



NEW WESTERN[®] Opportunity DELIVERED

New Western is a real estate investment marketplace that creates an advantage for 200,000-plus investors looking for rehabs by offering the largest private source of value-add properties in the nation.



Established
2008



Markets Served
40+



Transactions
\$17 Billion+

THE CHARLOTTE BREAKDOWN

New Western investor activity was up 3% from the first half of 2023 to the second half of 2023 in Charlotte. Sales activity in the traditional market saw a decrease in sales with a -4% change in the same timeframe.

CHARLOTTE BY DEMOGRAPHICS

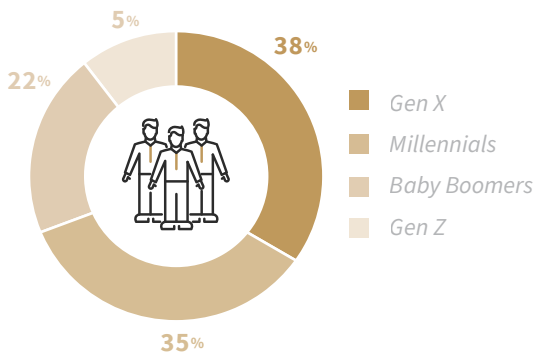
In Charlotte the majority of investors are Gen X men, but Millennials are gaining momentum.



20%
of investors are female



80%
of investors are male



CHARLOTTE BY THE NUMBERS

How many flips in 2023?



87%
Charlotte investors flipped between 1-5 properties

8%
Charlotte investors flipped between 6-10 properties

How are rehabs selling?



63%
of flips sold at asking price

24%
of flips sold above asking price

13%
of flips sold below asking price

What are business projections for 2024?



57%
expect their business to grow 25%

29%
expect their business to grow 25-50%

Brandon Chesley
General Manager

Charlotte Office | Established 2019

“The Charlotte single-family real estate market continues to be stable, making it a prime location for investors looking for steady and long-term growth. With a low inventory of homes for sale continuing to drive demand, investors can take advantage of opportunities for rental income and stability.”

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