

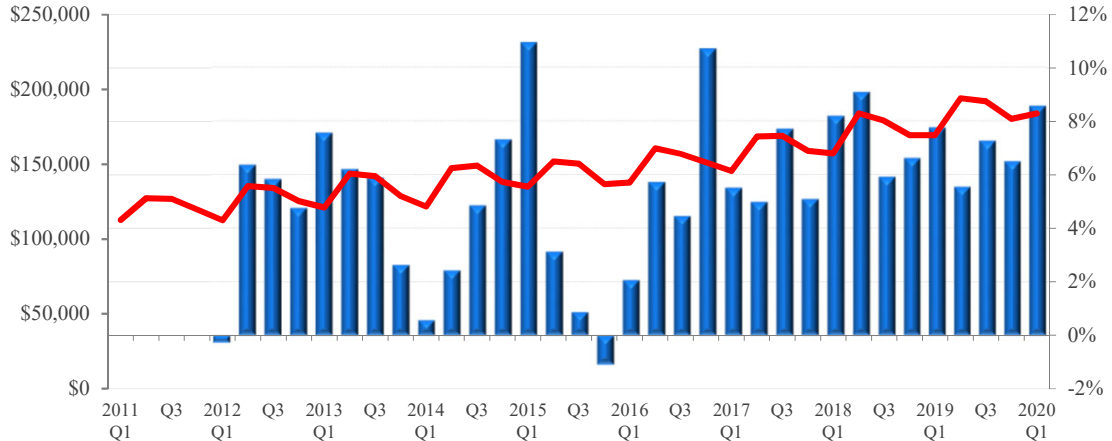
## Cincinnati Area

### Local Market Report, First Quarter 2020

including the impact of COVID-19 on the local economy

## Today's Market...

**Median Price (Red Line) and One-year Price Growth**



Local Price Trends			
Price Activity	Cincinnati	U.S.	Local Trend
Current Median Home Price (2020 Q1)	\$184,000	\$272,433	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2020 Q1)	8.6%	7.7%	
3-year (12-quarter) Appreciation (2020 Q1)	26.5%	18.1%	
3-year (12-quarter) Housing Equity Gain*	\$38,600	\$41,733	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$63,000	\$96,500	
9-year (36 quarters) Housing Equity Gain*	\$71,200	\$114,500	

\*Note: Equity gain reflects price appreciation only

	Cincinnati	U.S.	
<b>Conforming Loan Limit**</b>	\$484,350	\$726,525	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$314,827	\$726,525	
<b>Local Median to Conforming Limit Ratio</b>	38%	not comparable	

Note: limits are current and include the changes made on January 1st 2019.

#### Local NAR Leadership

The Cincinnati market is part of region 6 in the NAR governance system, which includes all of Ohio and Michigan. The 2020 NAR Regional Vice President representing region 6 is Greg Hrabcak.

# Benefits of Ownership: Total Equity Appreciation

## Total Equity Accrued to Owner by Year and Quarter of Purchase



**Total Equity Gained\*\* through 2020 Q1 from quarter in which home was of purchased**

Price Activity	Cincinnati	U.S.	Local Trend
1-year (4-quarter)	\$17,058	\$23,185	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$45,687	\$52,978	
5-year (20-quarter)*	\$61,207	\$87,425	
7-year (28 quarters)*	\$79,404	\$120,351	
9-year (36 quarters)*	\$88,381	\$138,556	

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

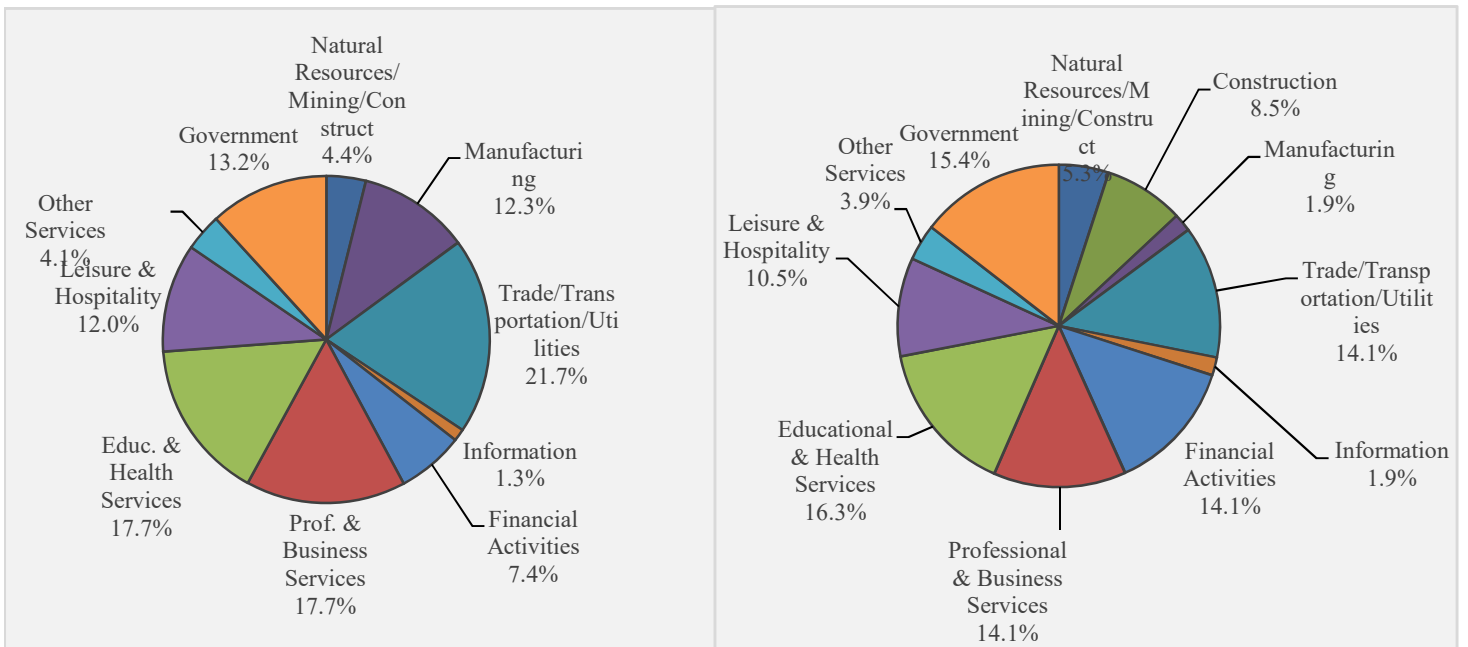
# Drivers of Local Supply and Demand...

