



North Idaho's Residential Market Update



Jared McFarland, CRS, ABR, Realtor®



Today's Objectives

- What is new in North Idaho
- 2022 market recap
- Kootenai vs Bonner
- How supply and demand will impact prices moving forward
- What to expect in 2023
- Market prediction



What's New in North Idaho

- **New construction** – Atlas Project, Montrose, Parkllyn Estates, Westside at Prairie Falls
- **Short term rentals**
- **Affordable housing/workforce housing**
- **New high-rise projects and more density** - One Lakeside, Thomas George, Riverstone, Atlas.

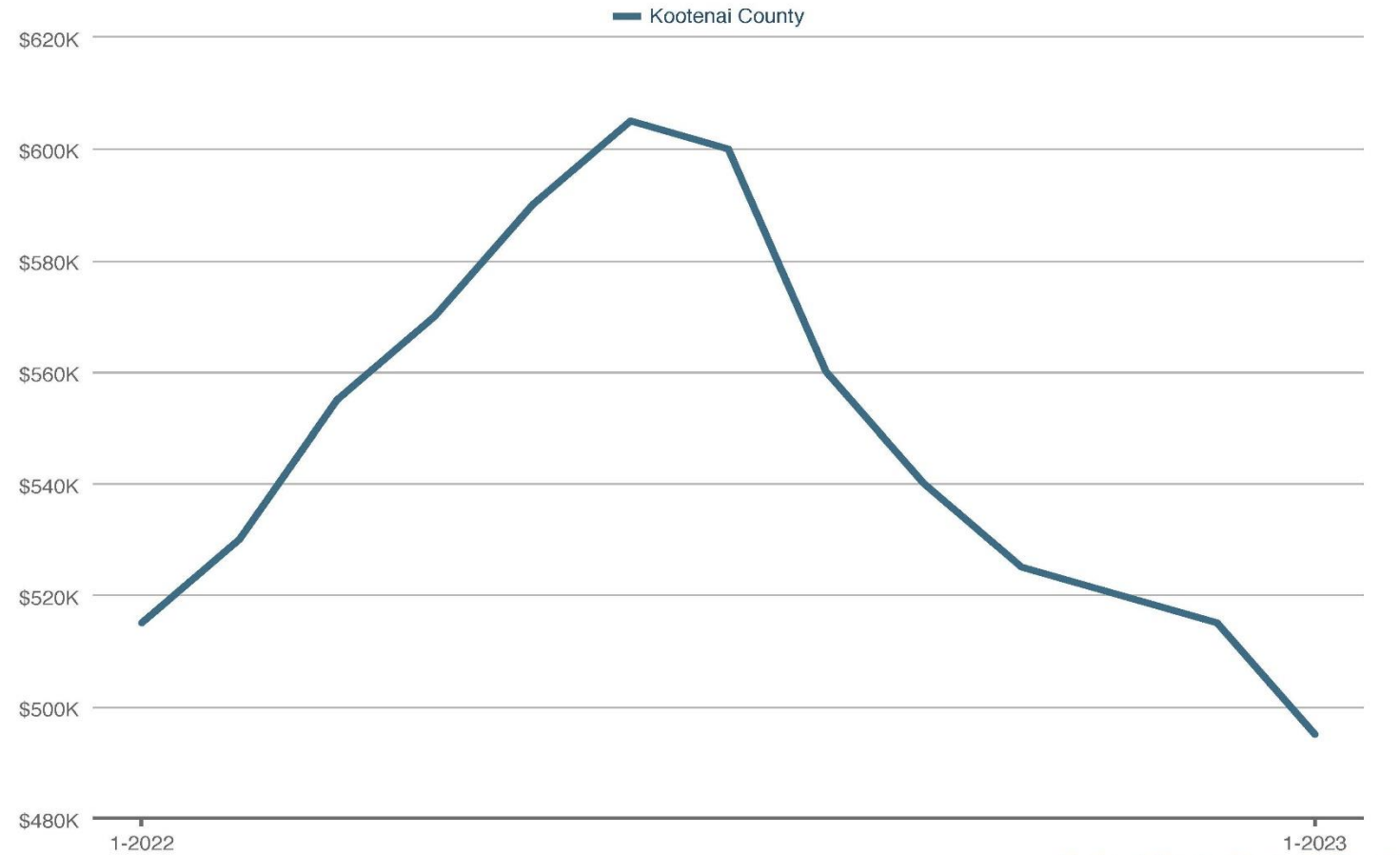


2022 - A Tale of Two Markets

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2022 Median Sales Prices

Median Sales Price



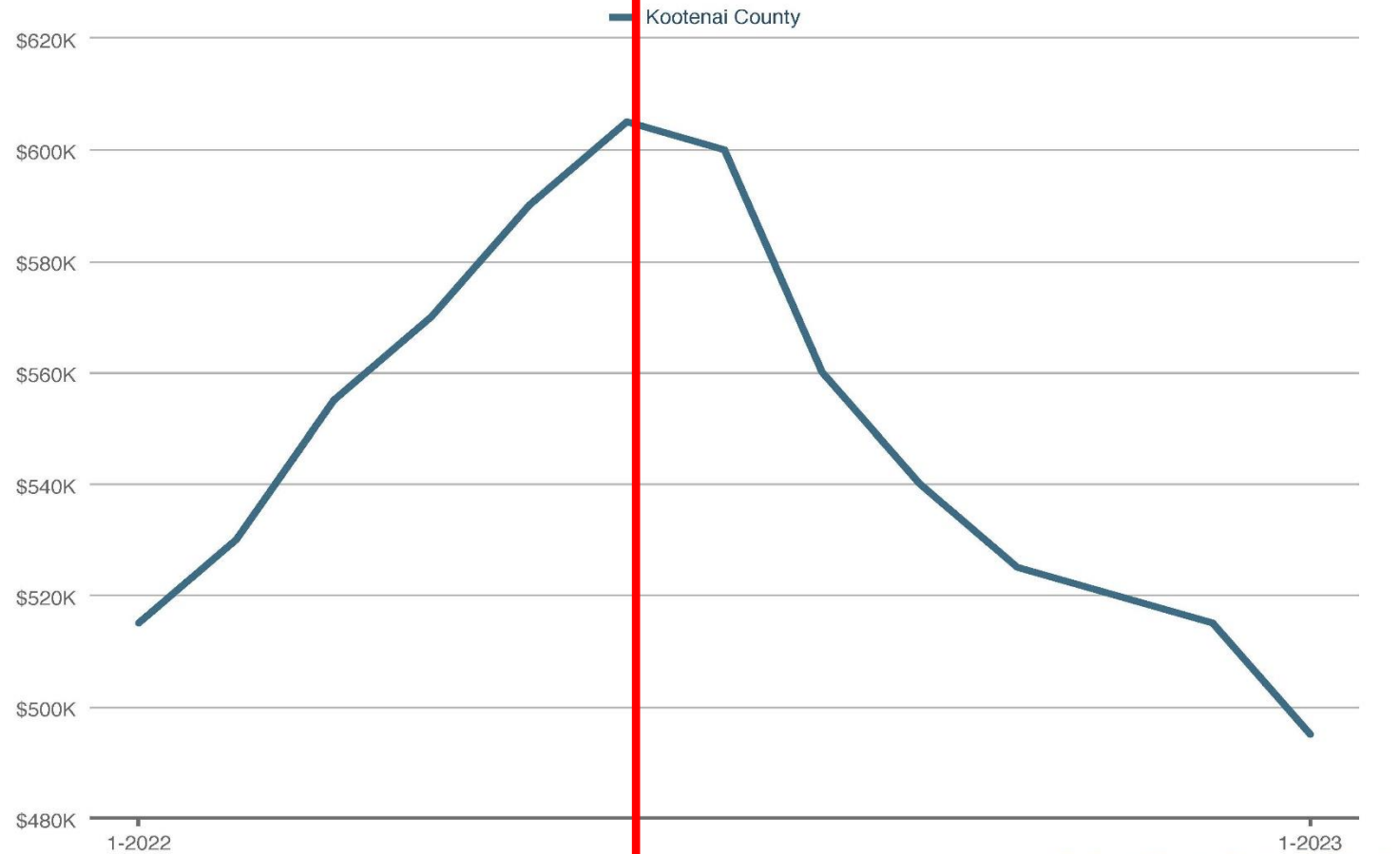
Kootenai County: Previously Owned

Each data point is three months of activity. Data is from February 23, 2023.

