



2024 MARKET REPORT

Greater Binghamton



www.warrenhomes.com



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COMPANY & MARKET OVERVIEW

OUR COMPANY AND MISSION

Since 1953, we have been proud and honored to have served the real estate needs of so many in the community. Expanding on a legacy started by Ann Warren in 1953, her grandson Bryan Warren currently leads the company with the same values of providing superior services to clients and having a true commitment to the staff, agents, and communities we serve. Warren has grown to be the area's #1 locally owned real estate services provider.

Warren Real Estate is committed to excellence, striving to elevate agent and client service while building upon a legacy of trust, integrity, and proven success. Our cornerstone is quality, and our foundation is service. With an unwavering commitment to excellence, we stand on pillars of experience, professionalism, and integrity, ensuring that every agent and client journey is marked by trust, transparency, and success. Our seasoned team of professionals combines decades of industry expertise to deliver unparalleled service, maintaining high standards for the real estate industry. With a focus on integrity and a passion for quality, we navigate the complexities of real estate careers and client transactions.

COMMUNITY PHILOSOPHY

We believe that giving back to our community is the most meaningful and important investment we can make. We are reminded of the importance and strength of our communities amid the COVID-19 pandemic. The health and growth of our community is an initiative we take very seriously. We are proud to have supported over 50 local and amazing nonprofit organizations in 2023.



THE LOCAL CHOICE
& MARKET LEADER

A family-owned business with deep roots in our area. Fully committed to the health and growth of our local community.



MOST SUCCESSFUL AGENTS

The average sales of Warren agents outperform the average agent sales of all of our competitors.



LATEST TECHNOLOGY

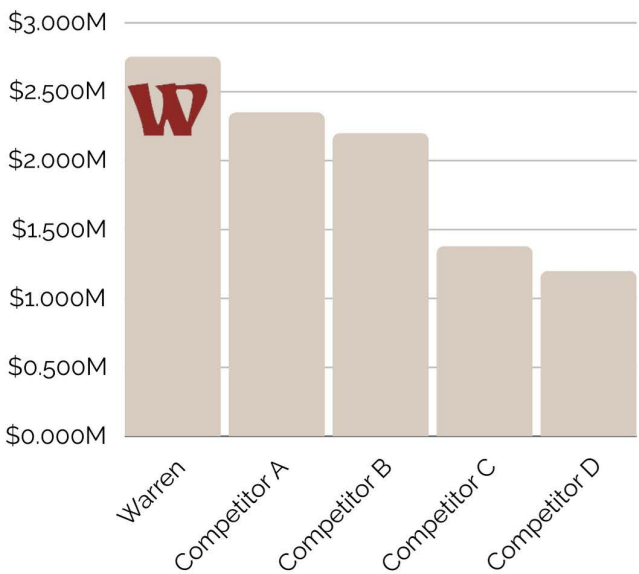
Top-producing agents that utilize the latest technology, marketing strategies, and sales techniques.



YOUR
MARKET LEADER

Choosing the right company makes the difference. Our success is directly connected to your success. We want our position in the market to be your position. Committed to the health and growth of our local community, Warren leads each of their local markets year after year. We are known for superior real estate services, top producing real estate professionals, and superior results.

2023 Average Agent
Production by Office



Source of Information: Greater Binghamton Board of Realtors
Multiple Listing Service.

