



Rocky Mount Area Chamber of Commerce

Here's to Success

Twin County Economic & Business Activity Review & Outlook

Things to Consider

- Impact of COVID
- Wage growth continuing
- Property values improving
- Local sales activity remains positive

Labor Force & Employment, Rocky Mount MSA September 2018 to September 2020

75K

63,891

60,603

50K

64,421

61,384

25K

62,945

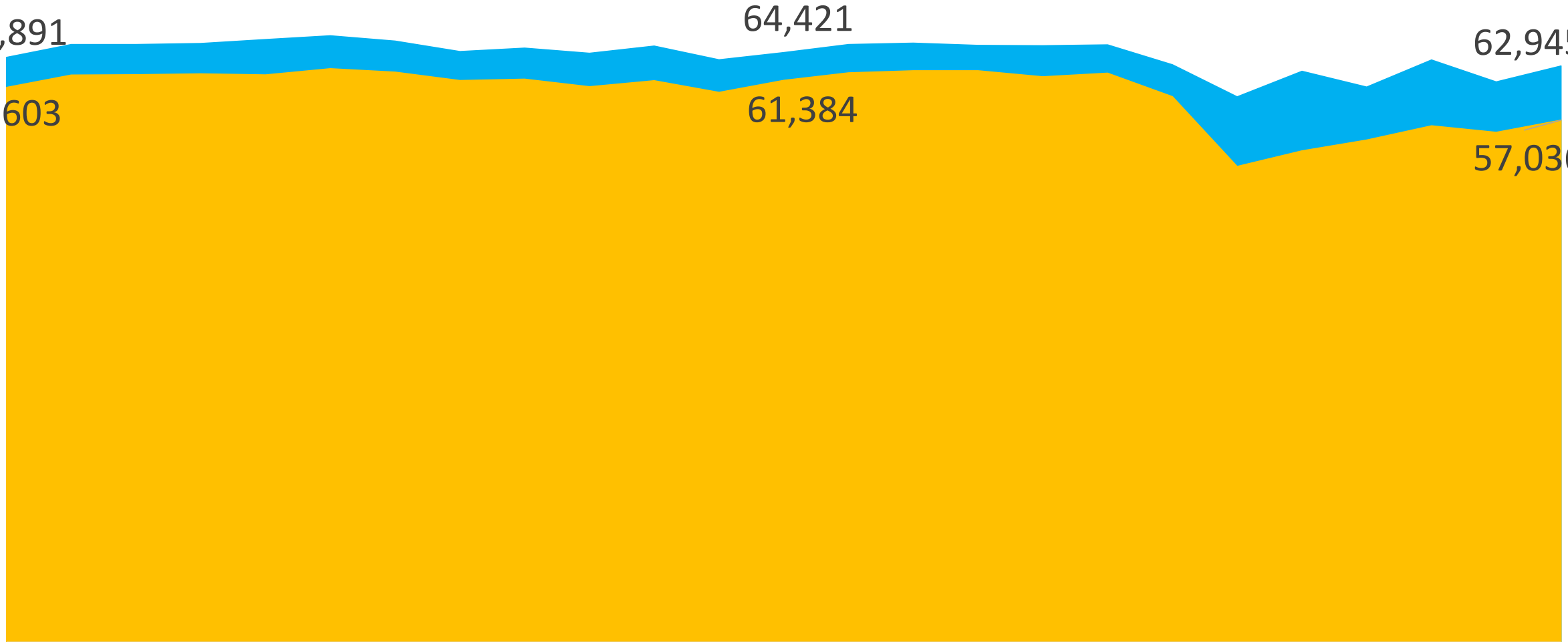
57,036

K

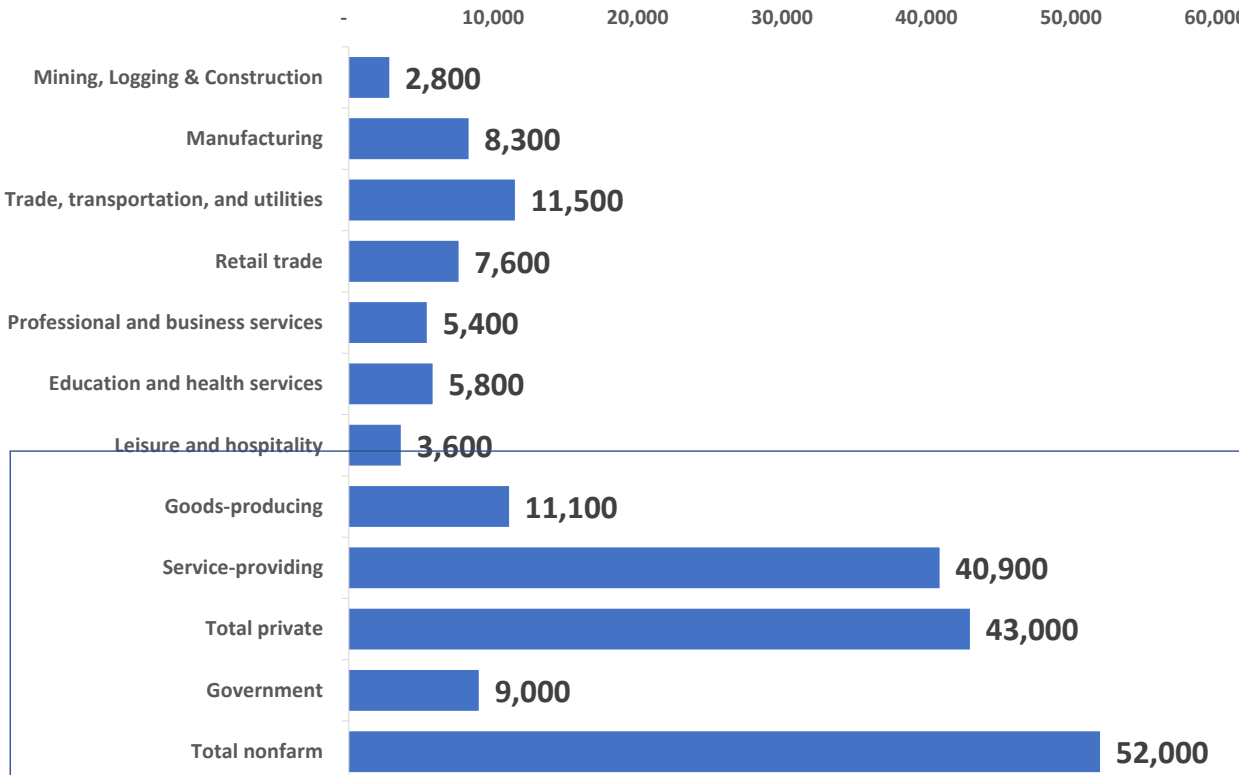
2018/09 2018/10 2018/11 2018/12 2019/01 2019/02 2019/03 2019/04 2019/05 2019/06 2019/07 2019/08 2019/09 2019/10 2019/11 2019/12 2020/01 2020/02 2020/03 2020/04 2020/05 2020/06 2020/07 2020/08 2020/09

