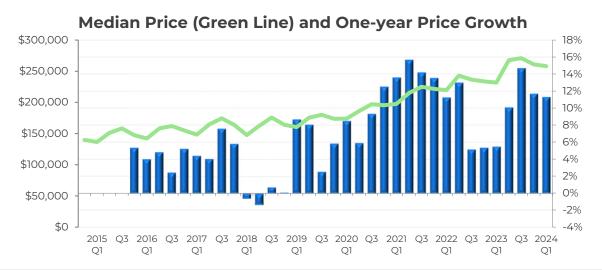


## **Reading Area**

## **Local Market Report, First Quarter 2024**

## **Today's Market...**



| Local Price Trends                                  |           |           |  |  |
|---|-----------|-----------|--|--|
| Price Activity                                      | Reading   | U.S.      | Local Trend                              |  |
| Current Median Home Price (2024 Q1)                 | \$258,000 | \$385,100 | Prices are up from a year ago, but price |  |
| 1-year (4-quarter) Appreciation (2024 Q1)           | 11.3%     | 5.1%      | growth is slowing                        |  |
| 3-year (12-quarter) Appreciation (2024 Q1)          | 30.6%     | 21.2%     | growth is slowing                        |  |
| 3-year (12-quarter) Housing Equity Gain*            | \$60,500  | \$67,467  | Gains in the last 3 years have extended  |  |
| 7-year (28 quarters) Housing Equity Gain*           | \$109,600 | \$154,400 | the trend of positive price growth after |  |
| 9-year (36 quarters) Housing Equity Gain*           | \$121,400 | \$181,700 | the recession                            |  |
| *Note: Equity gain reflects price appreciation only |           |           |  |  |

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| acked financing    |
|                    |

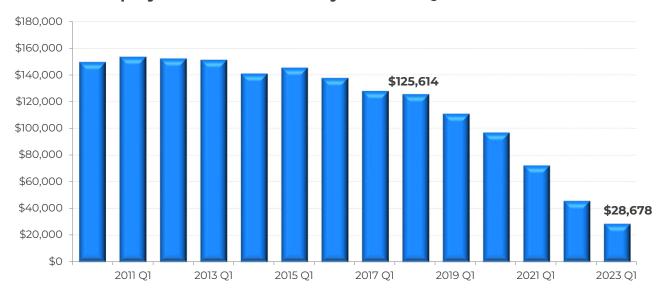
#### **Local NAR Leadership**

The Reading market is part of region 2 in the NAR governance system, which includes all of New York, New Jersey, and Pennsylvania. The 2024 NAR Regional Vice President representing region 2 is Jennifer Stevenson.



# **Benefits of Ownership: Total Equity Appreciation**

### **Total Equity Accrued to Owner by Year and Quarter of Purchase**



| Total Equity Gained** through 2024 Q1 from quarter in which home was of purchased |           |           |   |
|---|-----------|-----------|---|
| Price Activity  | Reading   | U.S.      | Local Trend                                     |
| 1-year (4-quarter)  | \$28,678  | \$22,451  |   |
| 3-year (12-quarter)*  | \$72,266  | \$86,390  | Price appreciation and principle                |
| 5-year (20-quarter)*  | \$110,897 | \$152,868 | payments in the last 3 years have               |
| 7-year (28 quarters)*   | \$127,967 | \$182,953 | boosted total equity growth since the recession |
| 9-year (36 quarters)*   | \$145,397 | \$217,432 |   |

