

Columbus, OH CBSA

Columbus is still a strong market entering the winter months and is proving to be the strongest housing market in Ohio. With nearly 4,400 single-family units issued over the past twelve months and more planned in the multifamily space, officials believe more balance will come. Pricing overall, while still increasing for rental and for-sale products, is not increasing at the rate it was in 2017 and earlier in 2018. The market is still a sellers' market and investors look to take advantage of the rising rents via investment purchases. Affordable housing will also get more attention in 2019 as the gap in supply is driving up prices.

First rise in inventory.

For the first time in 91 consecutive months, Columbus' for-sale inventory increased in September compared to the same month in 2017. More inventory will help with the ongoing increases in pricing and help further balance the market.

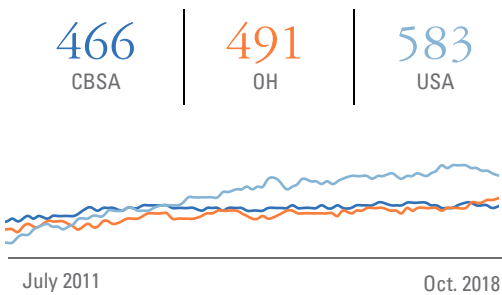
New soccer stadium.

As a new investment group looks to purchase the Columbus Crew SC, the Arena District could blossom into a \$230M mixed-use development containing a new stadium and commercial and residential space, all while bringing in 1,300 new workers.

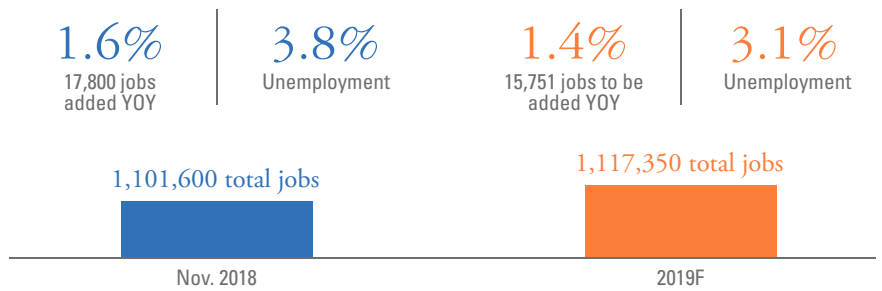
Evictions are on the rise.

During the third quarter, some of the poorest Franklin County residents have struggled with spiking eviction notices. In this time, 4,837 cases were filed, while 1,702 set-outs were processed.

MEYERS INDEX



EMPLOYMENT SUMMARY

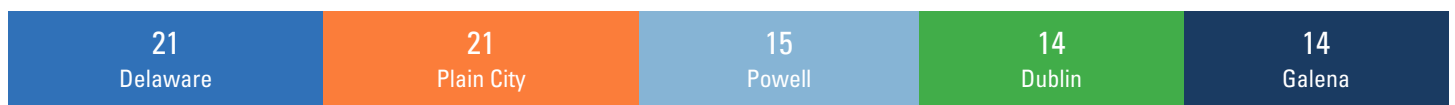


SUPPLY

TYPE	PROJECTS	REMAINING UNITS	PERMITS	YOY CHANGE	PEAK PERMITS
Single-Family	201	5,576	4,374	1.8%	12,251
Multifamily	9	269	3,937	-18.7%	7,401
Totals:	210	5,845	8,311	-16.9%	19,652