■ Labor Force

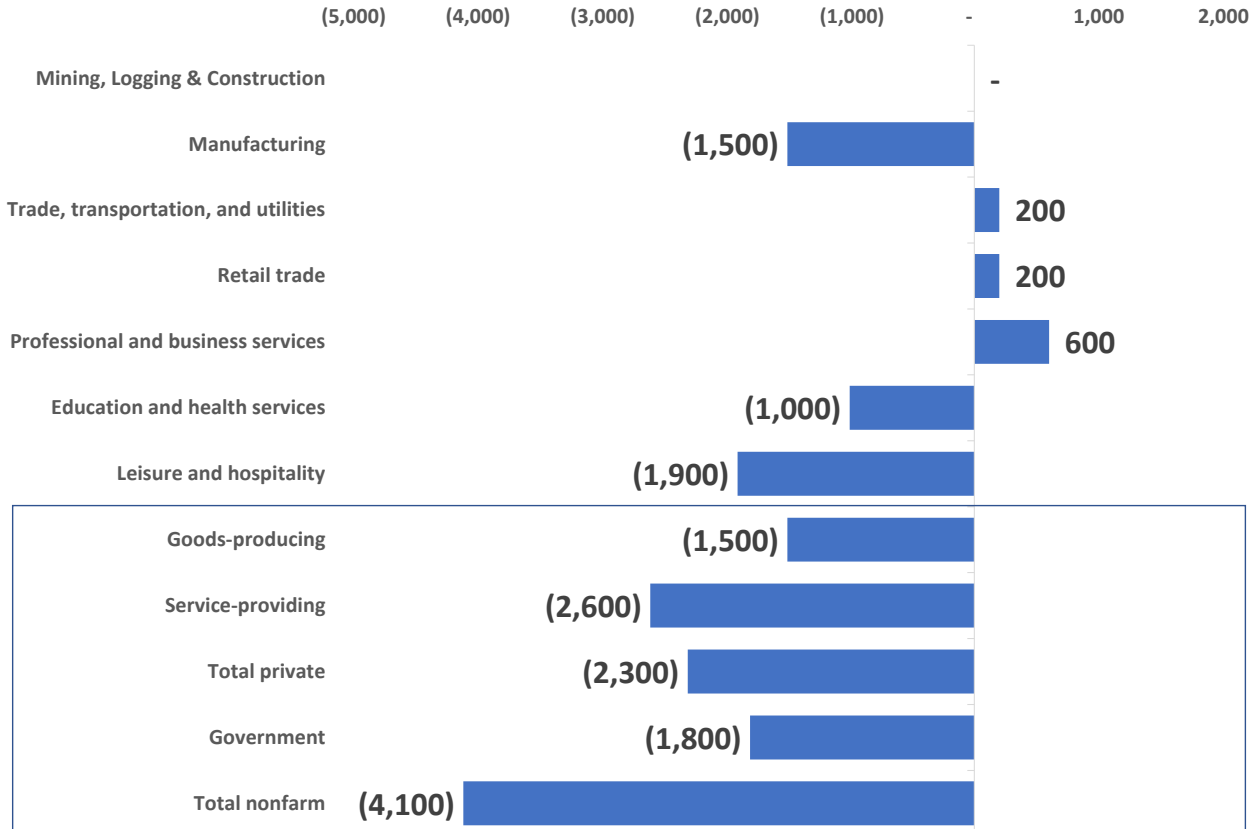
■ Employed



