon and Geneseo	- 27.1%
Wheatland/Mumford/Scottsville	- 24.5%
East Rochester	- 24.0%
Sweden/Brockport	- 20.1%

Inventory of Homes for Sale

At the end of the year.



Top 5 Areas: Change in Inventory of Homes for Sale from 2019

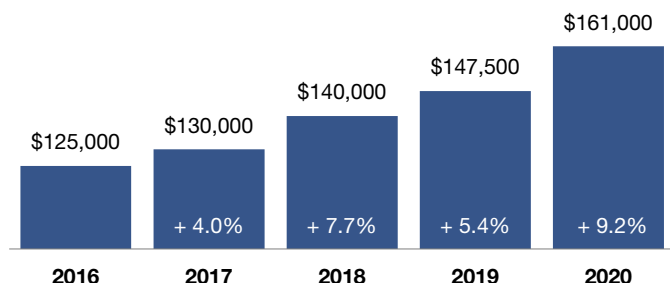
Ogden/Spencerport	+ 14.3%
Avon and Geneseo	0.0%
Webster	- 10.0%
Victor	- 18.6%
Pittsford	- 20.3%

Bottom 5 Areas: Change in Inventory of Homes for Sale from 2019

Chili	- 86.2%
Macedon	- 81.8%
Perinton/Fairport	- 81.0%
Irondequoit	- 68.2%
Brighton	- 63.0%

Quick Facts

Median Sales Price



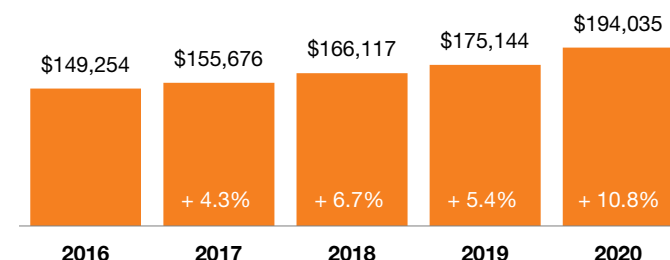
Top 5 Areas: Change in Median Sales Price from 2019

Parma/Hilton	+ 24.3%
City of Rochester	+ 20.9%
Hamlin	+ 17.2%
Cattaraugus County	+ 16.9%
Brighton	+ 16.9%

Bottom 5 Areas: Change in Median Sales Price from 2019

Macedon	- 0.4%
Penfield	+ 1.3%
Allegany County	+ 1.7%
Rush	+ 4.2%
Clarkson	+ 4.6%

Average Sales Price



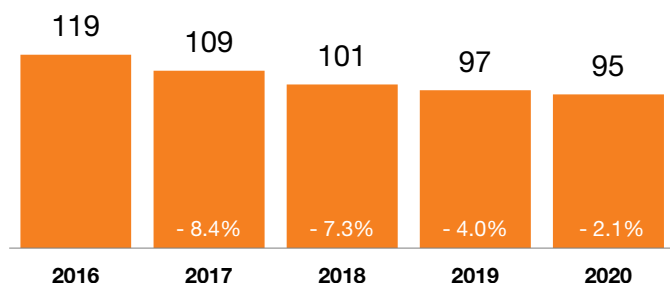
Top 5 Areas: Change in Average Sales Price from 2019

Avon and Geneseo	+ 29.0%
Wheatland/Mumford/Scottsville	+ 27.3%
Hamlin	+ 21.9%
Parma/Hilton	+ 20.6%
Chautauqua County	+ 19.0%

Bottom 5 Areas: Change in Average Sales Price from 2019

Clarkson	+ 0.5%
Allegany County	+ 3.0%
Penfield	+ 3.1%
Riga/Churchville	+ 3.3%
Macedon	+ 5.3%

