

Corporate Relocation and Housing Values

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Background



Figure 1: Amazon's headquarter in Seattle

Background



Figure 2: Unaffordable housing price

Problem Statement

Hypothesis:

Both the announcement of a corporate headquarter relocation and the opening of the new development will result in a noticeable increase in local housing prices.

Approach

Data visualization: Shiny

- Examined median housing value data
- Identify 3-5 companies that are relevant for our work

Methods

Aim: give users a tool to analyze trends relating to corporate moves and make that conclusion for themselves.

Methods:

- API (Quandl)
- Shiny (interactive visualization)

Results

Successfully created a tool that gives users the ability to examine the relationship between the corporate relocations and housing value trends.

ProjectApp

Corporate Relocation and Housing Prices

Housing Markets:

- ☒ Boston
- ☒ Plano
- ☒ Estero
- ☒ Chicago
- ☒ Arlington
- ☒ U.S. Average

Year Range:

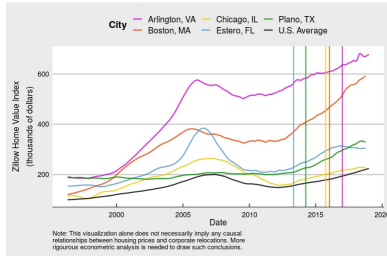


Index Base Year:

No Index (True Values) ▼

- ☐ Control for Overall U.S. Housing Trends

- ☒ Display Announcement



Nestle USA announced its move to Arlington in February 2017. The new headquarters brought roughly 900 new jobs and opened in July of 2018.

On January 13, 2016, GE announced its move from Connecticut to Boston. The \$150 million development planned to host more than 1,000 jobs, but after financial woes, GE cancelled its Boston move in early 2019.

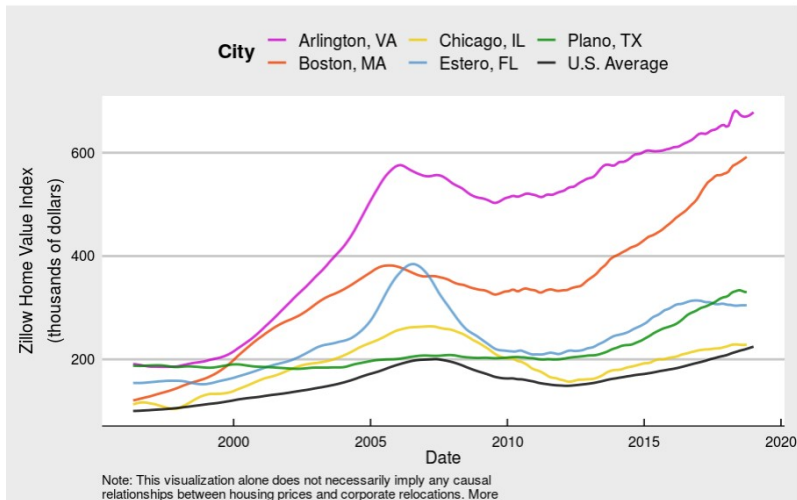
ConAgra, maker of food brands like Slim Jim and Chef Boyardee, announced its relocation to Chicago in 2015. Its new location opened in 2016 and is home to 800 jobs.

In 2013, Hertz announced the development of a new headquarters in Estero, Florida. The development cost \$50 million, brought in more than 700 jobs, and opened in 2016.

Toyota announced its move to Plano, Texas in 2014. The move, which brought 4,000 jobs to the city, opened in 2017.

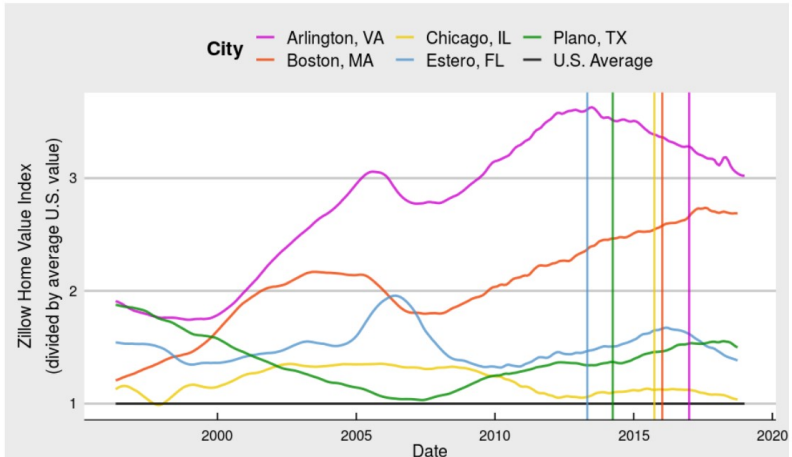
Results

(1) All selected cities have higher median housing values in true value than the U.S. average - with Chicago, IL nearest to the U.S. average and Arlington, VA with the greatest difference from the average value.



Results

(2) Regional housing value stays consistent in its market trajectory regardless of corporate relocations with cities like Boston and Plano largely moving in an upward direction and Arlington and Chicago and Estero for the most part moving in a negative direction.



Results

(3) Many cities across the U.S. are compounded with the opportunities of an expanding labor market but challenged with a housing market that's becoming less accessible for those seeking opportunities.