Methodology

The objective of this research is to identify the top real estate investment markets in the United States based on key performance metrics over the past year. The research focuses on a curated list of 100 popular cities known for their investment potential and ranks these cities using factors such as inventory trends, days on market (DOM), supply and demand scores, median listing prices, and job growth.

Step 1

Selection of Popular Investment Cities

The research began by compiling a list of 100 cities across the United States that are commonly recognized as strong candidates for real estate investment. These cities were selected based on their historical performance in the real estate market, economic growth, job opportunities, and overall appeal to investors. The list included major metropolitan areas as well as emerging markets with promising growth prospects.

Step 2

Data Collection

For each city in the list, data was gathered over a one-year period from August 2023 to July 2024.

The following key metrics were analyzed:

Total Listings
The total number of properties listed in the market.

Median Days on Market
The median number of days properties remain on the market before being sold.

Median Listing Price
The median price at which properties are listed.

Supply Score
A metric indicating the relative availability of housing inventory.

Demand Score
A metric reflecting buyer interest and competition in the market.

Job Growth
The rate of job creation within the city, used as an indicator of economic vitality and future housing demand.

The data was sourced from Realtor.com, Zillow.com, and the Bureau of Labor Statistics (BLS) to ensure accuracy and relevance in the analysis.

Step **3**

Data Analysis

The selected metrics were analyzed to identify trends and calculate scores for each city:

Inventory Trend

Calculated as the change in total listings over the selected timeframe. A decreasing inventory indicates rising demand relative to supply.

DOM Trend

The change in median days on market. A decreasing DOM suggests faster sales and a more competitive market.

Demand Score Trend

The change in demand scores over time, indicating whether buyer interest is increasing or decreasing.

Price Trend

The change in median listing prices, used to assess the market's price appreciation.

Supply Score Trend

The change in supply scores over time. A negative trend suggests decreasing supply, while a positive trend indicates an increase in available inventory.

Job Growth

The increase in job opportunities within the city, indicating economic strength and potential for sustained housing demand.

Each city's performance in these metrics was ranked and normalized to generate an overall "Pent-Up Demand Score," where a higher score indicates a stronger potential for investment.

Step **4**

Ranking and Final Selection

Based on the calculated scores, the top 15 cities were selected as the most promising markets for real estate investment. These cities were identified as having strong demand, competitive market conditions, favorable price trends, and robust job growth, making them attractive options for investors.

Step **5**

Reporting and Recommendations

The final report presents the top 15 cities along with their corresponding scores and metric trends. These insights provide a data-driven perspective for investors looking to enter or expand in the US real estate market. The results are intended to guide investment strategies by highlighting markets with the highest potential for growth and return on investment.

City	Total Listings (Aug 2023)	Total Listings (July 2024)	Median DOM (Aug 2023)	Median DOM (July 2024)	Supply Score (Aug 2023)	Supply Score (July 2024)	Demand Score (Aug 2023)	Demand Score (July 2024)	House Price (Aug 2023)	House Price (July 2024)	Job Growth (%)
Albany-Schenectady-Troy, NY	3089	3004	50	43	26.4214	55.51839	68.22742	74.58194	419900	441725	1.8
Boston-Cambridge-Newton, MA-NH	5626	6954	37	38	74.91639	70.90301	84.94983	77.59197	844200	868950	0.7
Bridgeport-Stamford-Norwalk, CT	2760	2942	50	34	29.09699	81.9398	86.62207	91.97324	949950	895000	1
Cincinnati, OH-KY-IN	5487	6389	32	30	92.64214	91.97324	75.58528	71.90635	375000	362450	0.6
Columbus, OH	4346	6624	26	36	98.32776	79.26421	94.31438	81.60535	386250	356500	0.8
Dayton-Kettering, OH	2140	2432	26	35	98.32776	80.26756	91.97324	85.28428	248700	257450	1.1
Detroit-Warren-Dearborn, MI	14244	13987	36	32	80.26756	86.95652	51.50502	64.88294	272400	279950	0.4
Greensboro-High Point, NC	1969	2378	38	38	69.89967	70.90301	65.21739	69.89967	332172	346000	1.2
Harrisburg-Carlisle, PA	1364	1566	34	30	87.29097	91.30435	77.92642	76.92308	337225	357200	
Knoxville, TN	3111	4213	40	43	64.54849	56.18729	83.94649	74.91639	481225	478280	-0.1
Louisville/Jefferson County, KY-IN	3446	3952	32	33	92.64214	83.27759	73.91304	67.22408	322500	337400	1.2
Madison, WI	1517	1855	41	38	57.52508	70.90301	83.61204	88.62876	481500	484900	0.7
Pittsburgh, PA	7243	7835	48	44	32.10702	47.49164	65.55184	68.22742	249900	250000	1.9
Winston-Salem, NC	2100	2413	42	44	55.18395	49.16388	66.22074	65.88629	339898	355193	0.4
Youngstown-Warren-Boardman, OH-PA	1441	1512	40	39	61.87291	65.55184	85.28428	89.63211	180538	189950	0.7

Sources: Realtor.com, Zillow.com, and the Bureau of Labor Statistics (BLS)