



KENNEN  **COHEN**
We're Your Door To Denver

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2020
FIVE STAR
REAL ESTATE AGENT



Kennen S. Cohen
2015 • 2019 • 2020



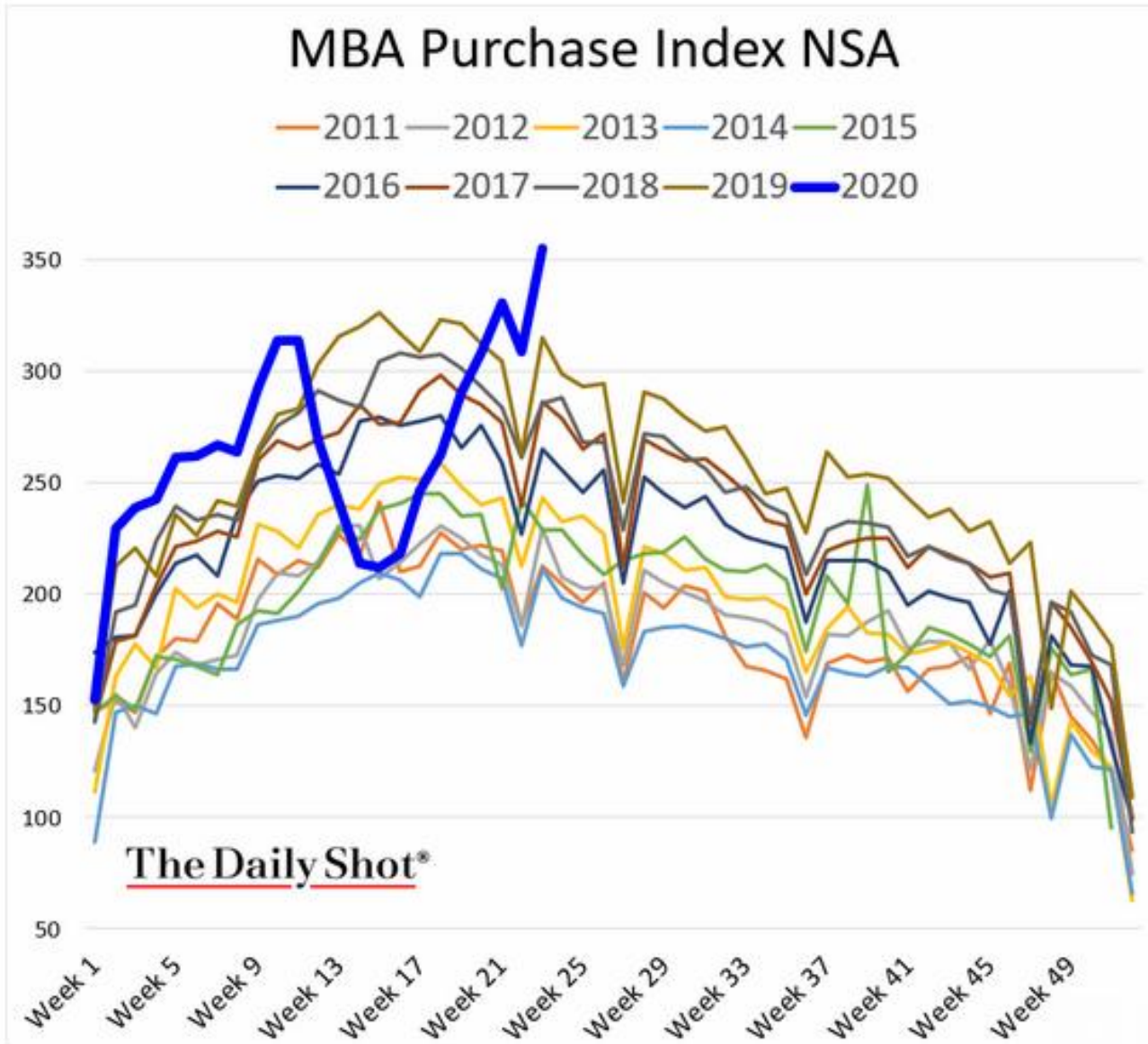
DENVER METRO MARKET YEAR-OVER-YEAR COMPARISON
JUNE 17, 2020 – COVID EDITION

The beginning of March 2020 had incredibly active showings. April took the