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May 2025

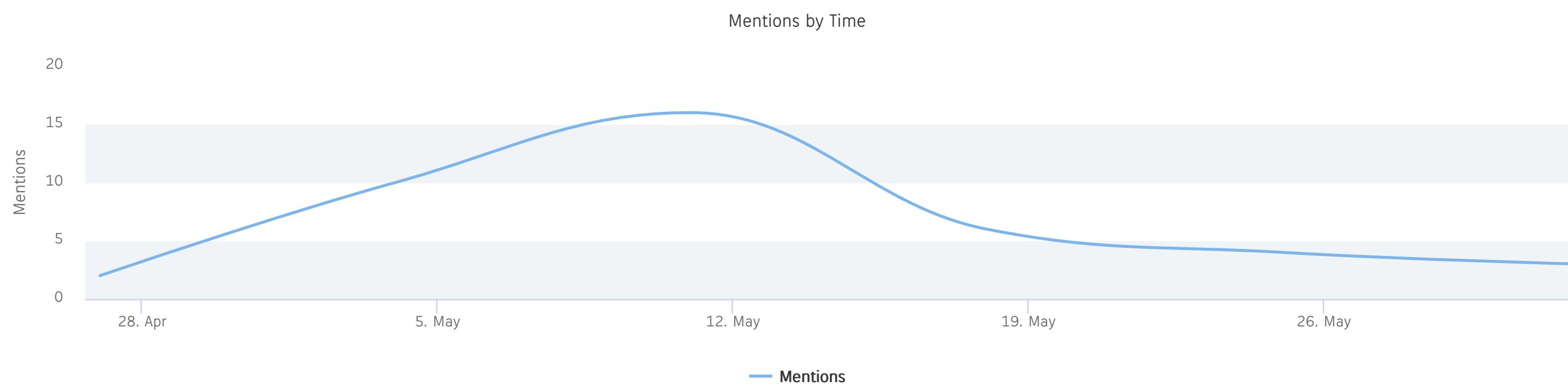
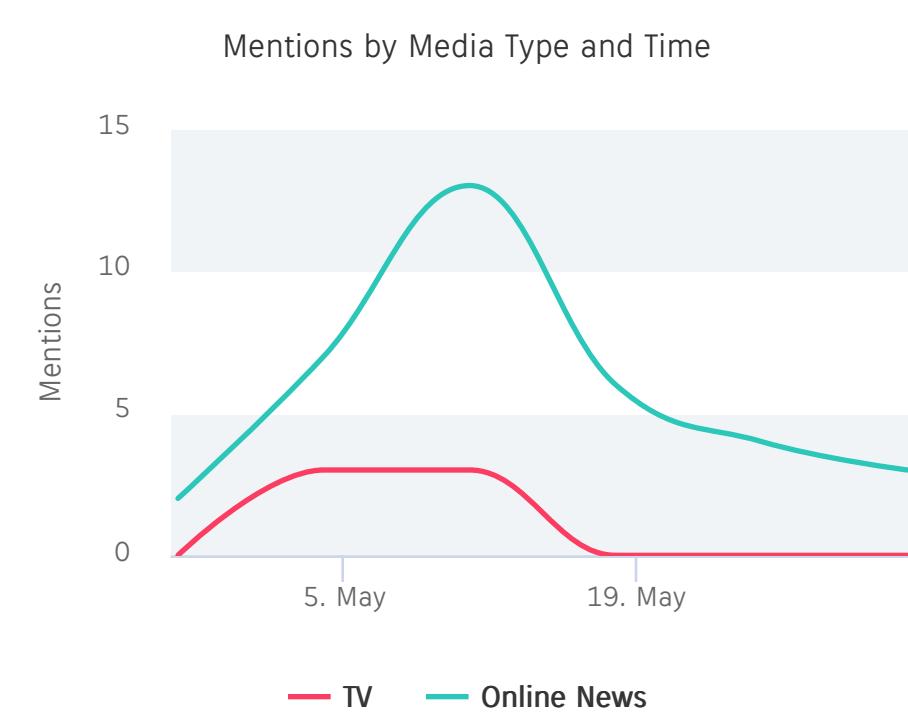
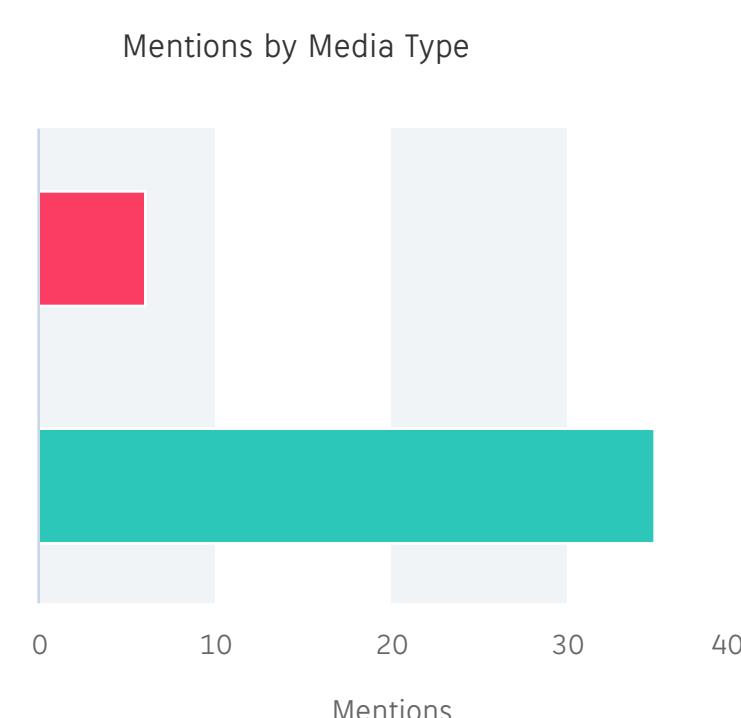
Sections

[TV \(9\)](#)

[Radio \(0\)](#)

[Digital & Print \(32\)](#)

Mention Analytics



Total National TV Audience
325,717

Total National TV Publicity
USD \$26,145

Total Local TV Audience
325,717

Total Local TV Publicity
USD \$26,145

Total Online + Print Audience
68,308,672

Total Online + Print Publicity
USD \$3,168,907

Total Number of Clips 41



Good Morning Nashville on News 2

1

Time **May 16, 2025 5:57 AM EDT**

Local Broadcast Time **4:57 AM CDT**

Category **News**

Call Sign **WKRN (ABC)**

Market **DMA: 26 Nashville, TN**

Language **English**

Est. National Audience **12,109**

Est. National Publicity Value **USD \$2,213**

Est. Local Audience **12,109**

Est. Local Publicity Value **USD \$2,213**

Lowe's knows that no matter the paint Yeah now you're getting the peckture. or stain project... saving is at the top of the to-do list. So, this Memorial Day, select paints, stains and primers are buy one, get one half off. Lowe's. We help. You save. >> well, folks know this living in nashville is got more expensive as more people move here. it's forcing first-time home buyers to look outside of davidson county. when you're choosing cities like the madison galton in goodlettsville areas of davidson county. 2024 data from the greater nashville realtors association show some davidson county areas are still affordable median sale price is for priest lake madison in goodlettsville stood at around \$375,000 condos appear to be more affordable. of course, with the median in priest lake at just over 250,000.