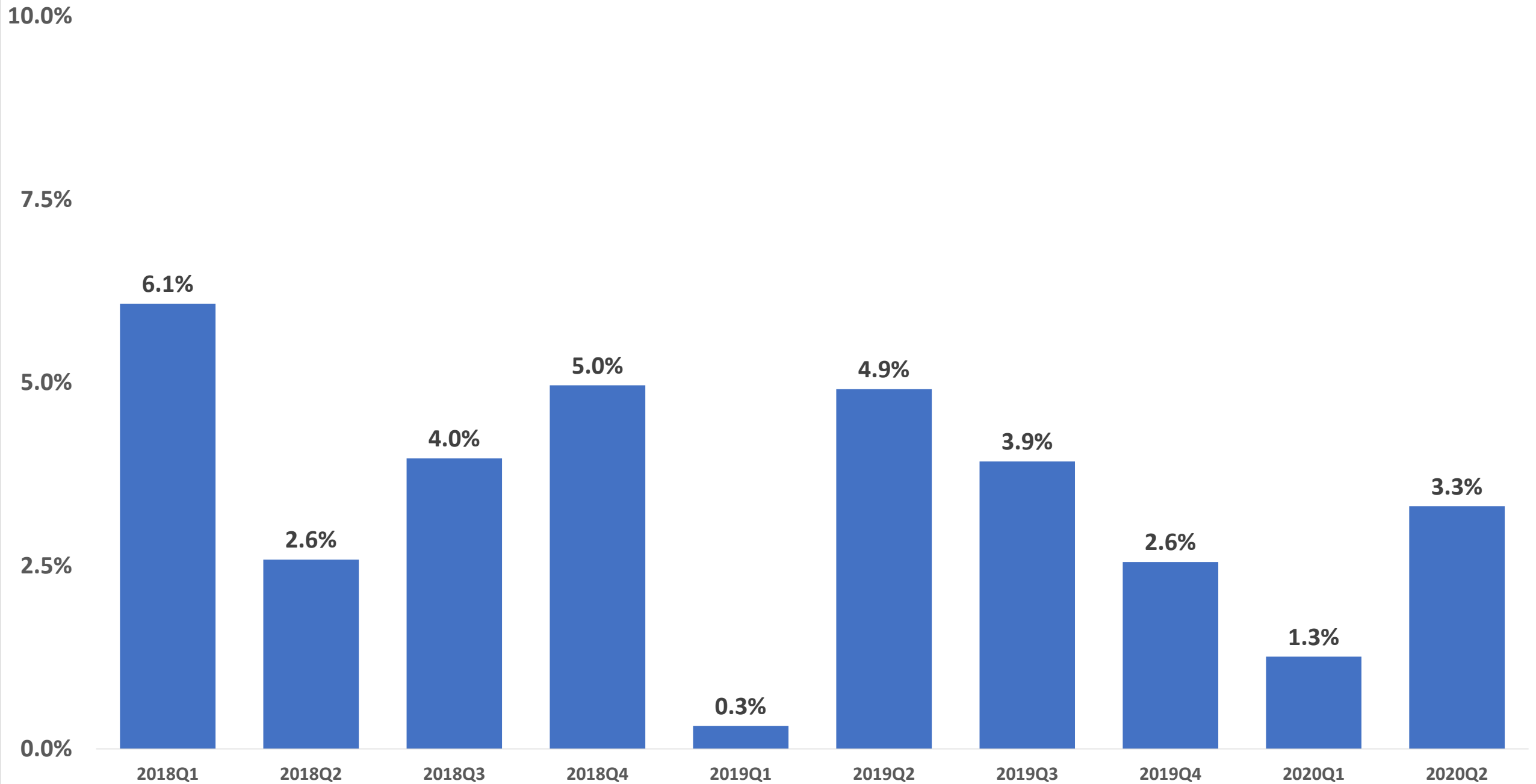
Nonfarm Employment by Sector Rocky Mount MSA, September 2020



