

# Michigan Real Estate

JOHN NORTH

CEO – Coldwell Banker Weir Manuel



# Median Home Values

2017 vs. 2018

Birmingham	+4.3%
Bloomfield	+6.8%
Oakland County	+5.3%
All Realcomp	+4.7%
US	+6.1%



# Home Sales 2018

2017 vs. 2018

Birmingham	-5.3%
Bloomfield	-6.0%
Oakland County	-6.4%
All Realcomp	-3.7%
US	-3.1%



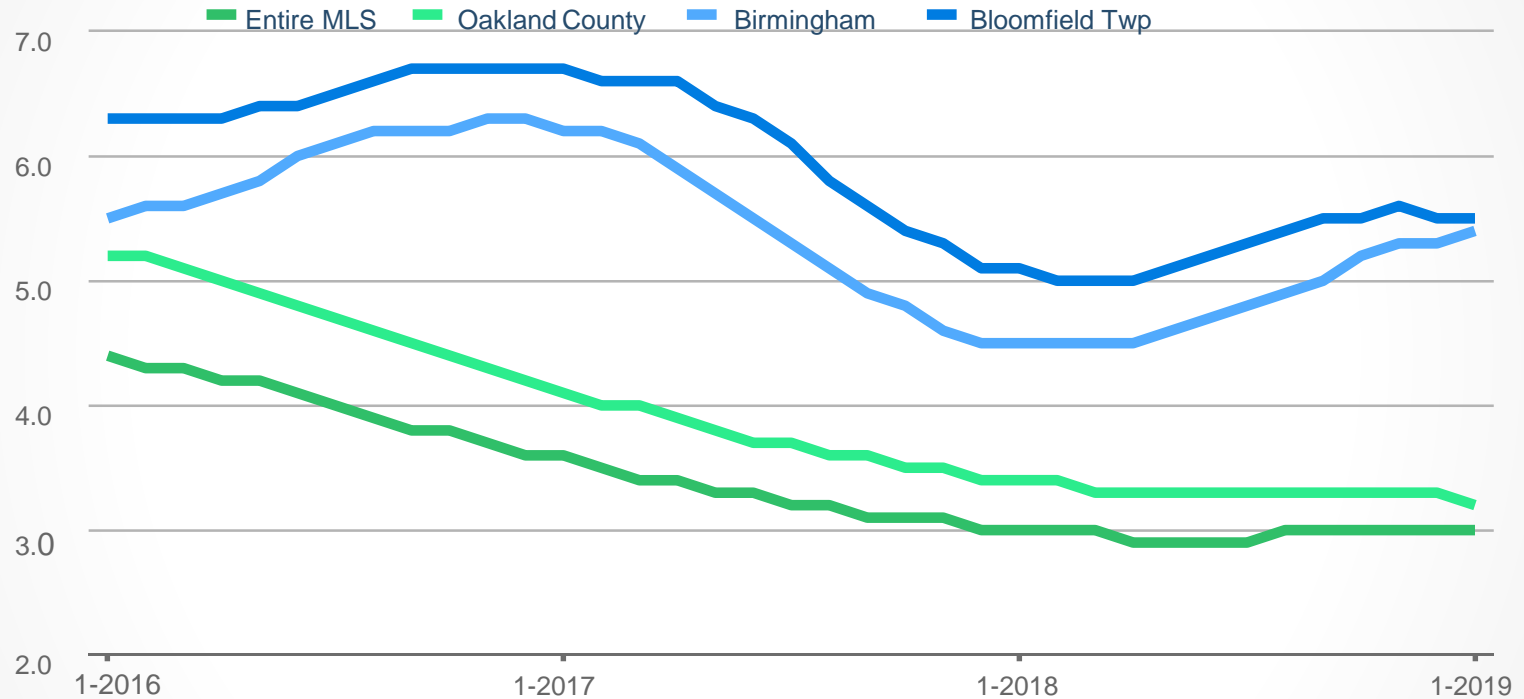
# Average Days on Market

2017 vs. 2018

	2018	2017	Change
Birmingham	40	48	-16.7%
Bloomfield	41	45	-8.9%
Oakland County	32	33	-3.0%
All Realcomp	40	43	-7.0%