TOP CITIES

Active New Home Projects



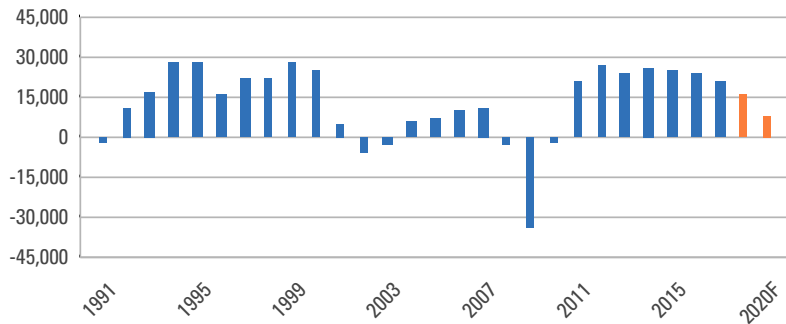
JOB GROWTH *year over year*

■ *Nov. 2018 Job Growth:*

17,800 new jobs

■ *2019 Job Forecast:*

15,751 new jobs



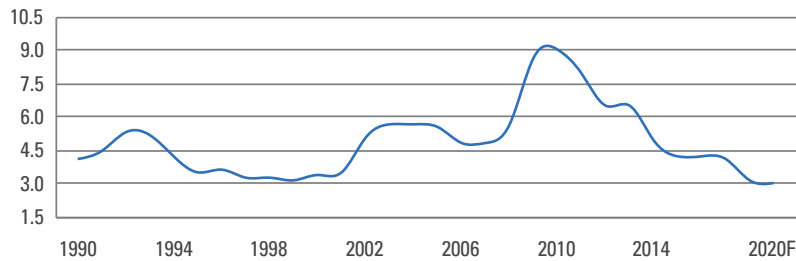
UNEMPLOYMENT RATE

■ *Nov. 2018 Unemployment:*

3.8% ↓

■ *Moody's Analytic 2019 Forecast:*

3.1% ↓



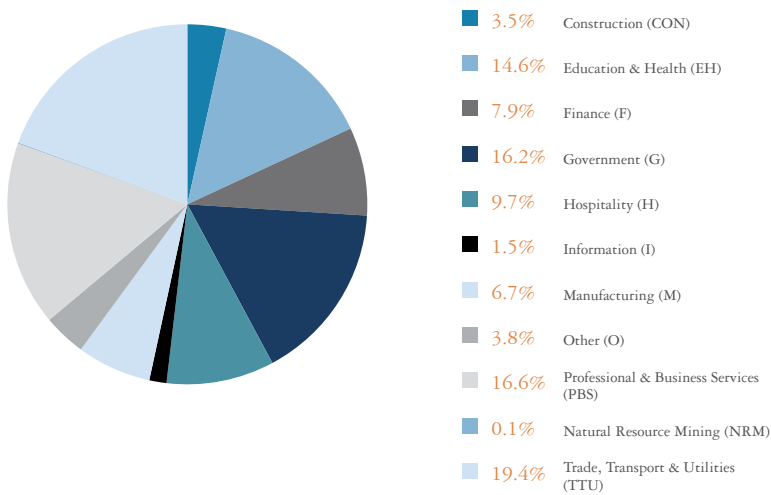
Summary

Total nonfarm employment in the Columbus, OH metropolitan statistical area increased 1.6% from the same period last year to 1,101,600 payrolls in November 2018. There are approximately 17,800 more jobs than November of last year. The local unemployment rate decreased to 3.8% in November 2018 compared to 3.9% in the previous month. November's jobless rate is lower than it was this time last year when it stood at 4.1%. Forecasts from Moody's Analytics show that the region's unemployment rate will finish the year at 3.7%.

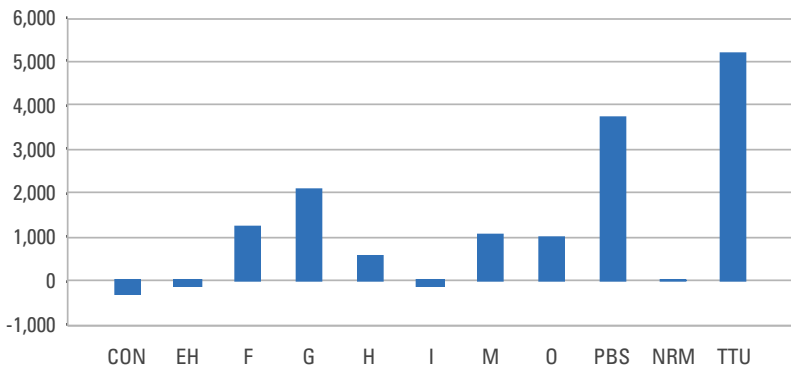
Key Highlights

- Installed Building Products will be aiming to expand their downtown headquarters. They will invest about \$680,000 into their current office space to expand it to about 32,500 square feet, while adding 52 more jobs. The expansion project will look to kick off in December and go through next summer. The company recently acquired Advanced Fiber Technology, marking their fourth acquisition in three months, and their 10th of this year.

EMPLOYMENT BY SECTOR



JOBS BY SECTOR (YEAR-OVER-YEAR)



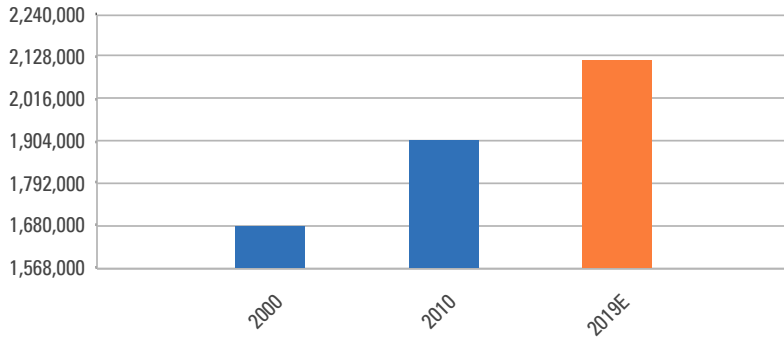
Key Highlights

- The top home mortgage lenders for 2017 in Columbus was released. In total, the top 25 lenders closed 15,333 first mortgage loans throughout the year. Comparatively, that is down 17.4 percent from 2016 in which 18,544 loans were reported by the same lenders. While seller's saw a record-setting 2017, buyers were more challenged while looking for less expensive or entry-level homes.
- Top Golf has officially opened in Polaris. The company will employ more than 500 full-time and part-time workers. The owners expect this new Columbus facility will contribute roughly \$250 million towards the local economy within the next decade.
- Nationwide Insurance will lay off nearly 3.6 percent of their entire workforce throughout the country by the end of March 2019 as they shift to taking advantage of newer technologies. The local Columbus office will take the largest hit of that percentage, with about 350 workers set to be laid off.
- Thirty-One Gifts, known for selling handbags, totes, and other accessories, is moving its headquarters and distribution center as it recently acquired the Bob Evans company in New Albany. Their distribution center in Columbus will be moved to Dallas, Texas, and will dismiss 800 employees because of the move. The headquarters move is expected to retain 300 corporate employees as they move out of Columbus to New Albany.

