



# WEEKLY newsletter

January 17, 2022

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## NAR Existing-Home Sales Data

NAR Media Communications issues a news release on or near the 25th of each month with the latest existing-home sales figures. The releases include analysis and quotes by NAR's Chief Economist Lawrence Yun regarding the sales volume, prices, inventory and interest rates.

The [Existing-Home Sales data](#) measures sales and prices of existing single-family homes for the nation overall, and gives breakdowns for the [West, Midwest, South, and Northeast regions](#) of the country. These figures include condos and co-ops, in addition to single-family homes.

[Click here to view their latest news release and stats.](#)

### Why is Existing-Home Sales Data Important to REALTORS®?

Knowing the monthly changes in home sales and price can provide a snapshot of what is happening in the market, and what trends and challenges face the market both nationally and in each region.

# DECEMBER 2021

## HOME SALE STATS



AREA	MONTHS OF AVAILABLE INVENTORY As of Dec 2021	DAYS ON MARKET (Residential SF Pending Sales/Dec 2021)	AVERAGE SALES PRICE (Residential SF Closed Sales/YTD)
<u>Greater GR Metro Area</u>	0.7	21	\$302,064
<u>Allegan</u>	1.2	25	\$339,083
<u>Barry</u>	0.9	20	\$269,721
<u>Ionia</u>	1.1	28	\$204,920
<u>Kent</u>	0.6	20	\$308,424
<u>Montcalm</u>	1.7	34	\$205,490
<u>Muskegon</u>	0.8	24	\$207,030
<u>Newaygo</u>	1.3	22	\$204,995
<u>Ottawa</u>	1.1	26	\$349,003

Please click on the links provided above to view the complete comparative activity report for each region.

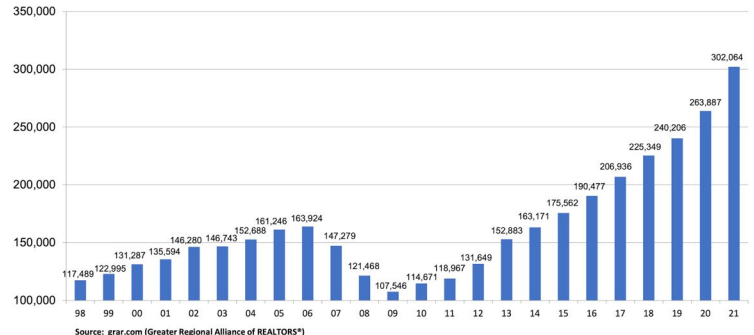
If you have any questions, please contact [Julie Rietberg](#).

# 2021 ANNUAL HOME SALE STATS



Click on the to expand any of charts to view [annual statistical home sale data through 2021](#). Charts are available for Average Home Sale Price, Number of New Listings Submitted to the MLS, Dollar Volume of Closed Sales, Average Number of Current Listings, Average Months of Inventory (as well its impact on pricing), and Number of Homes Sold.

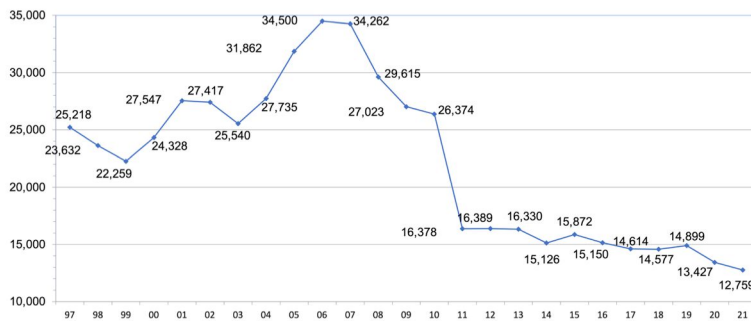
Average Home Sale Price (based on closed transactions)



Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

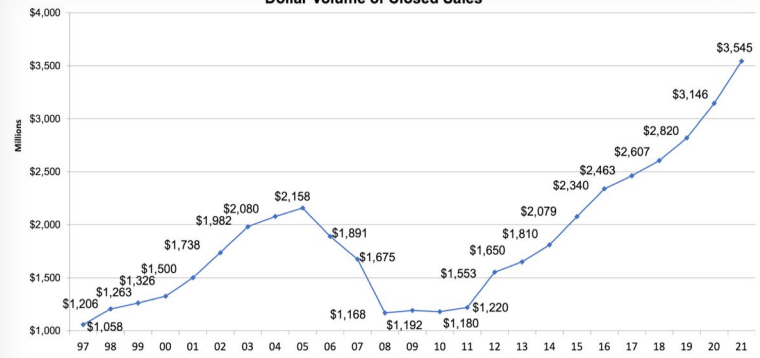
Number of New Listings Submitted to the MLS



Source: grar.com (Greater Regional Alliance of REALTORS®)  
Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

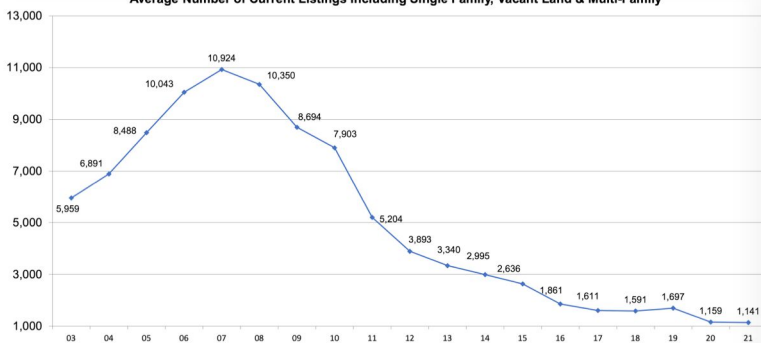
Dollar Volume of Closed Sales



Source: grar.com (Greater Regional Alliance of REALTORS®)  
Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

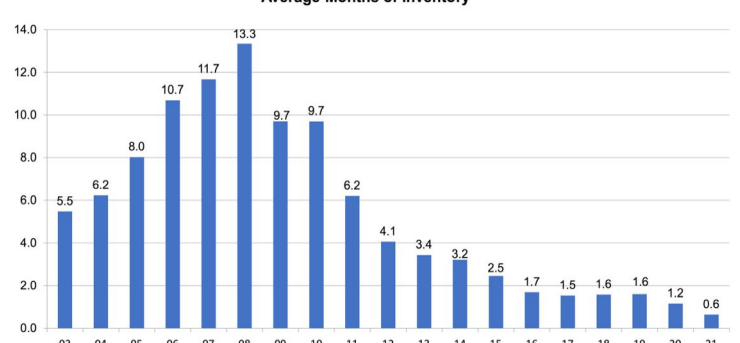
Average Number of Current Listings Including Single Family, Vacant Land & Multi-Family



Source: grar.com (Greater Regional Alliance of REALTORS®)  
Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

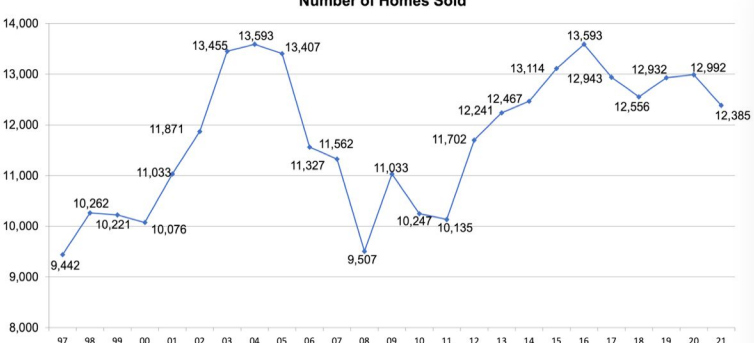
Average Months of Inventory



Source: grar.com (Greater Regional Alliance of REALTORS®)  
Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

Number of Homes Sold



Source: grar.com (Greater Regional Alliance of REALTORS®)  
Note: This report reflects the collective listing and sale activity for 2021 in the following areas: Kent County, Georgetown and Jamestown County, Ionia County, the 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake).