All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

2022 Median Sales Prices

Median Sales Price

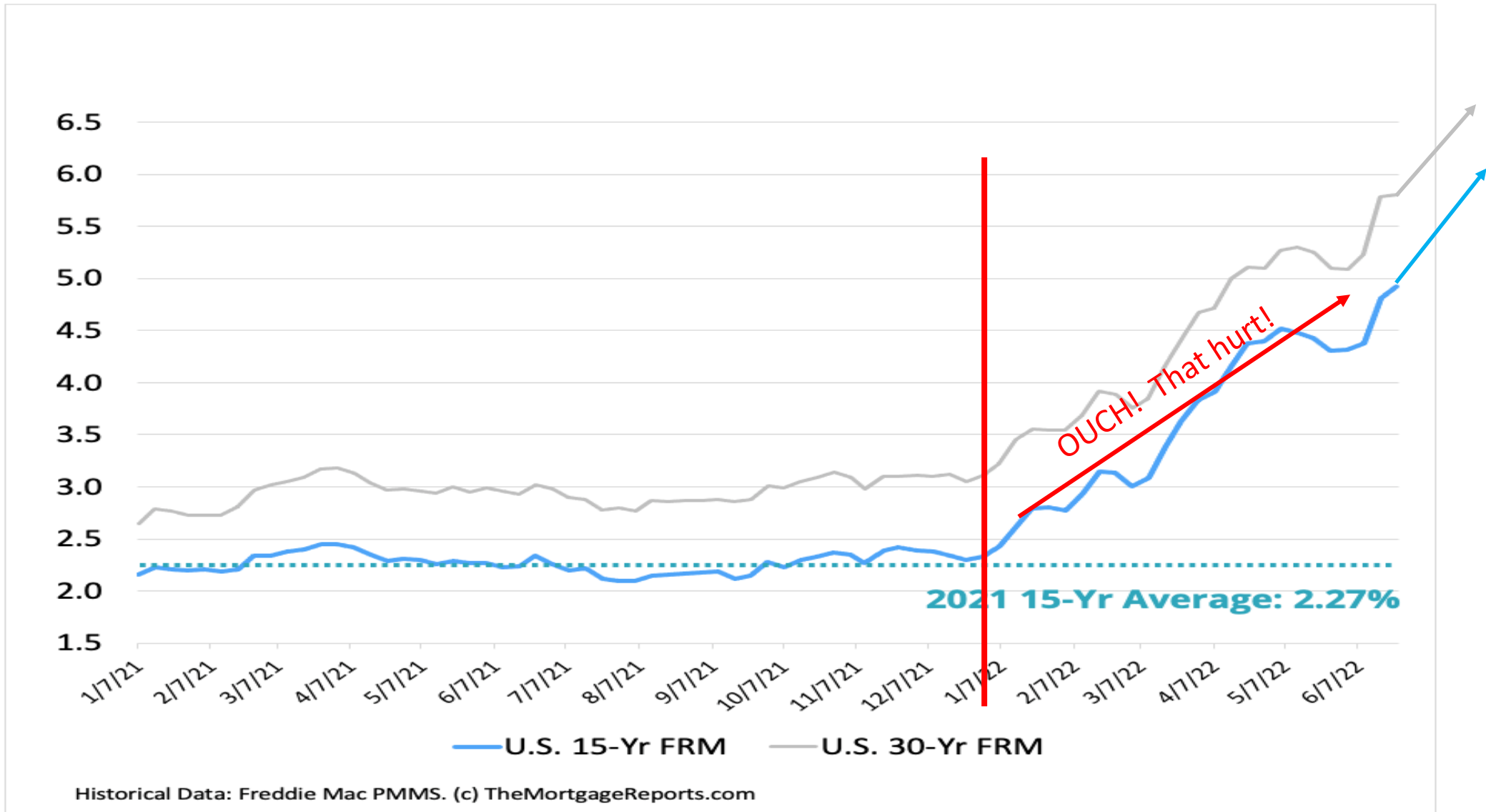


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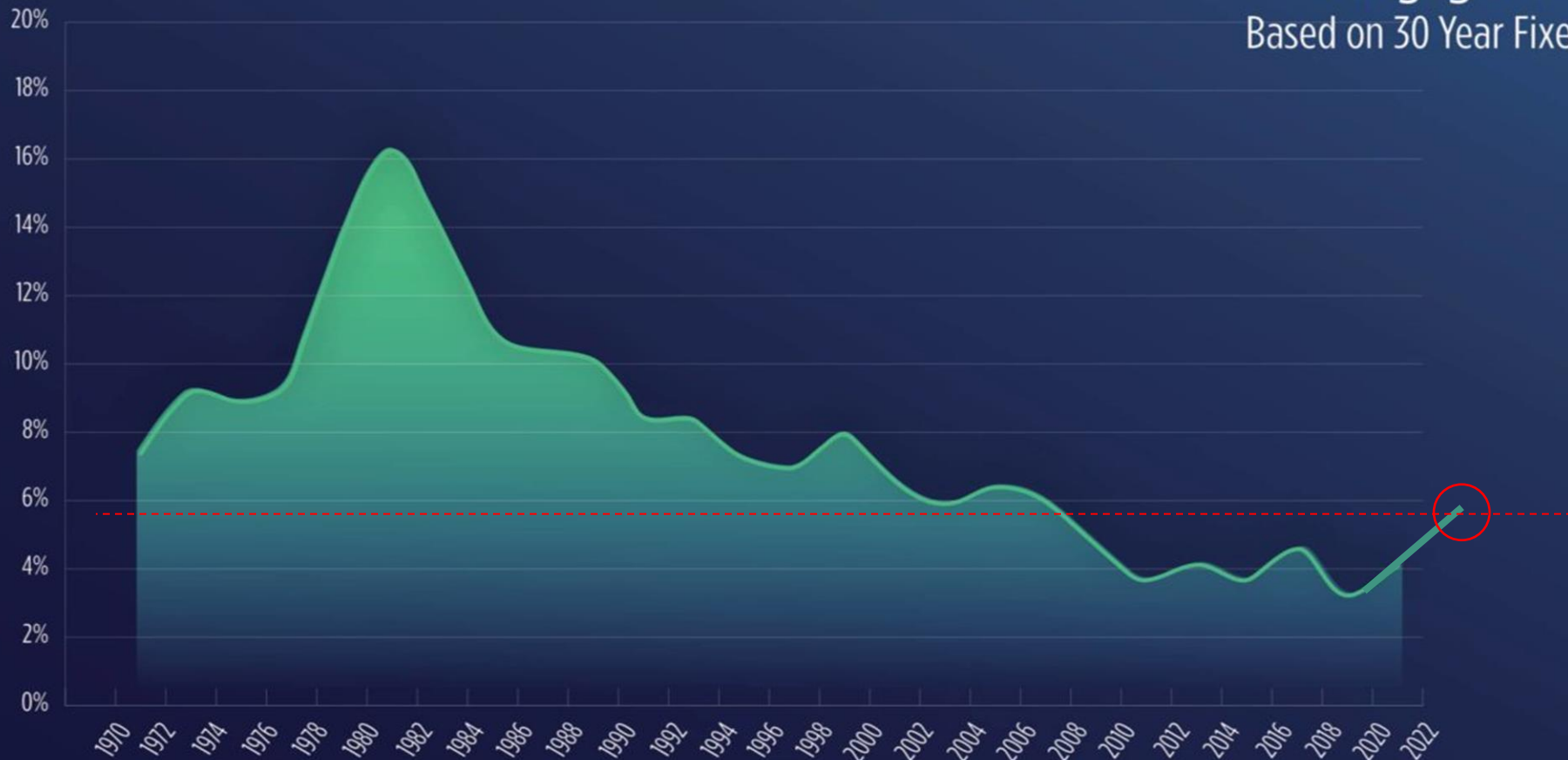
2021 - 2023 Mortgage Rates



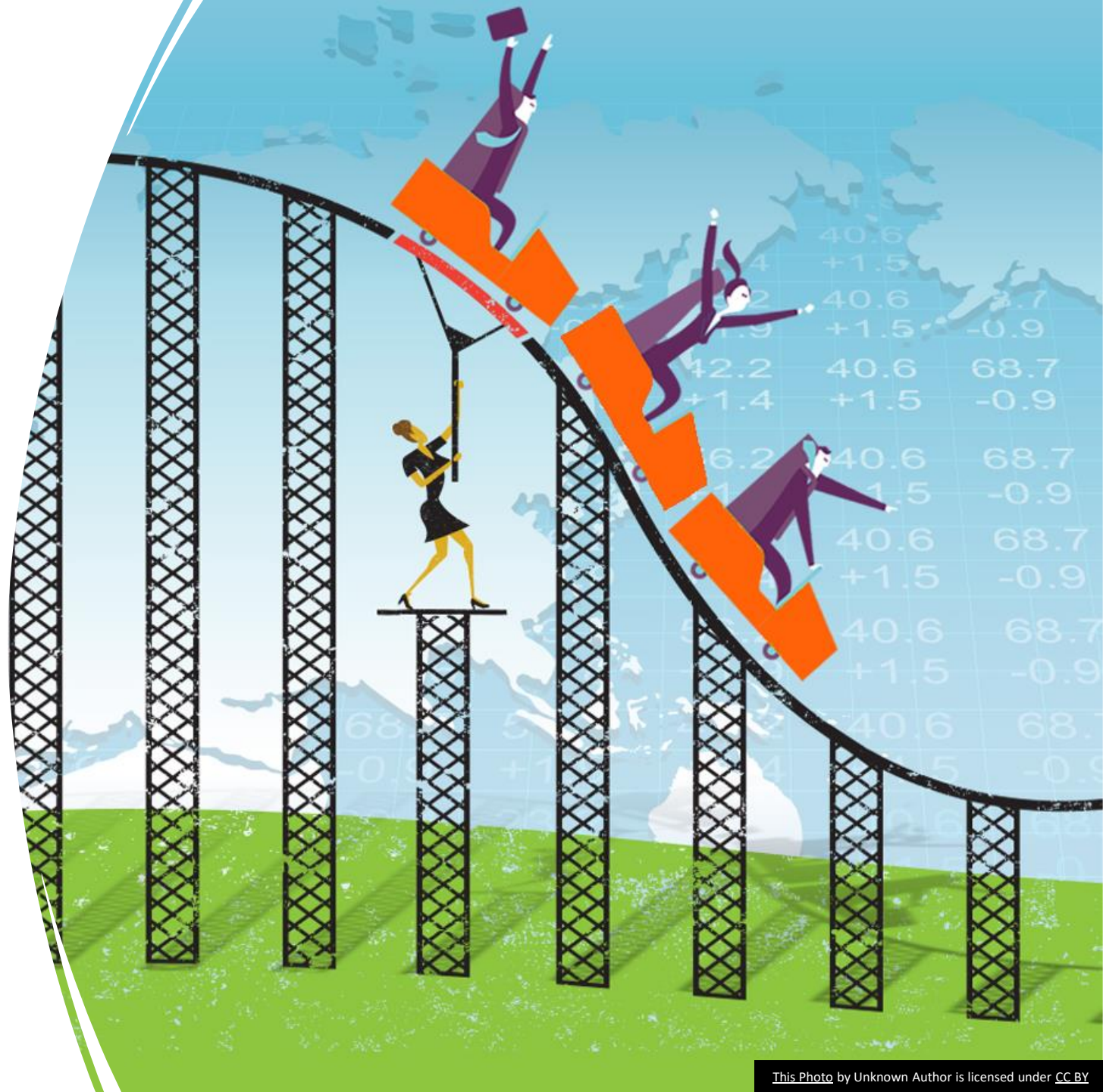
Historically Affordable Rates



Mortgage Rates Since 1971
Based on 30 Year Fixed Rate Mortgage



Volatility creates **uncertainty**,
which in turn **lowers demand**.



What else changes demand?





JOB POSTINGS



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[Home](#) / [News](#) / [Construction](#) / Idaho's hottest real estate market is Coeur d'Alene

Idaho's hottest real estate market is Coeur d'Alene

By: Catie Clark | July 7, 2021 | Comments Off

For over a year, Coeur d'Alene has outperformed Boise as a real estate market, based on the realtor.com hotness index. Using the most recent data available, from March 2021, Coeur d'Alene was one of the 20 hottest real estate markets in a national comparison of the 300 largest metros in the nation. Coeur d'Alene had a ...