Local Economic Outlook	Cincinnati	U.S.	
12-month Job Change (Mar)	-12,300	Not Comparable	Employment continues to decline and will weigh on demand in some areas
12-month Job Change (Feb)	3,000	Not Comparable	
36-month Job Change (Mar)	11,600	Not Comparable	Unemployment has risen since the same period last year, but Cincinnati's labor market has been more resilient than the national average
Current Unemployment Rate (Mar)	4.4%	4.4%	
Year-ago Unemployment Rate	3.7%	3.8%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	-1.1%	1.3%	

## Share of Total Employment by Industry

Cincinnati Area

U.S.



### 12-month Employment Change by Industry in the Cincinnati Area (Mar - 2020)

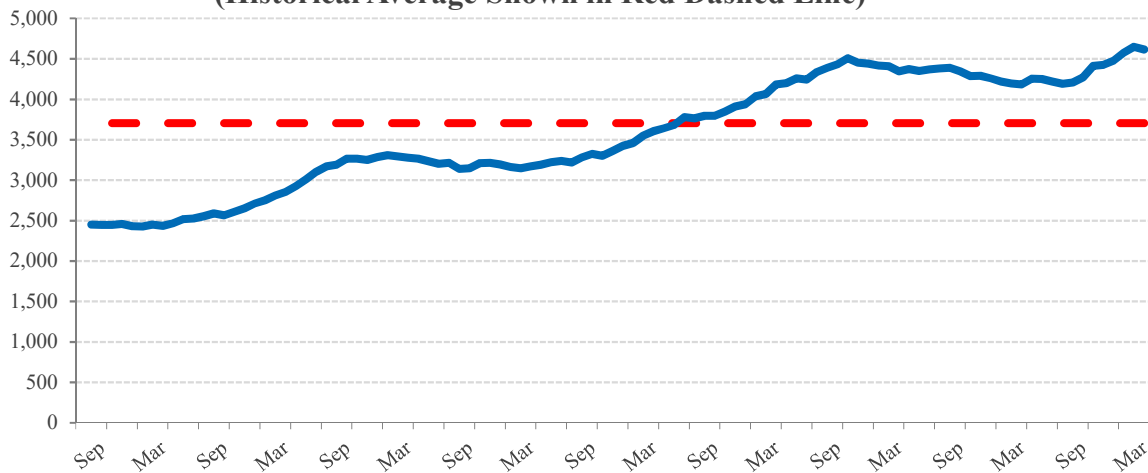
Goods Producing	NA	Information	-200
Natural Resources/Mining/Construction	-1,500	Financial Activities	-600
Natural Resources and Mining	NA	Prof. & Business Services	7,500
Construction	NA	Educ. & Health Services	5,300
Manufacturing	1,100	Leisure & Hospitality	-1,800
Service Providing Excluding Government	NA	Other Services	-200
Trade/Transportation/Utilities	-4,400	Government	-2,200

State Economic Activity Index	Ohio	U.S.	
12-month change (2020 - Mar)	-2.1%	1.2%	The economy of Ohio is still in recession, but improved modestly from last month's -22.17% change
36-month change (2020 - Mar)	NA	7.0%	

