



# 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 KANSAS CITY BREAKDOWN

Investors continue to remain active in the Kansas City market with a 43% increase year-over-year in New Western investor activity compared to the traditional market which saw a -18% change in sales during the same timeframe.

## KANSAS CITY BY DEMOGRAPHICS

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



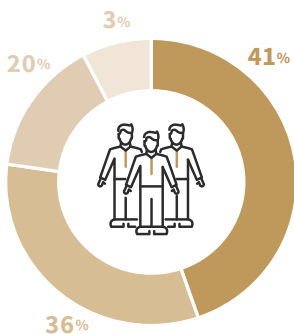
**25%**

of investors are female



**75%**

of investors are male



- Gen X
- Millennials
- Baby Boomers
- Gen Z

## KANSAS CITY BY THE NUMBERS

How many flips in 2023?



**79%**

Kansas City investors flipped between 1-5 properties

**14%**

Kansas City investors flipped between 6-10 properties

How are rehabs selling?



**71%**

of flips sold at asking price

**20%**

of flips sold above asking price

**9%**

of flips sold below asking price

What are business projections for 2024?



**47%**

expect their business to grow 25%

**37%**

expect their business to grow 25-50%



**Shane Cleary**  
General Manager

Kansas City Office | Established 2019

**NW**  
NEW WESTERN<sup>®</sup>

“Despite the nationwide volatility in the last three years, we’ve seen a cushioned effect here in Kansas City mainly due to our affordable price point and strong rental scene. With rates anticipated to decrease next year, along with multiple exciting developments throughout the metro—completion of the new airport and preparing for the 2026 FIFA World Cup—we can’t wait to create new rehab opportunities in our marketplace throughout 2024.”