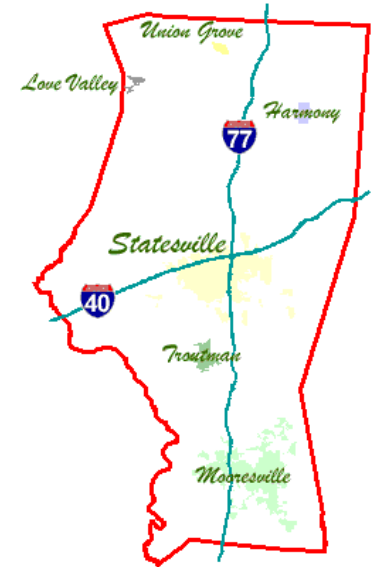


IREDELL COUNTY, NC MARKET TRENDS



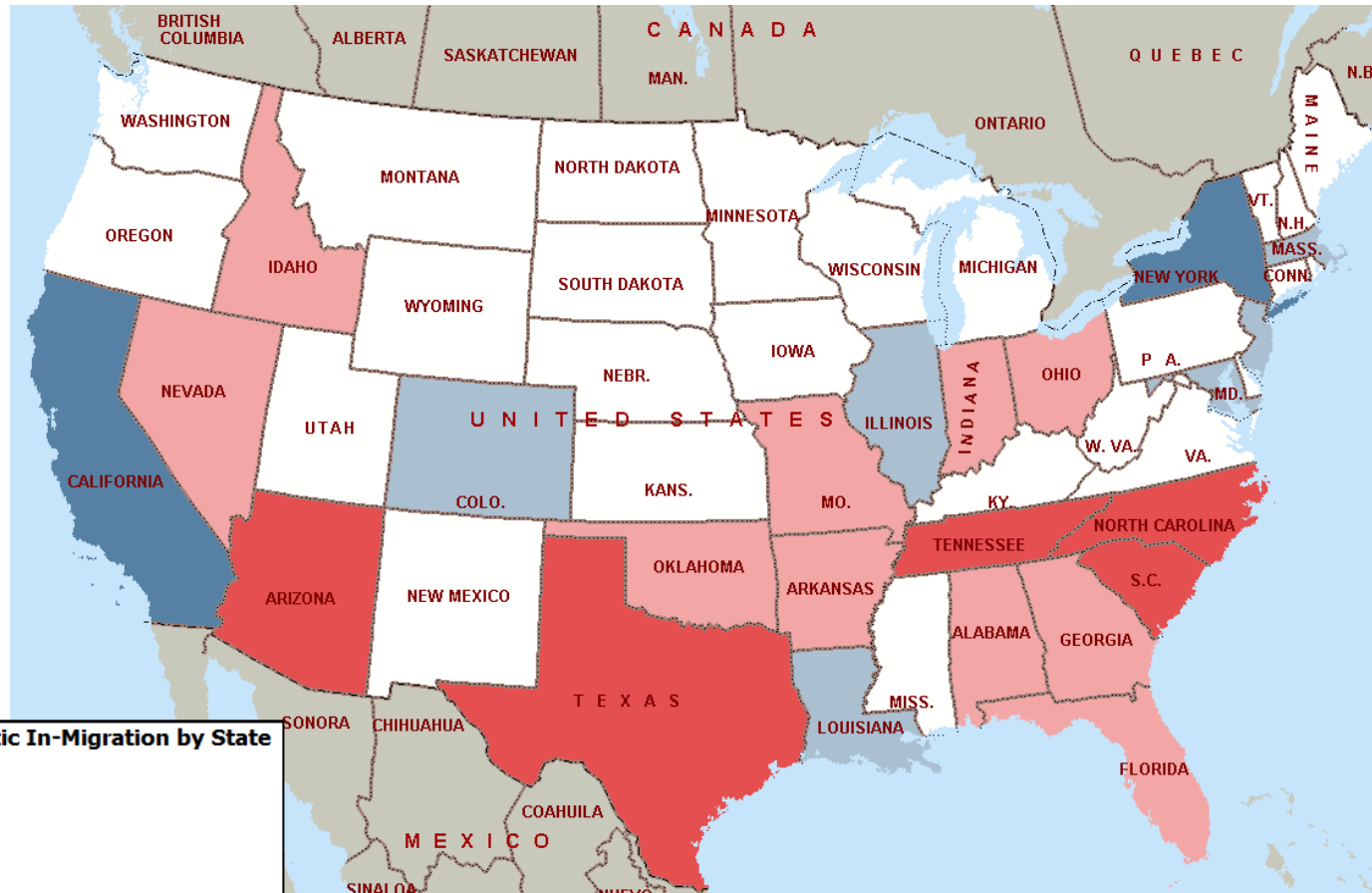
Presented By:



David Kalosis
Principal
Strategic Insights LLC
David@StrategicInsightsLLC.com
(770) 286-3493