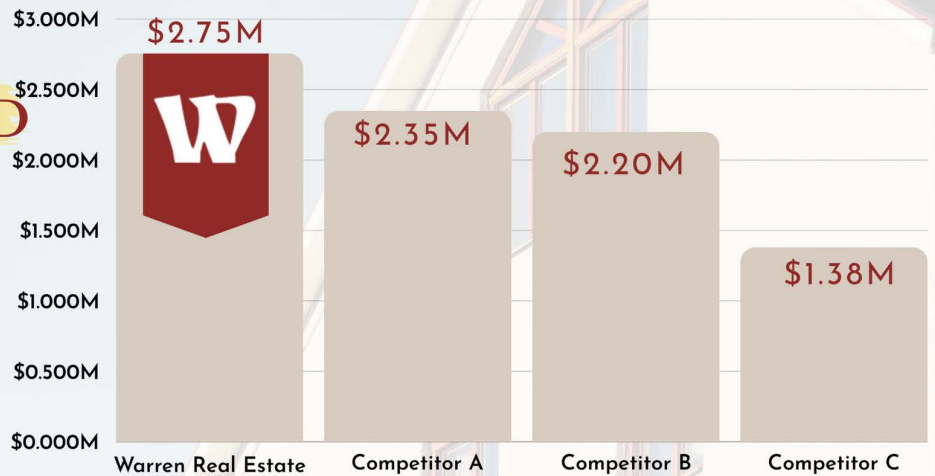
TRACK RECORD & HISTORY

Since 1953, Warren has been a successful and highly reputable force in the Finger Lakes & the Southern Tier real estate business.

- Highest Avg. Selling Price
- Highest Per Agent Production
- 160+ Warren Agents
- 7 Local Real Estate Offices
- 71 Years in the Market

EXPERIENCED AGENTS

OUTSTANDING RESULTS.
AVERAGE AGENT
PRODUCTION
(IN MILLIONS)

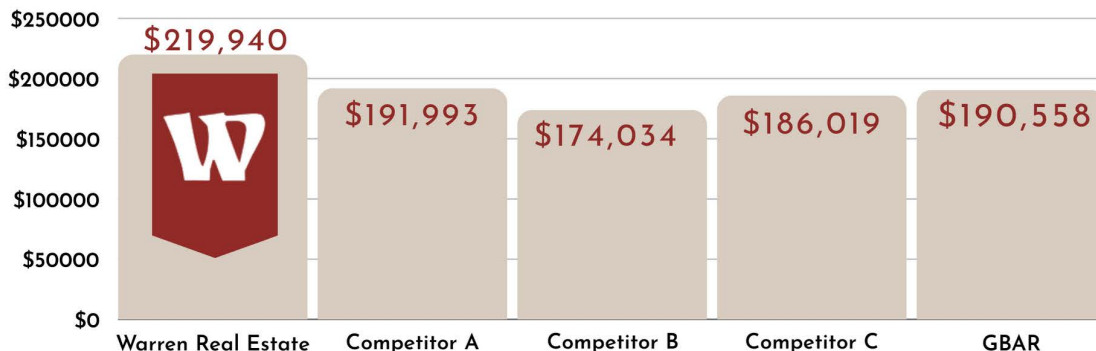
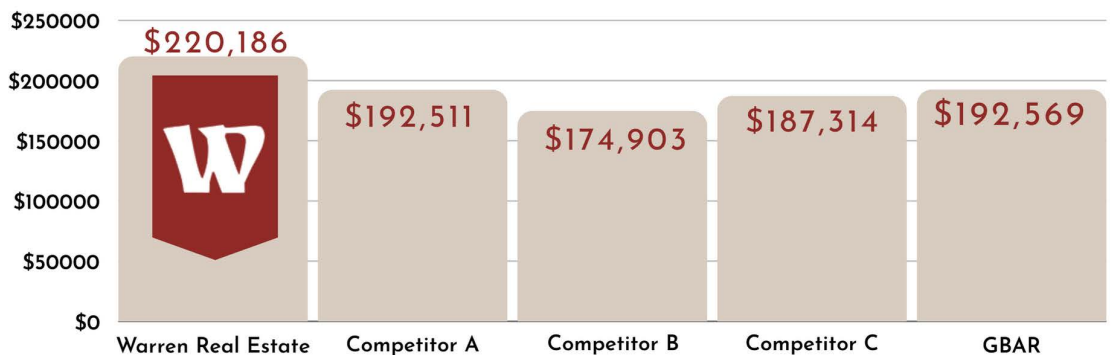


THE WARREN ADVANTAGE

COMPANY SNAPSHOT : CHOOSING THE RIGHT COMPANY MAKES THE DIFFERENCE

HIGHER LISTING PRICES

AVERAGE
RESIDENTIAL
LISTING PRICE



HIGHER SOLD PRICES

AVERAGE
RESIDENTIAL
SELLING PRICE

RESIDENTIAL:

ALL MULTIPLE LISTING SERVICE DATA

SELLING OR BUYING A HOME? - KNOW YOUR MARKET



Since 1953, putting people in their dream home has been the way of life at Warren. With 71 years of experience helping people buy, sell, and market their property, you can rely on Warren as your resource for finding information related to market trends, property values, inventory, zoning, land planning, subdivision, building lots, improvements, commercial, due diligence, and more. With a Warren agent, you will find all of the resources, techniques, and tools that you'll need in order to make more educated decisions about buying, selling and real estate investing.