expected plunge due to the State's stay-at-home order. The first half of May aligned with last year's activity, while the last few weeks have surpassed 2019. Just an illustration of the pent-up demand.

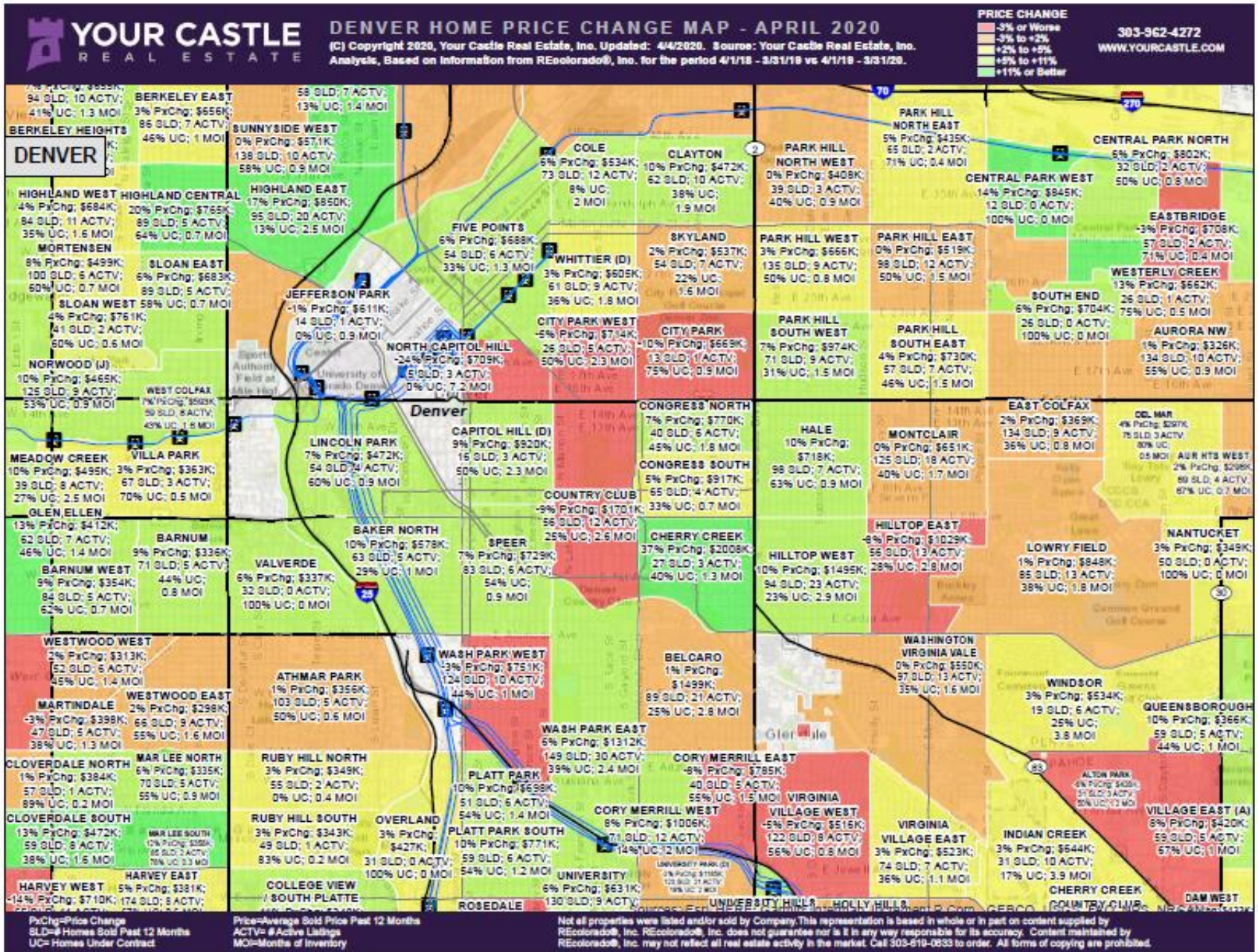
Weekly showings normalized to the first seven days of each calendar year, 7-day moving average. 0% baseline = January 1-7.

