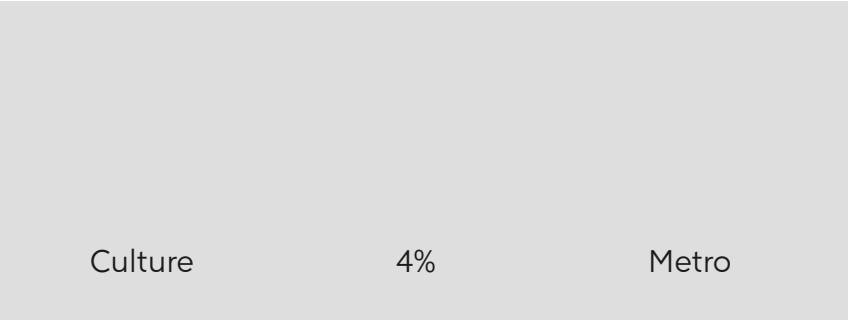


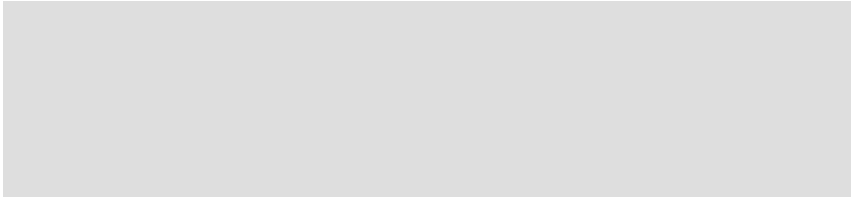
Methodology: Ranking The Most Promising Cities Of 2024

To determine the most promising cities of 2024, Rocket Homes and Best Places analyzed 383 metropolitan areas, which are home to over 85% of all U.S. residents. Metro areas include one or more major core cities and the surrounding counties that contribute to the area's economy. As such, using metro areas as the basis for our study includes not only the primary cities but the surrounding suburbs as well.

By analyzing statistics in 13 key measures, insight was given into each area's home price appreciation, high-tech and small business growth, job market and salary growth, plus each metro's amenities, cultural and recreational opportunities and crime rate. Rocket Homes and BestPlaces.net chose metrics that are as current and detailed as possible to discover the places that are likely to surge ahead in 2024, while still providing great livability, desirability and reasonable affordability.

For scoring and comparison, each data metric was normalized and transformed to a common range of 0-100 points. Weights were then applied to each metric to reflect its importance in the study and, from there, the weighted scores for each metric were summed and sorted to generate the final rankings and find the best cities.





Other statistics were used in this study, but not included in the ranking. Therefore, they were not weighted. These stats include:

Metric	Level	Source
Median home price	Metro	July 2023 Rocket Homes SM trends report
Cost of living	Metro	Bestplaces.net
Population	Metro	Census.gov



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Lauren is a Content Editor specializing in personal finance and the mortgage industry. Her writing focuses on reporting the best places to live in the U.S. based on certain interests and lifestyles. She has a B.A. in Communications from Alma College and has worked as a writer and editor for various publications in Philadelphia, Chicago and Metro Detroit.

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