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FOR IMMEDIATE RELEASE  
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**PRESS RELEASE**

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**It’s Time for Sellers to Get Their Homes “Market Ready”**

Florence, KY – February 18, 2022 – The Northern Kentucky Association of REALTORS® (NKAR) and the Northern Kentucky Multiple Listing Service, Inc. (NKMLS) are in full swing as we kick off 2022 with an exponential start reigning in a 18.52% increase in our overall average sold price of \$279,612 for January v. \$235,918 in January 2021. Looking at the number of sales from January 2021 v. January 2022 reflects a 0% increase in properties sold. This almost never happens but shows how the influx of change in overall sale price can sometimes have zero effect on the sole entities of properties sold.

	<u>January 2021</u>	<u>January 2022</u>	<u>%</u>
<b>Residential Sold</b>	455	455	0.00%
<b>Average Price</b>	235,918	279,612	18.52%
<b>Median Price</b>	195,000	235,000	20.51%
<b>Total \$ Volume</b>	107,342,903	127,223,767	18.52%
<b>Avg. DOM</b>	28	25	
	<u>YTD 2020</u>	<u>YTD 2021</u>	<u>%</u>
<b>Residential Sold</b>	7,884	7,914	0.38%
<b>Average Price</b>	229,398	264,378	15.25%
<b>Median Price</b>	202,000	232,000	14.85%
<b>Total \$ Volume</b>	1,808,578,174	2,092,287,885	15.69%
<b>Avg. DOM</b>	28	19	

Recently, our Northern Kentucky REALTORS® met with their NKY Legislators at the State Capitol during the Kentucky REALTORS® Centennial REALTOR® RALLY. They were there to discuss issues impacting the Real Estate Industry, Private Property Rights, and the American Dream of Homeownership. Some of the current issues KY REALTORS® are keeping an eye on are:

- Tax Reform Support and Protect the Mortgage Interest Deduction
- Oppose sales tax on real estate services
- Support programs that incentivize Home Ownership

Commending Kentucky REALTORS® on its 100<sup>th</sup> Anniversary of its founding is a major milestone in the Real Estate Industry, focusing on the origins of where our industry developed its roots and thriving on the advancements that have brought us to where we are today.

The foundation of the real estate business began in 1922 when individuals exchanged property information and discussed the concept of real estate. In 1923, things rapidly transitioned where the organization received its original charter from the National Association of REALTORS®, becoming known as the Kentucky Association of REALTORS® for the purpose of observing and enforcing the Code of Ethics of National Association of REALTORS®.

Just knowing that REALTORS® have been serving the public for over a hundred years is comforting to buyers and sellers who are jumping headfirst into unknown territory. Keep in mind that REALTORS® are homeowners too and will guide you through the homebuying process, using their experience and knowledge of the local housing market.

With warmer weather just around the corner, it's time to get your home ready for the Spring selling market. Home prices are at an all-time high and buyers are eager to make an offer.

Contact a local REALTOR® today!

The 1308 members of the Northern Kentucky Association of REALTORS® and the 1877 users of the Northern Kentucky MLS (NKMLS), Northern Kentucky's leader in the real estate information and services business, operates with a professional staff from 7660 Turfway Road, Suite 100 in Florence, KY. Both NKAR and the NKMLS work to protect the public's right to transfer real property and promote better public understanding of the profession and the real estate transaction process.

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