RESIDENTIAL SALES 2023



Number of Homes Sold

2,352



Average Days on Market
(list to contract)

34



Average Selling Price

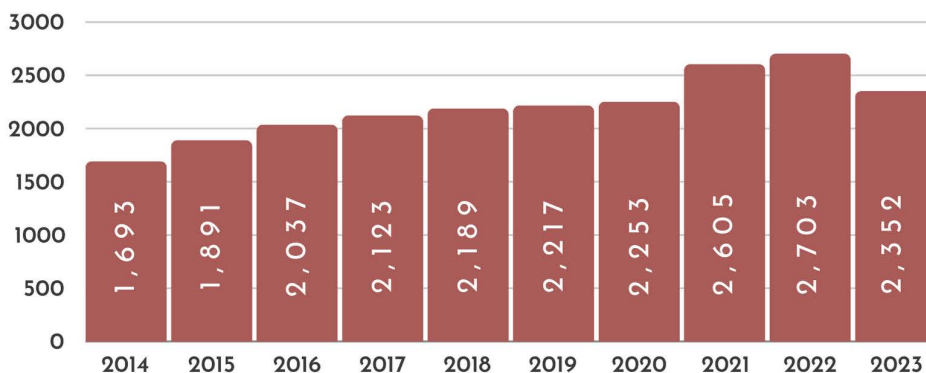