BOOMTOWN

Skyrocketing housing prices push some Coeur d'Alene locals out of hometown

—

Coeur d'Alene's housing market is the hottest in the nation by some metrics, but wages have mostly failed to keep up with the sky-rocketing housing prices.

Coeur d'Alene locals feeling priced out by booming housing market




THE WEST UTAH BUSINESS

The Wild West's housing market: These Utah, Idaho cities top new list for biggest price increases

'The secret is out,' Boise real estate agent says

By Katie McKellar | @KatieMcKellar1 | Oct 18, 2021, 5:00pm MDT

The logo for The Wall Street Journal, consisting of the letters "WSJ" in a bold, serif font.

The Wall Street Journal 
@WSJ

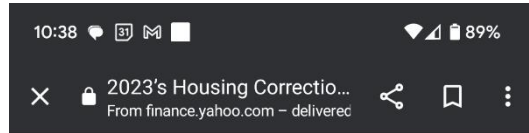
...

Coeur d'Alene, Idaho, tops the list of the country's hottest emerging housing markets, according to a new ranking launched Tuesday—The Wall Street Journal/Realtor.com Emerging Housing Market Index

The logo for The Wall Street Journal, consisting of the letters "WSJ" in a bold, serif font.

[wsj.com](https://www.wsj.com)

Lakeside Idaho City Is America's Hottest Housing Market in...
Picturesque Coeur d'Alene, Idaho, tops the list of the country's hottest emerging housing markets, according to a...



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GOBankingRates

2023's Housing Correction Could Be The Largest Since Post-WWII

Dawn Allcot

February 24, 2023, 9:00 am



Punyhong / Shutterstock.com

If you have been waiting for prices to drop to buy a house, 2023 could be your year. However, [the fall in housing prices](#) doesn't bode as well for current homeowners — or [the overall U.S. economy](#).

See the List: [GOBankingRates' Best Banks of 2023](#)

Reactions



IDAHO

Kootenai County housing market slowing down

The Wall Street Journal and Realtor.com even announced that Coeur d'Alene was No. 1 in the nation in their new Emerging Housing Markets Index. Things have changed.

Author: Bill Buley Coeur d'Alene Press

Published: 1:43 PM PST February 7, 2023

Updated: 1:43 PM PST February 7, 2023



COEUR D'ALENE, Idaho — Less than two years ago, it seemed everyone wanted to live in Coeur d'Alene. Homes were selling quickly, subject to bidding wars and sometimes purchased without inspections, as reported by our news partners, the [Coeur d'Alene](#)

BOOMTOWN

North Idaho housing market went down nearly 30% in 2022, realtors say

There are many more properties on the market today for buyers to consider than one year ago. The median price, however, rose from \$480,000 to \$550,000.

Author: BILL BULEY (The Coeur d'Alene Press)

Published: 11:19 AM PST January 11, 2023

Updated: 11:19 AM PST January 11, 2023



EDITORS' PICK

Not Even The Billionaire Kardashians Can Keep The Idaho Housing Bubble From Popping