Click to expand

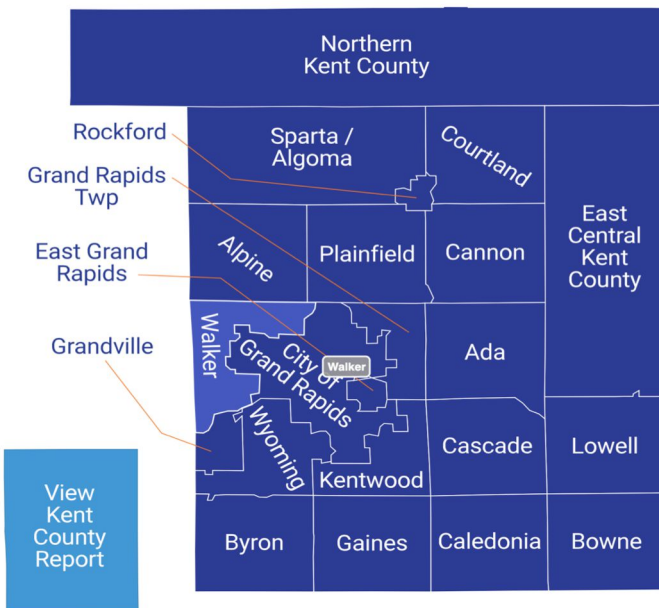
Impact of Months of Inventory on Pricing

Months Supply		Pricing
Seller's Market Advantage	1 - 2	Double digit appreciation
	3 - 4	Single digit appreciation
	5 - 6	Norm
Buyer's Market Advantage	7 - 8	Single digit depreciation
	9+	Double digit depreciation

Click to expand



# DO YOU KNOW ABOUT FastStats?



## You should!

FastStats allows you to create detailed one-page market reports by geographic area.

You can information by county or dial it in even further and generate reports for a specific area within a county.

To the left, you will see an image of Kent County. You can click the lighter blue 'View Kent County Report' to see information for the full county.

Let's say, for example, you wanted information specific to Walker. Simply click Walker on the map and the Local Market Update generates (*see right*).

Kent County was only used as an example. The ability to generate reports for Allegan, Barry, Ionia, Montcalm, Muskegon, Newaygo, and Ottawa counties is available as well, with most (but not all) offering the ability to dial in further to specific areas within the county.

The best part?

**FastStats is provided to you as a benefit of membership!**

To access this awesome tool, [click here](#).



# SAFETY CORNER

## Highlights from the 2021 NAR Member Safety Report:

65%

REALTORS® met prospective clients for the first time at either at their office or in a neutral location only 65% of the time.

35% of REALTORS® have met a new or prospective client alone at a secluded location or property

35%

18%

18% of REALTORS® have felt unsafe during an open house.

38% of REALTORS® state they have participated in a self-defense class.

38%

55%

55% of members choose to carry self-defense tool.

60% of members use a smartphone safety app to track whereabouts in case of an emergency.

60%

**Weekly Safety Tip:** In order to keep current on safety alerts and trends locally, visit our [archives page](#) to review what has happened in our marketplace.

## Need a commercial building inspected?



**Contact us!**  
jwhomeinspection.com



## Quick Economic Development Stats

2022 has officially arrived and The Right Place is pleased to share that it closed out 2021 on high note, having regained the ground lost during the pandemic and more. This past year it helped with the creation and retention of 1,541 new jobs, \$84 million in new payroll, and \$286 million in new capital investment! To learn more about its plans for 2022, please take a moment to watch [Rick Albin's interview with Randy Thelan](#) (Right Place President & CEO).

### Other Great News from The Right Place

- This month marks the official launch of the [new and improved regional partnership model](#) designed to increase the entire region's competitive advantage. As part of this new model, The Right Place has welcomed Mason and Mecosta counties into its regional economic development collaborative and has helped expand services in Ionia, Montcalm and Oceana counties, while continuing to serve Kent, Newaygo and Lake Counties. With this new partnership, the coverage area now spans 8 counties in the region.
- The MEDC has announced a new grant program to rehabilitate vacant, underutilized, blighted and historic structures and develop them into permanent place-based infrastructure. The Right Place is seizing this opportunity and collaborating with several regional partners to submit proposals. If you have a project you think would be eligible, please reach out to [Tim Mroz](#).
- Keep in mind that The Right Place offers a digital [West Michigan Overview brochure](#) that is great for REALTORS® to share with out of state clients. It covers cost of living, industry clusters, population, languages spoken, infrastructure, travel options, colleges & universities, and more.