Affordable areas to buy a house in and around Nashville

2

Date Collected **May 15, 2025 7:44 PM EDT**

Category **Digital News**

Source **WKRN**

Author **Kendall Ashman**

Est. Audience **47,822**

Est. Publicity Value **USD \$1,017**

Market **Nashville, TN**

Language **English**

NASHVILLE, Tenn. (WKRN) — When it comes to buying a house in and around Nashville, what areas are the most affordable? Also, what does "affordability" currently look like? News 2 set out to answer those questions.

"Obviously, Nashville is on fire. It's a great city to be in. We all love it," Eva Angelina Romero, broker and owner of Century 21 Capital Properties in Nashville, said.

According to Romero, the meaning of "affordability" has shifted drastically in and around Davidson County.

"It's changed ... tremendously in the last 10 years, even the last five years," Romero said.

Nashville apartment boom cooling after years of growth

As a result, first-time homebuyers are being pushed out into surrounding counties. However, there are a few areas considered to be hidden gems.

"Definitely Madison, Gallatin, and Goodlettsville -- I would say those areas are good to look into. Those ... Romero said.

But what price range defines "affordability" in the Davidson County area?

"In Davidson County, the median price point is nearing \$500,000, so I would say anything within \$350,000, \$300,000, I would deem that as more affordable," Romero said.

| [READ MORE](#) | Latest headlines from Nashville and Davidson County

According to Greater Nashville Realtors, their data shows median sale prices for Priest Lake, Madison, and Goodlettsville stood around \$375,000 in 2024. However, condos appear to be a more affordable option.

"Young professionals are opting for the condos -- ...



News 2 at 6pm

3

Time **May 15, 2025 7:11 PM EDT**

Local Broadcast Time **6:11 PM CDT**

Category **News**

Call Sign **WKRN (ABC)**

Market **DMA: 26 Nashville, TN**

Language **English**

Est. National Audience **74,377**

Est. National Publicity Value **USD \$5,667**

Est. Local Audience **74,377**

Est. Local Publicity Value **USD \$5,667**

? (Hardee's signature music track) ? nashville has gotten more and more expensive as more and more people move to music city. >> it's forcing first time home

buyers to look outside of Davidson County. Many are choosing cities like Madison, Gallatin and Goodlettsville. 2024 data from the Greater Nashville Realtors Association shows some Davidson County areas are still affordable. Median sale price is for Priest Lake Madison and Goodlettsville, which stood at around \$375,000. Condos appear to be more affordable with the median and the Priest Lake area just over \$250,000. Those looking to always get into something versus nothing start with something, even if it's the condo even of a townhouse and then the bat because that's what's going to get you in the door. >> Rubio also says new builders are offering incentives for first-time home buyers.



News 2 at 4pm

 4

Time **May 15, 2025 5:34 PM EDT**
Local Broadcast Time **4:34 PM CDT**
Category **News**
Call Sign **WKRN (ABC)**
Market **DMA: 26 Nashville, TN**
Language **English**

Est. National Audience **39,567**
Est. National Publicity Value **USD \$3,409**
Est. Local Audience **39,567**
Est. Local Publicity Value **USD \$3,409**

Median price point is. >> nearing 500,000. So I would say anything between 350-300,000. I would deem that as more affordable according to Greater Nashville Realtors. In 2024, their data shows median sale price is for Priest Lake Madison and Goodlettsville, which stood at around \$375,000. But condos appeared to be a more affordable option in Priest Lake. The median sale price for young professionals is just over \$250,000. They're opting for the condos as they are trying to get into something. >> and then families. It's a little bit more challenging when it comes to condos as they are looking for. They are. They're looking for said that a lot of them are being pushed out to the outskirts of Davidson County, but Eva says new builders are offering incentives for first-time home buyers such as down payment and closing cost assistance. Looking to always get into something versus nothing start with something, even if it's the kind even of a townhouse. And then because



WSMV 4 News 4p

 5

Time **May 7, 2025 5:49 PM EDT**
Local Broadcast Time **4:49 PM CDT**
Category **News**
Call Sign **WSMV (NBC)**
Market **DMA: 26 Nashville, TN**
Language **English**

Est. National Audience **38,551**
Est. National Publicity Value **USD \$3,144**
Est. Local Audience **38,551**
Est. Local Publicity Value **USD \$3,144**

From a DUI crash in the school district happened. A 7-year-old girl died. A new Tennessee law is giving public schools more tools to keep students safe during medical emergencies. Governor Lee signed new legislation that encourages every public and charter school in the state to stock asthma rescue inhalers. The law calls for state to stock asthma rescue inhalers. The law calls for keeping inhalers at least two key locations, like the nurse's office or athletic department. More than 90-thousand children in Tennessee live with asthma. Every year, more than half of them suffer attacks that can quickly become life-threatening if not treated immediately. New numbers from Greater Nashville Realtors brought a slight slowdown to the Nashville housing market in April. Their data shows there was just below 3-thousand closings last month. That's 3-percent less than last April. Pending sales were also down and homes are staying on the market a little longer. A single-family home is averaging around 500-thousand dollars. Inventory is where the biggest change is happening. At the end of April, more than 13-thousand properties were on the market.



NewsChannel 5 at 6PM

 6

Time **May 6, 2025 7:34 PM EDT**
Local Broadcast Time **6:34 PM CDT**
Category **News**
Call Sign **WTVF (CBS)**
Market **DMA: 26 Nashville, TN**
Language **English**

Est. National Audience **75,868**
Est. National Publicity Value **USD \$5,393**
Est. Local Audience **75,868**
Est. Local Publicity Value **USD \$5,393**

Another said vision. >> Friends of Future buildings replace what? We're not too long ago. Fields and farms. All the construction makes sense. According to the census, the population here went up 163% from 2010 to 2023. Recently, that landed Nolan's on Storage Cafes, top 10 fastest growing cities in the nation. Traffic ease. >> terrible times. It's lovely out there. You typically get a bigger lot more houses. Incredible schools with the population more than doubling in a decade. The housing market reflects the area's desirability. >> Single-family homes like this one sold for an average of \$823,250 in April, according to Greater Nashville Realtors. This 3,300 square foot home is listed for



NewsChannel 5 at 5

 7

Time **May 6, 2025 6:09 PM EDT**
Local Broadcast Time **5:09 PM CDT**
Category **News**
Call Sign **WTVF (CBS)**
Market **DMA: 26 Nashville, TN**
Language **English**

Est. National Audience **85,245**
Est. National Publicity Value **USD \$6,319**
Est. Local Audience **85,245**
Est. Local Publicity Value **USD \$6,319**

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🌐 [News Small town, big boom: Nolensville becomes Tennessee's fastest-growing city Hannah McDonald](#)

8

Date Collected May 6, 2025 5:52 PM EDT

Category Digital News

Source [NewsChannel 5](#)

Author Hannah McDonald

Est. Audience 40,758

Est. Publicity Value USD \$669

Market Nashville, TN

Language English

... the area's appeal.