Brandon Kochkodin

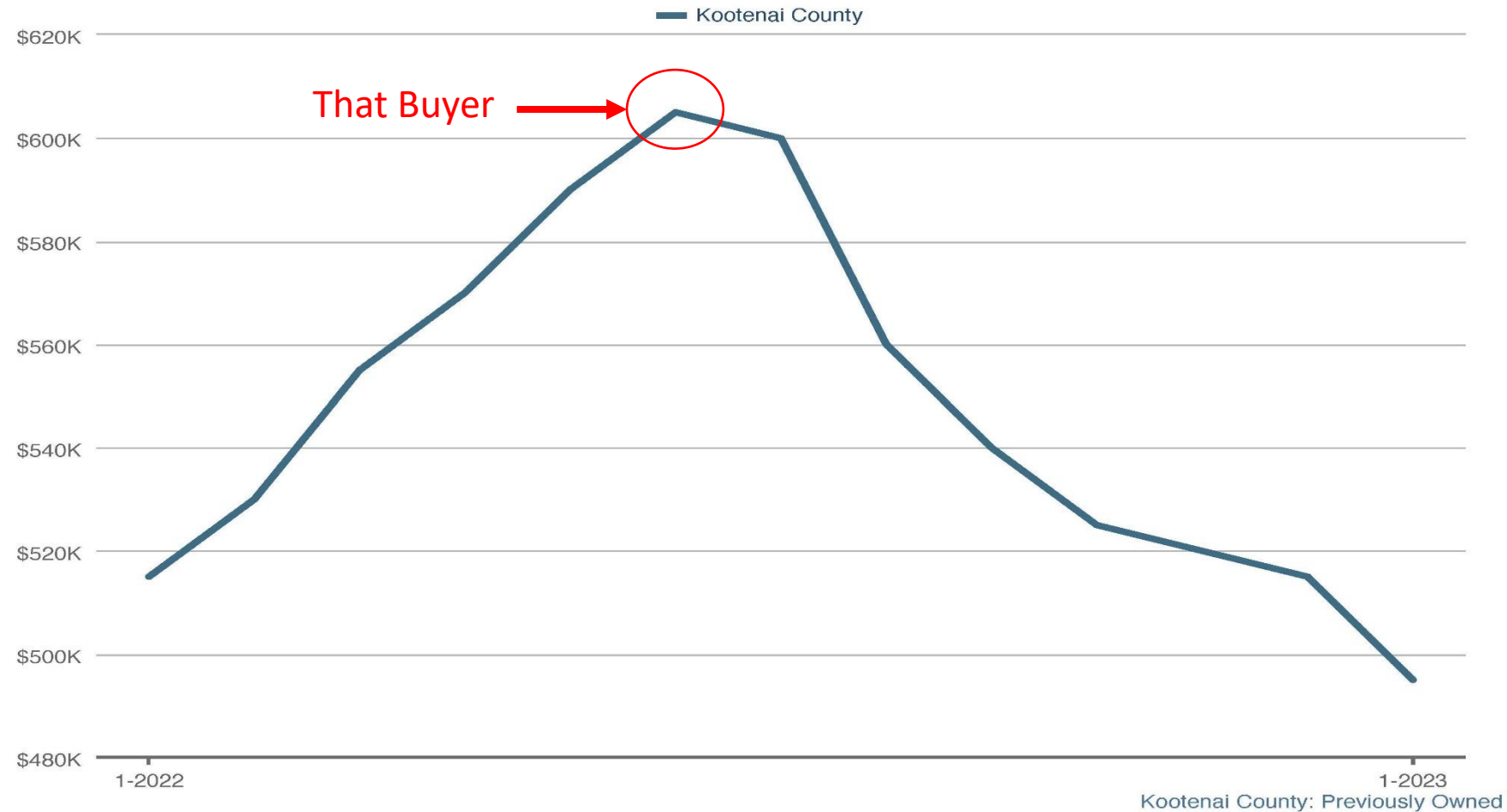
Forbes Staff

*I look for stories obscured by data
and/or financial jargon.*

Follow

2022 Median Sales Prices

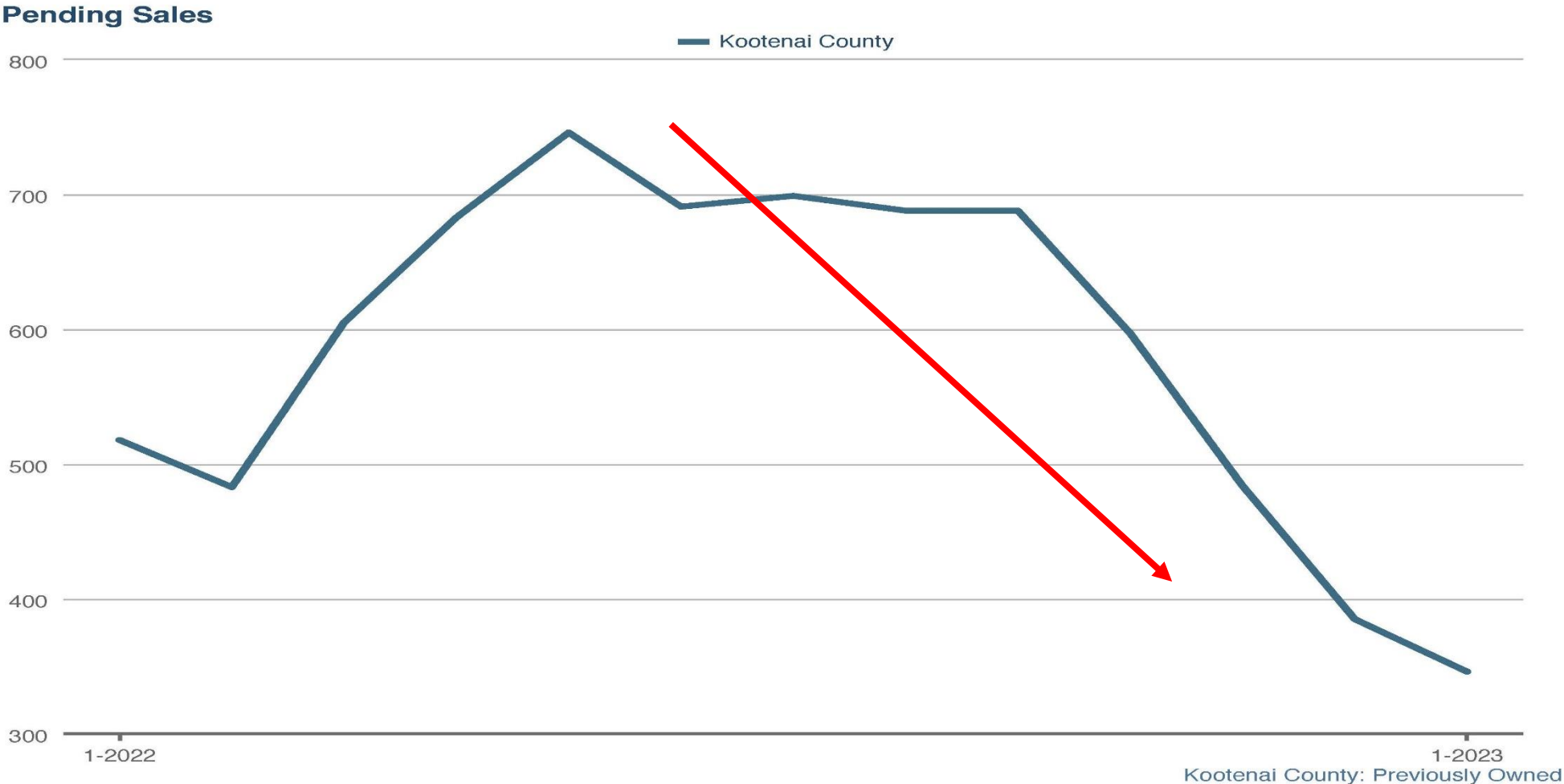
Median Sales Price



Each data point is three months of activity. Data is from February 23, 2023.