# Month Supply



# Owners Vs Renters

	Own	Rent
Birmingham	75%	25%
Bloomfield	89%	11%
Oakland County	71%	29%
Michigan	71%	29%
US	64%	63%



# Housing Wealth Gain

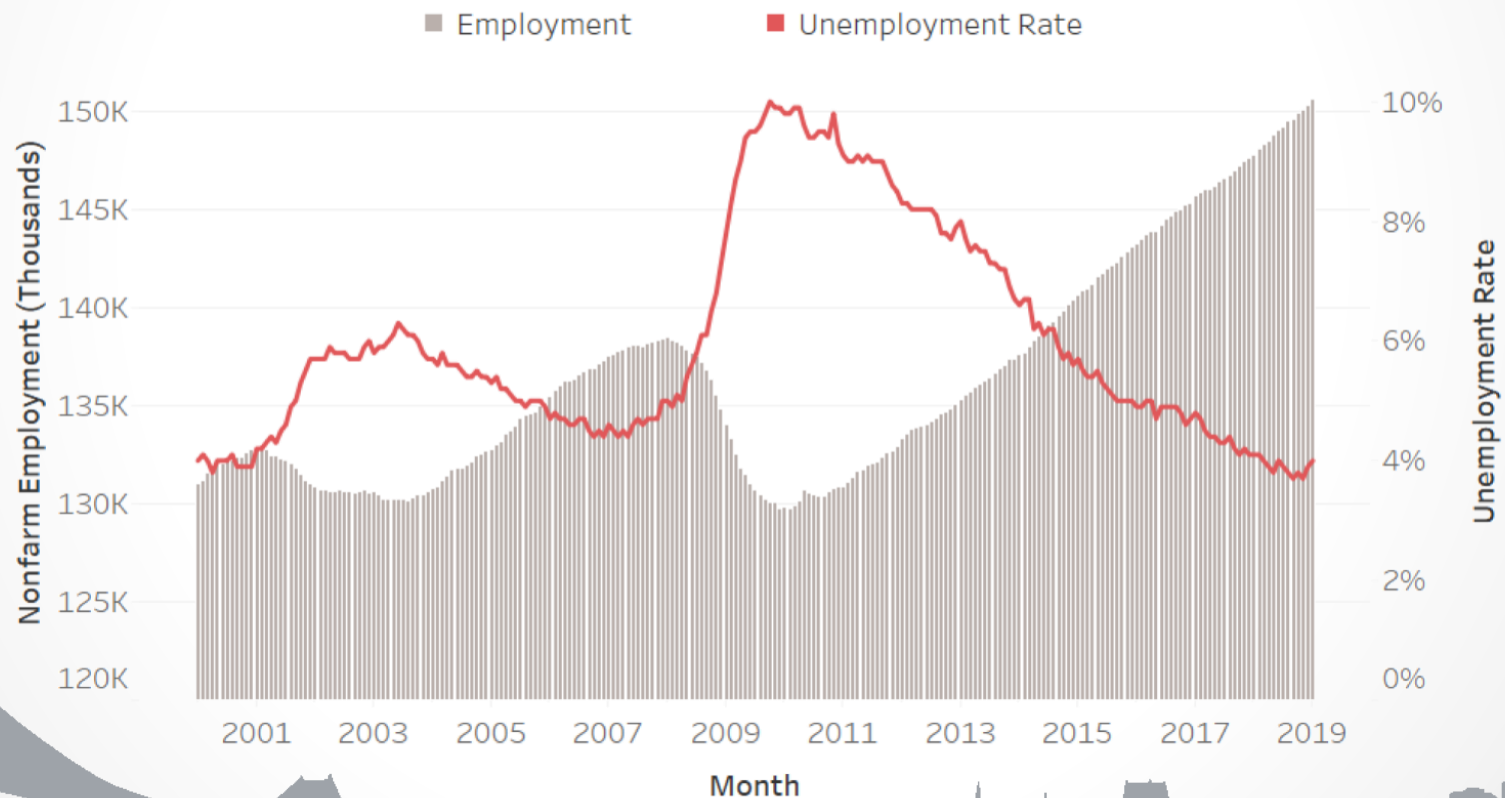
Purchase Year	Median Price at Time of Purchase	Wealth Gain to 2018
2012	\$178,300	\$92,800
2013	\$198,500	\$59,600
2014	\$209,100	\$49,000
2015	\$221,700	\$36,400
2016	\$233,300	\$24,800