List to Close



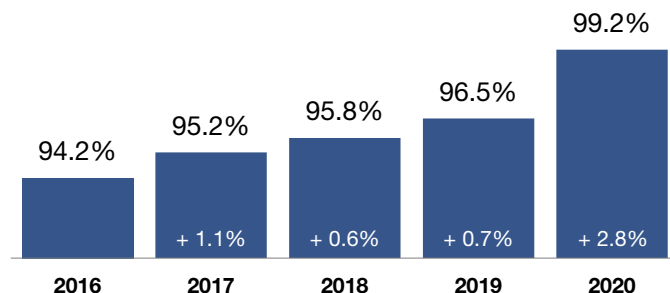
Top 5 Areas: Change in List to Close from 2019

Parma/Hilton	+ 13.0%
Victor	+ 5.5%
East Rochester	+ 3.8%
Canandaigua	+ 3.1%
Yates County	+ 3.1%

Bottom 5 Areas: Change in List to Close from 2019

Clarkson	- 15.4%
Batavia	- 13.8%
Mendon/Honeoye Falls	- 12.9%
Rush	- 12.5%
Gates	- 12.3%

Percent of Original List Price Received



Top 5 Areas: Change in Percent of Original List Price Received from 2019

Irondequoit	+ 5.3%
Wheatland/Mumford/Scottsville	+ 5.1%
Gates	+ 4.5%
Macedon	+ 4.1%
Rush	+ 4.0%

Bottom 5 Areas: Change in Percent of Original List Price Received from 2019

Batavia	+ 0.4%
Canandaigua	+ 1.1%
Yates County	+ 1.2%
Victor	+ 1.3%
Chautauqua County	+ 1.4%