All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

2022 Pending Sales (Demand)

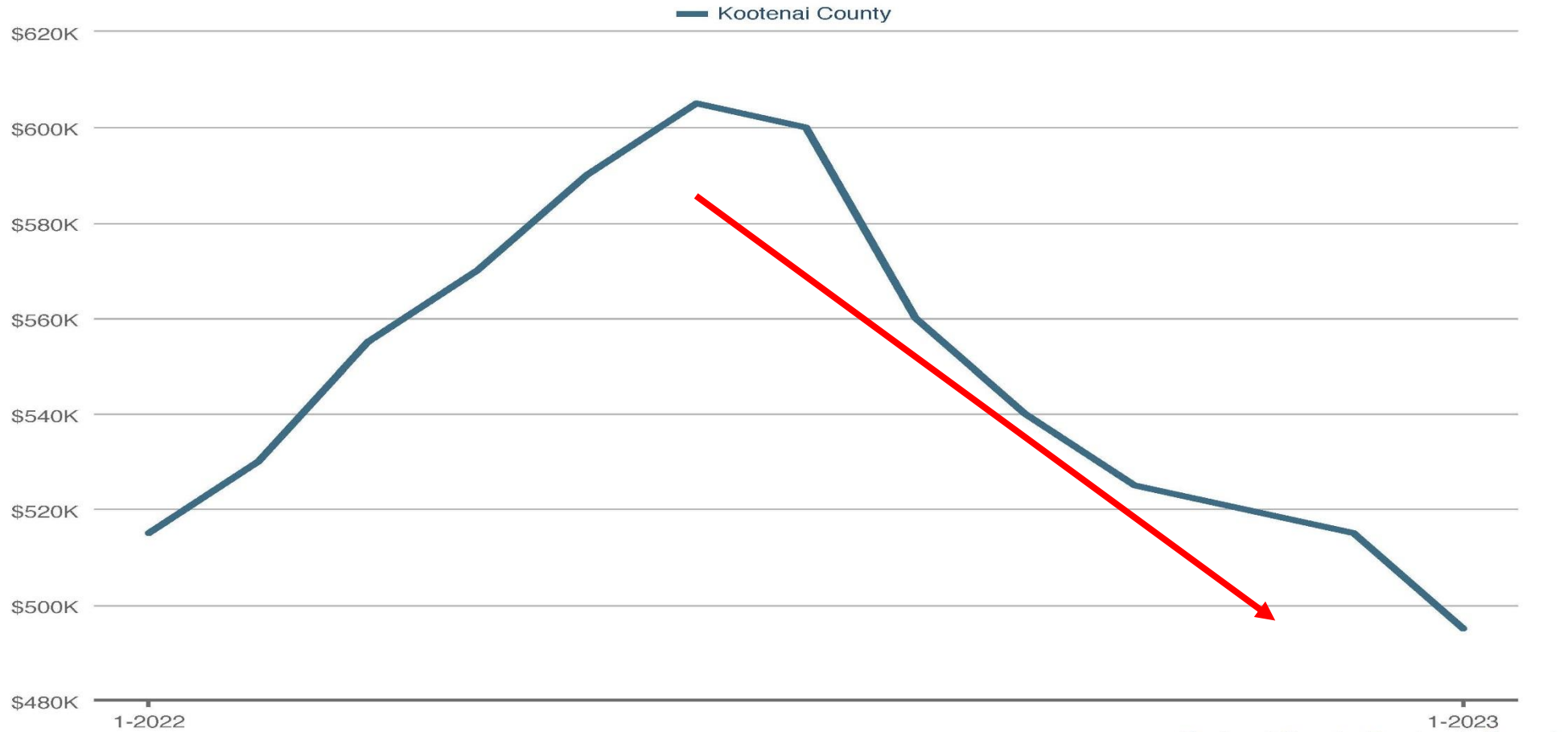


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2022 Median Sales Prices

Median Sales Price



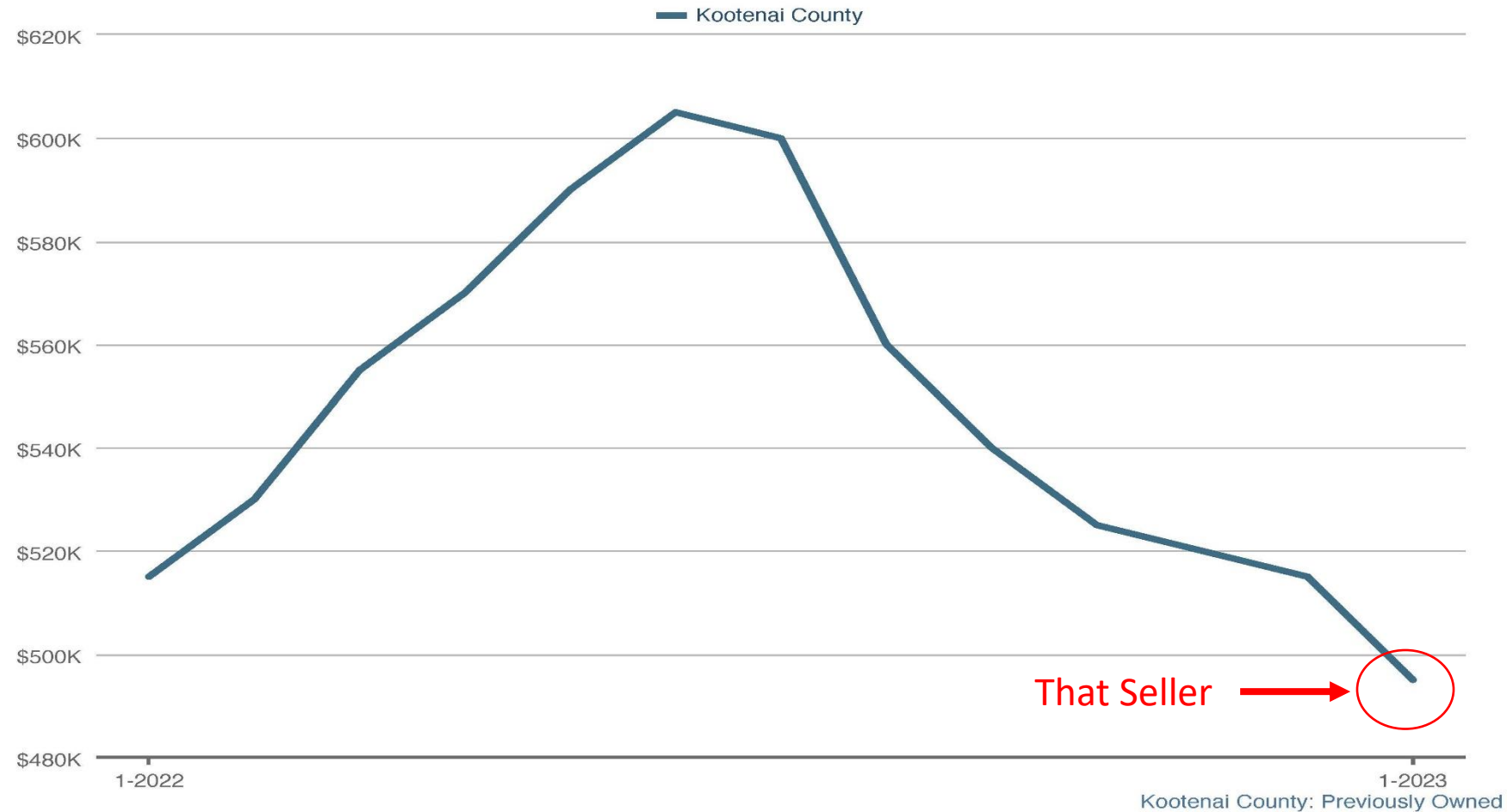
Kootenai County: Previously Owned

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2022 Median Sales Prices

Median Sales Price