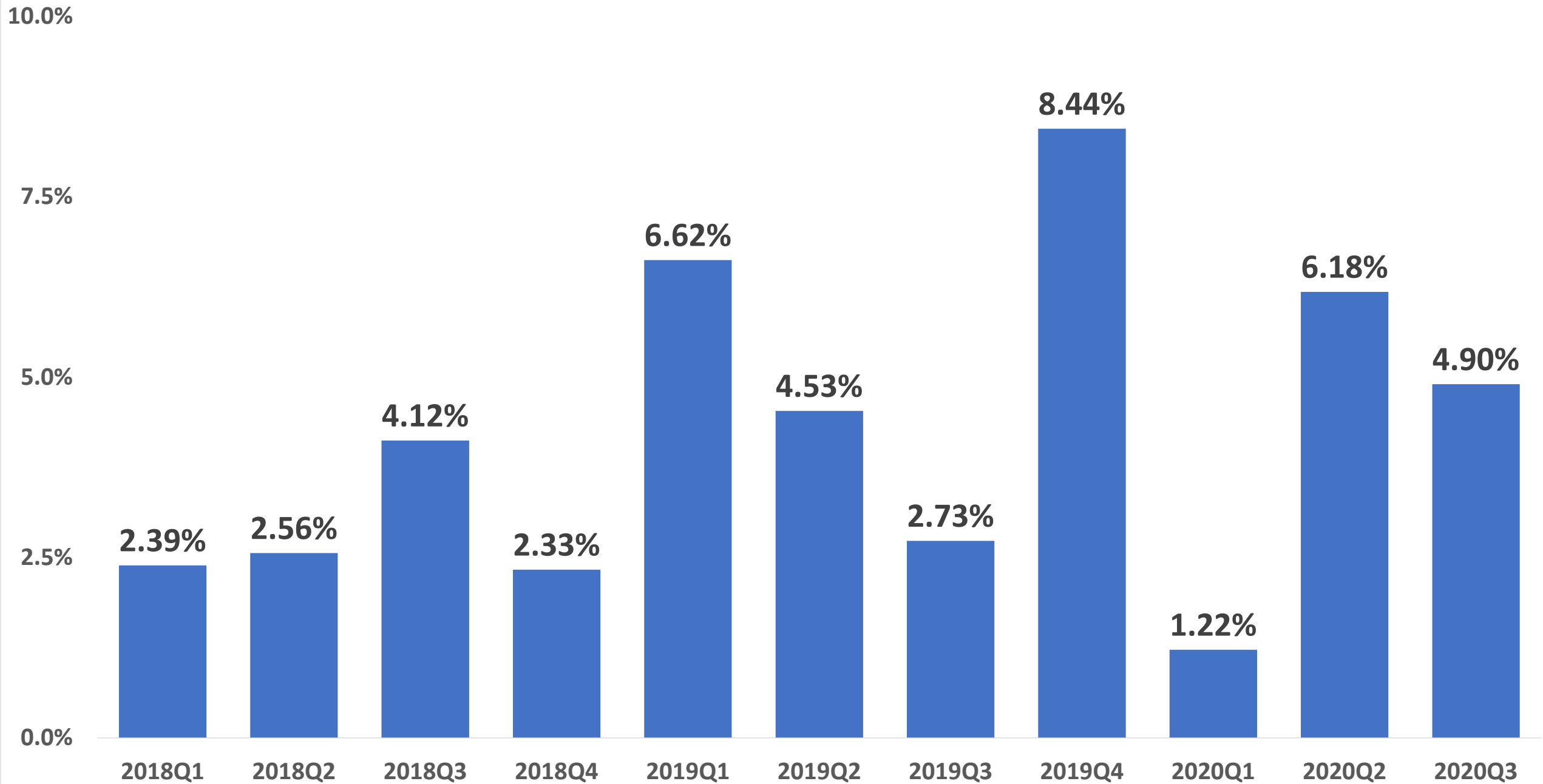
Change Since February 2020 (Pre-COVID)