# Job Creation Accelerating

234,000 Monthly Average in Past 12 Months, Jan Saw 304,000

## Employment and Unemployment

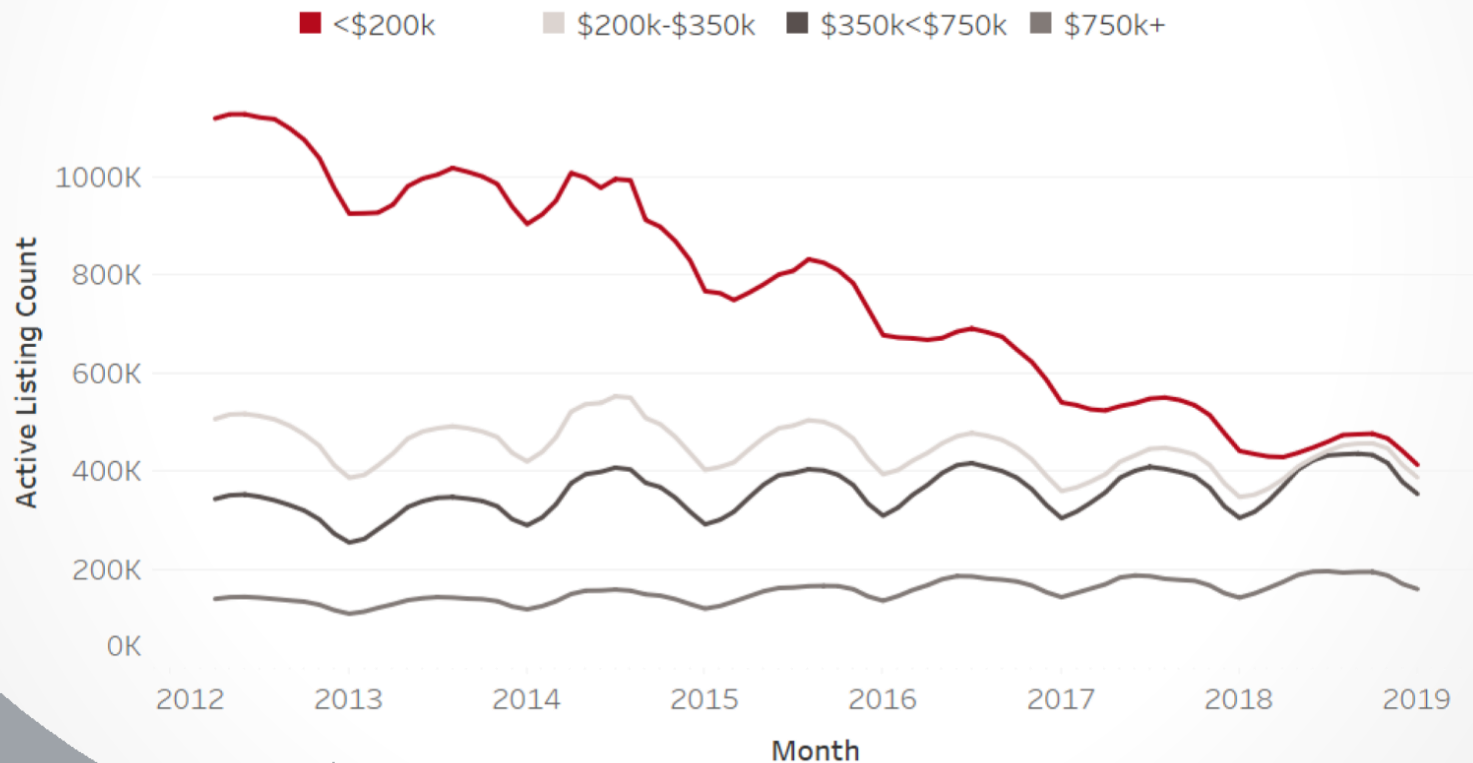