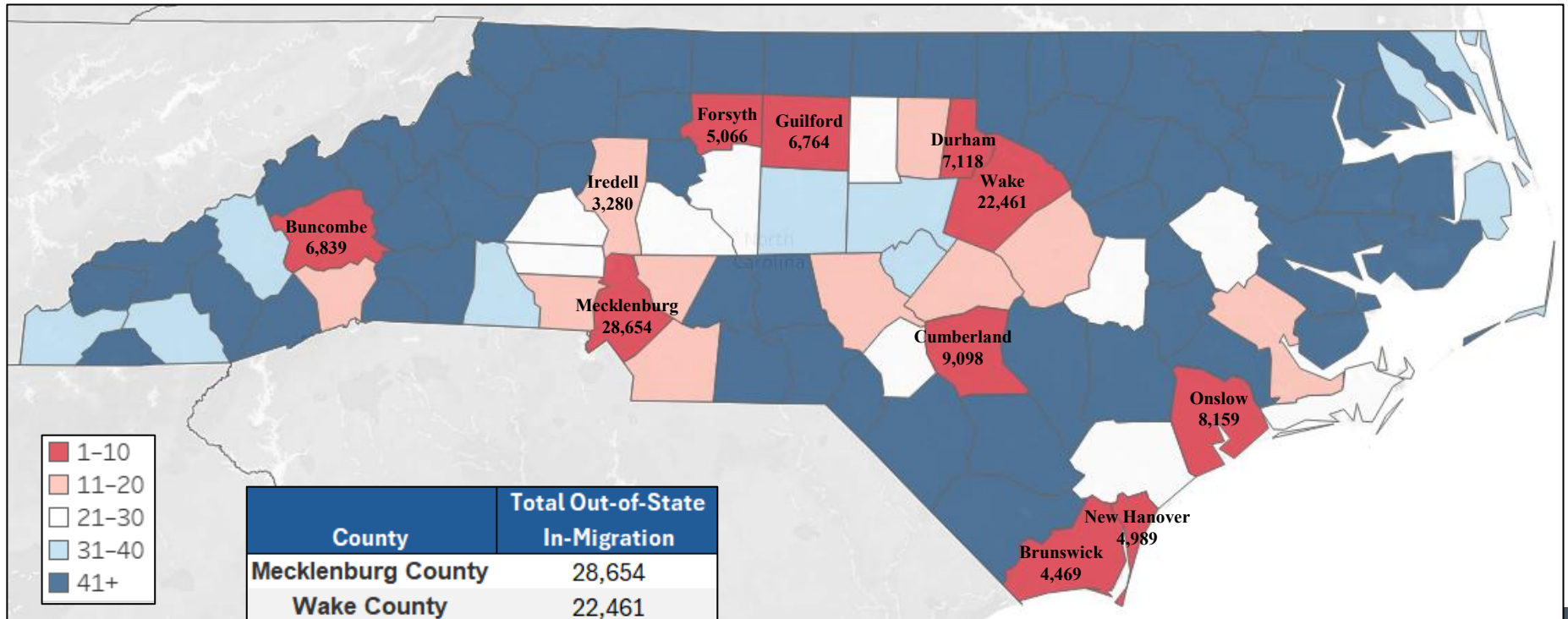
THE CAROLINAS ARE THE TOP DESTINATIONS FOR DOMESTIC MIGRATION

- North Carolina is #1 for Domestic In-Migration with 84K moving in from other states last year.
 - South Carolina ranks #3, just behind Texas, which is 5x its size today.
- On a Growth Percentage (%) basis, they flip with South Carolina at #1 and North Carolina at #3.
 - Texas & Florida are still the Top States for Total Population Growth (natural, domestic & Intl migration).
- Charlotte and Raleigh have ranked amongst Top 10 Markets for In-Migration in each of Last 5 Years.



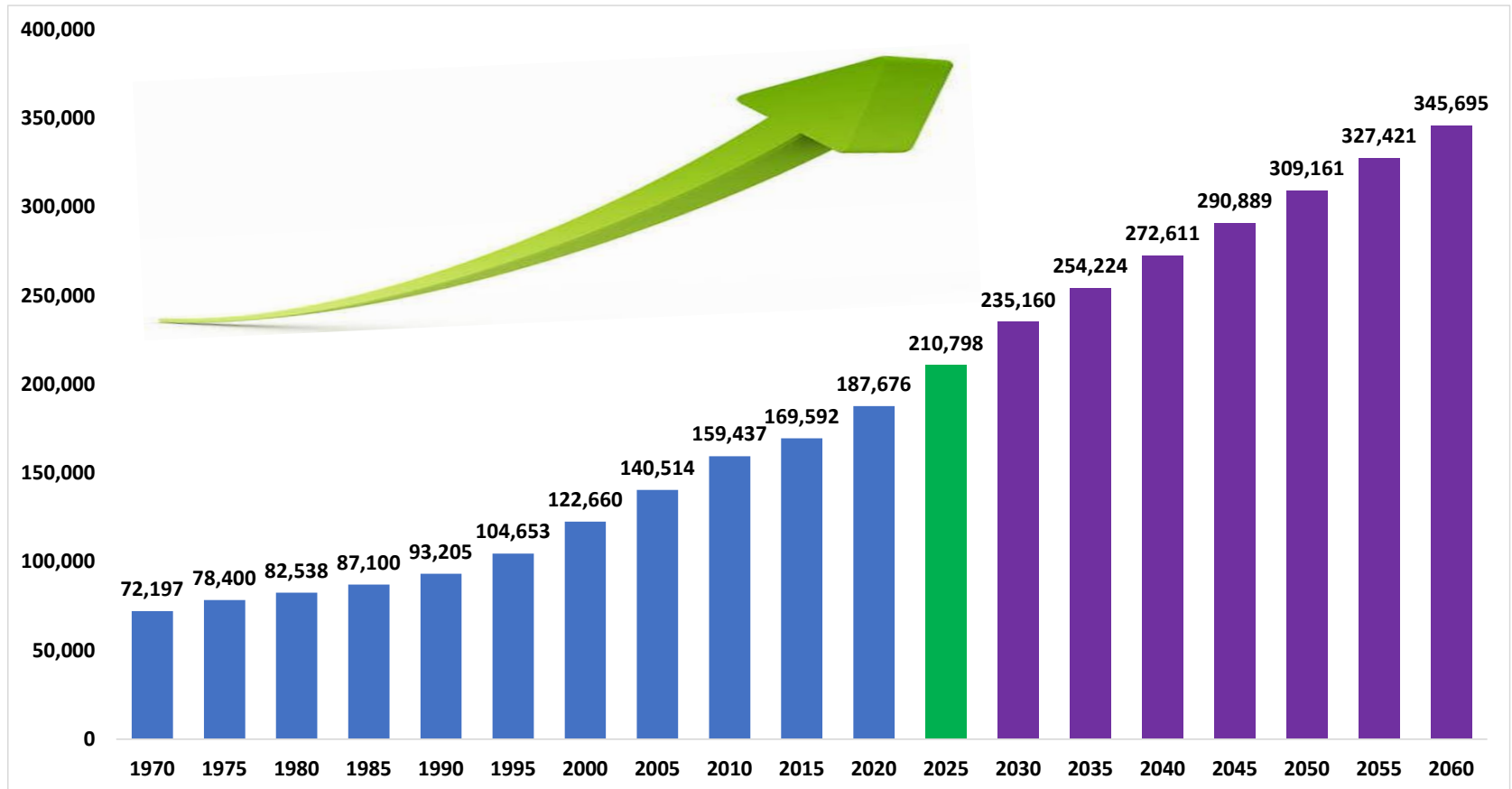
WHERE ARE THEY RELOCATING TO?

- **Mecklenburg County is the Top Destination for In-Migrants**, even though Wake County (Raleigh) has a larger population today.
- Iredell County ranks 14th amongst counties for in-migration with nearly 3,300 net domestic in-migrants from out-of-state annually.