"It's lovely out here. You typically get a bigger lot, more house, incredible schools," said Shannon Barber with Wilson Group Real Estate.

The current housing market reflects Nolensville's desirability. Single-family homes sold for an average of \$823,250 in April, according to Greater Nashville Realtors. Barber showed us a 3,300 square foot home currently listed for just under \$1.1 million.

"You really don't have to leave if you don't want to," the realtor said as she toured us around the house 30 miles from downtown Nashville.

The area's average household income of \$170,000 ...



🌐 [Nolensville ranks as Tennessee's fastest-growing city, among the top 10 nationwide](#)

9

Date Collected May 6, 2025 5:43 PM EDT

Category Digital News

Source [News Channel 5 Nashville](#)

Author Hannah McDonald

Market United States

Language English

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Radio

Digital & Print

Mentions 32 Audience 68,220,092 Publicity USD \$3,167,221



🌐 [How is Nashville real estate doing? Steady rates, rising prices make their mark](#)

10

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Date Collected Jun 2, 2025 12:35 AM EDT

Category Digital News

Source [The Tennessean Online](#)

Author Collyn Wainwright

Est. Audience 543

Est. Publicity Value USD \$7

Market Johnson City, TN

Language English

Last week, Greater Nashville Realtors hosted its annual economic summit, Nashconomics, bringing together business leaders, economists and real estate professionals to discuss the latest trends shaping our region's housing market and economic landscape.

[Link to Image](#)

Laurel Graefe, regional executive of the Federal Reserve Bank of Atlanta's [Nashville](#) Branch, provided a timely update on interest rates. As of this week, the national average for a 30-year mortgage has remained below 7% for the 17th consecutive week. While that stability is welcome, Graefe noted that elevated rates — combined with rising home prices — continue to pose affordability ... challenges, especially for first-time buyers and middle-income households.

Jessica Lautz, deputy chief economist and vice president of research at the National Association of [Realtors](#), shared an in-depth look at housing affordability across the region. With the median sales price now hovering around \$500,000, she pointed out a growing generational gap in homeownership. Today, the median age of a first-time buyer is 38 — up from 28 just four decades ago — while baby boomers ... accounted for 42% of all home purchases between July 2023 and June 2024.

On the broader economic front, Jeff Hite, chief economic development officer at the [Nashville](#) Area Chamber of Commerce, emphasized that while [Nashville](#)'s economy remains strong, it trails peer cities like Charlotte, North Carolina, Austin, and Atlanta in some key indicators. Hite focuses on four primary metrics to assess economic health: job growth, population growth, GDP growth, and cost of living. [Nashville](#)'s cost-of-living ... index sits just below the national average at 98.7, but lags behind cities like Charlotte (91.2) and Tampa, Florida, (97.6), indicating some room for improvement in regional affordability and competitiveness.

Despite these challenges, the outlook for [Greater Nashville](#) remains optimistic. Job growth, population expansion, and sustained housing demand continue to position our region for long-term success. However, to meet that future head-on, ongoing collaboration is essential.

As [realtors](#), we play a critical role in shaping the housing ...

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Online News

(Requires Critical Mention login)

11

[Nashville's outlook: Rising prices and stable growth](#)

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11

Date Collected Jun 1, 2025 10:04 AM EDT

Est. Audience 21,559

Category Print

Est. Publicity Value USD \$295

Source [The Tennessean \(Nashville, Tennessee\)](#)

Market Johnson City, TN

Language English

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[Nashville's outlook: Interest rates, rising prices and...](#)



Date Collected Jun 1, 2025 6:11 AM EDT

Category Digital News

Source [Tennessean](#)

Est. Audience 108,687

Est. Publicity Value USD \$1,506

Market Johnson City, TN

Language English

AI-assisted summary

Nashville's housing market faces affordability challenges due to rising home prices and interest rates.

The median age of first-time homebuyers has increased significantly, while baby boomers represent a large portion of home purchases.

Nashville's economy shows strength but lags behind peer cities in key indicators like cost of living.

Greater Nashville Realtors are actively involved in policy discussions to address housing affordability and promote homeownership.

Last week, Greater Nashville Realtors ... hosted its annual economic summit, Nashconomics, bringing together business leaders, economists and real estate professionals to discuss the latest trends shaping our region's housing market and economic landscape.

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Online News

[How much income do Tennesseans need to buy a home?](#)

13

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Date Collected May 28, 2025 9:47 AM EDT

Category Print

Source [The Tennessean \(Nashville, Tennessee\)](#)

Author [By, Hadley Hitson, Nashville Tennessean](#)

Est. Audience 21,559

Est. Publicity Value USD \$226

Market Johnson City, TN

Language English

High mortgage rates, low inventory and soaring prices are dampening the U.S. housing market. In [Nashville](#)'s competitive landscape, experts warn that first-time homebuyers face a tough challenge.

"We are really seeing huge growth here, and this has happened throughout the pandemic, but it was happening before the pandemic," National Association of [Realtors](#) Deputy Chief Economist ... Jessica Lautz said. "On the flip side, though, the qualifying income for homebuyers only keeps increasing."

National Association of [Realtors](#) data shows that \$106,000 is the minimum household income to afford the median-priced [Nashville](#) home in 2025 with a 20% down payment. That is up from \$102,000 in 2024.

The current qualifying income threshold for the median-priced home in the U.S. is \$101,000.

"But we know that the typical consumer and the typical first-time homebuyer is not able to put down 20%," Lautz said. "That means the ... household income just has to be higher to qualify for the typical mortgage."

On May 15, Lautz joined fellow real estate experts and economists at Trevecca Nazarene University for [Greater Nashville Realtors](#)' annual Nashconomics summit. They discussed implications of the rising age of first-time buyers, debated the future of interest rates and explored other economic factors shaping the competitive housing market.

Who is buying homes in [Nashville](#)?

The median home price in the ... Nashville region in April 2025 was \$500,000. So who can afford that?

Often, it's baby boomers, who accounted for 42% of home purchases from July 2023 to June 2024. The median age of today's first-time homebuyer has risen to 38, compared to 28 forty years ago.

Of the first-time homebuyers in 2024, 50% were ... Federal Reserve held its key interest rate at a range of 4.25 to 4.5% in a decision announced May 7, still well above its 2% target.

