



# 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 RALEIGH BREAKDOWN

New Western investor activity was up 25% from the first half of 2023 to the second half of 2023 in Raleigh. Sales activity in the traditional market saw a decrease in sales with a -14% change in the same timeframe.

## RALEIGH BY DEMOGRAPHICS

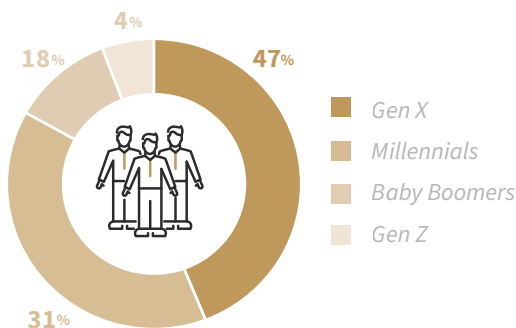
In Raleigh the majority of investors are Gen X men, but Millennials are gaining momentum.



**40%**  
of investors are female



**60%**  
of investors are male



## RALEIGH BY THE NUMBERS

How many flips in 2023?



**90%**  
Raleigh investors flipped between 1-5 properties

**9%**  
Raleigh investors flipped between 6-10 properties

How are rehabs selling?



**76%**  
of flips sold at asking price

**12%**  
of flips sold above asking price

**12%**  
of flips sold below asking price

What are business projections for 2024?



**48%**  
expect their business to grow 25%

**28%**  
expect their business to grow 25-50%



**Ryan Groff**  
General Manager

Raleigh Office | Established 2020

**NW**  
NEW WESTERN<sup>®</sup>

“With the Fed’s anticipation of rate cuts, we hope to see a decline in mortgage rates and expect an increase in overall transaction activity in 2024. The Triangle is still seeing some of the strongest growth in the nation in both net migration and companies moving in, including Google, Meta, and Apple’s East Coast Campus. Combined with high ranks for quality of life, affordability, climate, universities, economy, and location, there’s no slowing down. Our investors believe it will be a solid year for the single-family housing market in the Triangle.”