\$190,558



Average List to Sell Ratio

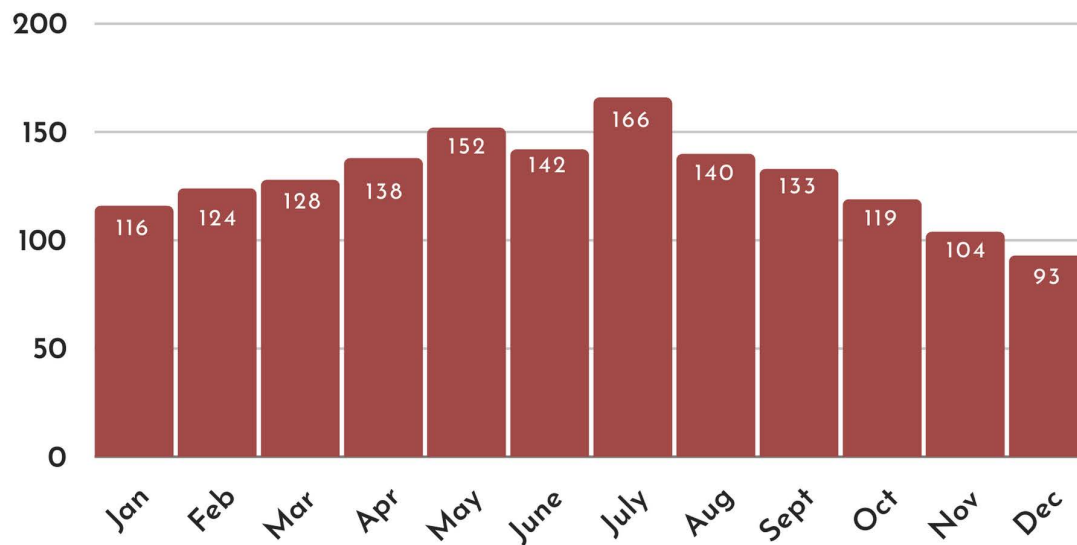
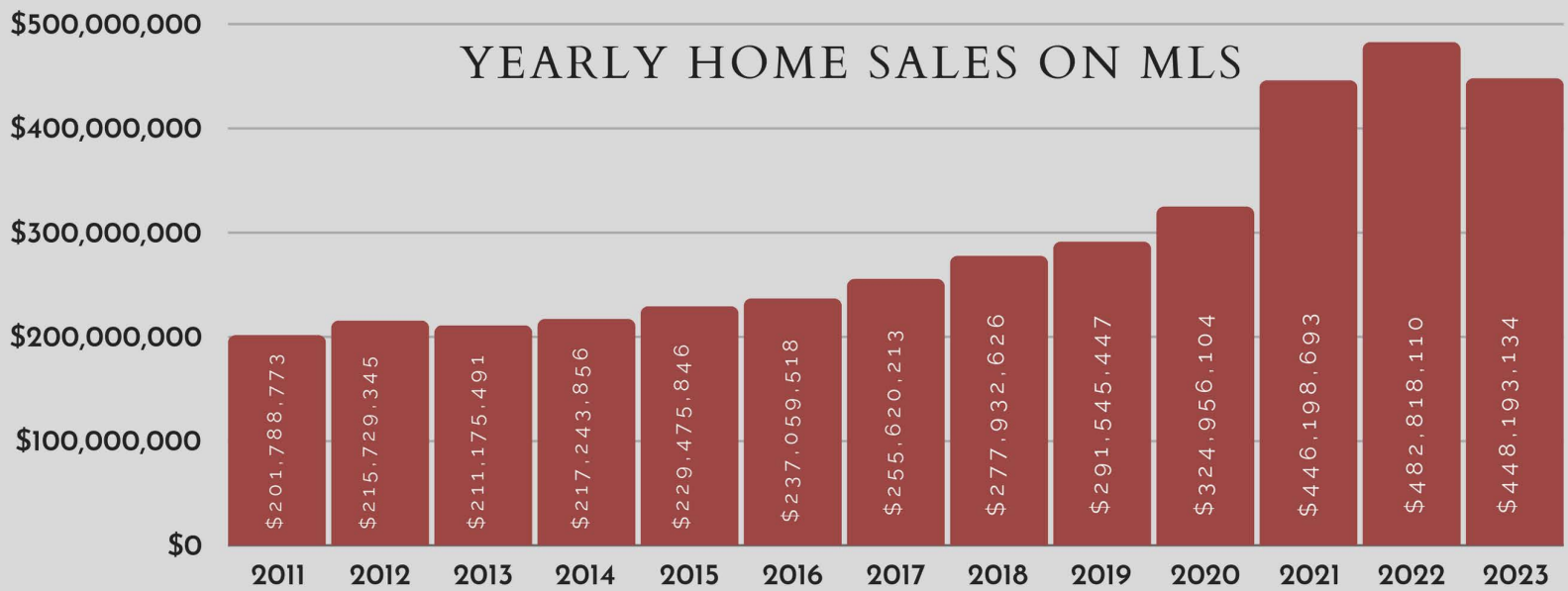
99%

HOW MANY HOMES SELL YEARLY?