Meanwhile, the national average of 30-year mortgage rates is at 6.89%, according to financial services company Bankrate.

Laurel Graefe, regional executive at the [Nashville](#) branch of the Federal Reserve Bank of Atlanta, said she wants to avoid high inflation eroding consumer spending power over time. On a personal note, she shared that her father is looking to buy a home in Tennessee, and she is shocked by the high payments he's being asked to make.

"The Fed began ...

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Online News

[Rivergate Mall redevelopment aims to revitalize economy, meet housing needs](#) | Opinion

14

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Date Collected [May 26, 2025 12:56 AM EDT](#)

Est. Audience 543

Category [Digital News](#)

Est. Publicity Value [USD \\$9](#)

Source [The Tennessean Online](#)

Market [Johnson City, TN](#)

Author [Collyn Wainwright](#)

Language [English](#)

Nashville Mayor Freddie O'Connell's office announced that the city reached a long-anticipated agreement to redevelop Rivergate Mall in Goodlettsville into a mixed-use destination, including multifamily housing, on May 6.

[Link to Image](#)

The redevelopment has passed two of its three required Metro Council ... the need for revitalization.

The proposed redevelopment will not only include housing, but will also introduce walkable streets, retail, restaurants, hotels, offices and more infrastructure improvements, transforming the space into a vibrant, multi-use neighborhood center.

[Link to Image](#)

Nashville has seen similar transformations succeed in recent years. The former Bellevue Mall, which closed in 2008, has transformed into a multi-use complex. Likewise, the Hickory Hollow Mall began its own revitalization last year, which yielded positive results for the community as a whole.

As the ... [Greater Nashville](#) area continues to face high housing demand, projects like these are essential. Not only do they generate economic growth, but they also create stronger, more livable communities where Nashvillians can thrive.

The Rivergate Mall redevelopment will represent another step forward in reimagining ... and opportunity. As our region continues to grapple with inadequate inventory and affordability challenges, projects like this redevelopment serve as opportunities that will result in a better future for Nashvillians and open up the door for future homeowners.

Collyn Wainwright is President of [Greater Nashville Realtors](#). A Realtor is a member of the National Association of Realtors who subscribes to its strict code of ethics. You can reach Collyn at 615-383-6964 or collyn@collyn.com.

This article originally appeared on [Nashville Tennessean](#): [Rivergate Mall redevelopment aims ...](#)

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[Rivergate redevelopment aims to revitalize economy, housing](#)

15

Date Collected May 25, 2025 10:05 AM EDT
Category Print
Source [The Tennessean \(Nashville, Tennessee\)](#)

Est. Audience 21,559
Est. Publicity Value USD \$414
Market Johnson City, TN
Language English

Nashville Mayor Freddie O'Connell's office announced that the city reached a long-anticipated agreement to redevelop Rivergate Mall in Goodlettsville into a mixed-use destination, including multifamily housing, on May 6.

The redevelopment has passed two of its three required Metro Council readings and is ... value, underscoring the need for revitalization.

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The Real Deal

Collyn Wainwright

Guest columnist

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[Rivergate Mall redevelopment aims to revitalize economy, meet housing needs](#) | Opinion

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Date Collected May 25, 2025 6:35 AM EDT
Category Digital News
Source [Tennessean](#)

Est. Audience 108,687
Est. Publicity Value USD \$2,095
Market Johnson City, TN
Language English

AI-assisted summary

Rivergate Mall in Goodlettsville will be redeveloped into a mixed-use area with housing, retail, and restaurants.

The redevelopment aims to address Nashville's high housing demand and create a more vibrant community.

Similar redevelopment projects at former malls in Bellevue and Hickory Hollow have proven successful.

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Online News



April home sales suggest buyer caution in market moving toward balance

17

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Date Collected May 24, 2025 1:38 PM EDT

Market Lebanon, TN

Category Print

Language English

Source [Lebanon Democrat \(Tennessee\)](#)

Author Staff Writer

April Home Sales Reflect Buyer Caution in a Market Moving Toward Balance

Data for the month of April showed 2,963 home closings, according to figures provided by Greater Nashville Realtors. This figure indicates a 3% decrease from the 3,060 closings reported for the same period last year.

"While buyers are in an increasingly strong position to take their time and make thoughtful decisions, the data indicates they are more cautiously approaching real estate purchases, likely due to ... the economic uncertainty that has been recently surrounding the financial markets." Collyn Wainwright, Greater Nashville Realtors President said.

A comparison of sales by category for April is:

Closings: 3,060 for 2024; 2,963 for 2025.

Residential: 2,383 for 2024; 2,350 for 2025.

Condominium: 492 for 2024; 450 for 2025.

Multi-Family: 16 for 2024; same for 2025.

Farm/Land/Lots: 169 for 2024; 147 for 2025.

There ... residential and condominium prices of \$505,000 and \$349,900 respectively.

Inventory at the end of April was 13,249. This figure indicates a 27 percent increase from the 10,419 active listings reported for the same period last year.

Currently, there are 5 months of available inventory in the Greater Nashville region.

The current inventory of properties by category, compared to last year, is:

INVENTORY: 10,419 for 2024; 13,249 for 2025.

Residential: 7,006 for 2024; 9,043 for 2025.

Condominium: 1,564 for 2024; 2,255 for 2025.

Multi-Family: 99 for 2024; 119 for 2025 ... , it's important for buyers and sellers to work with a Realtor who can help make sense of the shifting market," Wainwright added. "Whether you're just starting your home search or preparing to sell, having a knowledgeable guide by your side makes all the difference."

For more information about Greater Nashville market data or to schedule an interview, please contact Blake Stewart at 615-513-9145.

About Us: Greater Nashville REALTORS is one of Middle Tennessee's largest professional trade associations and serves as the primary voice for ... Nashville-area property owners.

The data collected for this release represents nine Middle Tennessee counties: Cheatham, Davidson, Dickson, Maury, Robertson, Rutherford, Sumner, Williamson and Wilson.

Provided by Greater Nashville REALTORS.

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[April home sales suggest buyer caution in market moving toward balance](#)

18

Date Collected May 23, 2025 6:17 PM EDT

Category Digital News

Source [Lebanon Democrat](#)

Est. Audience 543

Est. Publicity Value USD \$86

Market Lebanon, TN

Language English

April Home Sales Reflect Buyer Caution in a Market Moving Toward Balance

Data for the month of April showed 2,963 home closings, according to figures provided by Greater Nashville Realtors. This figure indicates a 3% decrease from the 3,060 closings reported for the same period last year.