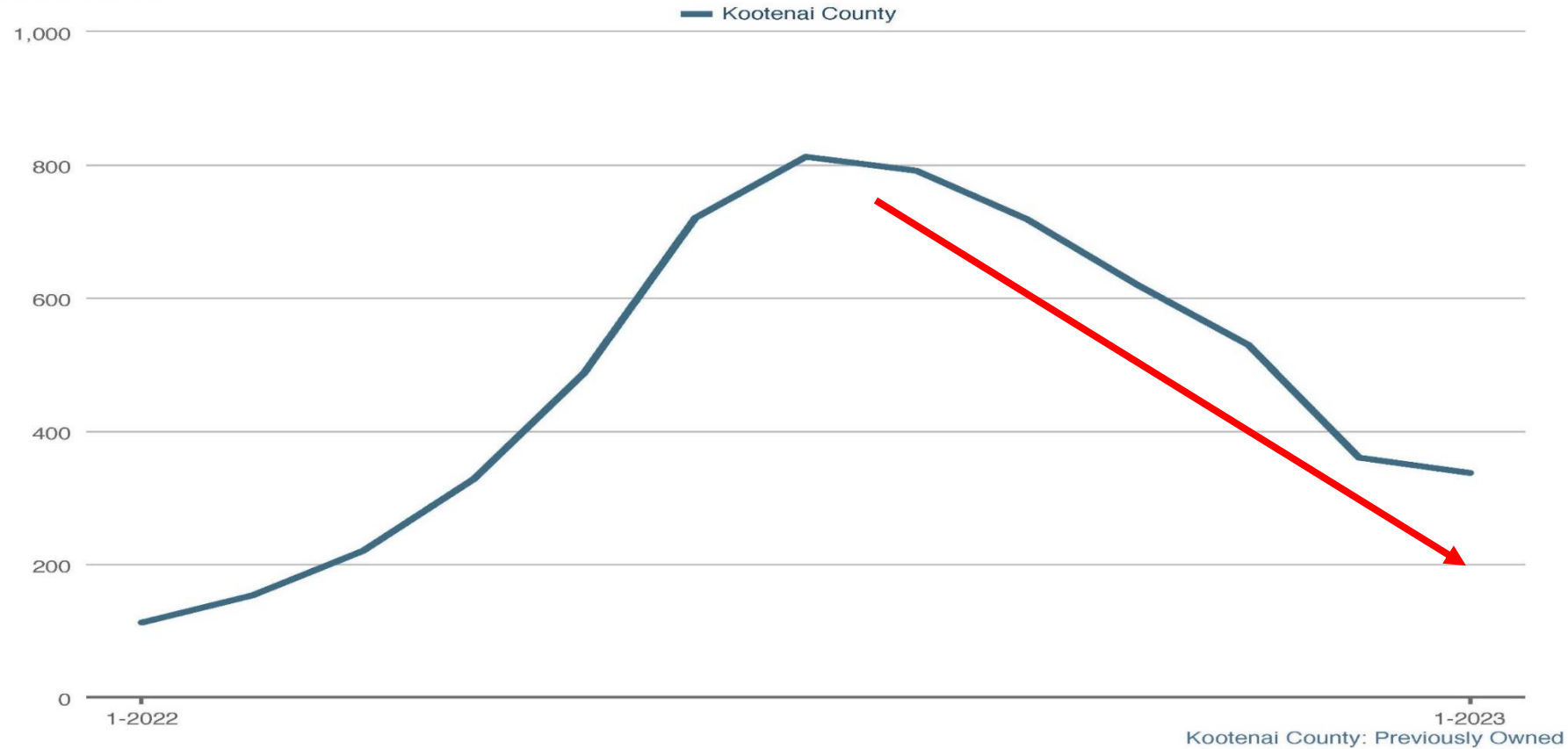


Each data point is three months of activity. Data is from February 23, 2023.

All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

2022 Inventory (Supply)

Homes for Sale



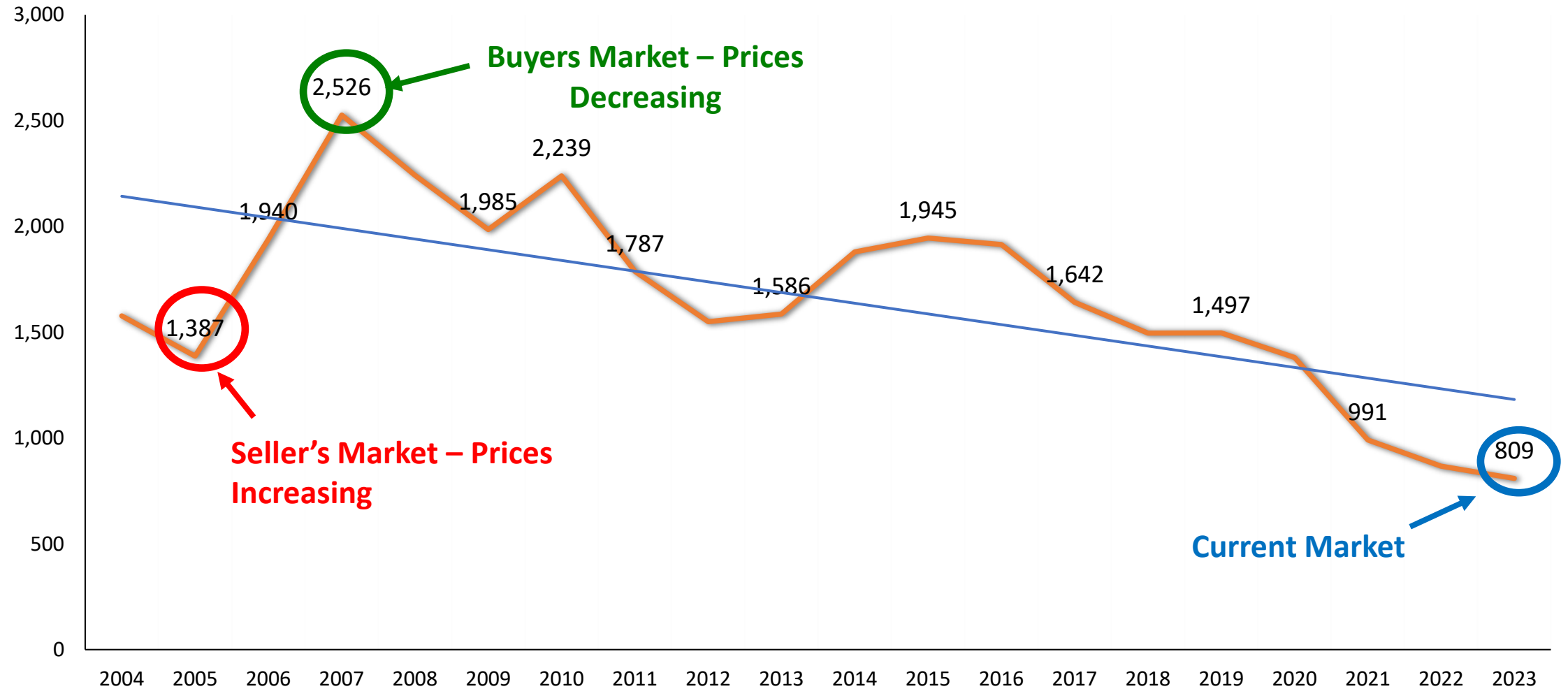
All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

Why didn't the supply increase?

- Home equity
- Labor market
- Remote work
- Trading rates
- Desirability
- Market cycles