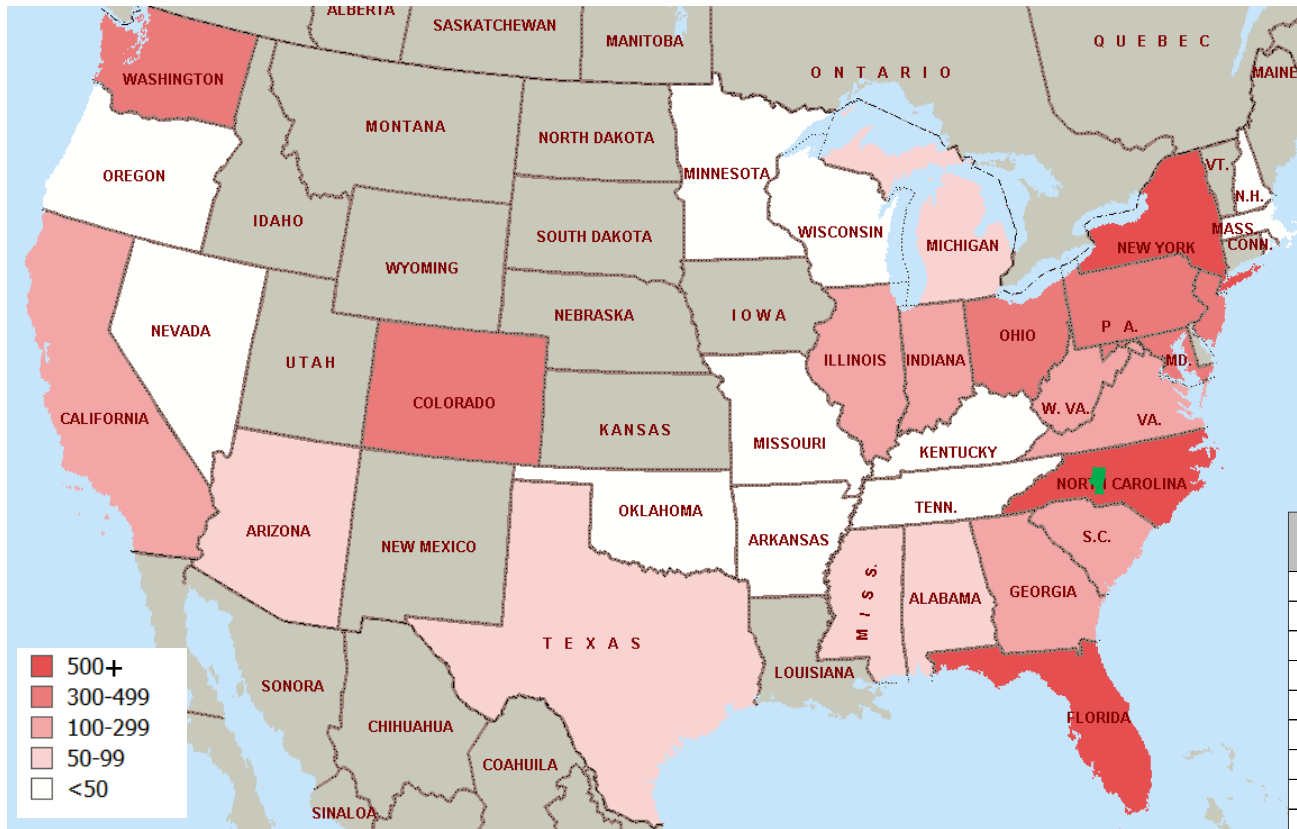
IREDELL COUNTY, NC: POPULATION TRENDS

- Over the past 25 years, Iredell County's population has grown by 88,000 persons (72%).
 - This translates to nearly 36,000 net new households.
- Iredell County is forecast to add another 43,000 people over the next 10 years and nearly 100,000 over the next 25 years.
 - Iredell County's forecast growth ranks as the 5th fastest in the State of North Carolina.
- Growth is similar to Union and Cabarrus (Charlotte), Wake and Johnston (Raleigh), and Brunswick County (Wilmington).



WHERE IS IREDELL COUNTY'S GROWTH COMING FROM?

- The majority of Domestic In-Migrants to Iredell County are coming from within the State of North Carolina.
 - However, New York, Florida and Ohio are seeing sharply increasing numbers today.
- At the County level, there are more people traveling up I-77 from Charlotte (Meck Co) than New York and Florida combined.
 - However, out-of-state in-migrants are nearly 2x the number moving to Iredell County today as from within the Charlotte MSA.

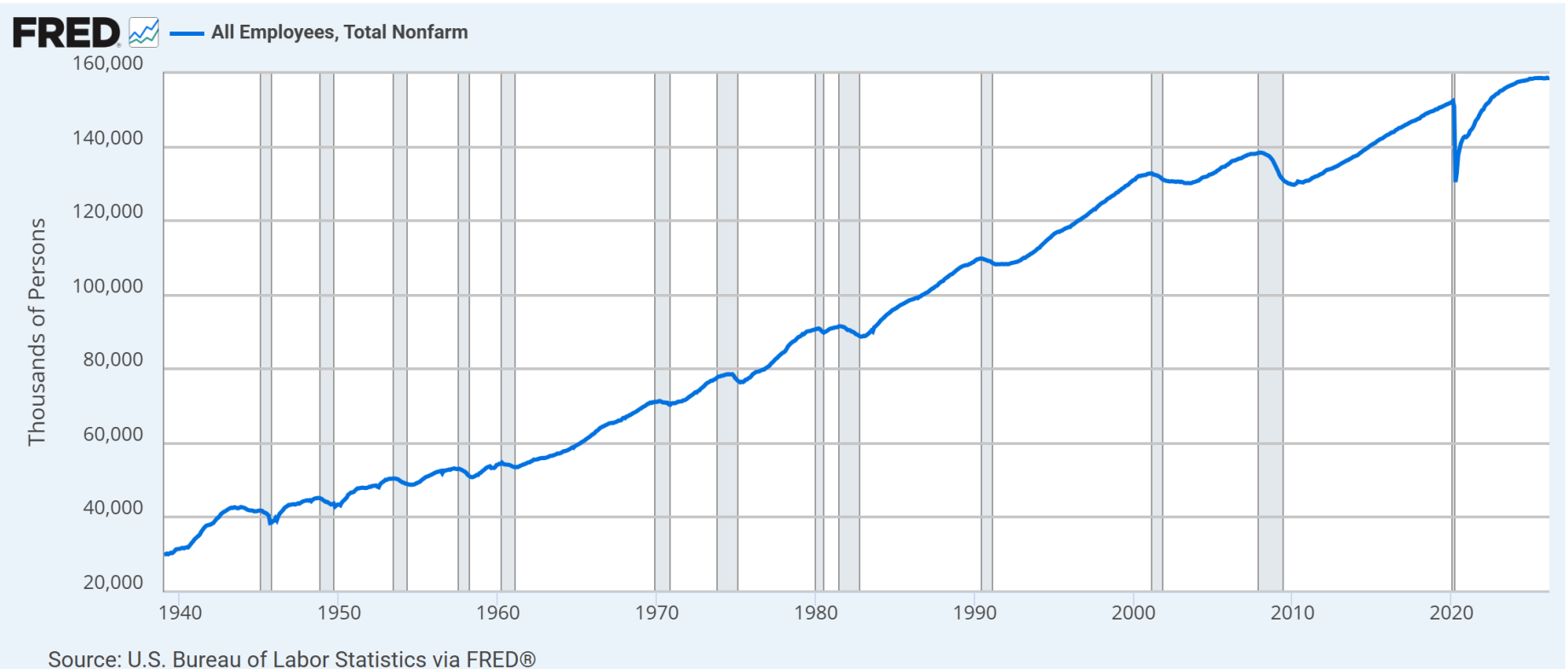


Rank	State	Annual In-Migrants to Iredell County by State
1	North Carolina	7,032
2	New York	754
3	Florida	530
4	Ohio	445
5	Washington	341
6	Maryland	334
7	Colorado	326
8	Pennsylvania	325
9	New Jersey	310
10	South Carolina	264