SHOWINGS PER LISTING





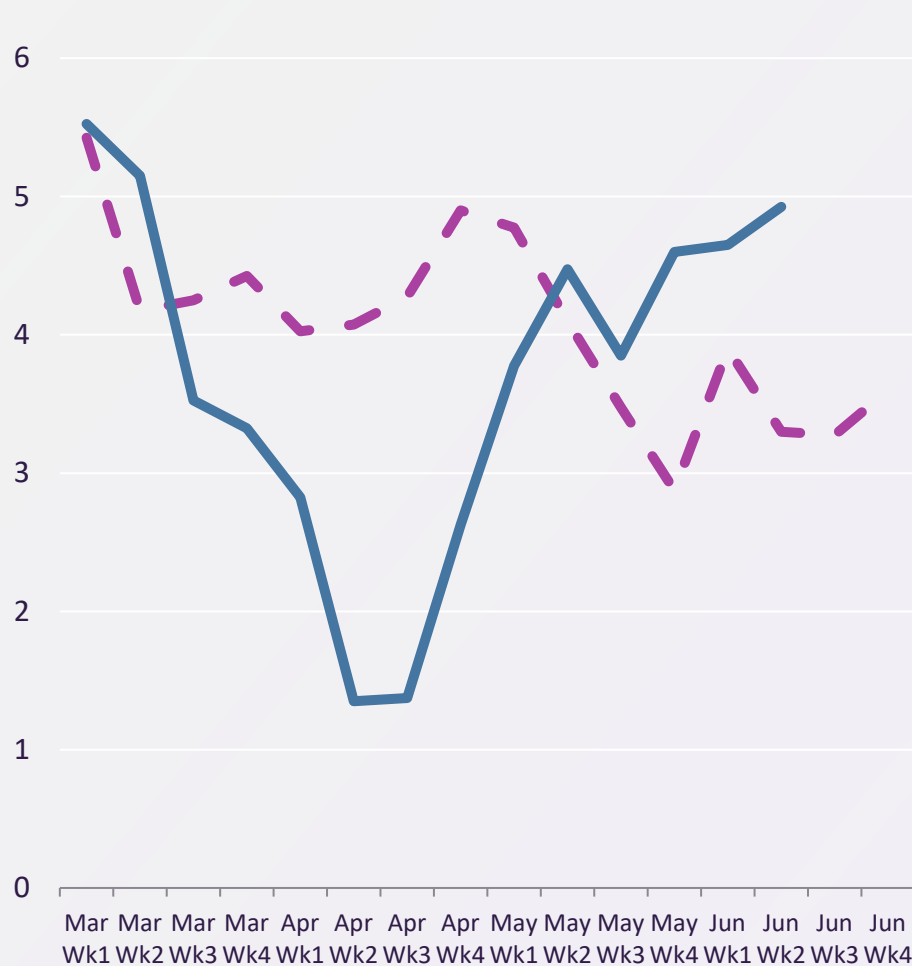
<p><u>Number of closed properties</u> Lagging indicator 3-5 weeks</p>	<p>Down 48% in May compared to last May. This made the news!</p>	<p>This was due to 3 weeks of being unable to show properties in-person during April</p>
<p><u>Pending sales – Under contracts</u> Leading indicator</p>	<p>Up 114% in May compared to April and up 11.92% YOY</p>	<p>This will result in strong closing numbers in June and July</p>
<p><u>Home prices</u></p>	<p>Avg price down 1.31% YOY but Median price was up 2.13% YOY. Why the difference?</p>	<p>Supply and demand stayed in check. On average prices are flat in the 7-county area.</p>
<p><u>Hot segments</u></p>	<p>Single family homes priced between \$400K - \$600K</p>	<p>Multiple offers and bidding wars</p>
<p><u>Cold segments</u></p>	<p>Luxury properties priced above \$1mm</p>	<p>9.5 MOI for detached and 25 MOI for attached properties. Jumbo loans became hard to come by</p>



