



# NEW WESTERN<sup>®</sup> 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 CHICAGO BREAKDOWN

Despite an overall flat real estate market in Chicago, New Western investor activity continued to gain rapid momentum since opening business less than two years ago alongside the traditional market that experienced a 2% change in sales.

## CHICAGO BY DEMOGRAPHICS

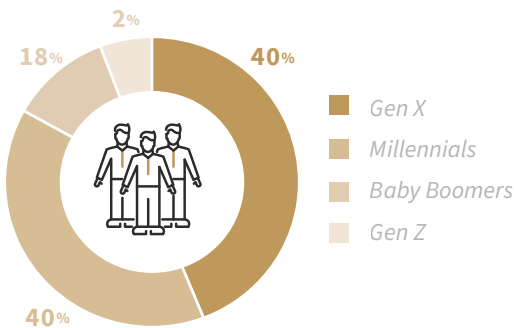
In Chicago the majority of investors are both Gen X men and Millennial men.



**25%**  
of investors are female



**75%**  
of investors are male



## CHICAGO BY THE NUMBERS

How many flips in 2023?



**65%**  
Chicago investors flipped between 1-5 properties

**10%**  
Chicago investors flipped between 6-10 properties

How are rehabs selling?



**67%**  
of flips sold at asking price

**14%**  
of flips sold above asking price

**19%**  
of flips sold below asking price

What are business projections for 2024?



**33%**  
expect their business to grow 25%

**42%**  
expect their business to grow 25-50%



**Richard Randall**  
General Manager

Chicago Office | Established 2022

**NW**  
NEW WESTERN<sup>®</sup>

“The Chicago residential market is positioned for continued growth in 2024 with one of the most price-resilient markets for major cities in the U.S. The potential for Fed rate cuts will boost buyer confidence and investors can expect to see their returns growing as we head into an election year.”