1-Year Change in Average Weekly Wages, Rocky Mount MSA



Year-to-Year Change in House Price Index, Rocky Mount MSA



Local Home Prices Keep Growing Strong

Rocky Mount

	November 2019	November 2020	% Change Year-to-Year	Year to Date 2019	Year to Date 2020	% Change Year-to-Year
Average List Price	\$161,294	\$225,544	39.8%	\$157,892	\$177,453	12.4%
Median List Price	\$125,800	\$159,900	27.1%	\$134,900	\$150,000	11.2%
Average Sale Price	\$148,437	\$160,317	8.0%	\$148,527	\$162,973	9.7%
Median Sale Price	\$133,950	\$156,500	16.8%	\$132,450	\$150,000	13.3%
Average Days on Market	49	39	-20.4%	80	60	-25.0%
Median Days on Market	26	7	-73.1%	35	19	-45.7%

Local Home Prices Keep Growing Strong

Edgecombe County

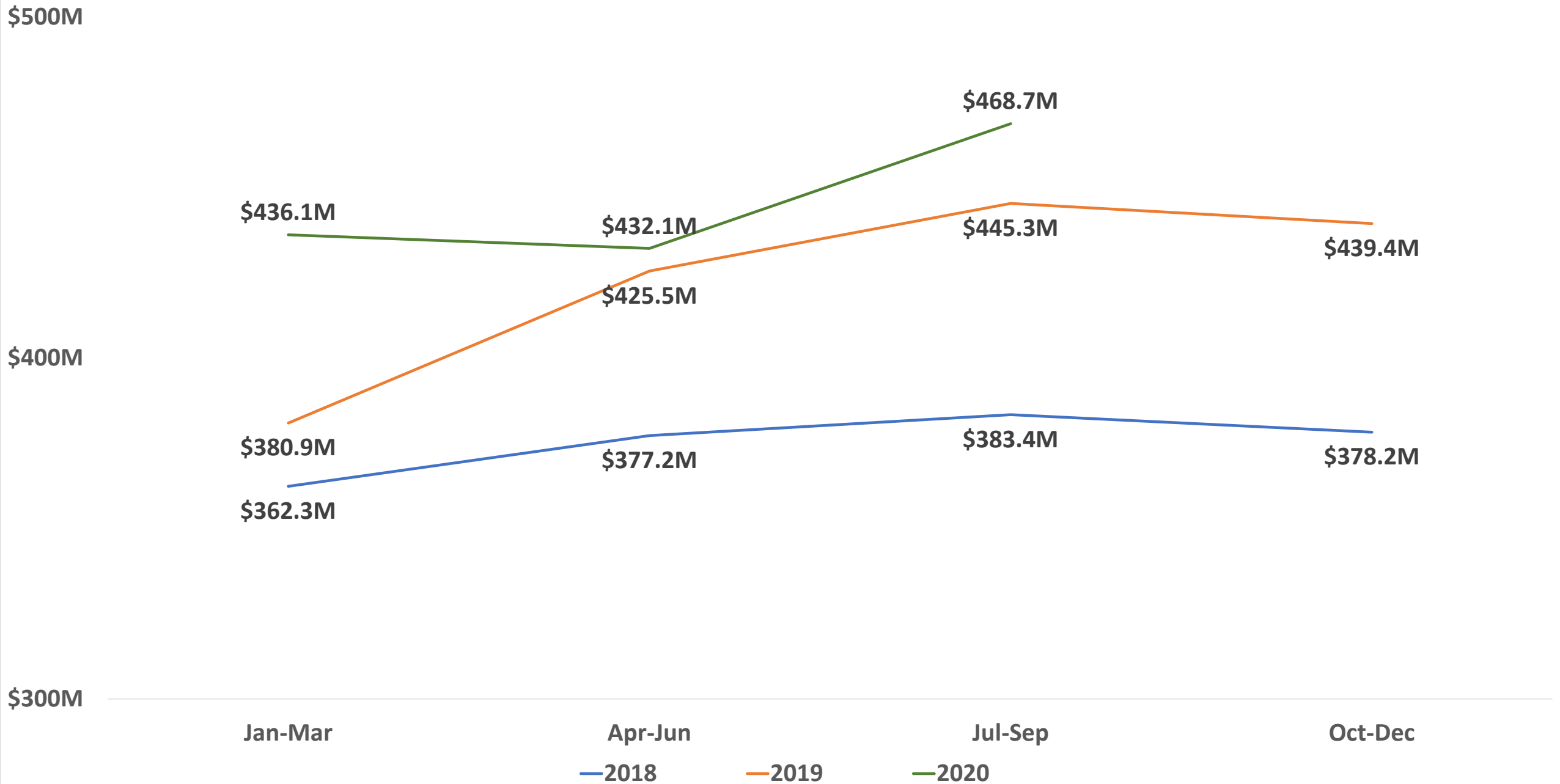
	November 2019	November 2020	% Change Year-to-Year	Year to Date 2019	Year to Date 2020	% Change Year-to-Year
Average List Price	\$115,807	\$118,110	2.0%	\$108,222	\$116,207	7.4%
Median List Price	\$84,900	\$90,000	6.0%	\$85,000	\$99,900	17.5%
Average Sale Price	\$92,267	\$127,597	38.3%	\$91,526	\$110,059	20.2%
Median Sale Price	\$77,950	\$125,900	61.5%	\$70,000	\$95,000	35.7%
Average Days on Market	78	59	-24.4%	118	88	-25.4%
Median Days on Market	53	15	-71.7%	52	41	-21.2%

Local Home Prices Keep Growing Strong

Nash County