Rank	County	State	Annual In-Migrants to Iredell County by County
1	Mecklenburg	NC	1,554
2	Rowan	NC	313
3	Cabarrus	NC	297
4	Catawba	NC	292
5	Forsyth	NC	134
6	Alexander	NC	112
7	Gaston	NC	102
8	Lincoln	NC	99
9	Wake	NC	85
10	Guilford	NC	76

NATIONAL ECONOMY HAS STAGNATED THE LAST TWO YEARS

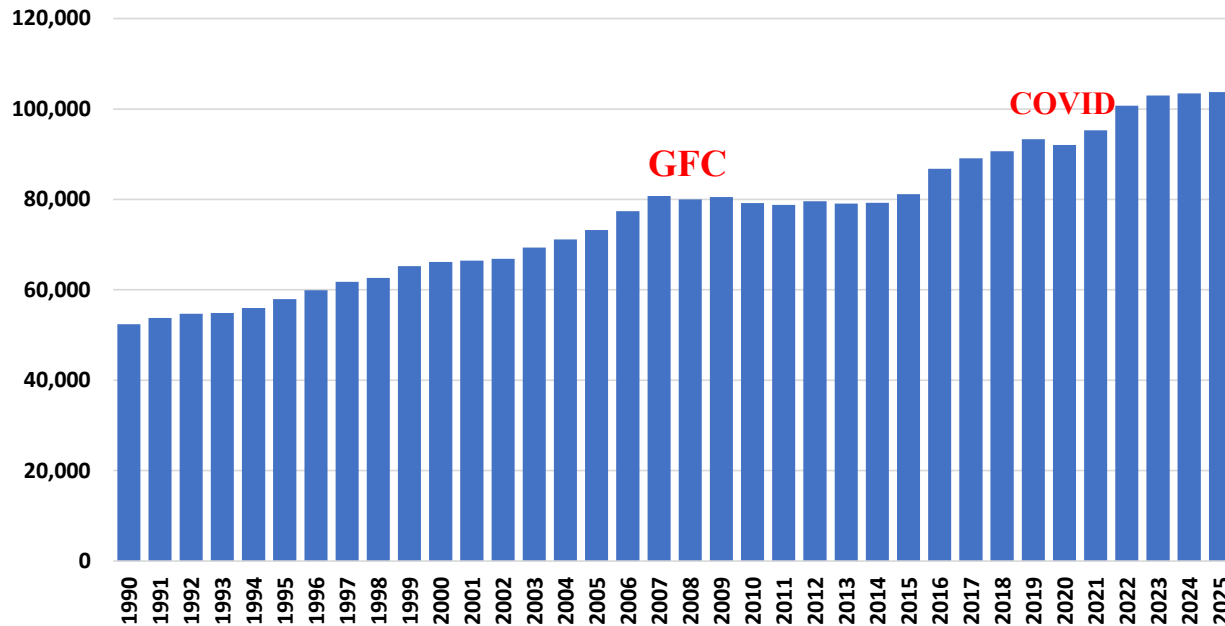
- The National Economy added over 22M net new jobs from 2010-2020.
- However, **since Jan 2024, the economy has only added just over 1M jobs.**
- Unfortunately, **periods of stagnation are frequently followed by periods of recession.**



IREDELL COUNTY, NC: EMPLOYMENT TRENDS

- There are more than 100,000 working residents living with Iredell County today.
- Most **Live AND Work** right here in Iredell County.
 - However, there's still another 22% that commute south along I-77 into Mecklenburg County.
- The Local Economy has slowed the last two years, which is consistent with the National Economy.

Iredell County, NC
Annual Employment Counts



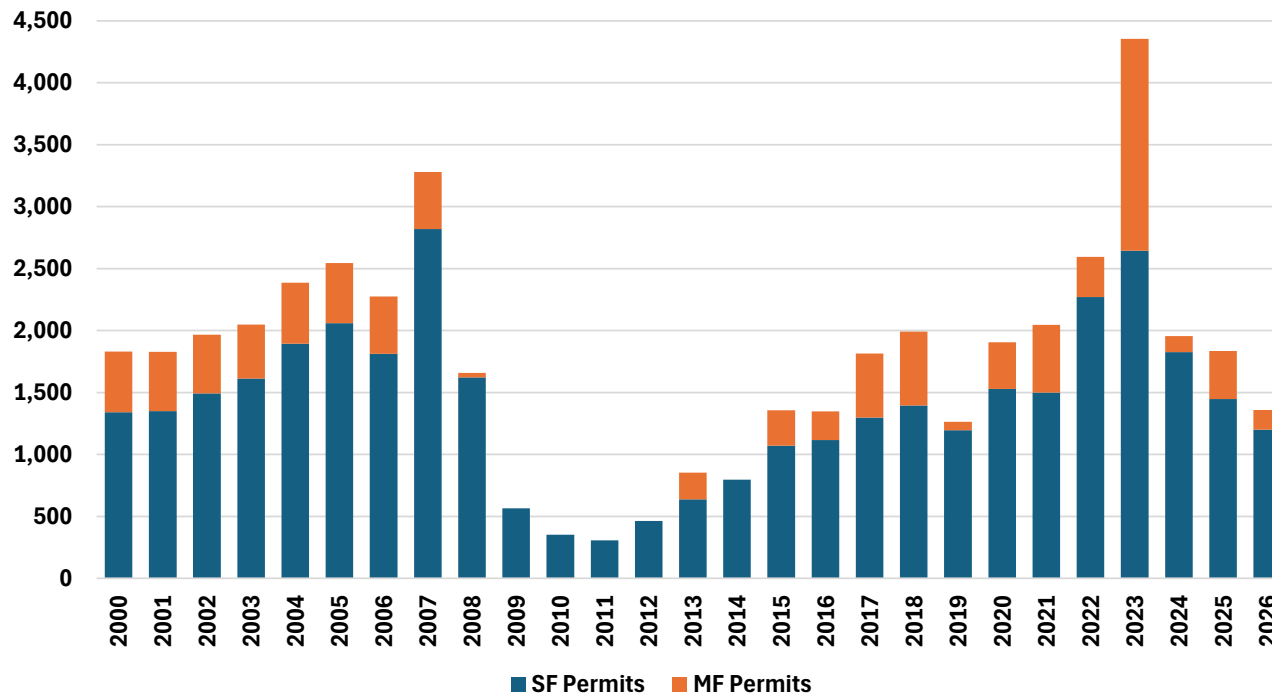
Job Counts by Counties Where Workers are Employed - All Jobs