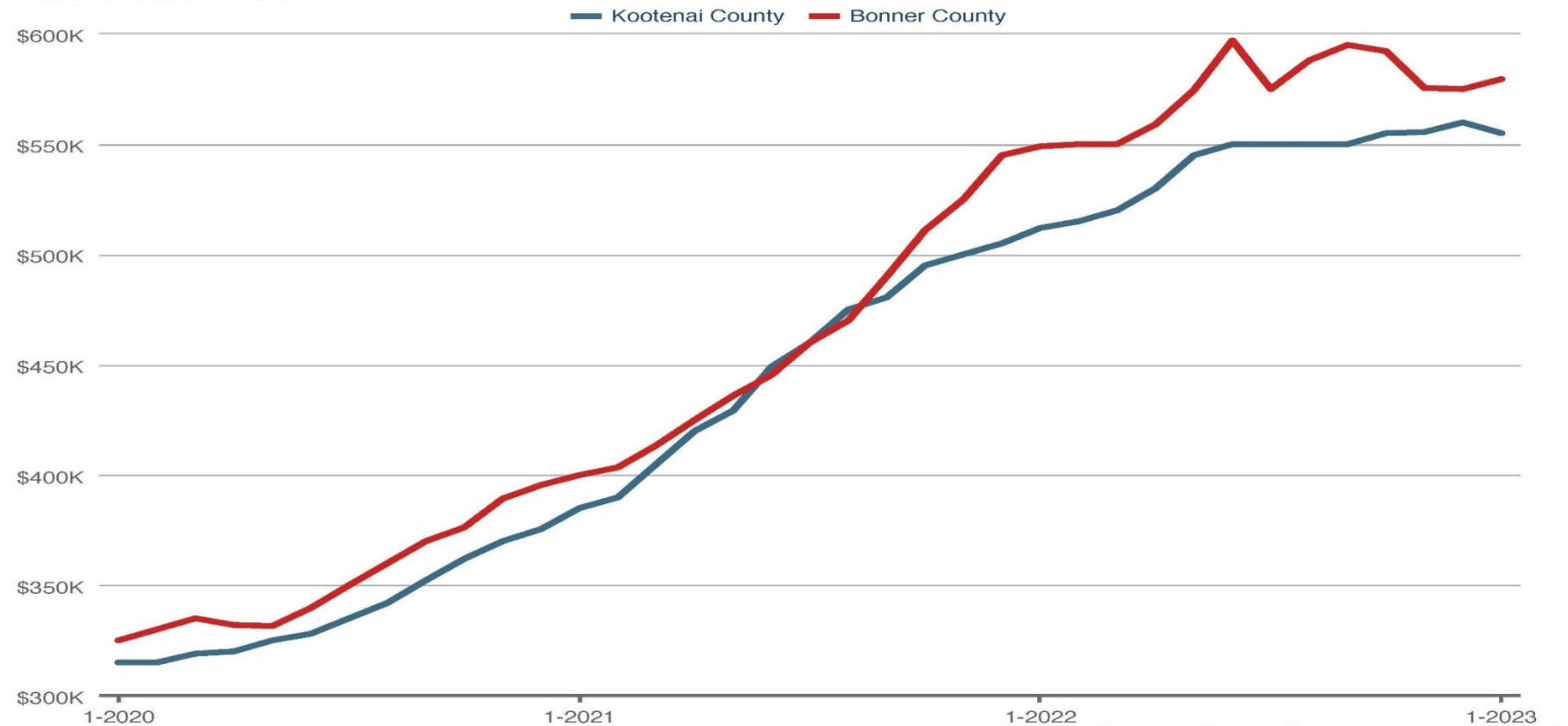
Twenty Years of Supply



Q1, Total Active, Site Built < 2 Acre, Residential, Kootenai County

Kootenai County and Bonner County - Price

Median Sales Price

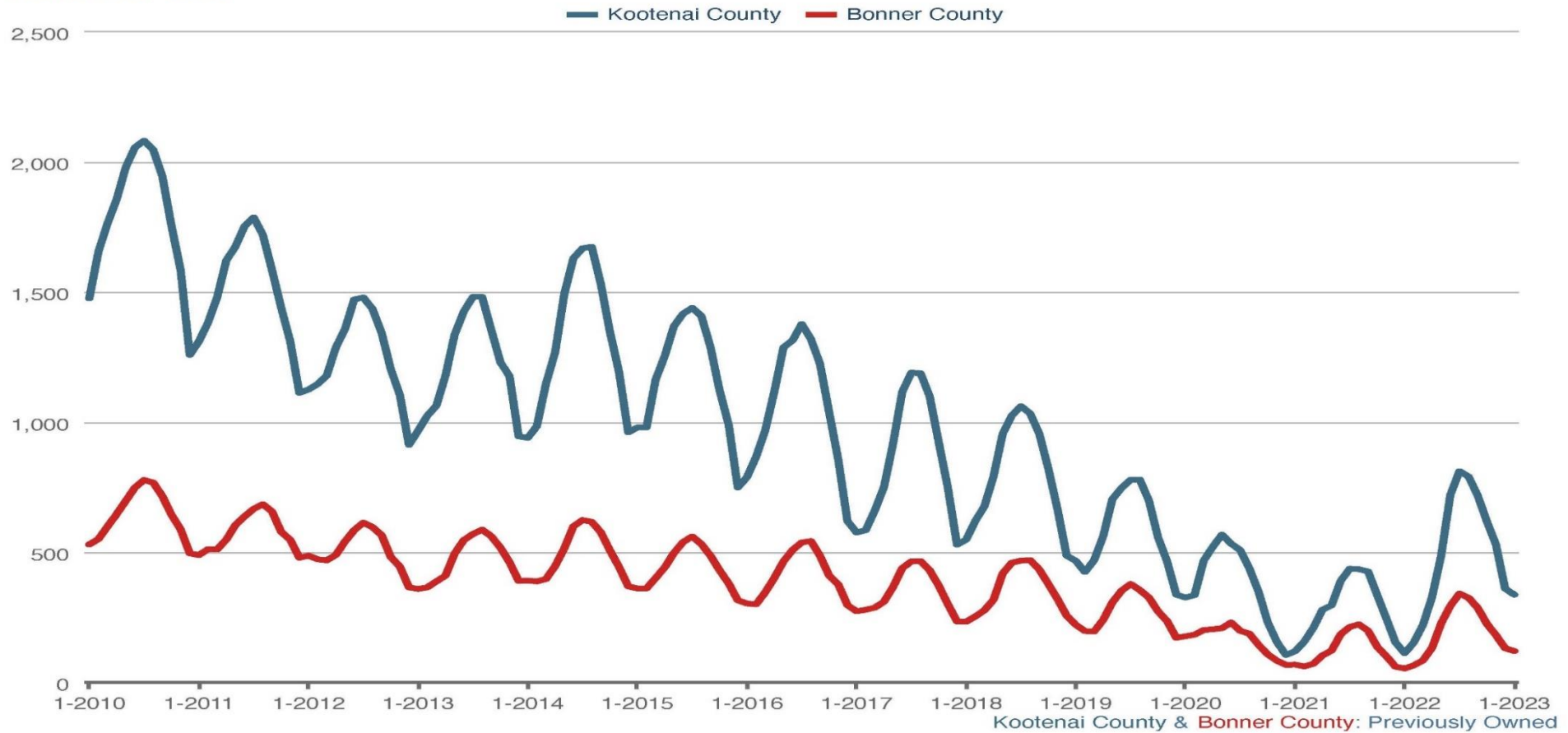


Kootenai County & Bonner County: Previously Owned
Each data point is 12 months of activity. Data is from February 24, 2023.

All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

Kootenai County and Bonner County - Supply

Homes for Sale



All data from Multiple Listing Service of Coeur d'Alene Association of REALTORS. InfoSparks © 2023 ShowingTime.

What does
all of this
mean?



WILL SUPPLY OR DEMAND RISE FASTER?

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Here is what I expect...

SUPPLY

- Supply will bump slightly with spring market cycle
- Raised demand will absorb much of the supply increase
- Supply will remain historically low because of the economic and labor dynamics

DEMAND

- Rates will settle out and volatility will decrease
- Demand will bump up as uncertainty settles from less volatility
- With low supply, a small jump in demand will raise prices



Demand will rise faster than supply



Prices will be higher in February 2024

Thank you

QUESTIONS?

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Sources

- Fannie Mae
- McLean Mortgage Company
- CDA MLS
- Wall Street Journal
- Idaho Business Review
- Boomtown
- Forbes
- Yahoo Finance
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- CDA Chamber Economic Forecast
- Nick Forsberg, Atlas Homes