# WEEKLY Q&A



## **Q: What is the Schoolhouse Fund and how many schools has it assisted?**

**A:** Many schools in West Michigan struggle with debts and expenses, some of which include student lunch debt, warm outdoor clothing for winter recesses, classroom supplies, and other financial needs not covered by district or individual school budgets. GRAR's Schoolhouse Program provides assistance to offset these expenses and better the lives and education of our local students.

In 2021 alone, the Schoolhouse paid out over \$6,600 to the following schools: Coopersville East, West, and South Elementaries, West Godwin Elementary, Grand Haven Central High School, Grand Rapids Buchanan, Grand Rapids Dickinson Academy, Grand Rapids Ottawa Hills High School, Grand Rapids University Prep Academy, Grand Rapids Westwood Middle, Kenowa Hills Schools (including Zinser Elementary), and Wyoming High School. If you know of a school in need in the [GRAR footprint](#), please share the following link so that the school may apply for assistance - <https://www.grar.com/schoolhouse-2/>. The application process is quick and easy! Questions? Please contact [Macy Durry](#).

## **Q: Could you please provide an update on the Crisis Fund? Is it actively considering grant requests?**

**A:** The REALTORS Property Crisis Fund provides financial assistance to individuals, families, or non-profit agencies for: 1) Disaster response and relief assistance related to housing; and/or 2) Disability-adaption projects that create refurbished housing in response to an identified need within the community. For purposes of the Fund, a disaster is defined as a sudden and terrible event that results in serious property damage, such as a fire, flood, tornado, environmental hazard, etc. The Fund is very active and can help with immediate expenses, deductibles, hotel costs, and more. It paid out over \$16,000 in grants in 2021. If you know someone who could benefit from the assistance of the Fund, please share the following link - <https://www.grar.com/crisisresponsefund/>. Questions may be directed to [Macy Durry](#).

## **Q: How do I generate a report that shows my production and ranks it against other agents?**

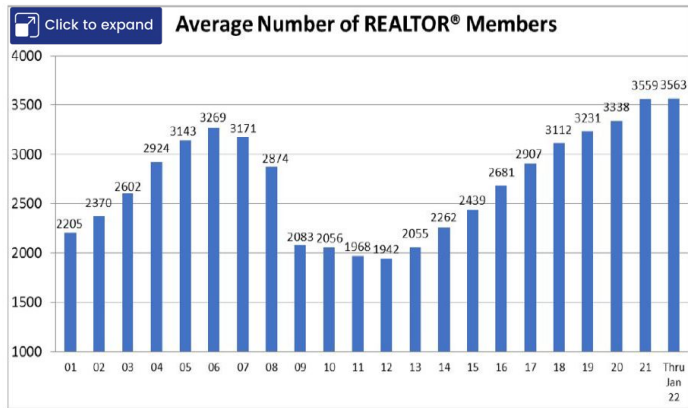
**A:** Please [click here](#) to view step by step instructions to run agent and company ranking reports within our Flexmls. If you are planning to share your report on social media, please keep the following policy in mind: *"Although the MLS enables users to generate individual and company ranking reports, members are prohibited from publicly posting or advertising sales ranking reports comparing himself or herself to specific other members named in the post without the written permission from the individual(s) named."* If you plan to show a screenshot of your report and where you fall within the production report, please be sure to blur, distort, or remove the names of the other agents if you don't have their permission to post (they should not be legible within the image).

**More Q&A on next page...**



**Q: Has the number of GRAR members fluctuated much over the years? At what point was membership at its highest?**

**A:** The numbers have indeed fluctuated with 2012 reflecting the fewest number of members and 2022 reflecting the most. Please see the graphic below.



**Q: Are there any national statistics available that illustrate the value of homeownership in terms of equity?**

**A:** Yes, homeownership is the largest source of wealth among most families, and equity gains are increasing. A homeowner who purchased a single-family existing home 10 years ago would have gained \$225,000 in home equity if they sold at the national median sales price of \$363,100 in the third quarter of 2021, according to Gay Cororaton, NAR Senior Economist. [Please click here to read more.](#)

**\$15 RENTALS! AND 25% OFF LIFT TICKETS!**

*Ski Club Fridays!*

Cannonsburg Ski Area (Fridays from 4:00-9:00PM)  
(Must show real estate license and photo ID)

COME SNOWBOARD, SKI, AND NETWORK WITH OTHER MEMBERS EVERY FRIDAY!