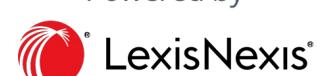


[Necessary income to buy a local home goes up, again; Realtors, Fed say trends won't soon favor buyers](#)

19

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Date Collected May 19, 2025 9:36 AM EDT

Category Print

Source [The Tennessean \(Nashville, Tennessee\)](#)

Author By, Hadley Hitson, Nashville Tennessean

Est. Audience 21,559

Est. Publicity Value USD \$227

Market Johnson City, TN

Language English

High mortgage rates, low inventory and soaring prices are dampening the U.S. housing market. In Nashville's competitive landscape, experts warn that first-time homebuyers face a tough challenge.

"We are really seeing huge growth here, and this has happened throughout the pandemic, but it was happening before the pandemic," National Association of Realtors Deputy Chief Economist ... Jessica Lautz said. "On the flip side, though, the qualifying income for homebuyers only keeps increasing."

National Association of Realtors data shows that \$106,000 is the minimum household income to afford the median-priced Nashville home in 2025 with a 20% down payment. That is up from \$102,000 in 2024.

The current qualifying income threshold for the median-priced home in the U.S. is \$101,000.

"But we know that the typical consumer and the typical first-time homebuyer is not able to put down 20%," Lautz said. "That means the ... household income just has to be higher to qualify for the typical mortgage."

On May 15, Lautz joined fellow real estate experts and economists at Trevecca Nazarene University for Greater Nashville Realtors' annual Nashonomics summit. They discussed implications of the rising age of first-time buyers, debated the future of interest rates and explored other economic factors in the competitive housing market.

Who is buying homes in Nashville?

The median home price in the ... Nashville region in April 2025 was \$500,000. So who can afford that?

Often, it's baby boomers, who accounted for 42% of home purchases from July 2023 to June 2024. The median age of today's first-time homebuyer has risen to 38, compared to 28 forty years ago.

Of the first-time homebuyers in 2024, 50% were ... Federal Reserve held its key interest rate at a range of 4.25 to 4.5% in a decision announced May 7, still well above its 2% target.

Meanwhile, the national average of 30-year mortgage rates is at 6.89%, according to financial services company Bankrate.

Laurel Graefe, regional executive at the [Nashville](#) branch of the Federal Reserve Bank of Atlanta, said she wants to avoid high inflation eroding consumer spending power over time. On a personal note, she shared that her father is looking to buy a home in Tennessee, and she is shocked by the high payments he's being asked to make.

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Online News

[Middle Tenn. market eases toward balance as inventory grows, buyer caution rises](#) | Opinion



20

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Date Collected May 19, 2025 12:33 AM EDT

Est. Audience 543

Category Digital News

Est. Publicity Value USD \$8

Source [The Tennessean Online](#)

Market Johnson City, TN

Author Collyn Wainwright

Language English

The latest home sales data from Greater Nashville Realtors offer a snapshot of a market moving toward better balance across our nine-county region.

[Link to Image](#)

In April, there were 2,963 home closings — a 3% decrease from the 3,060 reported during the same time last year. While the drop is modest, it signals a trend. Buyers are becoming more cautious, ... likely influenced by recent economic uncertainty and fluctuations in the financial markets.

Still, Middle Tennessee's economic fundamentals remain strong. Job growth in the [Nashville](#) area continues at a steady pace, and the region's unemployment rate is among the lowest in the country. Population growth, particularly in counties like Rutherford and Wilson, is also exceeding expectations — keeping long-term housing demand high.

That demand, paired with limited supply, is ... putting upward pressure on home values. Data from the Metro [Nashville](#) Office of the Assessor of Property shows Davidson County home values have increased an average of 45% since 2020. Despite that trend, prices held relatively steady in April. The median price for a single-family home dipped slightly year-over-year — from \$505,000 in April 2024 to \$500,000 this April ... saw a small bump from \$349,900 to \$350,000.

On the inventory side, we're seeing signs of progress. Active listings jumped 27% from a year ago, with the most significant growth in condominiums, which rose 44%.

While the boost in inventory is a positive step, it's only part of the solution. Metro [Nashville](#)'s Housing and Infrastructure Study estimates the region will need roughly 90,000 new housing units by 2034 to keep up with projected demand. Meeting that goal will require coordinated efforts across the public and private sectors.

[Link to Image](#)

That's why ... approaches, it's important for buyers and sellers alike to have the right guidance. Whether you're navigating your first home purchase or preparing to list your property, a trusted Realtor can help you make confident, informed decisions in today's evolving market.

Collyn Wainwright is President of [Greater Nashville Realtors](#). A Realtor is a member of the National Association of [Realtors](#) who subscribes to its strict code of ethics. You can reach Collyn at 615-383-6964 or collyn@collyn.com.

This article originally appeared on [Nashville Tennessean](#): Middle Tenn. market eases toward ...

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Online News

[Nashville housing market sees more balance, added inventory](#)



21

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Date Collected May 18, 2025 10:03 AM EDT
Category Print
Source [The Tennessean \(Nashville, Tennessee\)](#)

Est. Audience 21,559
Est. Publicity Value USD \$360
Market Johnson City, TN
Language English

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The Real Deal

Collyn Wainwright

Guest columnist

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[Middle Tenn. market eases toward balance as inventory grows, buyer caution rises](#) | Opinion

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Date Collected May 18, 2025 6:35 AM EDT
Category Digital News
Source [Tennessean](#)

Est. Audience 108,687
Est. Publicity Value USD \$1,753
Market Johnson City, TN
Language English

AI-assisted summary

Nashville area home closings decreased slightly year-over-year, suggesting a more cautious buyer market.

Despite economic uncertainty, strong job growth and low unemployment maintain high housing demand.

Home values remain high, with median prices holding relatively steady compared to last year.

Active ... listings increased, offering a positive sign for inventory levels.

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That's why Greater Nashville Realtors remains ...



Nashville's economic growth ranks high, but trails competitors

23

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Date Collected May 16, 2025 7:40 PM EDT

Est. Audience 15,152

Category Print

Est. Publicity Value USD \$187

Source [Nashville Business Journal \(Nashville, TN\)](#)

Market United States

Author Ella Castronuovo

Language English

There are four indicators Jeff Hite looks at to gauge the health of a region's economy: job growth, population growth, GDP growth and cost of living.

Nashville ranks near the top on all four metrics, but according to Hite, the Nashville Area Chamber of Commerce's chief economic development officer, the city remains behind some of its usual competitors.

When it came to job and population growth numbers, Nashville ranked third behind Austin and Raleigh. And while the region's growth has been "phenomenal," Hite ... said on stage during Greater Nashville Realtors' Nashonomics, "We're constantly chasing Austin and Raleigh."

At the annual economic summit, Hite broke down where Nashville fell on in each indicator, and what to expect when it comes to the area's projected population growth.

From February 2020 to February 2025, Nashville added 123,000 jobs to the area, increasing its workforce by 11.6% and ranking above other cities including Tampa, Charlotte and ... Denver.

Nashville's population increased by over 36,000 people from 2023 to 2024, a growth rate of 18%. That puts Music City behind Austin, with a population growth of 27%, and Raleigh, with a growth rate of 23%.