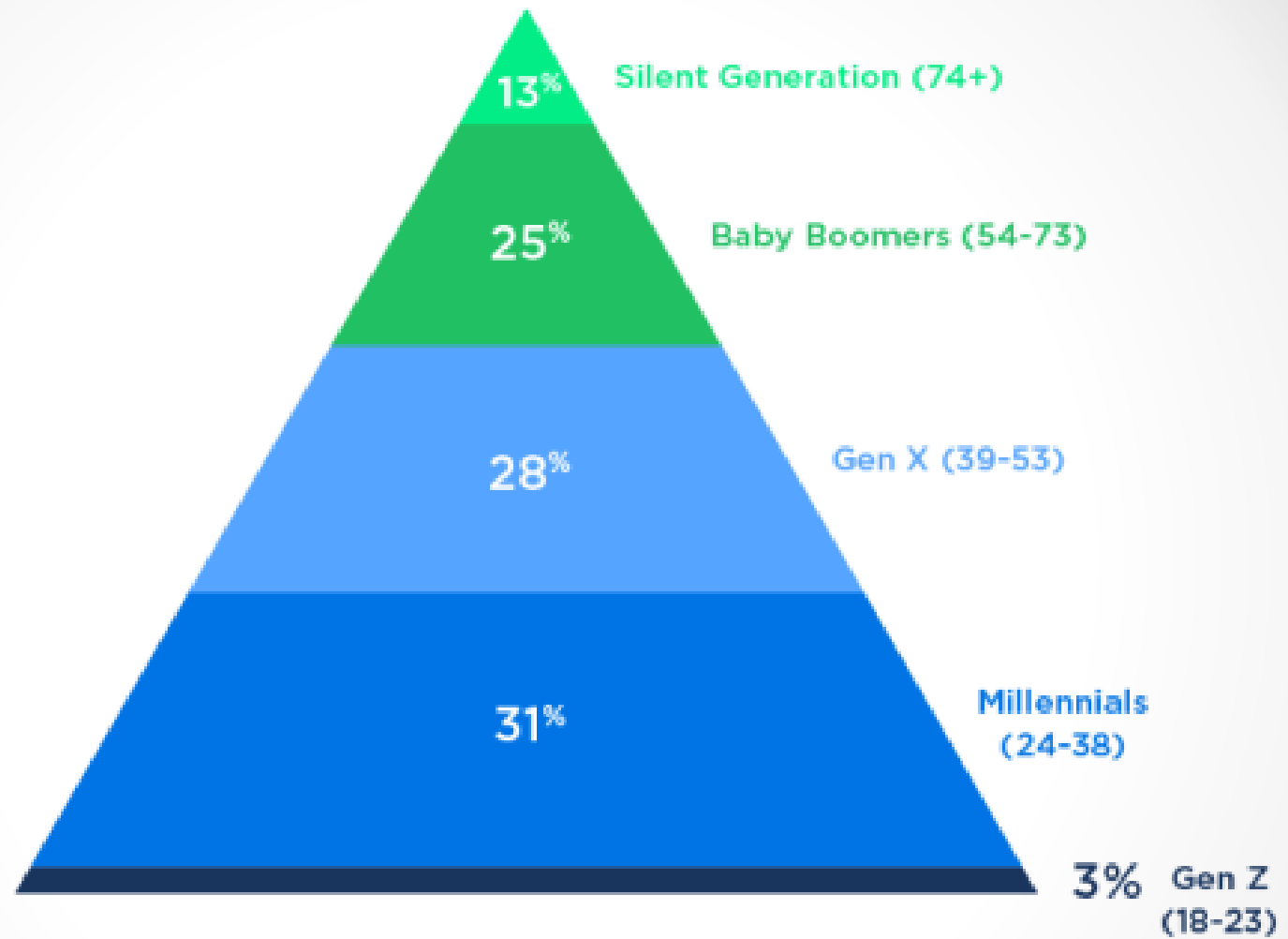


# Affordable Home Shortage

354,000 fewer 'starter' homes (<\$200k) now vs January 2019