Price Range Review

\$100,000 to \$199,999

Price Range with Shortest Average Market Time

\$450,000 and Above

Price Range with Longest Average Market Time

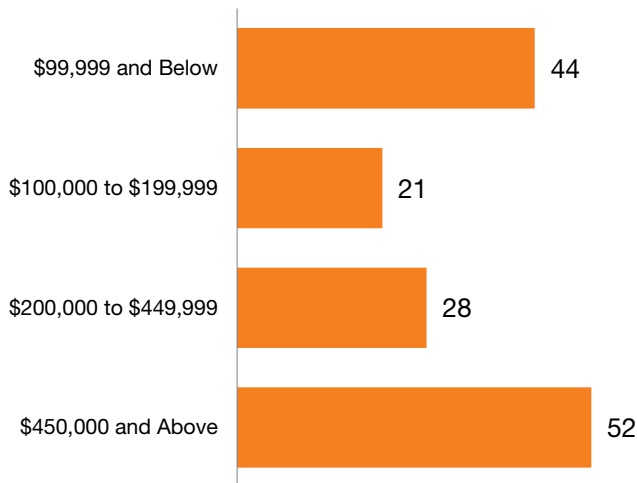
22.8%

Homes for Sale at Year End Priced \$99,999 and Below

- 54.6%

1-Year Change in Homes for Sale Priced \$99,999 and Below

Days on Market Until Sale by Price Range



Share of Homes for Sale \$99,999 and Below



\$100,000 to \$199,999

Price Range with the Most Closed Sales

+ 30.9%

Price Range with Strongest 1-Year Change in Sales: \$450,000 and Above

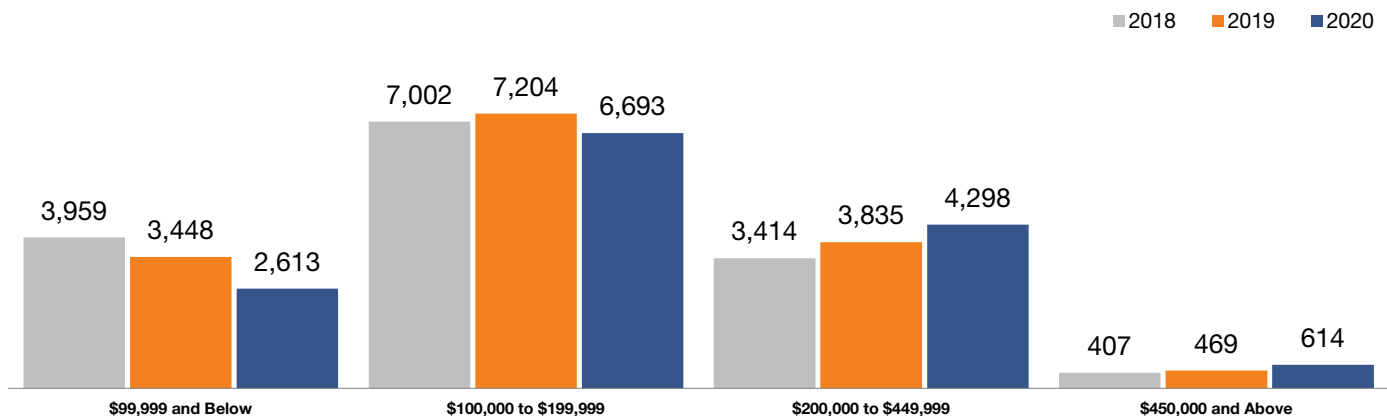
\$450,000 and Above

Price Range with the Fewest Closed Sales

- 24.2%

Price Range with Weakest 1-Year Change in Sales: \$99,999 and Below

Closed Sales by Price Range



New Construction Review

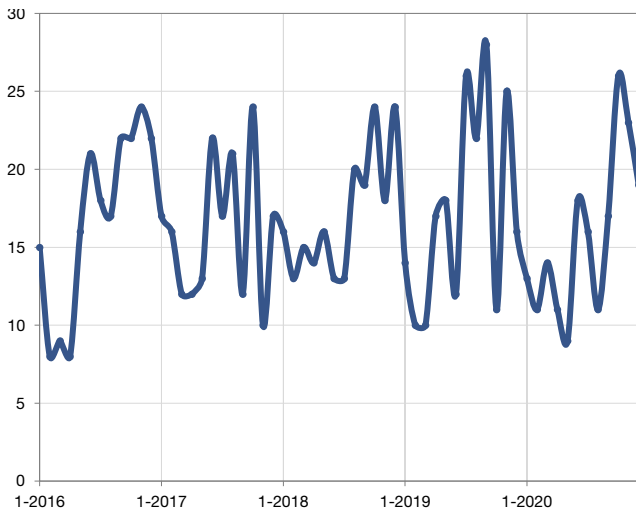
Sep 19'

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Peak of
New Construction Inventory

Drop in New Construction
Inventory from Peak

New Construction Homes for Sale



Top Areas: New Construction Market Share in 2020

Parma/Hilton	15.5%
Victor	6.6%
Canandaigua	5.1%
Sweden/Brockport	4.9%
Webster	4.7%
Avon and Geneseo	3.9%
Penfield	3.4%
Ontario County	3.3%
Ogden/Spencerport	2.1%
Henrietta	1.8%
Pittsford	1.5%
Monroe County	1.5%
Perinton/Fairport	1.4%
Yates County	1.2%
Livingston County	1.2%
Wayne County	1.0%
Brighton	1.0%
Chili	0.9%
Greece	0.7%