BROUGHT TO YOU BY YPN

## Using Statistics to Connect

As a REALTOR® it is likely you are often asked, "How is the real estate market?"

Infographics are a great way to convey information in a more interesting, eye-catching way. Consider using online programs like Venngage or Canva to create social media content using statistics.

Below is an example of an infographic using the statistical data from page two in this newsletter. You are welcome to utilize this image- or use one of the resources above to create your own, using any set of data you feel your potential clients might find interesting.

These online programs are also have customizable templates creating images for things like posting new listings, sharing positive reviews, home maintenance tips, and more!

HOME SALE STATS	2020	2021
<b>Average Home Sales Price</b> Based on closed transactions	 <b>\$263,887</b>	 <b>\$302,064</b>
<b>Number of New Listings</b> Submitted to the MLS	 <b>13,427</b>	 <b>12,759</b>
<b>Number of Homes Sold</b>	<b>12,992</b>	<b>12,385</b>
<b>Dollar Volume of Closed Sales</b> In millions of dollars	 <b>\$3,146</b>	 <b>\$3,545</b>
<b>Months of Inventory</b> If the market froze today, the number of months it would take to sell out of all available listings.	<b>1.2</b>	<b>0.6</b>
<b>Impact of Months of Inventory on Pricing</b> 0-2 months: Seller's market advantage, double digit price appreciation 3-4 months: Seller's market advantage, single digit price appreciation 5-6 months: Norm 6-8 months: Buyer's market advantage, single digit price depreciation 9+ months: Buyer's market advantage, double digit price depreciation		

SOURCE: GREATER REGIONAL ALLIANCE OF REALTORS® | GRAR.COM

This report reflects the following areas: Kent County, Georgetown & Jamestown Township in Ottawa County, Ionia County, 6 townships in northeastern Allegan County, and the northern half of Barry County (including all of Gun Lake)

sponsored by



2022

## 6-HOUR CE CLASS WITH LEGAL UPDATE

*Was your New Year's Resolution to stop procrastinating? We can help - get your CE done now! Join to learn about title insurance problem areas, power of attorney in real estate, home warranty disclosure, estate planning, and more!*

**WEDNESDAY, FEB 2  
9 AM - 2:45 PM**

GRAR Auditorium  
660 Kenmoor Ave, 49546

**Jordan Bush**

Alles Law



**Ray Stark**

America's Preferred  
Home Warranty

**Tim McDonnell**

Old Republic  
National Title



REGISTRATION:

**ONLY \$20**

**LUNCH & BREAKFAST PROVIDED**

[click here to register](#)



# GRAR Calender of Meetings, Classes & Events

January 18 - 9:00 am - Master of Agent Principles - Contact: [Brittany Smith](#)

January 19- 9:30 am- Grievance Subcommittee - Contact: [Pam VanLuven](#)

January 20 - 9:00 am - Professional Standards Election & Training - Contact: [Sue Jenkins](#)

January 20 - 2:00 pm - Regional Forms Committee - Contact: [Pam VanLuven](#)

January 20 - 3:00 pm - 3on3@3 - Contact: [Brittany Smith](#)

January 24- 1:30pm - Grievance Subcommittee - Contact: [Pam VanLuven](#)

January 25 - 12:00 pm - GRARLA Luncheon - Contact: [Pam VanLuven](#)

January 26 - 1:30 pm - YPN Advisory Council - Contact: [Macy Durry](#)

January 27 - 2:00 pm - Education & Professionalism Task Force - Contact: [Brittany Smith](#)

January 31 - 1:30 pm - Grievance Committee - Contact: [Pam VanLuven](#)

February 1- 1:30 pm - Community Involvement Task Force - Contact: [Macy Durry](#)

February 2 - 9:00 am - [6-hour CE Class with Legal Update](#) - Contact: [Brittany Smith](#)

February 2- 10:00 am - Safety Task Force - Contact: [Pam VanLuven](#)