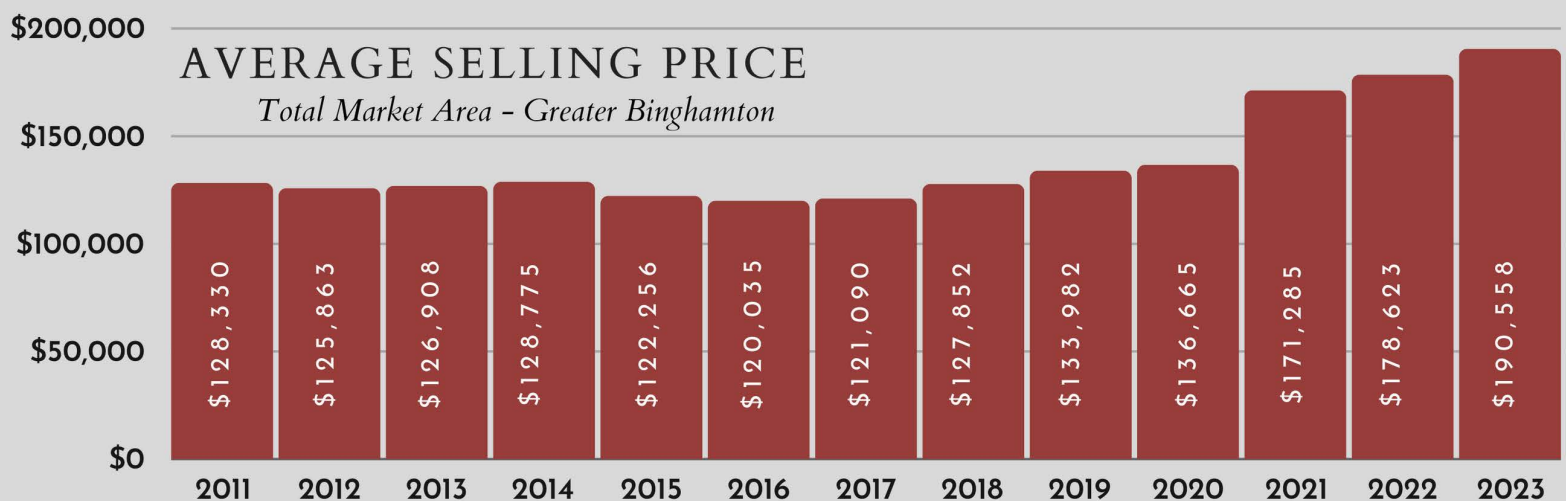
Source of Information: Greater Binghamton Board of Realtors Multiple Listing Service. Statistics based on total residential sales reported to Greater Binghamton Board of Realtors. Information deemed reliable but not guaranteed.

RESIDENTIAL:



2023 GBAR ACCEPTED CONTRACTS BY MONTH

Source of Information: Greater Binghamton Board of Realtors Multiple Listing Service. Statistics based on total residential sales reported to Greater Binghamton Board of Realtors. Information deemed reliable but not guaranteed.



LAND: TOTAL MARKET

Selling or Buying Land? KNOW YOUR MARKET

The Finger Lakes are abundant with beautiful land. With over 71 years of experience helping people buy and sell land, you can rely on Warren as your resource for finding answers to questions related to land values, trends, inventory, zoning, land planning, subdivision, building lots, improvements, commercial, due diligence, and more. With a Warren agent, you will find many of the resources, techniques, and tools that you'll need in order to make more educated decisions about buying and selling land and real estate investing.

*Source of Information:
Greater Binghamton Board of
Realtors Multiple Listing Service.*

ALL LAND SALES 2023

Number of Properties Sold

152

Average Selling Price

\$60,513

Average Days on Market

119 (list to contract)

Average List to Sell Ratio

84%



HOW MANY LAND PROPERTIES SELL YEARLY?



MLS COMMERCIAL SALES 2023

Average Days on Market
(list to contract)

98

Units Sold

67

Average Selling Price

\$301,820

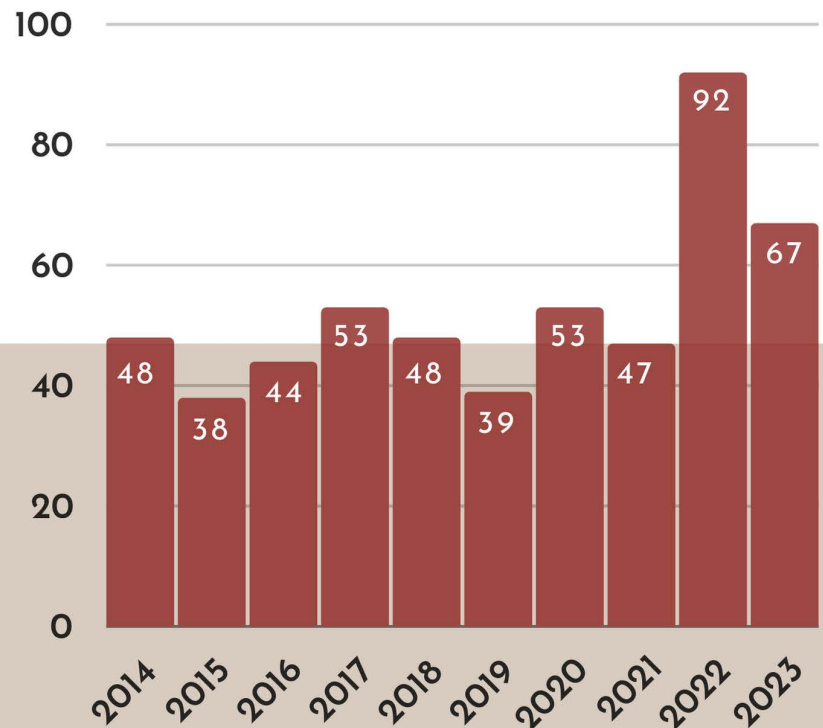


HOW MANY
COMMERCIAL
PROPERTIES SELL
ON MLS?