## National Inventory by Price Tier

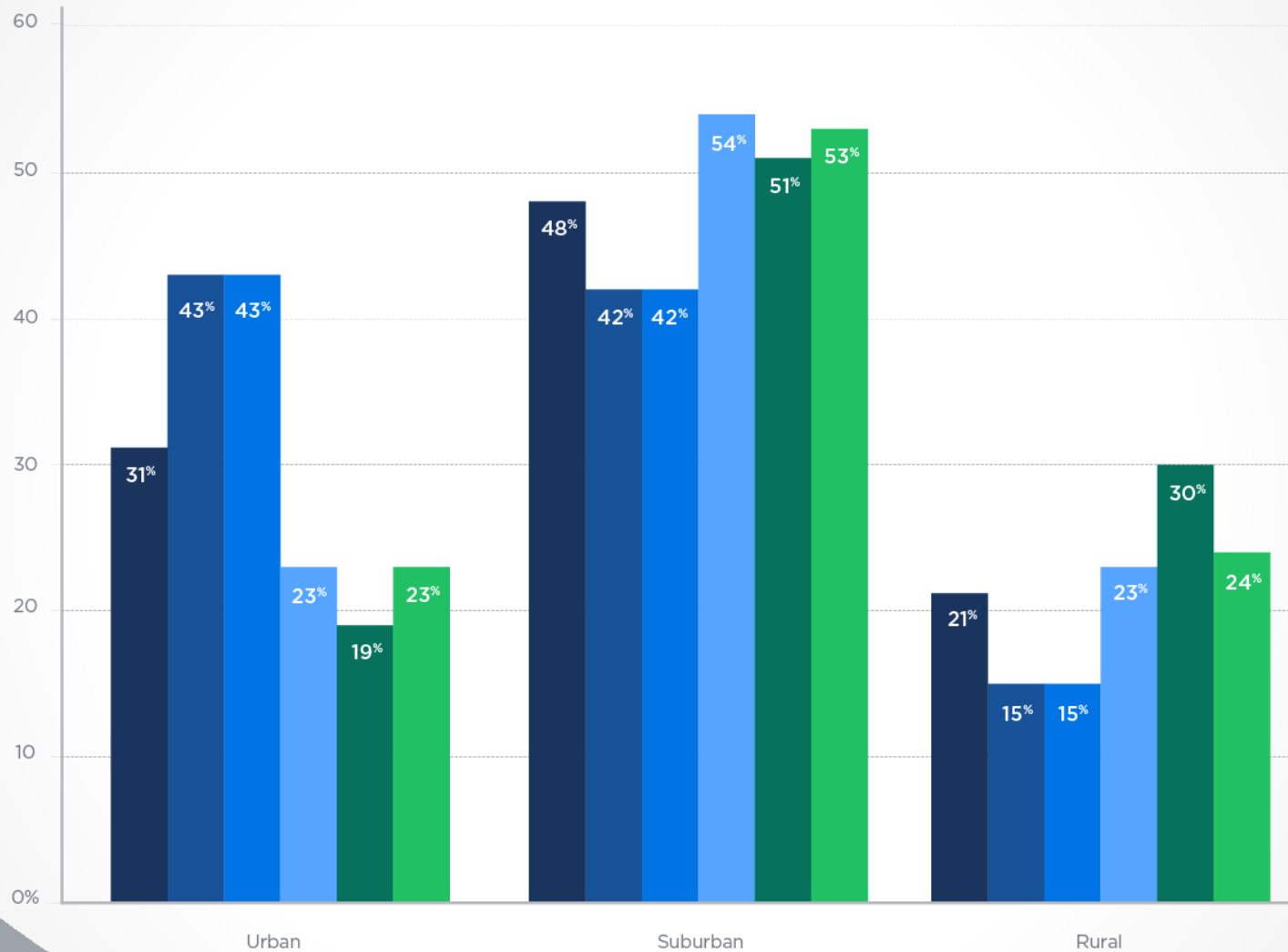




## B-20: BUYER LOCATION BY GENERATION

Purchased home in past 12 months.