"Just in the last year, we've added 36,000 people. That's a hundred a day. If you think about the last ... 10 years, we've added almost 340,000 people in Nashville," Hite said. "People want to be in this city, whether you're a recent college grad of Chicago, a tourist in Nebraska or a Silicon Valley company on the West Coast, people want to be in this city."

"Denver, Austin and Charlotte, that's who we routinely compete against," Hite said. "All of those ... gonna be the same. Quality of life, cost of living, taxes, incentives, real estate. It's the community that can make the talent pitch, the workforce solution that usually is going to win that project. ... When you think about talent, you can grow it, you can attract it and you can retain it."

Nashville's output remained strong.

In 2003, the city's GDP was just shy of \$80 billion. In 20 years, it grew to \$168.2 billion – a 112.4% increase, ranking second in the country behind Austin.

From 2003 to 2023, Austin's GDP grew 200.3%, from \$69.1 billion to \$207.5 billion, according to Hite. That ...

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What goes up keeps going when appraisal time comes

24

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Date Collected May 16, 2025 1:50 PM EDT
 Category Print
 Source [The Ledger: Nashville Edition \(Tennessee\)](#)

Est. Audience 11,000
 Est. Publicity Value USD \$83
 Market Nashville, TN
 Language English

I wish I had better news for you, but as Linda Ronstadt used to sing, this one's gonna hurt you "for a long, long time."

The talk of the town, at least the portion of the town that is in Metro Nashville, is the newest tax appraisal. The noise level of the moaning that has followed rivals a good cicada swarm.

Apparently, unbeknownst to many, home prices in Nashville have increased over the past four years. The memories of those days of multiple offers and houses selling for 50% ... , the taxes are not automatically raised by that amount as the state laws require the tax rate to be adjusted to keep taxes close to the same as they are at the present time.

However, as history has shown, the lower taxes will scatter like dust in the wind soon enough, and the property owners in Nashville count on higher property taxes as soon as it is possible.

This recent appraisal has had real estate brokers' phones abuzz, emails and texts exploding as many want to find some low sales in their neighborhoods in hopes of proving to the tax assessor that their houses should be appraised for less ... was less than \$1.6 million may have proved fruitless.

If the tax increase is unbearable, there is always the option of moving to a different county, one with lower taxes. That would mean that the house would go on the market with inventory the highest in years.

1040 Lynnwood Boulevard

The Greater Nashville Realtors report that inventory is up 27% over the same period last year, now resting at 13, 249. Compared with last month's inventory, it is only a slight rise from the 12,326 properties last month. Back in 2019, inventory was in the 11,000 range, and from 2021 until 2024, the inventory hovered around 3,500 ... month with 2,963 in April as compared with 2,831 in March. All told, there is a four-and-a-half-month supply of inventory, a number that favors the seller. In the 2020s when inventory was usually in the 3,500s, monthly sales ranged from 2,967 to over 4,000, meaning there was a one-month supply.

Greater Nashville Realtors president Collyn Wainwright notes in a release, "While buyers are in an increasingly strong position to take their time and make thoughtful decisions, the data indicates they are more cautiously approaching real estate purchases, likely due to economic uncertainty that has been recently surrounding ...

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25



Online News

Nashville-area real estate outlook 2025: Down payments, interest rates and cash offers

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Date Collected May 16, 2025 8:24 AM EDT
 Category Digital News
 Source [The Tennessean Online](#)
 Author Hadley Hitson, Nashville Tennessean

Est. Audience 543
 Est. Publicity Value USD \$5
 Market Johnson City, TN
 Language English

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"We are really seeing huge growth here, and this has happened throughout the pandemic, but it was happening before the pandemic," National Association of Realtors Deputy Chief Economist ... Jessica Lautz said. "On the flip side, though, the qualifying income for homebuyers only keeps increasing."

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The current qualifying income threshold for the median-priced home in the U.S. is \$101,000.

[Link to Image](#)

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Of the first-time homebuyers in 2024, 50% were ... Federal Reserve held its key interest rate at a range of 4.25 to 4.5% in a decision announced May 7, still well above its 2% target.

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"The Fed began ...

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[Who can afford a home in Nashville? Experts weigh costs, inventory](#)

↗

26

Date Collected May 16, 2025 6:25 AM EDT

Est. Audience 108,687

Category Digital News

Est. Publicity Value USD \$1,122

Source [Tennessean](#)

Market Johnson City, TN

Author Hadley Hitson

Language English

AI-assisted summary

The median home price in Nashville was \$500,000 in April 2025, requiring a minimum qualifying income of \$106,000 with a 20% down payment.

Interest rates are expected to remain relatively stable, and buyers are advised not to wait for a significant drop.

Inventory is low, with fewer homes available in December 2024 than in December ... 1995.

High mortgage rates, low inventory and soaring prices are dampening the U.S. housing market. In Nashville's competitive landscape, experts warn that first-time homebuyers face a tough challenge.

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Need a break? Play the USA TODAY Daily Crossword Puzzle.

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[Affordable areas to buy a house in and around Nashville](#)

27

Date Collected May 15, 2025 10:16 PM EDT

Category Digital News

Source [Yahoo! News](#)

Author Kendall Ashman

Est. Audience 13,913,761

Est. Publicity Value USD \$344,613

Market United States

Language English

NASHVILLE, Tenn. (WKRN) — When it comes to buying a house in and around Nashville, what areas are the most affordable? Also, what does "affordability" currently look like? News 2 set out to answer those questions.

"Obviously, Nashville is on fire. It's a great city to be in. We all love it," Eva Angelina Romero, broker and owner of Century 21 Capital Properties in Nashville, said.

According to Romero, the meaning of "affordability" has shifted drastically in and around Davidson County.

"It's changed ... tremendously in the last 10 years, even the last five years," Romero said.

Nashville apartment boom cooling after years of growth

As a result, first-time homebuyers are being pushed out into surrounding counties. However, there are a few areas considered to be hidden gems.

"Definitely Madison, Gallatin, and Goodlettsville — I would say those areas are good to look into. Those ... growing and booming," Romero said.

But what price range defines "affordability" in the Davidson County area?

"In Davidson County, the median price point is nearing \$500,000, so I would say anything within \$350,000, \$300,000, I would deem that as more affordable," Romero said.

According to Greater Nashville Realtors, their data shows median sale prices for Priest Lake, Madison, and Goodlettsville stood around \$375,000 in 2024. However, condos appear to be a more affordable option.

"Young professionals are opting for the condos — they're trying to get into something — and then families, it's a little bit more ...



[What goes up keeps going when appraisal time comes](#)

28

Date Collected May 15, 2025 6:41 AM EDT

Category Digital News

Source [The Nashville Ledger](#)

Est. Audience 3,604

Est. Publicity Value USD \$27

Market Nashville, TN

Language English

Updated 5:01AM

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The talk of the town, at least the portion of the town that is in Metro Nashville, is the newest tax appraisal. The noise level of the moaning that has followed rivals a good cicada swarm.

