The Case for City Life

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EXECUTIVE DIRECTOR, LIVE BALTIMORE

OCTOBER 20, 2020
Sales Volume +59%
## Baltimore City
### 2020 Home Sales

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
<th>Price</th>
<th>Speed</th>
<th>Financed</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>v. 2019</td>
<td>+9%</td>
<td>+6%</td>
<td>+5%</td>
<td>+7%</td>
<td>+8%</td>
</tr>
<tr>
<td>v. 3-Y Avg.</td>
<td>+2%</td>
<td>+9%</td>
<td>+1%</td>
<td>+9%</td>
<td>+1%</td>
</tr>
</tbody>
</table>
Market Strength
Everywhere

- 245 neighborhoods
- 4% more than in 2010
### Baltimore City

#### 2020 Home Sales by Sub-Market

<table>
<thead>
<tr>
<th></th>
<th>Sub-1</th>
<th>Sub-2</th>
<th>Sub-3</th>
<th>Sub-4</th>
<th>Sub-5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volume</strong></td>
<td>+4%</td>
<td>+13%</td>
<td>+8%</td>
<td>+2%</td>
<td>+23%</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>+4%</td>
<td>+2%</td>
<td>+7%</td>
<td>+20%</td>
<td>+17%</td>
</tr>
<tr>
<td><strong>Speed</strong></td>
<td>+5%</td>
<td>+12%</td>
<td>+11%</td>
<td>+9%</td>
<td>-20% (13 days)</td>
</tr>
<tr>
<td><strong>Financed</strong></td>
<td>+3%</td>
<td>+8%</td>
<td>+5%</td>
<td>−%</td>
<td>+16%</td>
</tr>
<tr>
<td><strong>Standard</strong></td>
<td>+4%</td>
<td>+14%</td>
<td>+10%</td>
<td>+16%</td>
<td>+12%</td>
</tr>
</tbody>
</table>
Baltimore’s “Big 5” Benefits
How are they relevant now?

- Affordability
- Uniqueness
- Convenience
- Community
- Identity
### Median Home Value

<table>
<thead>
<tr>
<th>Location</th>
<th>Median Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore City</td>
<td>$156,400</td>
</tr>
<tr>
<td>Baltimore County</td>
<td>$255,400</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>$568,400</td>
</tr>
<tr>
<td>New York City</td>
<td>$570,500</td>
</tr>
<tr>
<td>Seattle</td>
<td>$605,200</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$1,009,500</td>
</tr>
</tbody>
</table>
Uniqueness

Parks

- 43 neighborhoods
- Gwynns Falls Park:
  - Hunting Ridge, Edmondson Village
- Druid Hill Park:
  - Woodberry, Parkview/Woodbrook
- Herring Run Park
  - Arcadia, Belair-Edison
Regional Proximity

- New York, NY: 189 MI
- Philadelphia, PA: 103 MI
- Washington, D.C: 36 MI
- Annapolis: 30 MI
- BWI Airport: 10 MI
Community Traditions

- Bolton Hill: Soup Night
- Original Northwood: Popsicle Playdates
- Dickeyville: 4th of July
- Arcadia: Ball Drop
I’m a city person.
Identity

“\textit{I see myself as...}”

- Tougher, more resilient
- More cultured, more cosmopolitan
- More open-minded, more accepting of differences
- “Part of the solution”
The Case for City Living: Stronger than Ever

How do we capitalize on this moment?

- Rethink economic priorities
  - Deprioritize commuters and tourists
- Invest in places where people live
  - Better fund "Main Streets," Arts & Entertainment Districts, parks, and other shared spaces
- Cultivate community
  - Support clean-ups, safely distanced outdoor activities, and "neighbors-helping-neighbors" initiatives
  - Continue to be welcoming to immigrants
- Celebrate shared identity
  - Champion our diversity, but act as one Baltimore