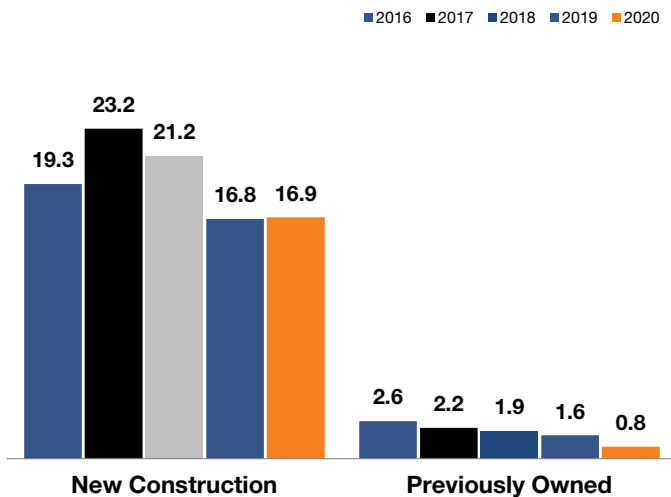
16.9

Year-End Months Supply
New Construction

0.8

Year-End Months Supply
Previously Owned

Months Supply of Inventory



101.6%

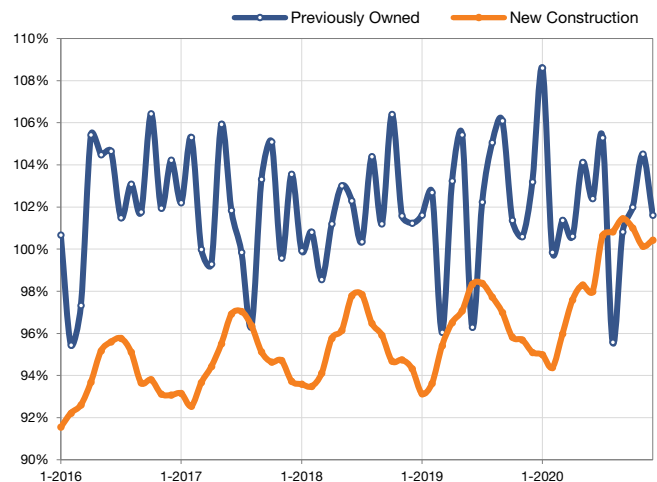
Pct. of Orig. Price Received
Previously Owned

100.4%

Pct. of Orig. Price Received
New Construction

Percent of Original List Price Received

This chart uses a rolling 12-month average for each data point.



Showings Review



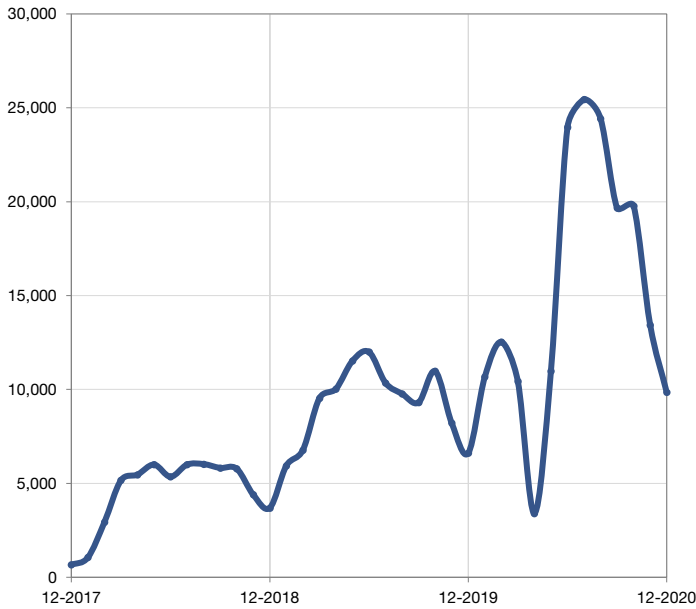
10

Median Number of Showings Before Pending

+ 42.9%

One-Year Change in Median Showings Before Pending

Monthly Number of Showings



Top 8 Areas: Number of Showings

Monroe County	139,362
City of Rochester	25,871
Greece	25,119
Irondequoit	15,998
Ontario County	12,007
Wayne County	10,263
Perinton/Fairport	9,807
Henrietta	8,454

Top 8 Areas: Average Number of Showings per Listing

Gates	19.9
Henrietta	18.6
Greece	18.6
Irondequoit	18.5
East Rochester	17.7
Chili	17.4
Brighton	17.2
Monroe County	16.6