	November 2019	November 2020	% Change Year-to-Year	Year to Date 2019	Year to Date 2020	% Change Year-to-Year
Average List Price	\$197,166	\$249,345	26.5%	\$181,018	\$202,387	11.8%
Median List Price	\$164,800	\$204,900	24.3%	\$159,900	\$179,900	12.5%
Average Sale Price	\$174,845	\$183,027	4.7%	\$166,063	\$185,036	11.4%
Median Sale Price	\$155,000	\$181,000	16.8%	\$154,000	\$170,000	10.4%
Average Days on Market	57	64	12.3%	72	55	-23.6%
Median Days on Market	28	7	-75.0%	32	14	-56.3%

Taxable Sales by Quarter, Rocky Mount MSA



Business Condition Survey Methodology

- Survey advertised in November 2020
- Results evaluated in aggregate
 - 22% Goods-Producing, 78% Service-Providing
 - 78% Small Businesses, 22% Medium & Large Businesses
- Evaluate present and recent past conditions
- Forecast anticipated activity in near future (6 months)

Survey Results

	Sales & Revenues	Employment	Employee Wages	Prices Paid by Company	Prices Charged by Company	Capital Investment	Growth in Consumer Base
Current Conditions	Mixed	Stable	Stable	Small Increase	Stable	Small Increase	Modest Increase

	Incoming Orders	Sales & Revenues	Employment	Prices Paid by Company	Prices Charged by Company	Capital Investment	Growth in Customer Base
Next 6 Months	Modest Increase	Modest Increase	Stable	Modest Increase	Small Increase	Stable	Modest Increase