<sup>\*</sup>Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity



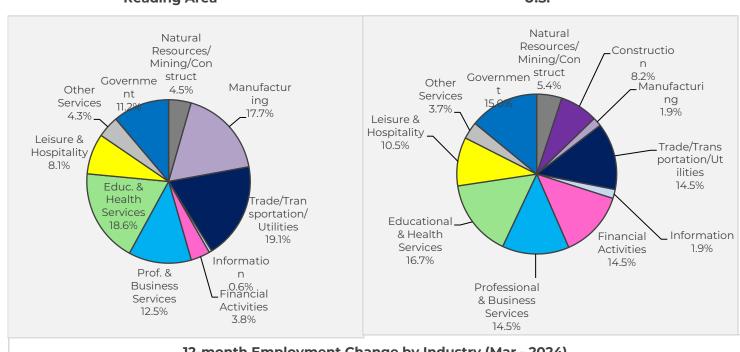
## **Drivers of Local Supply and Demand...**

| Local Economic Outlook            | Reading | U.S.              |   |
|-----------------------------------|---------|-------------------|---|
| 12-month Job Change (Mar)         | 700     | Not<br>Comparable | Employment growth has eased, but  |
| 12-month Job Change (Feb)         | 1,200   | Not<br>Comparable | remains positive  |
| 36-month Job Change (Mar)         | 11,400  | Not<br>Comparable | Unemployment has risen since the  |
| Current Unemployment Rate (Mar)   | 3.5%    | 3.8%              | same period last year, but Reading's<br>labor market has been more resilient<br>than the national average |
| Year-ago Unemployment Rate        | 3.4%    | 3.5%              | Local employment growth is poor and   |
| 1-year (12 month) Job Growth Rate | 0.4%    | 2.1%              | needs to improve  |

## **Share of Total Employment by Industry**

#### **Reading Area**





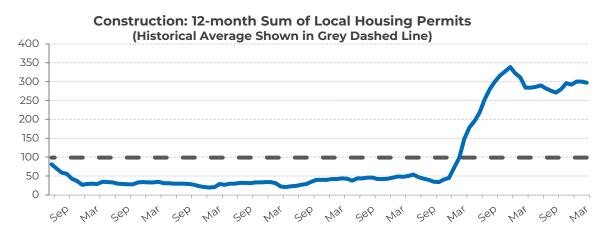
#### 12-month Employment Change by Industry (Mar - 2024)

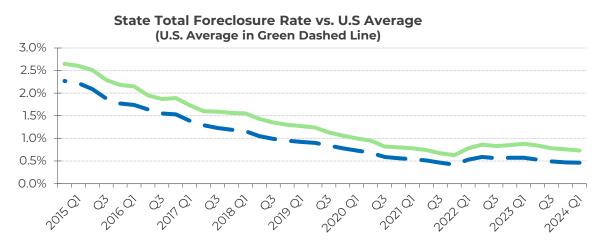
| Goods Producing                        | NA   | Information               | -100  |
|--|------|---------------------------|-------|
| Natural Resources/Mining/Construction  | 0    | Financial Activities      | -100  |
| Natural Resources and Mining           | NA   | Prof. & Business Services | -300  |
| Construction                           | NA   | Educ. & Health Services   | 1,500 |
| Manufacturing                          | 200  | Leisure & Hospitality     | 100   |
| Service Providing Excluding Government | NA   | Other Services            | 100   |
| Trade/Transportation/Utilities         | -400 | Government                | 200   |



| State Economic Activity Index | Pennsylvania | U.S.   |                                       |
|-------------------------------|--------------|--------|---------------------------------------|
|                               | 2.1%         | 2.9%   | Pennsylvania's economy is growing,    |
| 12-month change (2024 - Mar)  | 2.170        | 2.570  | but decelerated from last month's     |
|                               | 15.4%        | 12.9%  | 2.54% change and lags the rest of the |
| 36-month change (2024 - Mar)  | 15.470       | 12.570 | nation                                |

| New Housing Construction   |         |                   |  |
|--|---------|-------------------|--|
| Local Fundamentals   | Reading | U.S.              |  |
| 12-month Sum of 1-unit Building Permits<br>through Mar             | 297     | not<br>comparable | The current level of construction is 200.1% above the long-term average  |
| 8-year average for 12-month Sum of 1-Unit<br>Building Permits      | 99      | not<br>comparable | Production above trend for an extended period of time could cause prices to moderate as inventory is built up. |
| Single-Family Housing Permits (Mar)<br>12-month sum vs. a year ago | 4.6%    | 8.8%              | Construction is on the rise relative to<br>last year, suggesting that the local<br>inventory has stabilized    |