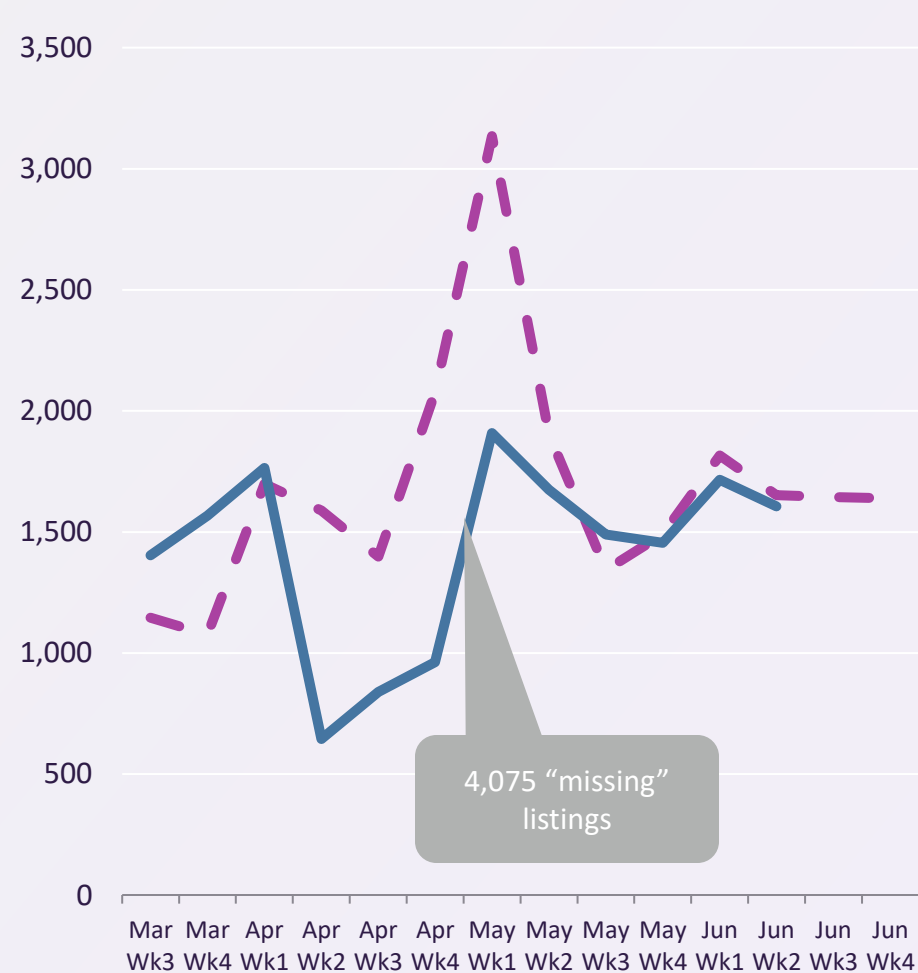
Showing traffic continues to rise (Denver and Douglas County opened for showings, other counties did not). Overall, we are back to 2019 levels. Newly added listings is similar.