POPULATION GROWTH

2019E Population Growth:

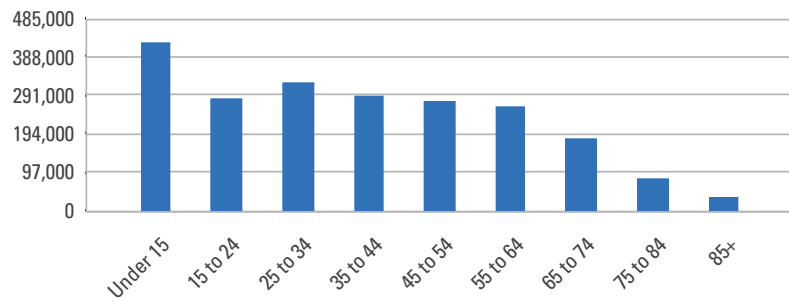
1.3%



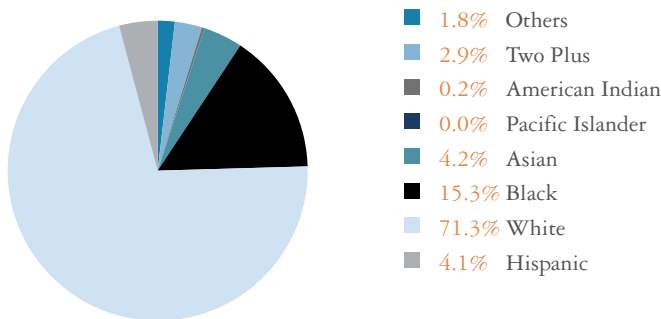
POPULATION BY AGE

2019 Median Age:

36 year 5 month



ETHNICITY



Summary

There are approximately 824,814 households in the region which is up 1.2% year-over-year. Forecasts show that household formation is expected to increase by an annual growth rate of 1.3% for 2019. Median household income in the area increased 3.4% from the previous year to \$65,065. Incomes are forecasted to increase 3.4% for the year in 2019.

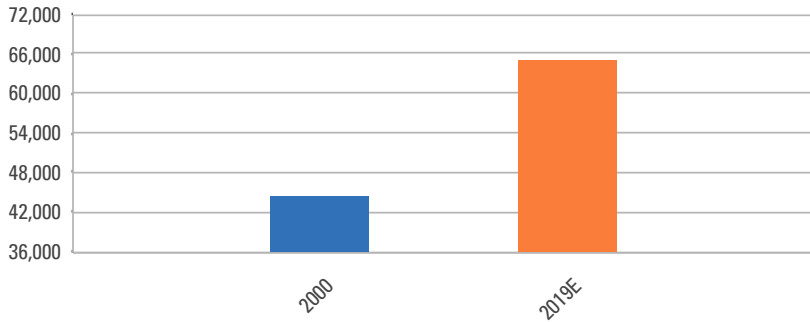
Key Highlights

- Central Ohio is leading the way for Ohio with the number of new rental communities. About 5,600 multifamily units already under construction, which is more than the next four largest cities in the state combined. Investors are being drawn in by the attractive average rent, which is now at \$926 per month. Rent appreciation is up 4.7 percent from a year ago and is well above the national average of 3 percent.
- During the third quarter, some of the poorest Franklin County residents have struggled with spiking eviction notices. In this time, 4,837 cases were filed, while 1,702 set-outs were processed. More development won't simply solve evictions, as rising rents are attracting more investors, who deplete the natural affordable housing in the market.

HOUSEHOLD INCOME

2019E Median Household Income:

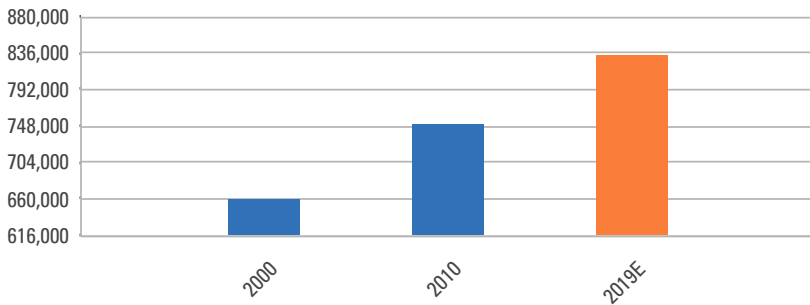
\$65,065



HOUSEHOLD GROWTH

2019E Household Growth:

1.3%



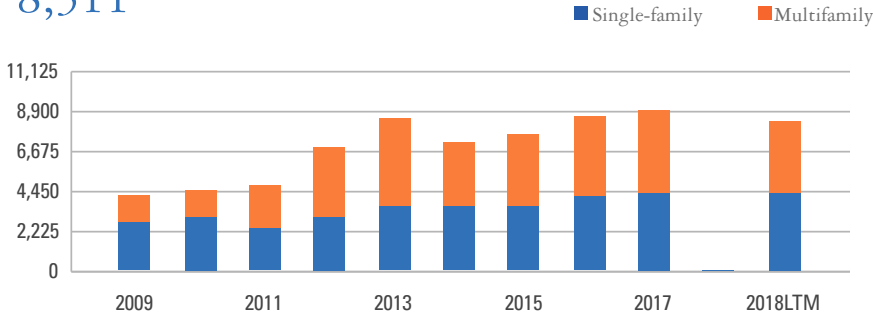
Key Highlights

- Homeport, a non-profit housing developer in Columbus, is eyeing more affordable housing in the suburbs. Currently an estimated 54,000 additional affordable units are needed in the metro.
- The Columbus Crew SC is set to be purchased by a new investor group, which plans on committing \$230 million towards a new stadium in the Arena District. The 33-acre site will be composed of a 13-acre stadium, with the remaining space going towards adding 270,000 square feet of commercial and office space, while bringing an estimated 1,300 workers to the area as well as 885 residential units with 20 percent set for affordable housing.
- In a recent study by Lending Tree, Columbus was shown as the eighth most popular city for Millennial homebuyers.
- Arlington Properties, based in Birmingham, Alabama, has been eyeing land in Columbus for nearly three years as they look to become a significant player in the Central Ohio rental market. Arlington will look to build out about 176-rental units on land they recently acquired in Polaris. The community will be called Tapestry Park Polaris and will cover 190,352 square feet.