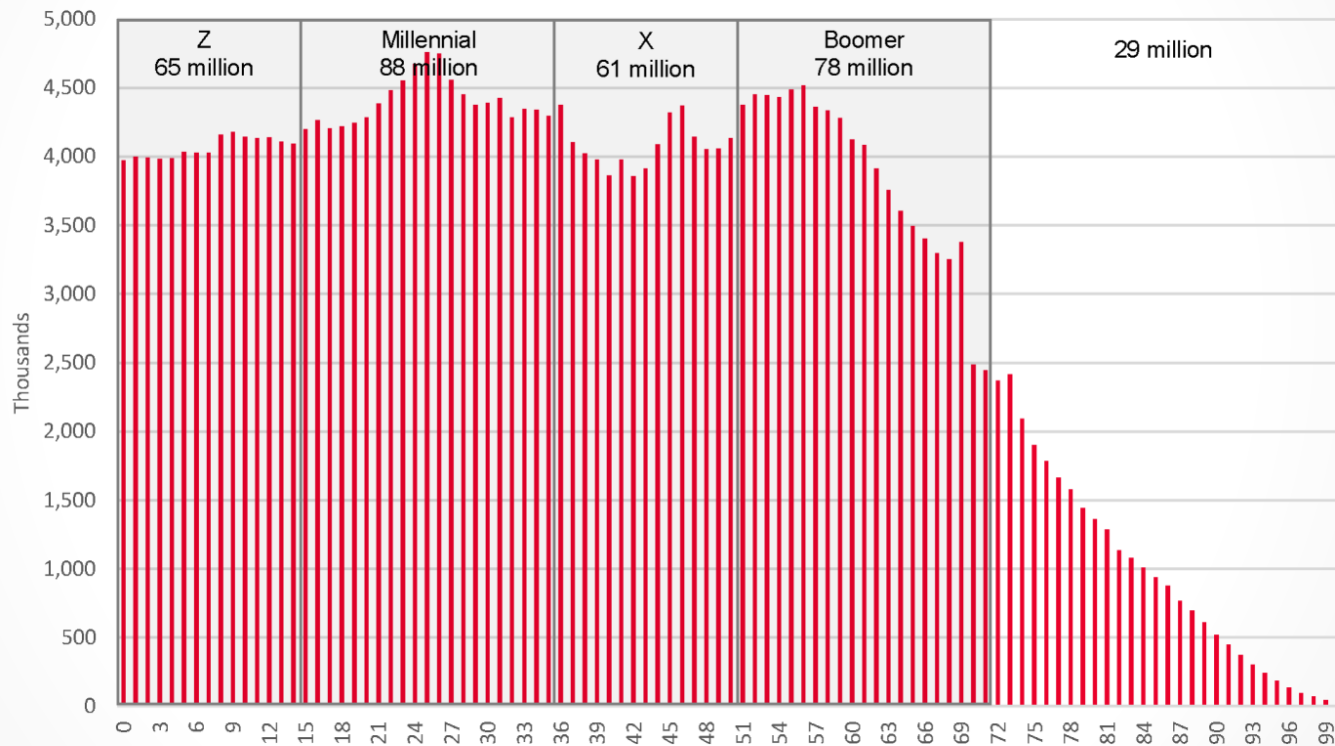
● Total buyers ● Generation Z (18-23) ● Millennials (24-38) ● Generation X (39-53) ● Baby Boomers (54-73) ● Silent Generation (74+)



