



# 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 PHOENIX BREAKDOWN

Despite a lull in Phoenix's rapid COVID and post-COVID growth, independent investor activity remains strong in the market and interest continues to grow even beyond Phoenix and into nearby cities like Tempe.

## PHOENIX BY DEMOGRAPHICS

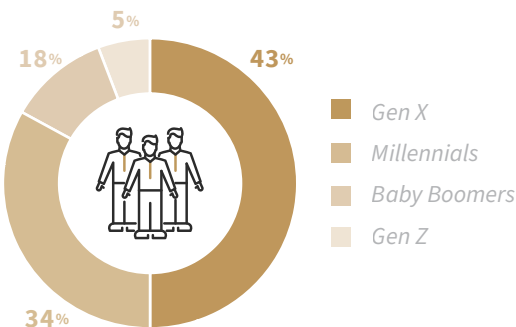
In Phoenix the majority of investors are Gen X men, but Millennials are gaining momentum.



**23%**  
of investors are female



**77%**  
of investors are male



## PHOENIX BY THE NUMBERS

How many flips in 2023?



**72%**  
Phoenix investors flipped  
between 1-5 properties a year

**12%**  
Phoenix investors flipped  
between 6-10 properties a year

How are rehabs selling?



**54%**  
of flips sold at  
asking price

**20%**  
of flips sold above  
asking price

**26%**  
of flips sold below  
asking price

What are business projections for 2024?



**54%**  
expect their business to  
grow 25%

**23%**  
expect their business to  
grow 25-50%



**Tanner Karty**  
General Manager

Phoenix Office | Established 2019

"Investor activity is strong in the Arizona market and interest continues to grow. The homes in our inventory were built mostly after 1970 and require less overhaul than older homes, creating less risk for investors. The way interest rates are trending, I believe investors will have a fantastic 2024 in our market with the flexibility to utilize multiple strategies for their rehab projects from vacation rentals to fix-and-flips."

**NW**  
NEW WESTERN<sup>®</sup>