	2023	
	Count	Share
All Counties	92,619	100.0%
Iredell County, NC	36,939	39.9%
Mecklenburg County, NC	20,730	22.4%
Catawba County, NC	4,110	4.4%
Cabarrus County, NC	3,425	3.7%
Rowan County, NC	3,210	3.5%
Wake County, NC	2,869	3.1%
Forsyth County, NC	2,451	2.6%
Guilford County, NC	2,424	2.6%
Gaston County, NC	1,273	1.4%
Lincoln County, NC	1,116	1.2%
All Other Locations	14,072	15.2%

IREDELL COUNTY, NC: SINGLE-FAMILY/MULTI-FAMILY PERMIT TRENDS

- During the Great Financial Crisis, SF Permits in Iredell County dropped by nearly -90% from 2007-2011.
 - However, new home demand within Iredell County surged on the heels of COVID, with SF Permits nearly reaching record levels, while MF Permits surged to new heights.
- Since then, an over-supplied MF bubble popped...and new home demand has returned to pre-COVID levels.

Iredell County, NC SF & MF Annual Permit Trends



	SF Permits	MF Permits	Total Permits
2000	1,342	488	1,830
2001	1,351	478	1,829
2002	1,494	474	1,968
2003	1,613	436	2,049
2004	1,895	492	2,387
2005	2,059	487	2,546
2006	1,812	464	2,276
2007	2,819	460	3,279
2008	1,622	36	1,658
2009	565	0	565
2010	353	0	353
2011	307	0	307
2012	464	0	464
2013	639	214	853
2014	798	0	798
2015	1,072	284	1,356
2016	1,117	231	1,348
2017	1,298	518	1,816
2018	1,395	596	1,991
2019	1,195	68	1,263
2020	1,529	376	1,905
2021	1,500	547	2,047
2022	2,271	324	2,595
2023	2,644	1,710	4,354
2024	1,827	128	1,955
2025	1,447	388	1,835
2026	1,200	160	1,360

IREDELL COUNTY, NC: MULTI-FAMILY MARKET OVERVIEW

THE HEADLINES

- Glut of New MF Supply has led to lower occupancy rates, lower rents, and increased incentives.

12.2%
VACANCY
RATE

-1.3%
ANNUAL RENT
GROWTH

\$1,570
ASKING RENT
PER UNIT

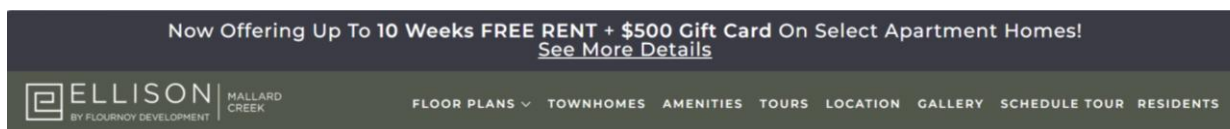
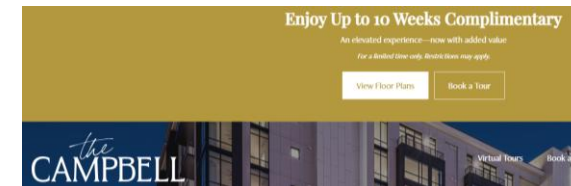
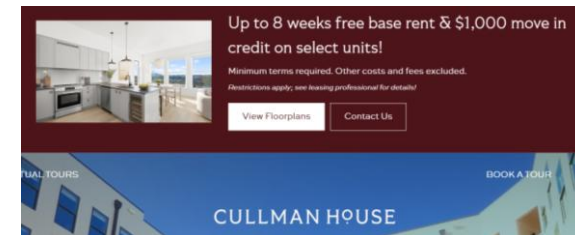
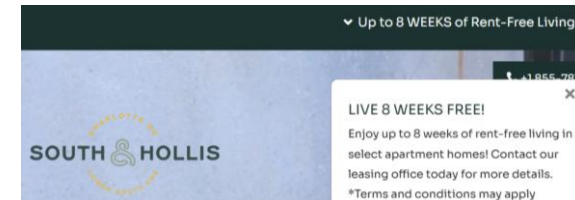
THE SILVER LINING

- The market is slowly working thru inventories with limited future MF construction.

