



3445 Winton Place, Suite 104  
Rochester, NY 14623  
Phone: 585-292-5000  
Fax: 585-292-0283  
[www.GRAR.org](http://www.GRAR.org)

**Contact:**

Jim Yockel, RCE  
Chief Executive Officer  
Direct: 585-341-2128  
E-mail: [jyockel@grar.net](mailto:jyockel@grar.net)

**FOR IMMEDIATE RELEASE**

## **Greater Rochester Housing Market Strong Through Three Quarters**

**ROCHESTER, NY – OCTOBER 28, 2021**

The greater Rochester housing market continued to post gains in closed home sales and median selling prices, even as both retreated from recent high-water marks, according to the Greater Rochester Association of REALTORS® (GRAR). The median selling price was \$180,000 through the third quarter, while closed sales totaled 10,742.

“While buyer demand remains strong, REALTORS® throughout our region are reporting a slight slowing of the frenetic pace we saw earlier this year,” said Lanie Bittner, GRAR president. “The combination of a normal summer market change and a slight increase in the number of homes listed for sale resulted in the market moderating at the end of the third quarter.” Bittner noted that the median sales price of \$187,000 in September, while still well above year-ago levels, had retreated from the 2021 market high of \$196,000 in June.

“Looking ahead, REALTORS® are projecting total 2021 homes sales to be comparable to 2019,” said Bittner, noting the 2019 housing market data provides a more realistic measuring stick of market health given the effects of the pandemic on the 2020 market. “It is likely that the market will continue to moderate slightly as we move into the winter.”

The 10,742 closed sales in the 2021 third quarter was just a fraction off of the sales total through the first three quarters of 2019, which was 10,983. “Given the tremendous challenges of the pandemic, it is a positive sign that the region’s housing market has returned to pre-pandemic levels”, said Bittner.

The number of homes listed for sale was 1,684 at the end the 2021 third quarter, less than half of the 3,367 homes listed for sale at the end of September 2019. According to Bittner, “This represents a continuation of a 10-year decline in homes available for sale, which is one of the driving forces of the strong increase in median sales price over the last decade.”

**The complete report is available [here](#).**

Editor's Note: All data is compiled from the Upstate New York Real Estate Information Services, LLC and includes single-family residential activity in Allegany, Cayuga, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Steuben, Wayne, Wyoming and Yates counties.

*The Greater Rochester Association of REALTORS® is a not-for-profit trade association representing and supporting more than 3,000 REALTORS® in the Rochester metro area and beyond with chapters serving portions of the Finger Lakes and Southern Tier. REALTORS® are real estate professionals who subscribe to a strict code of ethics put forth by the National Association of REALTORS®. GRAR also provides a public website featuring all property listings in the region served at [www.HomeSteadNet.com](http://www.HomeSteadNet.com).*