



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 HOUSTON BREAKDOWN

New Western Investor activity was up 23% from the first half of 2023 to the second half of 2023 in Houston. Sales activity in the traditional market saw a decrease in sales with a -5% change in the same timeframe.

HOUSTON BY DEMOGRAPHICS

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



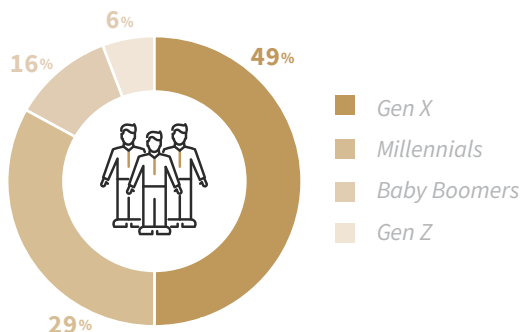
24%

of investors are female



76%

of investors are male



HOUSTON BY THE NUMBERS

How many flips in 2023?



79%

Houston investors flipped between 1-5 properties

14%

Houston investors flipped between 6-10 properties

How are rehabs selling?



68%

of flips sold at asking price

8%

of flips sold above asking price

24%

of flips sold below asking price

What are business projections for 2024?



56%

expect their business to grow 25%

23%

expect their business to grow 25-50%



Sara Friede
General Manager

Houston Office | Established 2010

NW
NEW WESTERN[®]

"The Houston real estate market presents a promising landscape for investors in 2024. The city's resilient economy, the influx of new businesses, and continued job growth are driving demand for housing and creating a favorable environment for property investments. Local investors are optimistic about 2024 and hope to take advantage of potentially favorable mortgage rates to secure stable returns on both rental properties and fix-and-flips and contribute to the dynamic growth of Houston's real estate market."