PERMITS

2018LTM Total Building Permits:

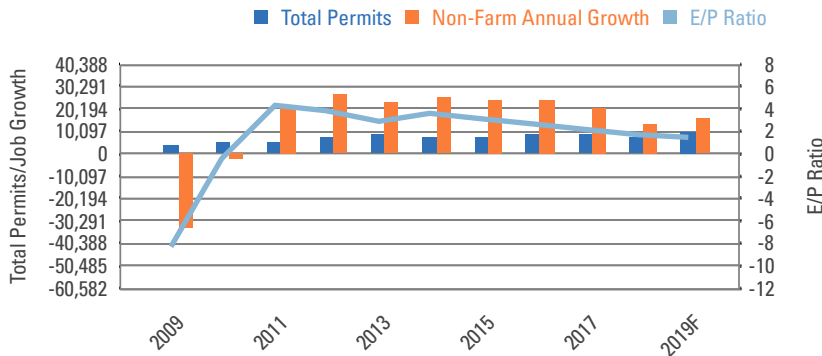
8,311



E/P RATIO

E/P Ratio:

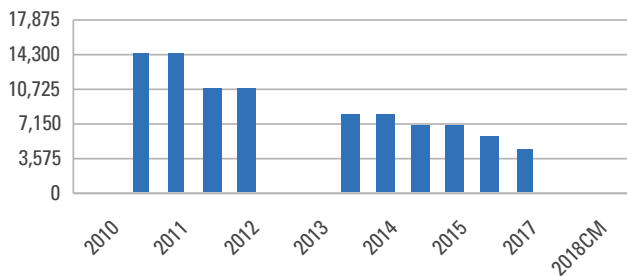
1.6 ↓



NUMBER OF LISTINGS

Sep. 2018 # of Listings:

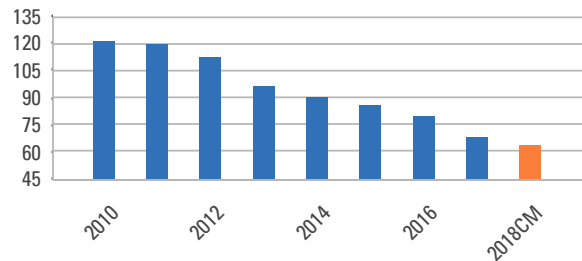
3,849



DAYS ON MARKET

Oct. 2018 Days on Market:

61 days



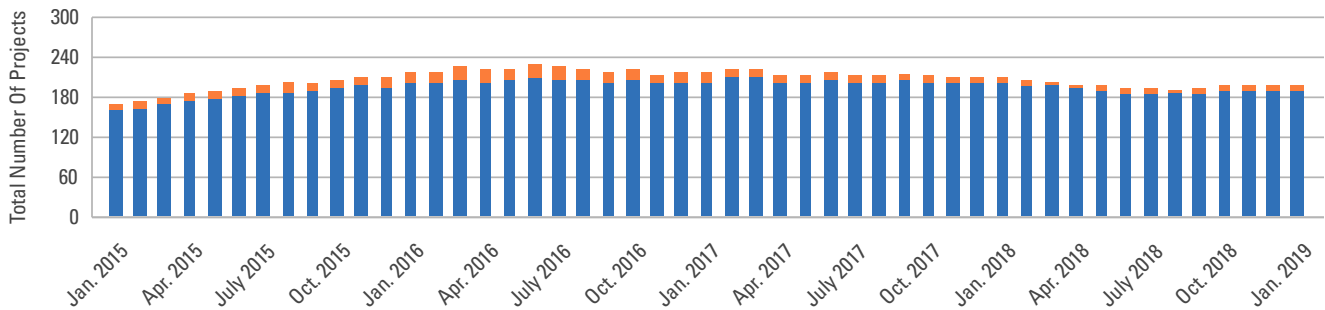
HIGHLIGHTS

In the Columbus, OH region, total residential building permit activity decreased 9.1% year-over-year to an annualized rate of 8,311 units in August. In the twelve-month period ending August, single-family building permit issuance increased 1.8% to 4,374 units while multi-family permit issuance decreased 18.7% to 3,937 units.

- In September, for the first time in 91 months, the number of homes on the market increased instead of decreasing as nearly 5,600 homes were available, a 2.6 percent increase from a year ago.
- Fifth Avenue Design Center LLC is seeking final approval to build out three new buildings to include 18 new townhome units to pair with 3,600 square feet of ground-floor retail.

NUMBER OF ACTIVE PROJECTS

Total **195** Detached **187** Attached **8**



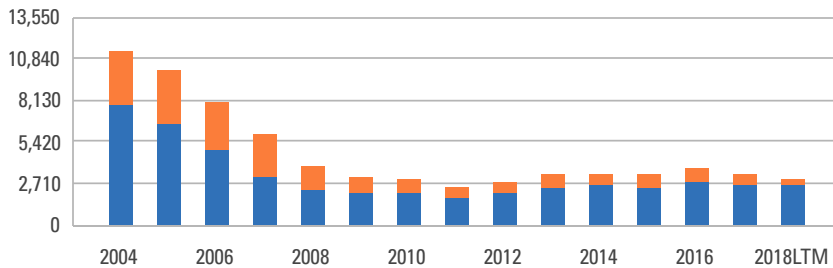
ACTIVE BUILDERS *top 15 results*

RANK	BUILDER	# OF 2018 SALES	% MARKET SHARE	# OF PROJECTS	AVG PRICE	AVG SALES
1	PulteGroup Inc.	547	18.89%	29	\$324,917	2.05
2	M/I Homes	543	18.75%	18	\$397,802	2.87
3	Fischer Homes	344	11.88%	27	\$351,202	0.98
4	D.R. Horton, Inc.	303	10.46%	14	\$293,398	1.78
5	Maronda Homes	211	7.29%	20	\$223,608	0.65
6	NVR Inc.	203	7.01%	11	\$336,242	1.82
7	Rockford Homes	181	6.25%	22	\$323,726	0.81
8	EPCON	131	4.52%	5	\$335,897	1.73
9	Romanelli & Hughes Building Com...	129	4.45%	9	\$697,625	0.64
10	Schottenstein Homes	112	3.87%	6	\$368,559	1.57
11	Trinity Homes	52	1.80%	11	\$403,912	0.38
12	Homewood Homes	38	1.31%	5	\$360,158	0.44
13	3 Pillar Homes Llc	35	1.21%	7	\$678,696	0.47
14	Wagenbrenner Development	33	1.14%	2	\$532,778	1.34
15	Virginia Homes	18	0.62%	4	\$645,835	0.38