February 3 - 8:15 am - New Member Orientation - Contact: [Dana Tosh](#)

February 7 - 9:00 am - MichRIC Meeting - Contact: [Julie Rietberg](#)

February 8 - 1:30 pm - Equal Opportunity & Diversity Task Force - Contact: [Pam VanLuven](#)

February 9 - 9:00 am - Board of Directors Meeting - Contact: [Sue Jenkins](#)

February 15 - 1:00 pm - [Forewarn Training](#) - Contact: [Macy Durry](#)

February 17 - 2:00 pm - Regional Form Committee - Contact: [Pam VanLuven](#)

February 17- 3:00 pm - 3on3@3 - Contact: [Brittany Smith](#)

Honest conversation about real issues we are facing.

# 3ON3@3

3 panelists on the 3rd Thursday at 3pm



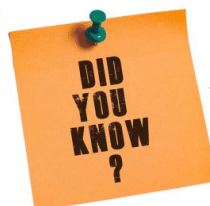
**LIVE ON THE GRAR MEMBER FB PAGE**

Panelists will be addressing questions on mental wellness. Tune in to join this very important discussion! Moderated by Todd Anderson.

**THURSDAY, JANUARY 20 AT 3PM**



**MICAH CHILDRESS, KARLA HUITISING, ANDY STRAUB**



In a survey of real estate agents conducted by Inman, 69% of respondents indicated they work more than the typical 5-day work week. This indicates work-life balance is a struggle among real estate professionals.

# Other Local Industry Classes & Events

The educational, networking, and community events listed below are not hosted by GRAR, but may be of interest to real estate professionals. If you are seeking continuing education credits, we would strongly encourage you to make certain that the course you select is approved by the [CE Marketplace](#). The CE Marketplace is your best resource for tracking your CE hours, identification of approved courses, and questions related to the number of credit hours required in order to maintain a real estate license.

January 17- [RPR Webinar: zipForm Integration](#)

January 17-21- [\(Night Classes\) 40 hour Pre-Licensing with MiLicense.net - Muskegon](#)

January 17-21- [40 Hour Pre-Licensing with Michigan Property Partners](#)

January 17-27- [\(Night Classes\) 40 hour Pre-Licensing with MiLicense.net - Grand Rapids](#)

January 18- [MI RRC Winter Con-Ed](#)

January 18- [RPR Webinar: Maximizing Your Commercial Business](#)

January 19- [RPR Webinar: Use Maps to Lead Buyers](#)

January 19- [GRPD Chief Finalists Forum](#)

January 20- [WCR: Invest Yourself - Self-Improvement Workshop & Happy Hour at Gravity Taphouse](#)

January 20- [RPR Webinar: Mobile App - Working with Buyers](#)

February 2- [RPR Webinar: New Users Start Here](#)

February 3- [RPR Webinar: Property Searches](#)

February 10- [2022 Legal/Market Update: CE with Sun Title](#)

February 10- [RPR Webinar: zipForm Integration](#)

February 14-18- [\(Day Classes\) 40 hour Pre-Licensing with MiLicense.net - Grand Rapids](#)

February 14-18- [40 hour Pre-Licensing with Success Licensing](#)

February 15- [RPR Webinar: Maximizing Your Commercial Business](#)

February 16- [RPR Webinar: Use Maps to Lead Buyers](#)

February 17- [RPR Webinar: Mobile App - Working with Buyers](#)

February 17- [WCR Happy Hour at Gravity Taphouse](#)

March 3- [RPR Webinar: New Users Start Here](#)

March 7-11- [\(Day Classes\) 40 hour Pre-Licensing with MiLicense.net - Grand Rapids](#)

March 9- [RPR Webinar: Property Searches](#)

March 10- [RPR Webinar: Listing Presentation](#)

March 14-18- [\(Day Classes\) 40 hour Pre-Licensing with MiLicense.net - Muskegon](#)

March 14-18- [40 hour Pre-Licensing with Success Licensing](#)

March 14-21- [\(Night Classes\) 40 hour Pre-Licensing with MiLicense.net - Grand Rapids](#)

March 15- [RPR Webinar: zipForm Integration](#)

March 16- [RPR Webinar: Maximizing Your Commercial Business](#)