Dashed line – 2019; Solid Line - 2020

SHOWINGS/ACTIVE LISTING

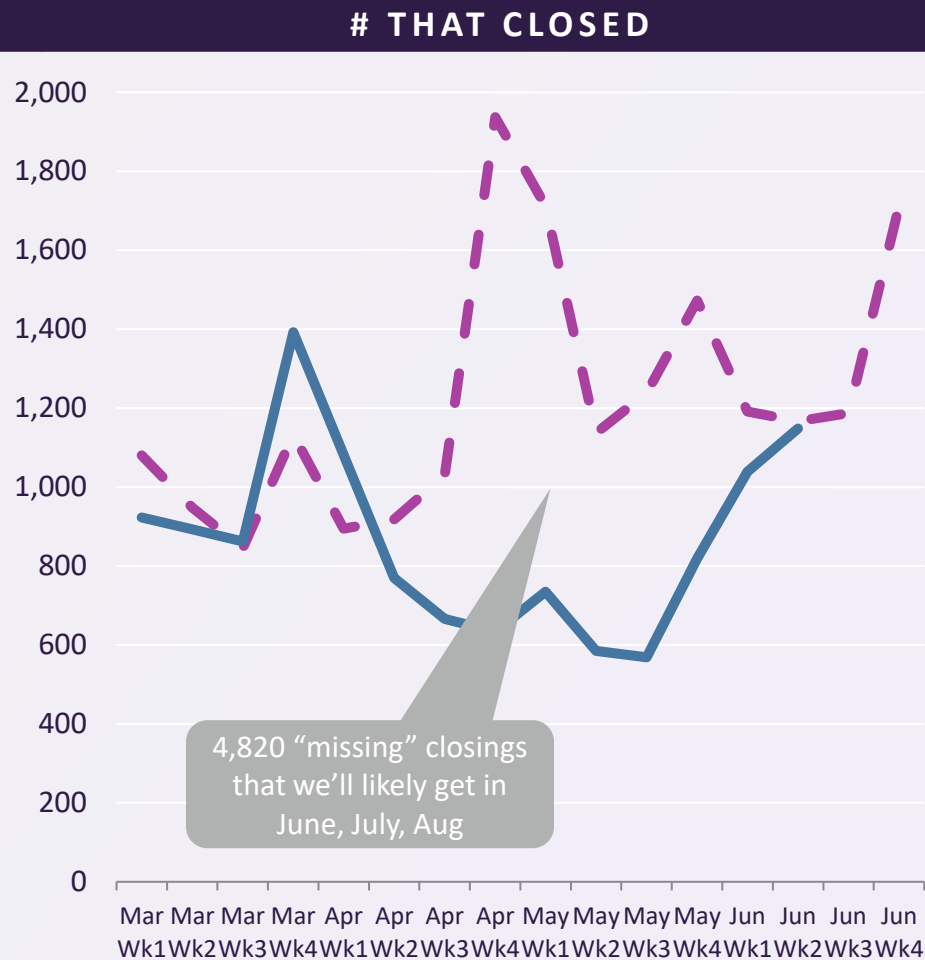
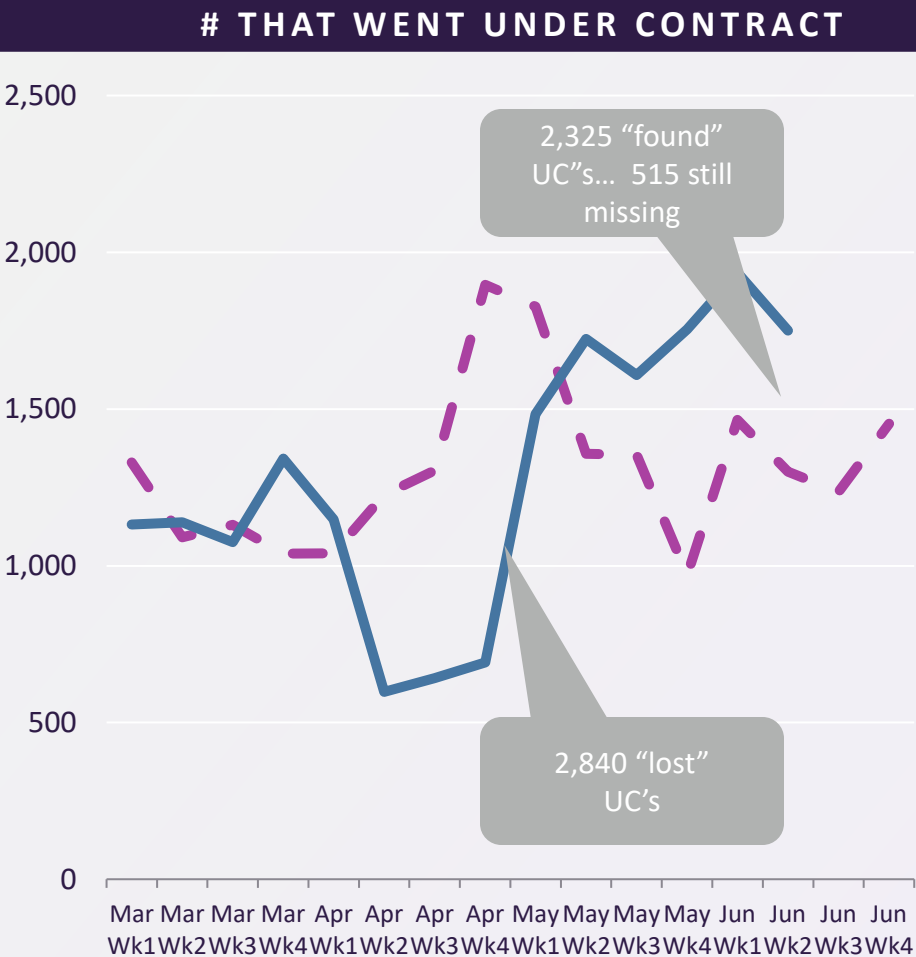