11,593
TOTAL
UNITS

224
UNITS UNDER
CONSTRUCTION

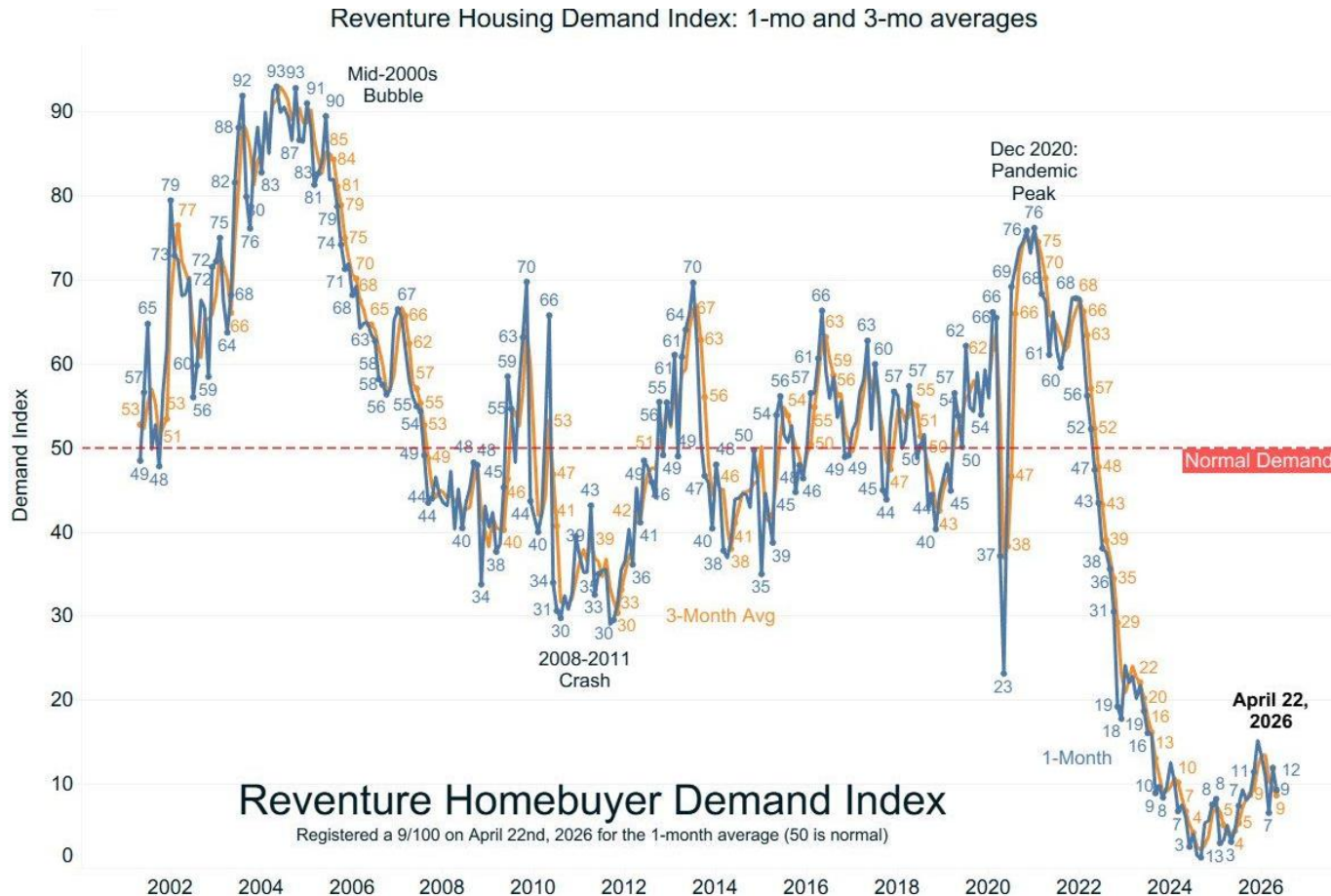
289
12 MONTHS
ABSORPTION



THE PRINT: HOUSING DEMAND NEAR RECORD LOWS

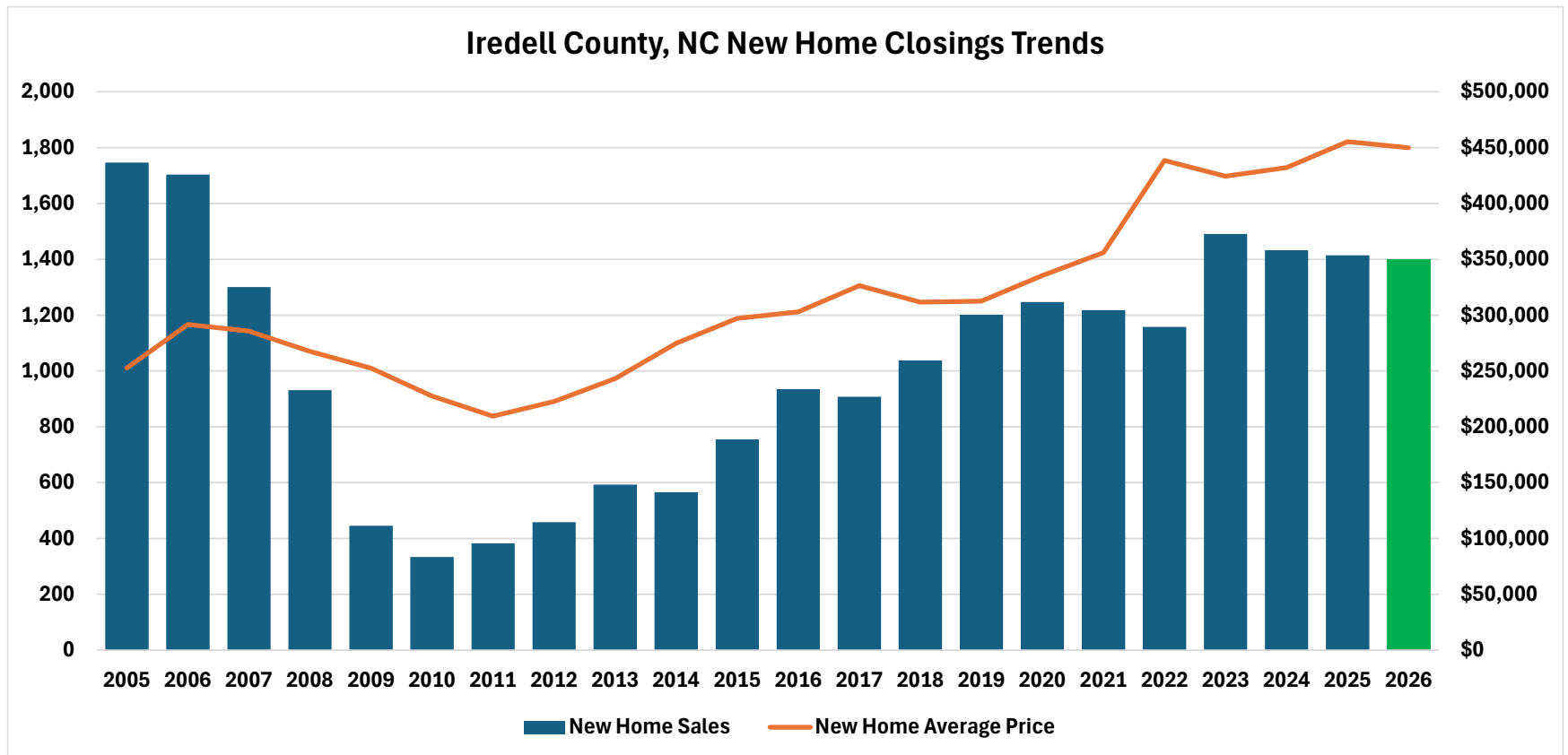
- The chart below measures key forward-looking indicators of Housing Demand as an Index of 0-100.
- Indicators include Mortgage Applications, NAR Pending Sales, Google Search trends, & UofM Buyer Sentiment.