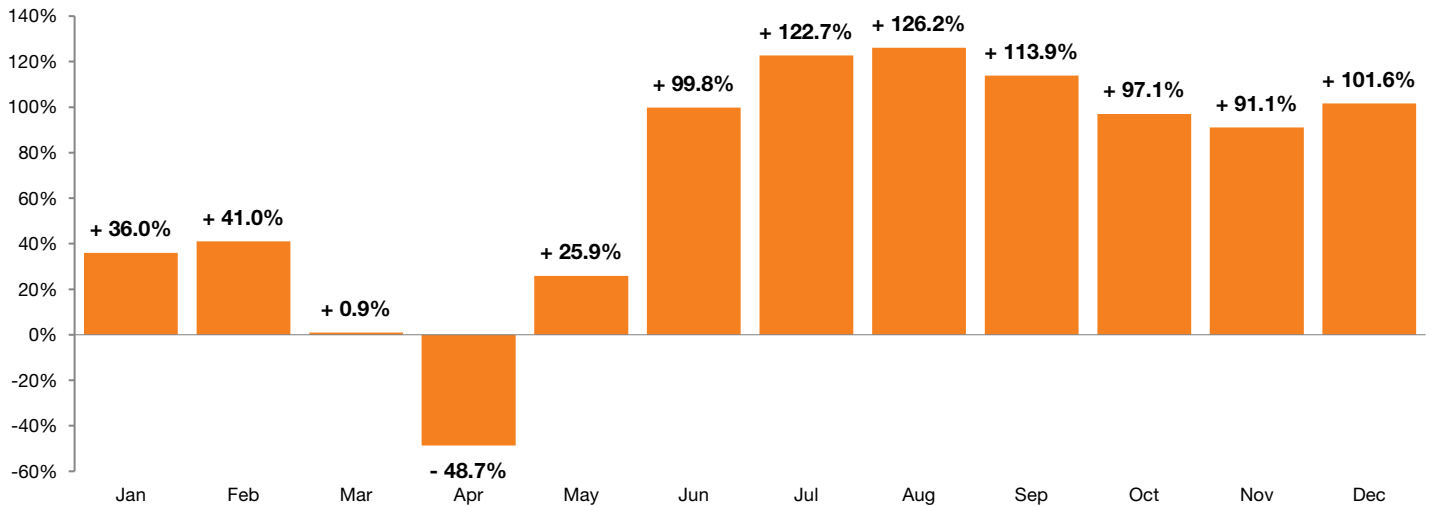
+ 166.3%

One-Year Change in Total Showings

Jul '20

Peak Showing Activity Month

2020 Year-Over-Year Change in Monthly Showings per Listing



Area Overviews



	Total Closed Sales	Change from 2019	Percent Single Family	Percent Condominium	Median Showings per Listing	Homes for Sale	Months Supply of Inventory	List to Close	Pct. of Orig. Price Received
Monroe County	8,348	- 6.1%	92.0%	8.0%	16.6	426	0.6	17	101.6%
Chili	321	- 5.6%	94.7%	5.3%	17.4	4	0.1	14	102.6%
Clarkson	59	- 10.6%	100.0%	0.0%	13.5	5	1.0	17	100.2%
Gates	393	- 8.4%	92.4%	7.6%	19.9	19	0.5	12	103.1%
Greece	1,372	- 2.9%	95.2%	4.8%	18.6	44	0.4	15	102.4%
Hamlin	81	- 19.8%	100.0%	0.0%	10.9	7	0.9	22	98.8%
Ogden (Spencerport Village)	191	- 15.1%	93.2%	6.8%	16.0	16	1.0	13	101.6%
Parma (Hilton Village)	193	- 15.4%	96.9%	3.1%	14.4	22	1.4	51	101.2%
Riga (Churchville Village)	56	+ 14.3%	71.4%	28.6%	12.4	4	0.8	14	100.3%
Sweden (Brockport Village)	123	- 20.1%	90.2%	9.8%	10.2	5	0.5	23	100.3%
Wheatland (Mumford Village, Scottsville Village)	37	- 24.5%	100.0%	0.0%	13.7	3	0.9	22	101.6%
Brighton (West Brighton)	415	- 6.1%	84.8%	15.2%	17.2	10	0.3	16	100.4%
East Rochester	73	- 24.0%	80.8%	19.2%	17.7	4	0.6	20	100.8%
Henrietta (West Henrietta)	457	+ 0.4%	90.8%	9.2%	18.6	24	0.6	14	102.4%
Irondequoit (East and West)	825	- 7.1%	97.2%	2.8%	18.5	21	0.3	14	103.6%