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[Realtors back Mayor O'Connell on housing plan](#)

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Date Collected [May 13, 2025 8:47 AM EDT](#)

Est. Audience [13,163,475](#)

Category [Digital News](#)

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Source [Axios](#)

Market [United States](#)

Author [Nate Rau](#)

Language [English](#)

May 13th, 2025 (Axios – Delivered by Newstex)

Nashville's Realtor association will work with the city on its new Unified Housing Strategy, the organization announced last week.

Why it matters: Mayor Freddie O'Connell's administration needs private sector buy-in to successfully implement the 10-year strategy to address [Nashville's](#) ... housing crisis.

Catch up quick: [Nashville](#) needs 90,000 new homes over the next decade to keep pace with its surging growth, according to the Unified Housing Strategy report released last month.

The report aims to align all Metro agencies working on housing issues and identify strategies to ease the affordability crisis.

That followed the ..., which was commissioned by the Metro Council, examined policy changes and investments that could help spur more housing.

What they're saying: "We're encouraged to see Metro aligning policy, planning, and community input in ways that can help expand access to homeownership and housing security," [Greater Nashville Realtors](#) president Collyn Wainwright said in a press release.

In addition to the Realtor association, the Community Foundation of Middle Tennessee conveyed its support for the plan after it was announced. Community Foundation CEO Hal Cato said the nonprofit organization would "lean in with our Metro ...

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[Realtors back Mayor O'Connell on housing plan](#)

30

Date Collected [May 13, 2025 7:30 AM EDT](#)

Est. Audience [39,235,913](#)

Category [Digital News](#)

Est. Publicity Value [USD \\$2,655,061](#)

Source [MSN United States](#)

Market [United States](#)

Language [English](#)

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What's next: Metro will present the Unified Housing Strategy and solicit community feedback during a virtual meeting on Thursday.

Go deeper: Read the full Unified Housing Strategy.



[Realtors back Mayor O'Connell on housing plan](#)

31

Date Collected May 13, 2025 7:19 AM EDT

Category Digital News

Source [Axios.com](#)

Author Nate Rau

Est. Audience 1,010,787

Est. Publicity Value USD \$29,838

Market United States

Language English

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[Building for tomorrow: Why housing is key to Nashville's growth | Opinion](#)

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Category Digital News

Source [The Tennessean Online](#)

Author Collyn Wainwright

Est. Audience 543

Est. Publicity Value USD \$7

Market Johnson City, TN

Language English

Greater Nashville Realtors recently hosted its quarterly Business Conditions Council meeting, where members heard from Nashville Area Chamber of Commerce Vice President of Research Bishoy Mikhail. He shared the latest insights into Nashville's housing market and economic outlook for the first quarter of 2025 — and the trends reinforce what many of us are seeing firsthand: our region continues to grow, but so do the challenges that come with it.

[Link to Image](#)

In the first quarter of 2025, Nashville added ... approximately 14,000 new jobs. While that's impressive, the Chamber expects employment growth to stabilize this year, following the rapid pace of the last few years. According to the Bureau of Labor Statistics, Nashville's job growth rate has slowed compared to early 2023, with projections showing a more moderate growth rate of about 0.5% over the next twelve months.

Despite this more measured pace, Nashville's unemployment rate remains one of the lowest in the country — 2.9% compared to 4.5% ... opportunities, strong demand remains, particularly in health care, retail and hospitality sectors. Most industries are seeing growth, although slight contractions have been observed in construction, information and management fields.

Perhaps the most striking data point is our population growth. Nashville continues to outpace even optimistic forecasts, with an average of 80 new residents per day

— almost double the Chamber's original projection of 44. Notably, about half of this new population is made up of international migrants, adding to the region's vibrancy and diversity. Importantly, this ... growth isn't concentrated solely in the city core; nearby counties like Rutherford, Williamson and Wilson are expected to experience significant expansion over the next five years.

With this incredible growth comes undeniable pressure on our housing market. As more individuals and families choose **Nashville** as their home, the demand for affordable, accessible housing will only intensify. Ensuring that housing supply keeps pace with demand is not just a real estate issue — it's a fundamental economic and community need.

[Link to Image](#)

For policymakers, real estate professionals, and community leaders ... alike, the mission is clear: We must work collaboratively to create long-term housing solutions that support our region's continued prosperity. **Nashville**'s future success depends not just on attracting new residents and businesses — but on ensuring there's a place for everyone to call home.

Collyn Wainwright is President of **Greater Nashville Realtors**. A Realtor is a member of the National Association of Realtors ...

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Online News

[Why housing is the key to Nashville's growth](#)



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Date Collected **May 11, 2025 10:09 AM EDT**

Est. Audience 21,559

Category **Print**

Est. Publicity Value USD \$303

Source [The Tennessean \(Nashville, Tennessee\)](#)

Market Johnson City, TN

Language English

Greater **Nashville Realtors** recently hosted its quarterly Business Conditions Council meeting, where members heard from **Nashville** Area Chamber of Commerce Vice President of Research Bishoy Mikhail. He shared the latest insights into **Nashville**'s housing market and economic outlook for the first quarter of 2025 — and the trends reinforce what many of us are seeing firsthand: our region continues to grow, but so do the challenges that come with it.

In the first quarter of 2025, **Nashville** added approximately 14,000 new ... jobs. While that's impressive, the Chamber expects employment growth to stabilize this year, following the rapid pace of the last few years. According to the Bureau of Labor Statistics, **Nashville**'s job growth rate has slowed compared to early 2023, with projections showing a more moderate growth rate of about 0.5% over the next twelve months.

Despite this more measured pace, **Nashville**'s unemployment rate remains one of the lowest in the country — 2.9% compared to 4.5% ... opportunities, strong demand remains, particularly in health care, retail and hospitality sectors. Most industries are seeing growth, although slight contractions have been observed in construction, information and management fields.

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[Building for tomorrow: Why housing is key to Nashville's growth | Opinion](#)



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Date Collected May 11, 2025 6:35 AM EDT

Category Digital News

Source [Tennessean](#)

Est. Audience 108,687

Est. Publicity Value USD \$1,594

Market Johnson City, TN

Language English

AI-assisted summary

Nashville added 14,000 jobs in the first quarter of 2025, but growth is expected to stabilize.

Nashville's population continues to grow rapidly, with approximately 80 new residents per day.

The increasing population puts pressure on the housing market, emphasizing the need for affordable and accessible options.

Greater Nashville Realtors recently hosted its quarterly Business ... Conditions Council meeting, where members heard from Nashville Area Chamber of Commerce Vice President of Research Bishoy Mikhail. He shared the latest insights into Nashville's housing market and economic outlook for the first quarter of 2025 — and the trends reinforce what many of us are seeing firsthand: our region continues to grow, but so do the challenges that come with it.