Housing Demand Near Record Lows in April



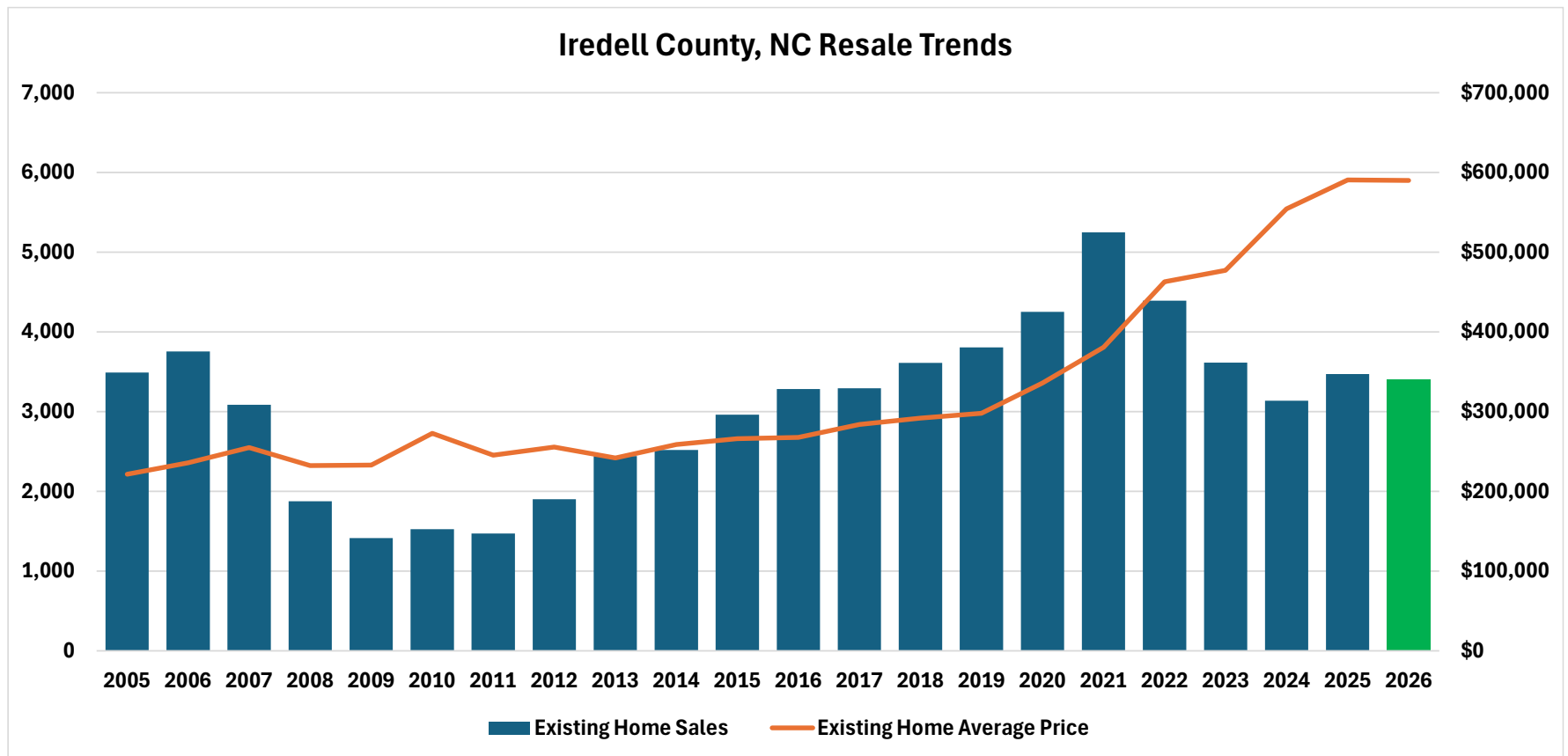
IREDELL COUNTY, NC: NEW HOME SALES TRENDS

- Iredell County's new home market has experienced a “stair step” recovery from its bottom in 2010 to its recent peak in 2023.
 - Since 2023, new home demand has held relatively flat at 1,400+ closings annually, while new home prices held at \$450K.
- By comparison, Charlotte peaked in 2021 and has since seen new home closings volume drop nearly 25%.



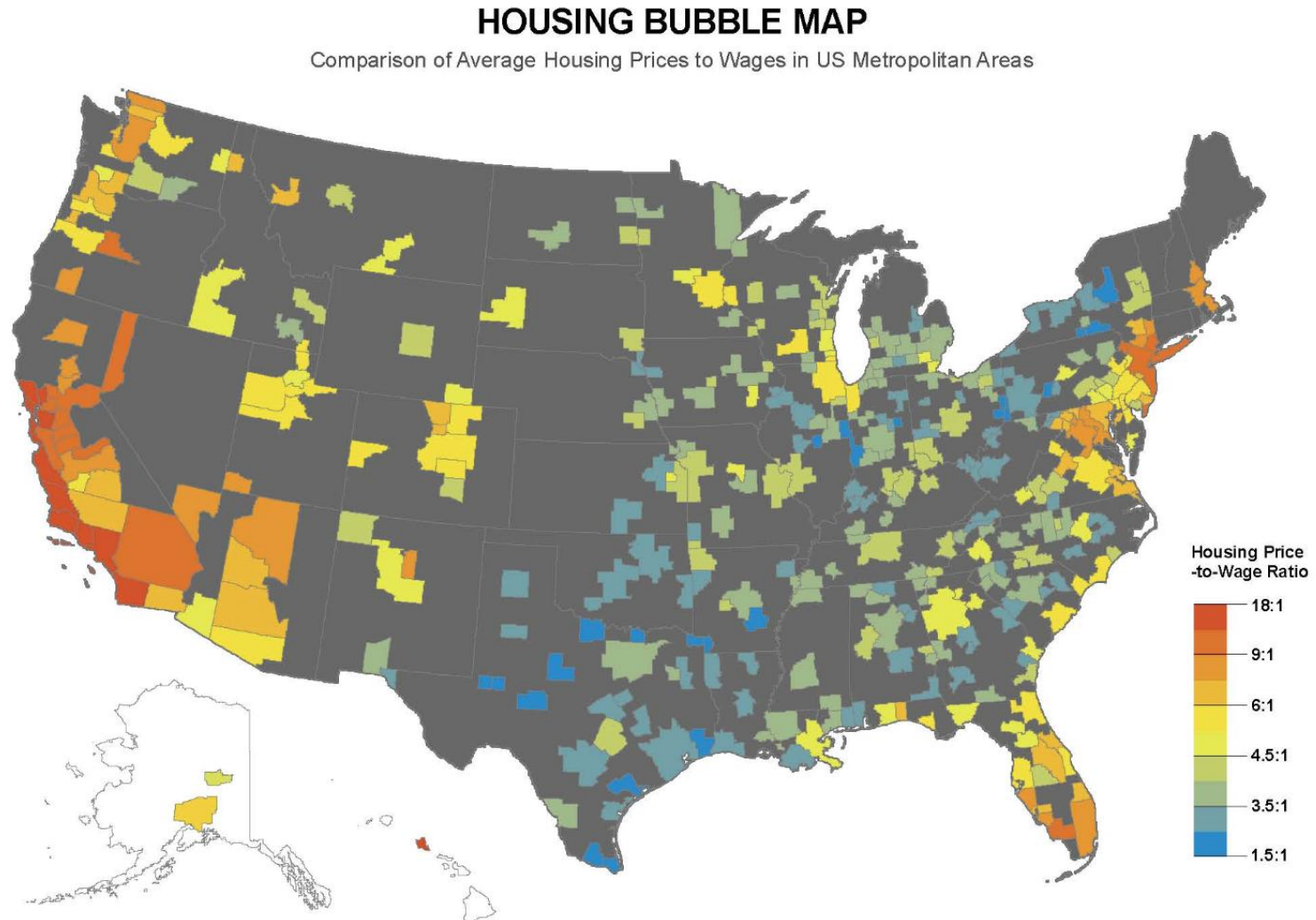
IREDELL COUNTY, NC: EXISTING HOME SALES TRENDS