Mendon (Honeoye Falls Village)	131	+ 12.0%	94.7%	5.3%	12.1	10	0.9	22	98.6%
Penfield	466	- 9.7%	84.3%	15.7%	16.4	26	0.7	17	100.7%
Perinton (Fairport Village)	701	- 0.4%	79.7%	20.3%	15.4	15	0.3	20	101.2%
Pittsford (Pittsford Village)	396	- 15.4%	91.2%	8.8%	13.0	47	1.4	24	98.9%
Rush	46	+ 17.9%	100.0%	0.0%	12.2	4	1.0	19	101.7%
Webster (Webster Village)	532	- 9.7%	87.6%	12.4%	15.6	45	1.0	19	101.6%
City of Rochester	1,480	- 3.0%	96.8%	3.2%	16.0	91	0.7	17	101.2%
Ontario County	1,284	- 7.6%	90.0%	10.0%	9.7	218	2.0	35	97.7%
Canandaigua	272	- 8.4%	86.4%	13.6%	9.9	48	2.0	37	97.6%
Victor	259	- 4.4%	85.7%	14.3%	10.0	48	2.1	33	98.0%
Livingston County	521	- 11.8%	99.6%	0.4%	8.2	66	1.5	39	96.0%
Avon & Geneseo	102	- 27.1%	99.0%	1.0%	9.7	18	2.1	37	96.1%
Wayne County	966	- 5.3%	98.6%	1.4%	10.7	96	1.1	31	98.5%
Macedon	71	- 28.3%	91.5%	8.5%	14.0	2	0.3	19	101.8%
Genesee County	476	+ 7.0%	99.8%	0.2%	8.1	37	0.9	36	96.8%
Batavia	205	+ 7.9%	99.5%	0.5%	6.8	18	1.0	32	95.5%
Orleans County	445	+ 2.1%	100.0%	0.0%	6.8	47	1.2	42	95.2%
Wyoming County	308	- 1.9%	100.0%	0.0%	7.9	35	1.3	46	95.4%
Yates County	259	- 0.8%	100.0%	0.0%	5.3	52	2.3	62	92.9%
Allegany County	298	- 9.1%	100.0%	0.0%	3.6	68	2.4	79	91.4%
Steuben County	398	+ 1.3%	99.7%	0.3%	2.9	107	3.0	68	91.8%
Seneca County	237	- 2.9%	100.0%	0.0%	8.4	40	1.9	51	95.2%
Cayuga County	669	+ 6.5%	100.0%	0%	3.5	127	3.2	58	96.9%

