Population (display in Purple)

* Areas with increasing population often signal a higher demand for housing.
* Investing in areas where people are moving to, rather than from, could offer more security for your investment.
* **Source**: Census ACS
* **Last Update**: 2021

Employment (display in Purple)

* Areas with higher employment rates might indicate a stable economy, which can be attractive to potential tenants.
* **Source**: Census ACS
* **Last Update**: 2020

Median Price (display in Purple)

* Observing the trends in median home prices helps identify whether the market is appreciating, depreciating, or stable.
* **Source**: Realtor
* **Last Updated**: 2023

Active Listing (display in Purple):

* An increasing trend may signal an oversupply, while a decreasing trend might indicate limited options in the market.
* Understanding whether the market is expanding or contracting helps in crafting a long-term investment strategy.
* A downward trend in listings might indicate a market where good deals become scarce and must be acted upon swiftly.
* An upward trend might present the chance to be selective and focus on high-quality assets.
* **Source**: Realtor
* **Last Updated**: 2023

Days on Market (display in Purple)

* A shorter DOM generally indicates a seller’s market, while a longer DOM suggests a buyer’s market.
* A longer DOM may suggest that a seller is eager to sell, potentially providing buyers with stronger negotiation leverage.
* Lower DOM in particular neighborhoods indicates high demand and potentially appreciating property values.
* It can help shape rental pricing and vacancy expectations
* **Source**: Realtor
* **Last Updated**: 2023

New Listing:

* A consistent increase or decrease in new listings can signal developing market trends, such as urbanization or suburban growth.
* Regular and sustained levels of new listings might suggest a healthy, active market, while erratic changes may indicate instability.
* **Source**: Realtor
* **Last Updated**: 2023

Price Reduced Count:

* High price reduced counts may present opportunities to acquire properties below their initial listing price, and potentially below market value.
* Investors might have an advantage in negotiations in a market with numerous price reductions, as sellers may be more willing to negotiate.
* A surge in price reductions could indicate an oversaturated market, where supply outweighs demand.
* **Source**: Realtor
* **Last Updated**: 2023

Pending Listing Count:

* Consistently high or increasing numbers of pending listings might indicate a vibrant and active market.
* A high pending listing count indicates robust buying activity and could suggest a seller's market.
* **Source**: Realtor
* **Last Updated**: 2023

Total Listing:

* Consistent total listing levels might indicate a stable market, potentially signaling a secure investment environment.
* Buyers might have more negotiation leverage in markets with high total listings due to increased options.
* **Source**: Realtor
* **Last Updated**: 2023

Median Gross Rent:

* Investors can assess whether the median gross rent aligns with their investment goals and yields.
* It aids landlords in making informed decisions regarding rent adjustments during lease renewals.
* A rising median gross rent may indicate increasing demand
* **Source**: Census ACS
* **Last Update**: 2021

Median Income:

* Areas with higher median incomes might suggest greater financial stability of tenants or buyers, potentially reducing investment risks.
* Rising median income might indicate areas experiencing economic growth, potentially offering lucrative investment opportunities.
* **Source**: Census ACS
* **Last Update**: 2021