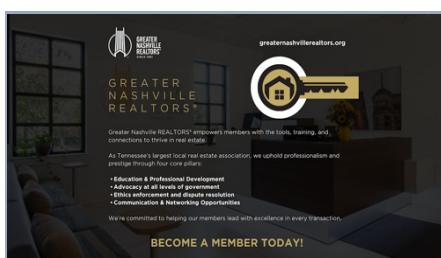
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Thriving in change: The value of a Realtor and top association

35

Date Collected May 9, 2025 2:35 PM EDT

Category Digital News

Source [Real Estate News](#)

Market United States

Language English

... underbuilding that has led to inventory supplies unable to meet demand.

This combination of factors has made the path to homeownership more difficult for first-time and middle-income buyers. Despite these challenges, demand for housing remains strong nationwide — and even more so in my hometown of Nashville, where population and job growth continue to rise and home values remain resilient.

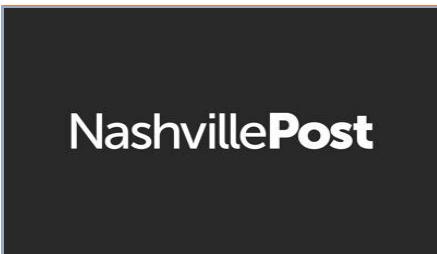
Today's market conditions highlight more than ever the critical role that Realtors play in helping buyers and sellers navigate one of life's most important financial decisions. During the pandemic ... training to help buyers make informed decisions and sellers maximize their investment. Whether it's counseling first-time buyers on realistic expectations, helping families relocating for new job opportunities or assisting homeowners in strategically pricing and marketing their property, Realtors provide tremendous value throughout the buying and selling journey.

In a market defined by complexity, the right expertise can make the difference between achieving the dream of homeownership and missing out. That is why organizations like Greater Nashville Realtors are essential ... to both Realtors and the communities they serve.

With more than 6,500 members across Middle Tennessee, Greater Nashville Realtors is a world-class local association that is committed to ensuring its members are the best equipped, most informed and most professional in the industry. Through continuing education, professional development opportunities, legislative advocacy and community involvement, our association supports ... Realtors at every stage of their career.

We provide our members with critical resources — like monthly home sales data, in-depth market reports and access to digital tools and publications — that help them stay ahead of industry trends. We also offer specialized training and certifications to help ... Realtors serve a wide range of client needs, from first-time buyers to investors to those seeking luxury properties.

Perhaps just as importantly, Greater Nashville Realtors is a strong voice in promoting homeownership and protecting property rights at the local, state and national levels. Through advocacy efforts and partnerships with community organizations, we work to create a healthy housing market that benefits everyone — not just



Area home sales see April drop

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Date Collected **May 7, 2025 4:34 PM EDT**

Category **Print**

Source [Nashville Post \(Tennessee\)](#)

Author **William Williams**

Est. Audience 40,000

Est. Publicity Value USD \$806

Market Nashville, TN

Language English

The Nashville area saw 2,963 home closings in April, representing a decrease of 3 percent compared to the 3,060 closings in April 2024.

According to a Greater Nashville Realtors press release, the figure is an increase from the 2,831 residential closings in March, the 2,132 closings in February and the 1,905 closings in January.

The GNR release notes the median price for a single-family home in April was \$500,000, down from the April 2024 median price of \$505,000. The ... While buyers are in an increasingly strong position to take their time and make thoughtful decisions, the data indicates they are more cautiously approaching real estate purchases, likely due to the economic uncertainty that has been recently surrounding the financial markets," Collyn Wainwright, Greater Nashville Realtors 2025 president, said in the release.

The GNR data was collected from Cheatham, Davidson, Dickson, Maury, Robertson, Rutherford, Sumner, Williamson and Wilson counties.

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Subscribers only Area home sales see April drop

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Date Collected **May 7, 2025 11:32 AM EDT**

Category **Digital News**

Source [Nashville Post](#)

Author **William Williams**

Est. Audience 9,782

Est. Publicity Value USD \$1,316

Market Nashville, TN

Language English

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Collyn Wainwright

Greater Nashville Realtors

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Area home sales see April drop

38

Date Collected **May 7, 2025 11:13 AM EDT**

Category **Digital News**

Source [Nashville Post](#)

Author **William Williams**

Est. Audience 9,782

Est. Publicity Value USD \$1,316

Market Nashville, TN

Language English

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What homeowners need to know about property reappraisal

39

Date Collected May 4, 2025 10:14 AM EDT**Category** Print**Source** [The Tennessean \(Nashville, Tennessee\)](#)**Est. Audience** 21,559**Est. Publicity Value** USD \$372**Market** Johnson City, TN**Language** English

If you've lived in **Nashville** for the past several years, you've likely seen the city grow — fast. Along with a booming population, property values have soared. In fact, the median sales price of a single-family home in Davidson County has risen nearly 43%, from \$346,500 in March 2020 to \$495,000 in March 2025, according to ... reappraisal were finalized and mailed to property owners on April 18, by the Office of the Assessor of Property.

According to the Assessor's Office, the median property value across the county increased by 45% since the last reappraisal in 2021. These figures underscore the continued strength of **Nashville**'s real estate market and the long-term value of homeownership in our city.

The Assessor's Office has also released a heat map, available at [nashville.gov](#), showing the median percentage increase in appraised values across all Metro Council districts — ranging from 38% to 54%. ... assessed value doesn't automatically raise your tax bill, it would likely result in higher payments if paired with a proposed property tax rate increase. Any citywide tax hike would require approval by the Metro Council before taking effect.

For now, this reappraisal serves as another reminder of **Nashville**'s growing real estate market — and the importance of staying informed as a property owner.

Collyn Wainwright is President of Greater Nashville Realtors. A Realtor is a member of the National Association of Realtors who subscribes to its strict code of ethics. ...

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 **Davidson County's new property reappraisal data: What homeowners need to know | Opinion****Date Collected** May 1, 2025 8:31 AM EDT**Category** Digital News**Source** [The Tennessean Online](#)**Author** Collyn Wainwright**Est. Audience** 543**Est. Publicity Value** USD \$8**Market** Johnson City, TN**Language** English

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This article originally appeared on [Nashville Tennessean: Davidson County's new property reappraisal data: What homeowners need to know | Opinion](#)

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 **Davidson County's new property reappraisal data: What homeowners need to know | Opinion**

Date Collected May 1, 2025 6:35 AM EDT

Category Digital News

Source [Tennessean](#)

Est. Audience 108,687

Est. Publicity Value USD \$1,815

Market Johnson City, TN

Language English

... property reappraisal shows a median property value increase of 45% since 2021.

Property owners can appeal their assessments online or by phone until May 9, 2025.

Increased property values may lead to higher tax bills if the Metro Council approves a property tax rate increase.

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