NEW HOME MARKET ANNUALIZED

Change from 2018: **-10.2%** 31-year Historical Average: **5,370_{sales}**

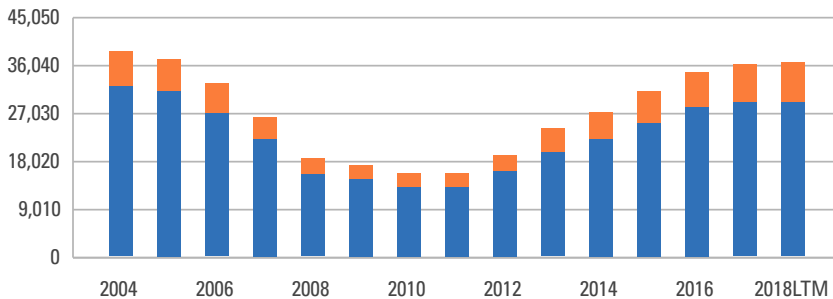
Total Home Closings: **2,961** ■ Nov. 2018 Detached: **2,544** ■ Nov. 2018 Attached: **417**



EXISTING HOME MARKET ANNUALIZED

Change from 2018: **1.2% ↑** 31-year Historical Average: **31,054_{sales}**

Total Home Closings: **36,689** ■ Nov. 2018 Detached: **29,270** ■ Nov. 2018 Attached: **7,419**



Summary

New home closings in the Columbus, OH metropolitan area experienced a 10.2% year-over-year decrease to an annualized rate of 2,961 units in November. Of those home closings over the past 12 months, 417 were attached closings and 2,544 were detached closings. Existing home closings for the same period posted a year-over-year gain of 1.2% to an annualized rate of 36,689 units. Of those home closings over the past 12 months, 7,419 were attached and 29,270 were detached.

Key Highlights

- In Columbus there have been 144 new home sales over the last twelve months, with 34 of those coming over the last three months ending in November. The higher concentration of these new home sales were around downtown Columbus, east near Whitehall, and north near Riverlea.
- The overall sales per month in the existing home space decreased each month since May, with the last three months totaling 3,272 sales ending in October.
- Investor purchases throughout Columbus have decreased compared to 2017, but the second half of 2018 has seen rents continue to rise, which has drawn more interest back to the market. Investors contributed to 4.9 percent of the existing home sales in the market.

NEW HOME

NEW DETACHED MEDIAN HOME PRICE

Change from 2018:

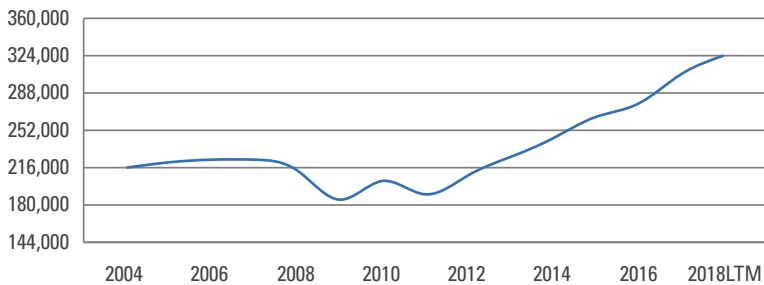
15.5% ↑

31-year Historical Average:

\$187,441

■ Nov. 2018 Median Detached Closing Home Price:

\$323,480



NEW ATTACHED MEDIAN HOME PRICE

Change from 2018:

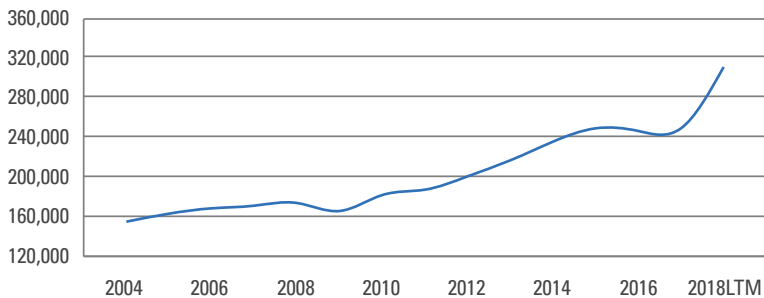
29.5% ↑

31-year Historical Average:

\$150,963

■ Nov. 2018 Median Attached Closing Home Price:

\$309,431



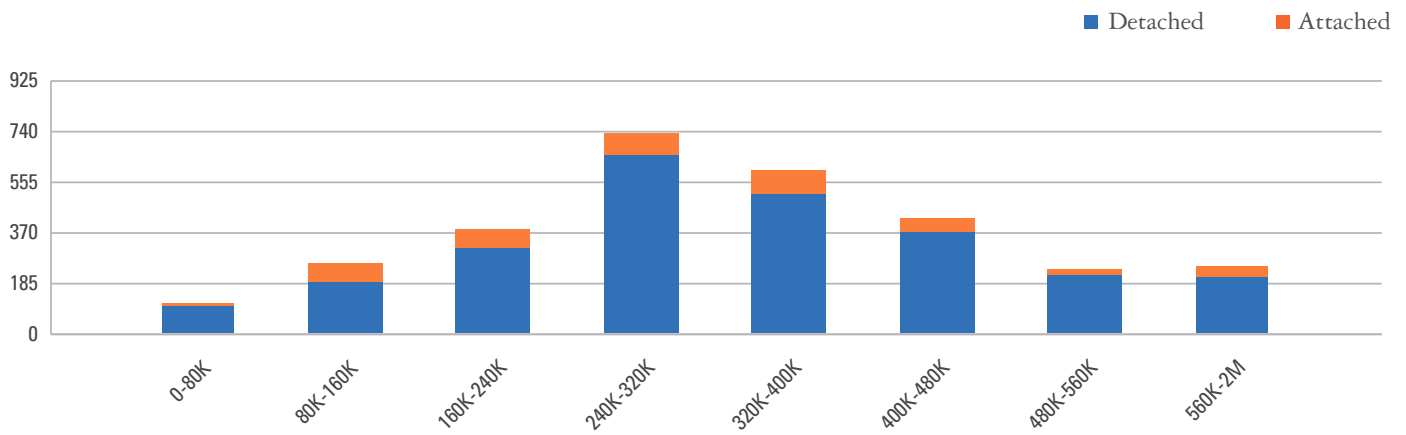
Summary

The median closing price for a new detached home in the Columbus, OH region increased 15.5% year-over-year to \$323,480 in November while the median closing price for a new attached home increased 29.5% from the same year-ago period to \$309,431. Homes priced between \$240,000 and \$320,000 experienced the most closing activity over the past year. The new home affordability ratio for a detached home reached 44.1% in November.

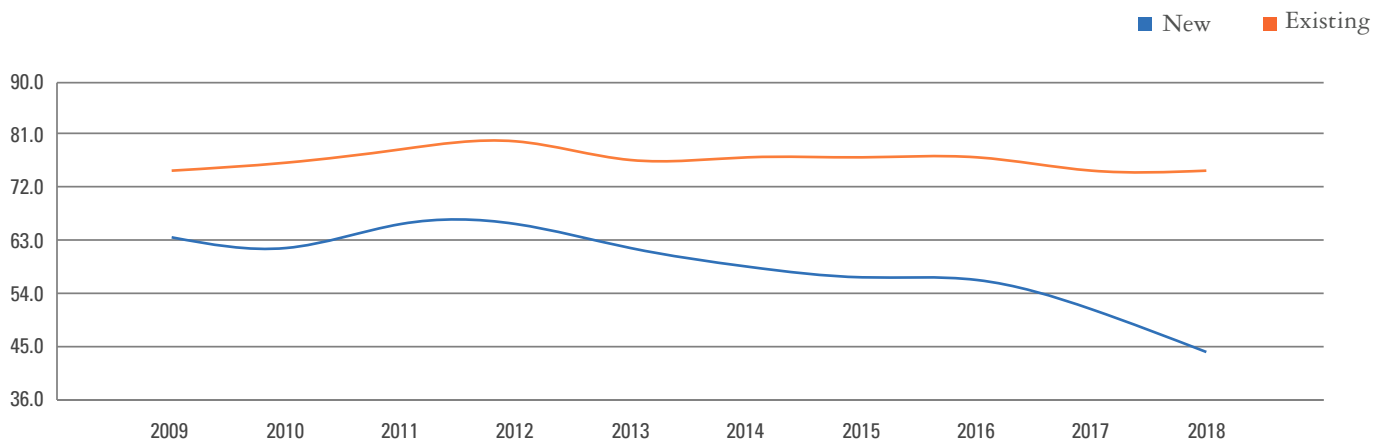
Key Highlights

- Fischer Homes started actively selling at their White Ash project in Canal Winchester. These single-family homes will range between \$185,990 to \$236,990.
- At Autumn Rose Woods in Plain City by Pulte Homes, single-family homes were recently made available and will cost between \$449,990 and \$489,990.
- Centex Homes opened their Crossings at Rocky Fork in Westerville, where single-family homes will be priced from \$256,990 to \$301,990.
- Bigam Reserves by M/I Homes in Westerville also recently opened their single-family homes which are available from \$326,900 to \$410,900.

NEW HOME CLOSINGS BY PRICE RANGE



DETACHED AFFORDABILITY



EXISTING HOME

EXISTING DETACHED MEDIAN HOME PRICE

Change from 2018:

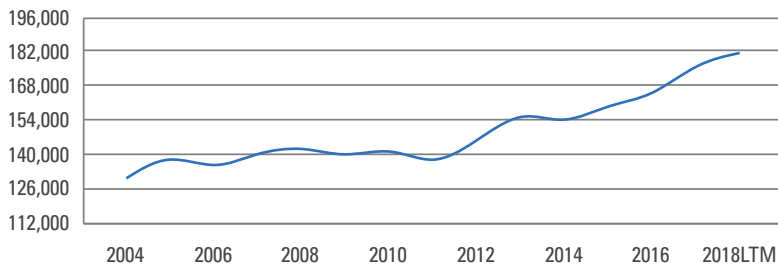
7.9% ↑

31-year Historical Average:

\$118,406

■ Nov. 2018 Median Detached Closing Home Price:

\$181,280



EXISTING ATTACHED MEDIAN HOME PRICE

Change from 2018:

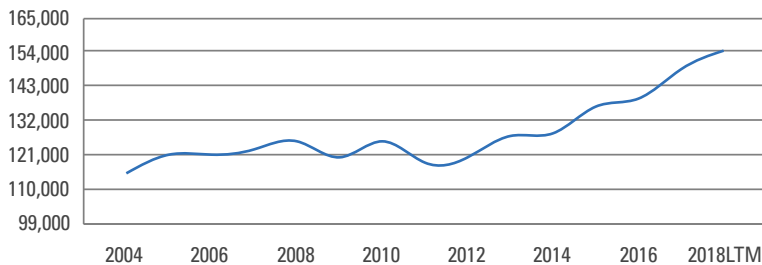
7.4% ↑

31-year Historical Average:

\$100,982

■ Nov. 2018 Median Attached Closing Home Price:

\$154,154



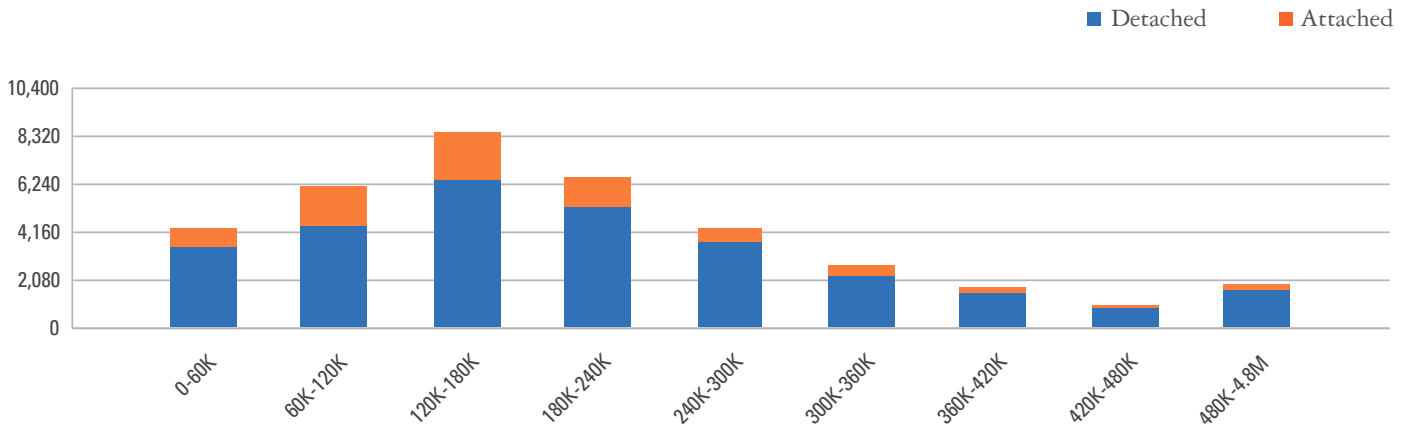
Summary

The median closing price for an existing detached home in the Columbus, OH region increased 7.9% year-over-year to \$181,280 in November while the median closing price for an existing attached home increased 7.4% from the same year-ago period to \$154,154. Homes priced between \$120,000 and \$180,000 experienced the most activity over the past year. The existing home affordability ratio reached 74.6% in November.

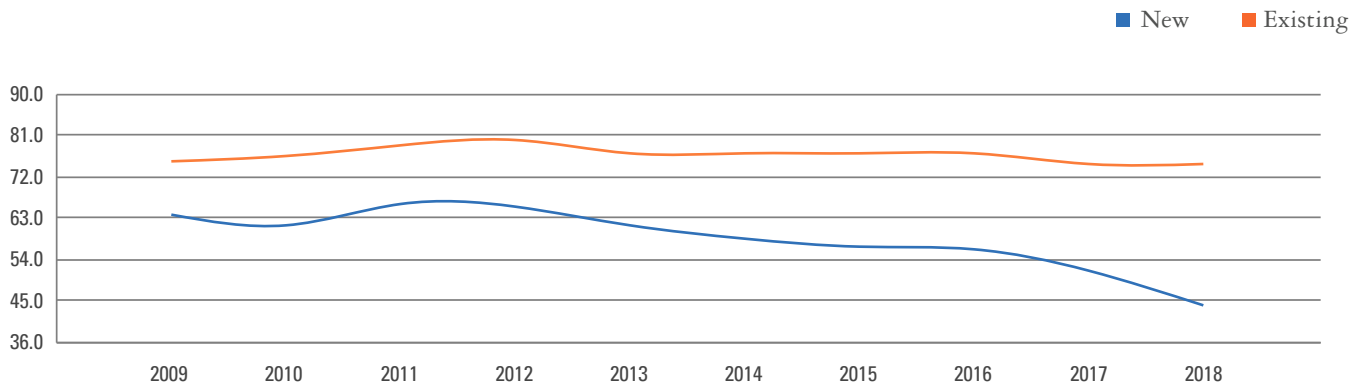
Key Highlights

- Reynoldsburg will be adding a 120-unit apartment complex called Bentley House. There would be 84 two-bedroom units with 36 one-bedroom units, including some retail space and smaller gathering areas. Rent is expected to be between \$900 and \$1,200 a month. The rental market is direct competition to for-sale.

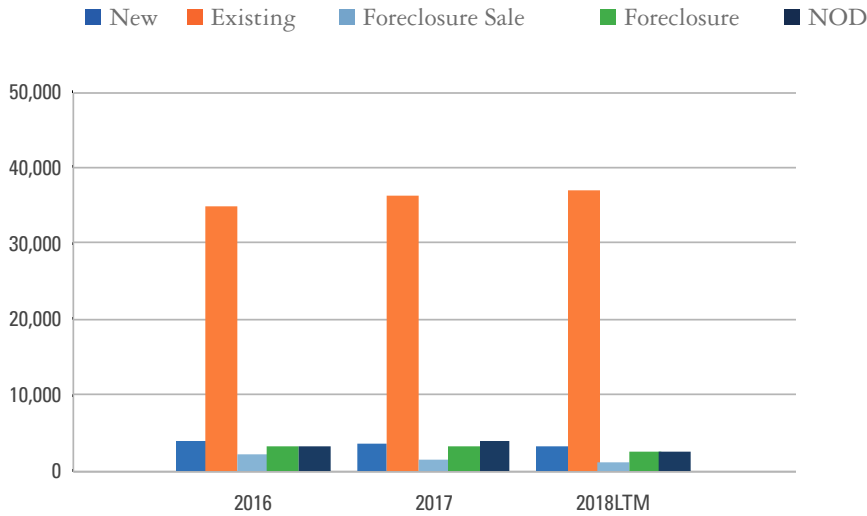
EXISTING CLOSINGS BY PRICE RANGE



DETACHED AFFORDABILITY



HOUSING TRANSACTION VOLUME BY TYPE



Summary

The region experienced 133 foreclosures in November.