COMMERCIAL: TOTAL MARKET

Common Commercial Practice Areas:

- Development Sites
- Re-Development Sites
- Commercial
- Commercial Land
- Commercial/Residential
- Commercial/Industrial
- Inns and B&B's
- Hotels
- Farms
- Mixed Use
- Mobile Home Parks
- Manufacturing
- Restaurants
- Retail
- Schools
- Warehouses
- Wineries



Source of Information: Greater Binghamton Board of Realtors Multiple Listing Service.

NATIONAL DATA (NAR) 2023

National buyer and seller trends derived from National Association of Realtors (NAR) 2023 Home Buyer and Seller Profile, a comprehensive annual study.

BUYERS

7

The number of homes
A typical buyer viewed over a 10-
week period of time

41%

The percent of buyers who
looked at properties online as
their first step

25%

The share of home buyers
paying over list price for
the home they bought.

SELLERS

85%

The percent of sellers who
recently sold their home
through an agent or broker

10

The median # of years that
sellers lived in the home they
sold

\$107,000

The average gross
household income of the
typical seller

WARREN

71

The number of years Warren
Real Estate has been
"The Best in the Business".

160+

The number of real estate
professionals working every day
at Warren to help home buyers
and sellers

\$593

Millions of dollars in volume
of sales by Warren Real Estate
in 2023 covering 14 counties
throughout the Finger Lakes
and Southern Tier

WHAT BUYERS & SELLERS CAN EXPECT FROM THEIR WARREN AGENT:



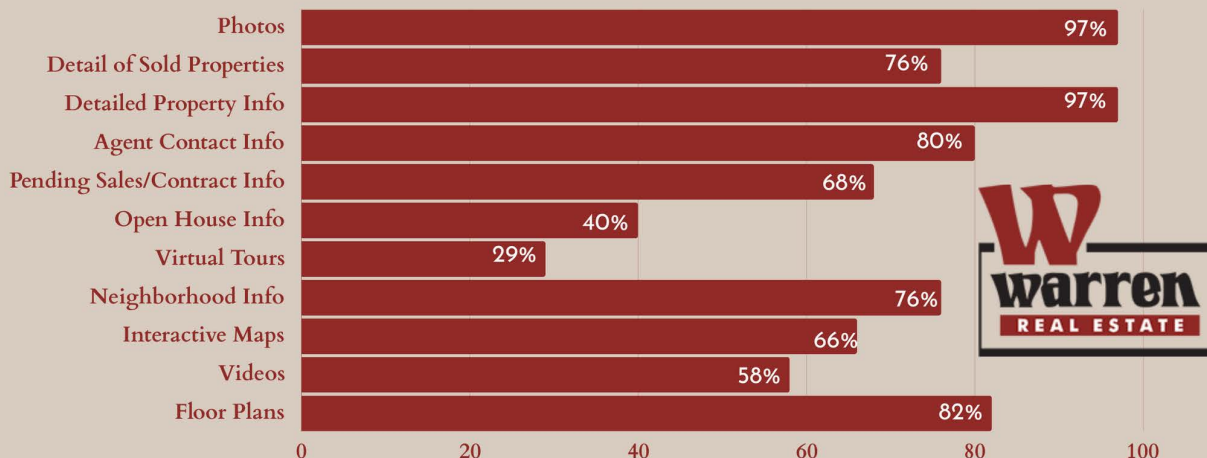
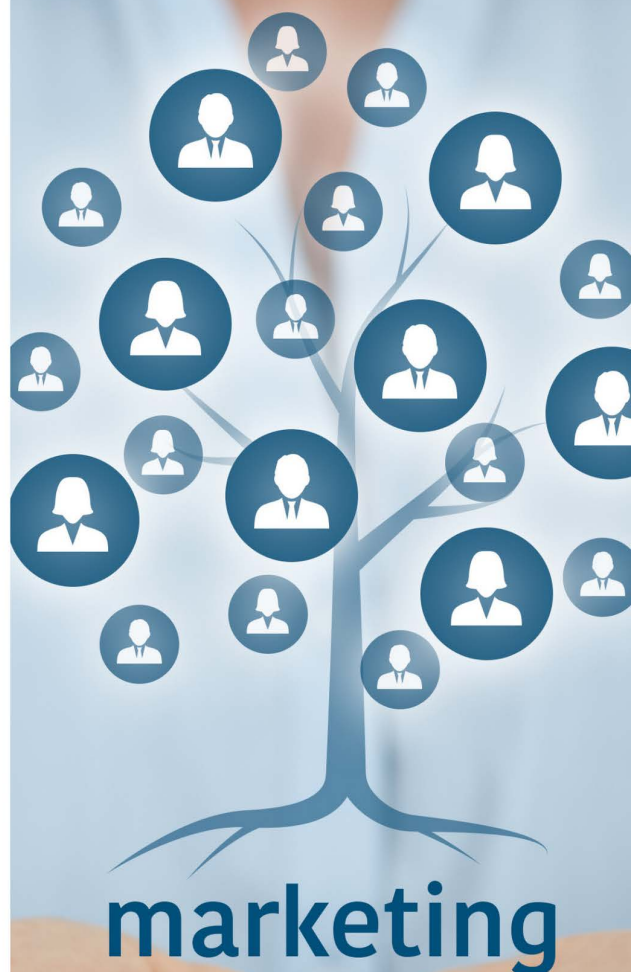
1. Immediate Access/Response
2. Honesty & Trustworthiness
3. Experience & Education
4. Communication & Negotiation Skills
5. Professionalism
6. Neighborhood & Market Knowledge
7. Wide Network & Technical Skills
8. Price Guidance



