



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 LOS ANGELES BREAKDOWN

Migration out of Los Angeles may have dominated headlines in the last two years because of higher-priced real estate, but New Western investor activity was up 21% year-over-year and the traditional market experienced a -25% change in sales.

LOS ANGELES BY DEMOGRAPHICS

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



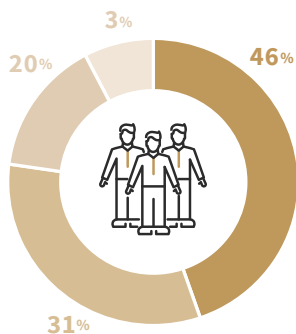
19%

of investors are female



81%

of investors are male



- Gen X
- Millennials
- Baby Boomers
- Gen Z

LOS ANGELES BY THE NUMBERS

How many flips in 2023?



69%

LA investors flipped between 1-5 properties a year

17%

LA investors flipped between 6-10 properties a year

How are rehabs selling?



48%

of flips sold at asking price

37%

of flips sold above asking price

15%

of flips sold below asking price

What are business projections for 2024?



51%

expect their business to grow 25%

33%

expect their business to grow 25-50%



JD Castillo
General Manager

Los Angeles Office | Established 2013

NW
NEW WESTERN[®]

“Southern California will once again see massive price increases due to a lack of inventory, but as interest rates drop, millions of people will enter the market looking to buy a home. The narrative reads that people are leaving California in droves, but let’s be honest—with the beach, mountains, amazing year-round weather, and the allure of Hollywood—the entire world wants to be here. Investors who buy in the Los Angeles market now will get to ride the next wave of opportunity in 2024.”