# Demographics Set The Table

When viewed by age, importance of Millennials becomes clearer

US Population by Age, End of 2016



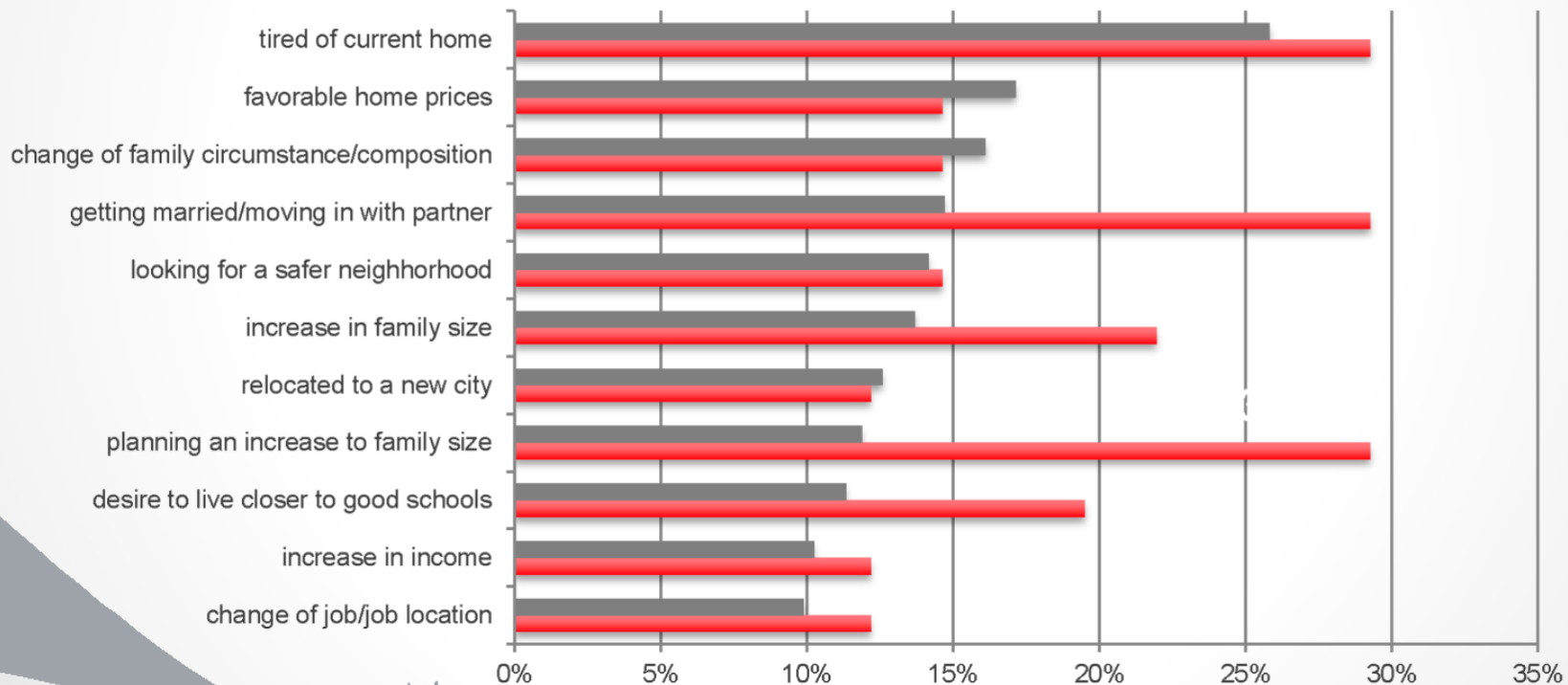
Source: Realtor.com® Analysis of US Census Bureau Population Estimates (2016)