Area Historical Median Prices



	2016	2017	2018	2019	2020	Change From 2019	Change From 2016
Monroe County	\$132,500	\$138,000	\$146,878	\$154,000	\$170,000	+ 10.4%	+ 28.3%
Chili	\$135,000	\$139,900	\$147,000	\$154,000	\$172,000	+ 11.7%	+ 27.4%
Clarkson	\$147,000	\$148,950	\$150,000	\$162,500	\$170,000	+ 4.6%	+ 15.6%
Gates	\$106,250	\$117,000	\$119,000	\$126,050	\$145,000	+ 15.0%	+ 36.5%
Greece	\$117,500	\$125,000	\$133,000	\$142,000	\$155,000	+ 9.2%	+ 31.9%
Hamlin	\$109,900	\$115,000	\$120,000	\$128,000	\$150,000	+ 17.2%	+ 36.5%
Ogden (Spencerport Village)	\$155,000	\$149,900	\$163,750	\$183,500	\$197,000	+ 7.4%	+ 27.1%
Parma (Hilton Village)	\$139,500	\$149,900	\$164,950	\$162,500	\$202,000	+ 24.3%	+ 44.8%
Riga (Churchville Village)	\$125,000	\$173,500	\$134,000	\$174,900	\$190,000	+ 8.6%	+ 52.0%
Sweden (Brockport Village)	\$118,750	\$135,500	\$130,000	\$142,000	\$150,000	+ 5.6%	+ 26.3%
Wheatland (Mumford Village, Scottsville Village)	\$128,950	\$125,000	\$132,950	\$143,750	\$164,900	+ 14.7%	+ 27.9%
Brighton (West Brighton)	\$175,000	\$175,000	\$195,000	\$195,000	\$228,000	+ 16.9%	+ 30.3%
East Rochester	\$85,000	\$95,000	\$104,450	\$104,500	\$116,000	+ 11.0%	+ 36.5%
Henrietta (West Henrietta)	\$144,900	\$150,500	\$155,000	\$168,201	\$181,000	+ 7.6%	+ 24.9%
Irondequoit (East and West)	\$112,000	\$118,000	\$129,900	\$132,000	\$150,000	+ 13.6%	+ 33.9%
Mendon (Honeoye Falls Village)	\$269,450	\$269,000	\$263,500	\$275,000	\$302,500	+ 10.0%	+ 12.3%
Penfield	\$204,000	\$197,750	\$217,800	\$240,000	\$243,000	+ 1.3%	+ 19.1%
Perinton (Fairport Village)	\$187,250	\$202,500	\$217,700	\$220,000	\$240,000	+ 9.1%	+ 28.2%
Pittsford (Pittsford Village)	\$275,000	\$296,000	\$291,000	\$300,000	\$350,000	+ 16.7%	+ 27.3%
Rush	\$192,950	\$201,000	\$208,250	\$240,000	\$250,000	+ 4.2%	+ 29.6%
Webster (Webster Village)	\$180,750	\$194,000	\$200,000	\$205,900	\$235,000	+ 14.1%	+ 30.0%
City of Rochester	\$75,200	\$77,000	\$85,000	\$95,000	\$114,900	+ 20.9%	+ 52.8%
Ontario County	\$150,000	\$155,500	\$174,000	\$183,000	\$202,000	+ 10.4%	+ 34.7%
Canandaigua	\$195,000	\$195,000	\$215,000	\$229,900	\$242,500	+ 5.5%	+ 24.4%
Victor	\$245,000	\$262,500	\$269,000	\$291,000	\$337,760	+ 16.1%	+ 37.9%
Livingston County	\$128,000	\$130,000	\$130,000	\$143,750	\$155,100	+ 7.9%	+ 21.2%
Avon & Geneseo	\$159,950	\$160,000	\$148,250	\$166,750	\$188,500	+ 13.0%	+ 17.8%
Wayne County	\$115,750	\$124,900	\$135,000	\$137,550	\$149,000	+ 8.3%	+ 28.7%
Macedon	\$140,000	\$151,500	\$170,000	\$164,693	\$164,000	- 0.4%	+ 17.1%
Genesee County	\$98,400	\$106,000	\$115,000	\$124,000	\$140,000	+ 12.9%	+ 42.3%
Batavia	\$90,000	\$90,000	\$105,000	\$109,900	\$120,450	+ 9.6%	+ 33.8%
Orleans County	\$81,090	\$81,000	\$97,000	\$108,500	\$117,000	+ 7.8%	+ 44.3%
Wyoming County	\$85,000	\$94,500	\$99,468	\$115,900	\$130,000	+ 12.2%	+ 52.9%
Yates County	\$149,900	\$161,950	\$169,900	\$168,252	\$184,750	+ 9.8%	+ 23.2%
Allegany County	\$72,000	\$65,100	\$74,250	\$83,500	\$84,900	+ 1.7%	+ 17.9%
Steuben County	\$87,500	\$87,950	\$95,400	\$94,900	\$109,950	+ 15.9%	+ 25.7%
Seneca County	\$107,500	\$108,400	\$118,450	\$123,500	\$133,001	+ 7.7%	+ 23.7%
Cayuga County	\$109,900	\$114,800	\$128,000	\$132,000	\$145,000	+ 9.8%	+ 31.9%