- The Resale market followed the Charlotte pattern, peaking above 5,000 closings in 2021 before dropping to just above 3,000 closings by 2024 before stabilizing today.
- As demand dropped, resale prices continued to grow through 2025, approaching \$600K, where we believe they will remain flat for the near term.
 - Note that the resale market is priced about \$150K (33%) higher than the new home market.



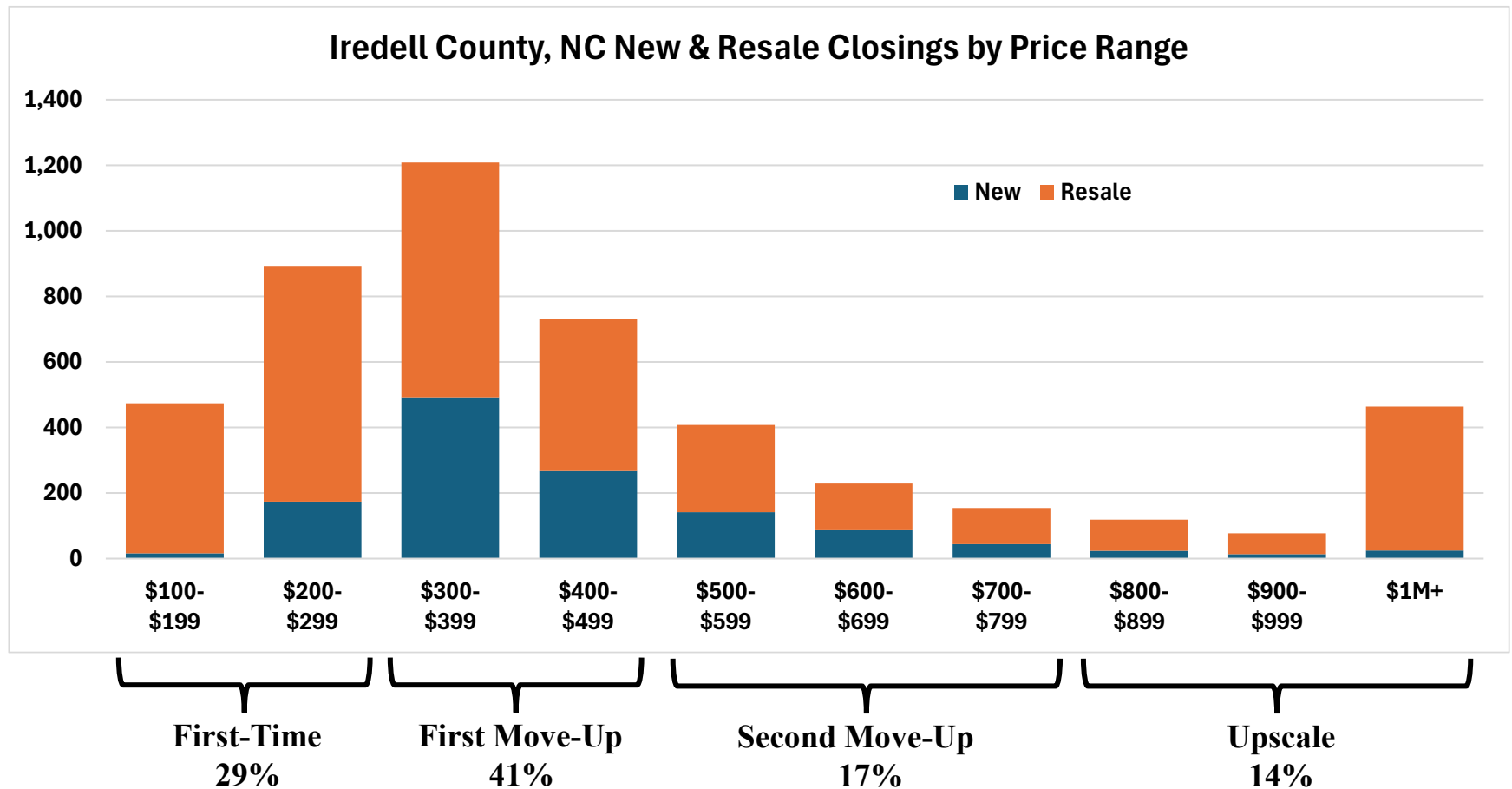
WHILE THE COASTS ARE OVERHEATING, THE MIDWEST AND SOUTHEAST REMAIN RELATIVELY AFFORDABLE

- This chart emphasizes why folks are relocating to the Carolinas from the Northeast, Florida and out West.



IREDELL COUNTY, NC: NEW & RESALE HOME SALES BY PRICE RANGE

- Home prices in Iredell County are quickly shifting as the market has become a predominantly First Move-Up market, particularly within the new home market.
- While rural areas in North Iredell still offer resales at First-Time prices, areas from Troutman to Statesville are now First Move-Up, Mooresville is comfortably Second Move-Up, and Lake Norman is Upscale.



Opportunities vs. Challenges

OPPORTUNITIES

- North Carolina & Iredell County as Top Destinations
- Population Growth & Migration
- Employment Growth
- Wage Growth
- Lack of Housing Supply
- Pent Up Demand
- Relative Affordability Compared to Other Markets and Resales

CHALLENGES

- National/International Politics (War Games)
- Slowing National Economy
- Consumer Confidence
- Municipal Challenges
- Near Record Pricing
- Stubbornly High Interest Rates
- Rental Market Pressure
- Competitive Incentives