# Life Drives Housing Demand

Everyone's tired of waiting and Millennials are building families

## Top 10 Buying Triggers

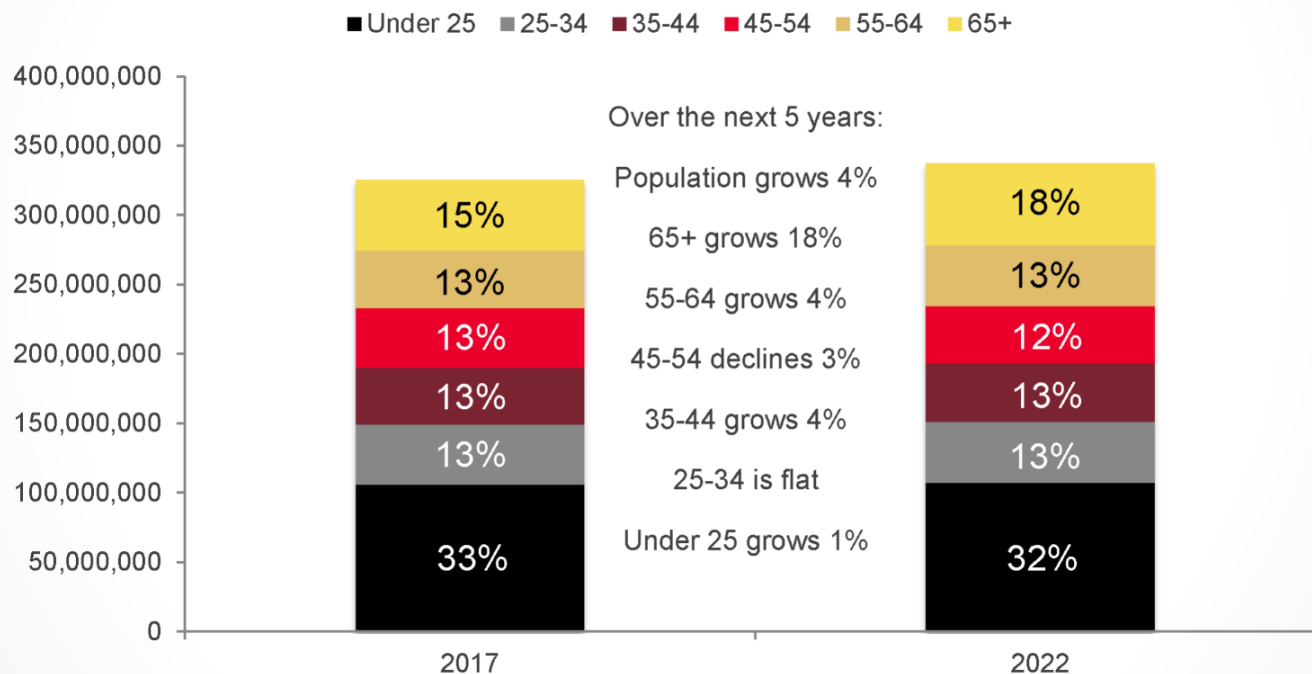
■ all ■ 25-34



# Boomers Keep Disturbing

Boomer wave is causing a major population shift

## Population by Age (US)



# Good Economy

- Job Additions for 8 straight years
- Unemployment Rate 3.7%
- Record High Job Openings
- Historically Low Jobless Claims
- High Net Worth
- Wages Picking Up



# 2019 Forecast

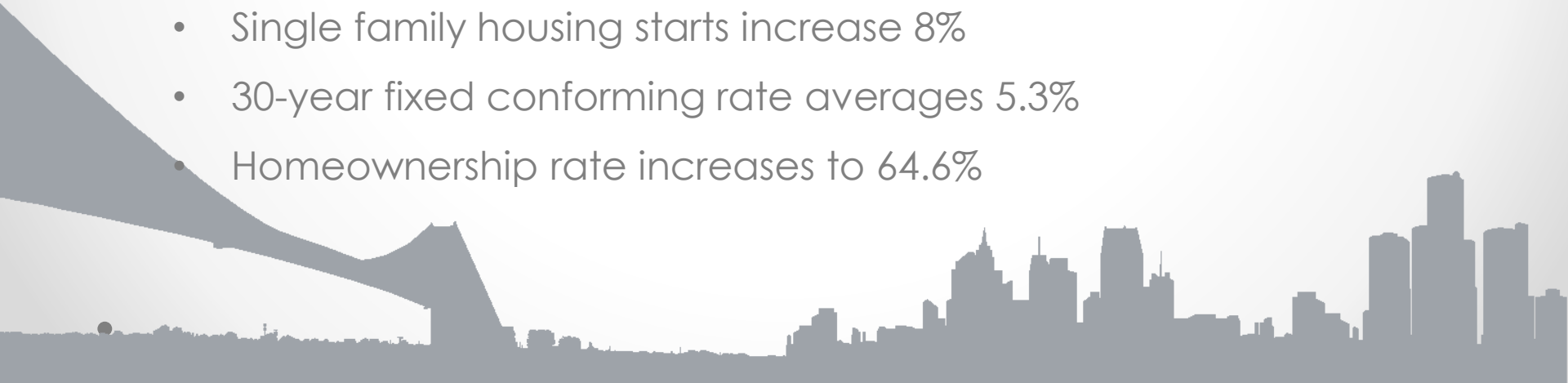
Key economic and housing metrics from NAR and realtor.com

## **National Association of REALTORS® Macro Forecast:**

- Real GDP grows 1.7% in 2019 (+3.1% in 2018)
- Nonfarm payroll employment grows 1.2% in 2019 (+1.6% in 2018)
- Unemployment rises to 4.1% in 2019 (3.9% in 2018)

## **realtor.com® 2019 Housing Forecast:**

- Existing home prices appreciate 2.2%
- Existing home sales down 2.0%
- Single family housing starts increase 8%
- 30-year fixed conforming rate averages 5.3%
- Homeownership rate increases to 64.6%





Thank You