WHY WARREN

MARKETING, SERVICES & BENEFITS

- **#1 Locally and family-owned Real Estate Company** - established in 1953.
- **Highest Average Sale Price.**
- **Highest Sell to List Ratio.**
- **Lowest Days on Market.**
- **Most skilled agents** in the area
- **Highest** per agent production for any large firm and more top agents than any other company.
- **Highest Agent to Manager/Staff ratio** in the industry, ensuring any problems are handled promptly.
- **Interoffice marketing strategies** - high networking & communication.
- **Open 6 days a week** with full-time Managers and Administrators.
- **Single property website** with each listing with a premier syndication strategy.
- **Industry-leading technology** (website, campaigns, CMAs, CRM, marketing)
- **High-quality** photography and brochures to maximize buyer appeal.
- **Full exposure:** the ability to list on all area MLS and NYC boards.
- **Syndication** to hundreds of websites.
- **National and International** referral network.
- **Broker inspections** and **open houses** (at sellers' discretion).
- **Full-service** transaction management and professional client care and guidance
- **Comprehensive** local market reports, guides, and marketing.
- **Warren Legacy Collection** (Luxury Marketing Package).



WHAT ARE ONLINE BUYERS LOOKING FOR?

Source: 2022 National
Association of Realtors Profile
of Home Buyers & Sellers

check out www.warrenhomes.com to learn more about us.



home is a story of who you are.

Ithaca Village Office
830 Hanshaw Road
Ithaca, NY 14850
(607) 257-0666

Ithaca City Office
140 Seneca Way Suite 200
Ithaca, NY 14850
(607) 277-2660

Corning Office
76 E. Market Street
Corning, NY 14830
(607) 936-2844

Horseheads/Elmira Office
2493 Corning Road
Elmira, NY 14903
(607) 398-6416

Watkins Glen Office
210 N. Franklin Street
Watkins Glen, NY 14891
(607) 703-0111

Binghamton Office
33 Front Street
Binghamton, NY 13905
(607) 235-3333

Vestal Office
3456 Vestal Parkway East
Vestal, NY 13850
(607) 217-5673



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