NEWLY ADDED LISTINGS



The number UC has rebounded rapidly to match last year's performance. The number closed should lag 3-5 weeks behind the big uptick in UC. Since we have two strong weeks of UC performance, the rebound in closed sales should start in the last week of May.

Dashed line – 2019; Solid Line - 2020



Showings homes to buyers

1. Virtually reviewing homes with buyers before going on in-person showings. This practice will continue
2. Mandatory protective gear. Gloves, face masks, shoe coverings
3. No overlapping showings and only buyers who are signing the contract can attend.
4. Properties must be disinfected in-between showings
5. No carpooling to properties

Marketing homes for sellers

1. High quality videos. Optional in the past-
necessity in the future
2. 3D tour – Matterport
3. No in-person open houses currently allowed

Closing the transaction

Remote Online Notarization RON

Mobile notaries

Curb side closings

Title companies don't want a lot of people in their offices

Appraisals, Fannie Mae & Freddie Mac are allowing more exterior only and desktop appraisals.



Home trends

1. People want less density and less shared amenities

significantly affecting sales of luxury high rise condos

2. Cocooning – People spending more time in their homes.

Surge in home improvements. Sales are up at Home Depot and Lowes.

3. Desire for more space for working at home and homeschooling.

Zoom rooms, quiet space, home gyms, 2 home offices

4. Desire for more food storage space. People stocked up on food during pandemic and pantries are a sought-after home feature.

Home trends continued

5. More touchless home technology to avoid spreading germs

Faucets, toilets, occupancy light switches

6. War/victory gardens and patio furniture sales are up

7. Millennials were moving to the suburbs prior to the pandemic due to housing affordability. This trend could accelerate. The CBD is less attractive when you can't enjoy dining, in store shopping, entertainment and nightlife