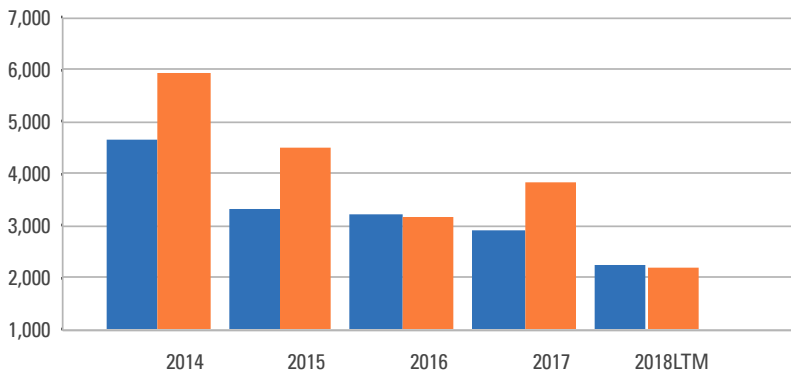
NOTICES OF DEFAULT & FORECLOSURE

■ Nov. 2018 Total Foreclosures:

2,185

■ Nov. 2018 Notices of Default:

2,163



Key Highlights

- There is a continuing decrease in the amount of notices of default falling to just 1,155 over the last twelve months. This marks an 83.2 percent decrease in the amount of defaults and have contributed to just 9.1 of existing home sales through the metro.
- While foreclosures are down 39.5 percent to just 1,358 over the last twelve months, October showed a large spike of nearly 30 more from September, which broke a decreasing trend that started in May of 2018. In total, foreclosures accounted for 10.7 percent of the existing home sales in Columbus.

ECONOMY

	2015	2016	2017	1 YR AGO	NOV. 2018	% CHANGE
Job Growth (12-Month)	24,090	23,780	20,140	9,800	17,800	1.6% ↑
Unemployment Rate	4.2	4.2	4.1	4.1	3.8	-

COMMUNITY

Median Age	-	-	-	-	36.5	-
Median Household Income	60,729	61,813	62,897	63,981	65,065	1.7% ↑

SUPPLY

Days on Market	85	80	68	68	N/A	N/A
E/P Ratio	3.2	2.8	2.3	2.3	1.7	- 24.7% ↓
Number of Listings	6,954	5,872	4,424	4,607	3,849	- 16.4% ↓
Total Permits	7,555	8,637	8,892	9,140	8,311	- 9.1% ↓

SALES

Attached Existing	5,631	6,402	7,285	7,258	7,419	2.2% ↑
Attached New	836	852	648	693	417	- 39.8% ↓
Detached Existing	25,163	28,173	28,967	28,983	29,270	1.0% ↑
Detached New	2,493	2,734	2,650	2,639	2,544	- 3.6% ↓
Total Investor Sales	1,099	1,166	1,492	1,498	1,220	- 18.6% ↓

\$ PRICES

	2015	2016	2017	1 YR AGO	NOV. 2018	% CHANGE
Affordability (%)	77.2	77.2	74.6	76.2	74.6	- 2.1% ↓
Attached Existing Median	\$136,000	\$139,050	\$148,000	\$143,500	\$154,154	7.4% ↑
Attached New Median	\$247,650	\$245,200	\$248,800	\$239,000	\$309,431	29.5% ↑
Detached Existing Median	\$160,000	\$165,350	\$176,000	\$168,000	\$181,280	7.9% ↑
Detached New Median	\$263,200	\$277,050	\$303,600	\$280,000	\$323,480	15.5% ↑

↘ DISTRESS

Foreclosures	3,261	3,167	2,866	2,916	2,185	- 25.1% ↓
Notices of Default	4,463	3,151	3,771	3,770	2,163	- 42.6% ↓

*Current year-over-year job growth and unemployment rate are as of Nov. 2018.

DEFINITIONS AND METHODOLOGY

All information presented involved the assembly of data sources that we consider to be reliable, including the Bureau of Labor Statistics, CBRE- EA, Nielsen Claritas, Public Record Data, Moody's Analytics, Great Schools, U.S. Bureau of the Census, Zillow, various regional Multiple Listing Service providers, Meyers Research and Zonda. We do not guarantee any data accuracy as all information is subject to human errors, omissions, and/or changes.

Abbreviations

AVG - Average	F - Forecast
C - Current	L3M - Last 3 Months
CBSA - Core Based Statistical Area	LTM - Last 12 Months
CHG - Change	P - Partial
CM - Current Month	YTD - Year To Date
E - Estimated	YOY - Year Over Year

Meyers Index is a proprietary index that produces a score ranging from 0 to 1,000 for a geographic area. A higher index score captures the desirability of housing development for the selected area and is calculated using specific data sets weighted to interpret the strength of the market. Such metrics include price appreciation, sales activity, permit activity, demographic growth, household income levels, school scores, and affordability.

ABOUT US



Meyers Research combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward. Based in Beverly Hills, we are home to 150 experts in 10 offices across the country.

Get More Out Of Zonda

Expand coverage to nearby regions to investigate new markets.

Get More Out Of Services

Understand segmentation needs of your market.

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