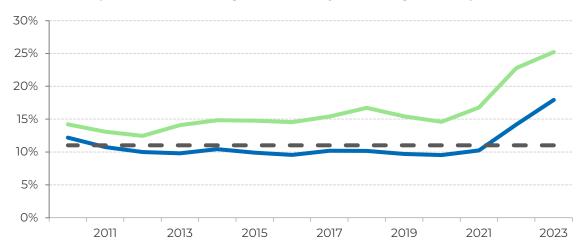


Source: Mortgage Bankers' Association



## **Affordability**

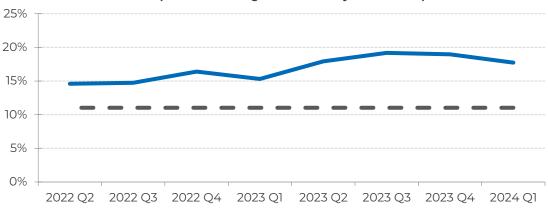
# Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income (Local Historical Average Shown in Grey, U.S. Average in Green)



| Monthly Mortgage Payment to<br>Income* | Reading | U.S.  |                                     |
|--|---------|-------|-------------------------------------|
| Ratio for 2023                         | 17.9%   | 25.2% | Weak by local standards, but better |
| Ratio for 2024 Q1                      | 17.7%   | 23.7% | than the fourth quarter of 2023     |
| Historical Average                     | 11.0%   | 17.0% | More affordable than most markets   |

<sup>\*</sup>The median family Income was included for the calculation of the mortgage payment to income ratio

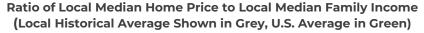


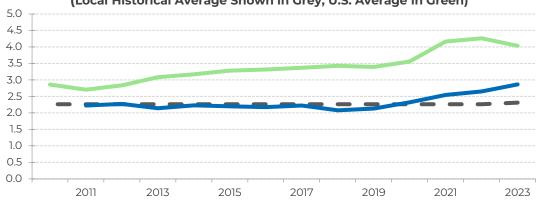


| Median Home Price to Income* | Reading | U.S. |                                      |
|------------------------------|---------|------|--------------------------------------|
| Ratio for 2023               | 2.9     | 4.0  | The price-to-income ratio eased, but |
| Ratio for 2024 Q1            | 2.8     | 3.8  | could be better                      |
| Historical Average           | 2.3     | 3.4  | Affordable compared to most markets  |

<sup>\*</sup>The median family Income was included for the calculation of the median home price to income ratio

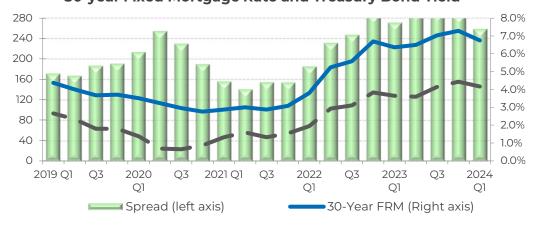






## The Mortgage Market





During the first quarter of the year, housing affordability improved as mortgage rates fell below 7%. Steady interest rates from the Federal Reserve helped mortgage rates to ease in the first three months of the year. Nevertheless, even with this decrease, mortgage rates continued to be higher than a year ago. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 6.75% in the first quarter from 6.36% a year earlier.

With lower interest rates on the horizon, mortgage rates are expected to ease later this year, thereby enhancing affordability for potential homebuyers. NAR forecasts the 30-year fixed mortgage rate to average 6.5% at the last quarter of the year.



# Geographic Coverage for this Report

The Reading area referred to in this report covers the geographic area of the Reading metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

**Berks County** 

More information on the OMB's geographic definitions can be found at https://obamawhitehouse.archives.gov/omb/bulletins\_default/