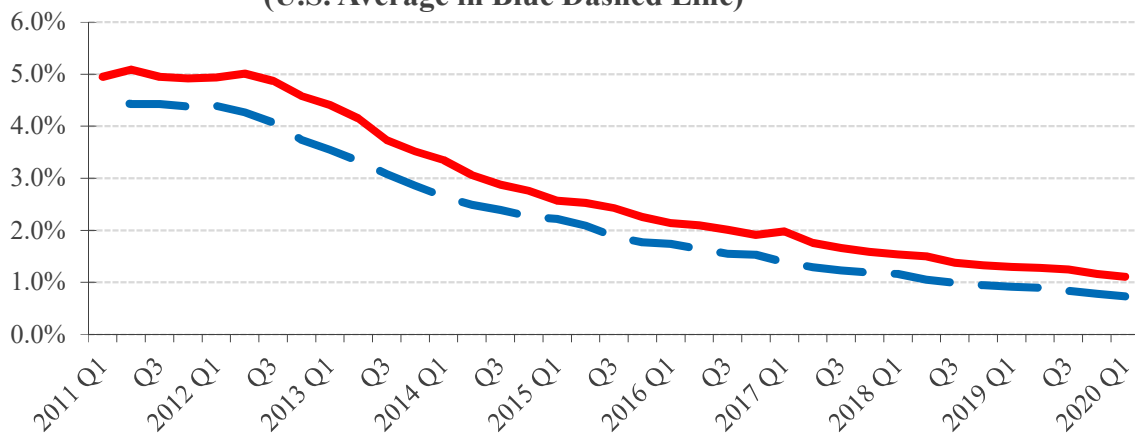
## New Housing Construction

Local Fundamentals	Cincinnati	U.S.	
12-month Sum of 1-unit Building Permits through Mar	4,616	not comparable	The current level of construction is 24.6% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	3,705	not comparable	Production above trend for an extended period of time could cause prices to moderate as inventory is built up.
Single-Family Housing Permits (Mar) 12-month sum vs. a year ago	10.3%	5.5%	Construction is on the rise relative to last year, suggesting that the local inventory has stabilized

**Construction: 12-month Sum of Local Housing Permits**  
(Historical Average Shown in Red Dashed Line)



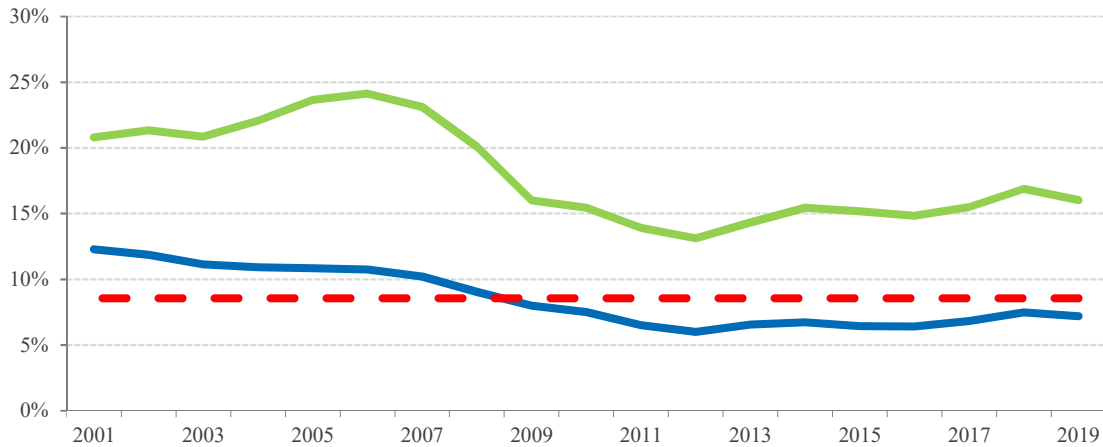
**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



# Affordability

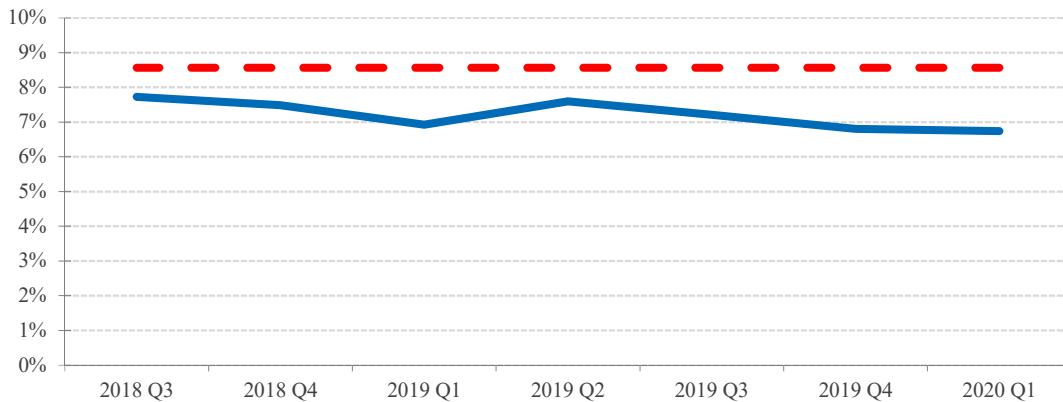


**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

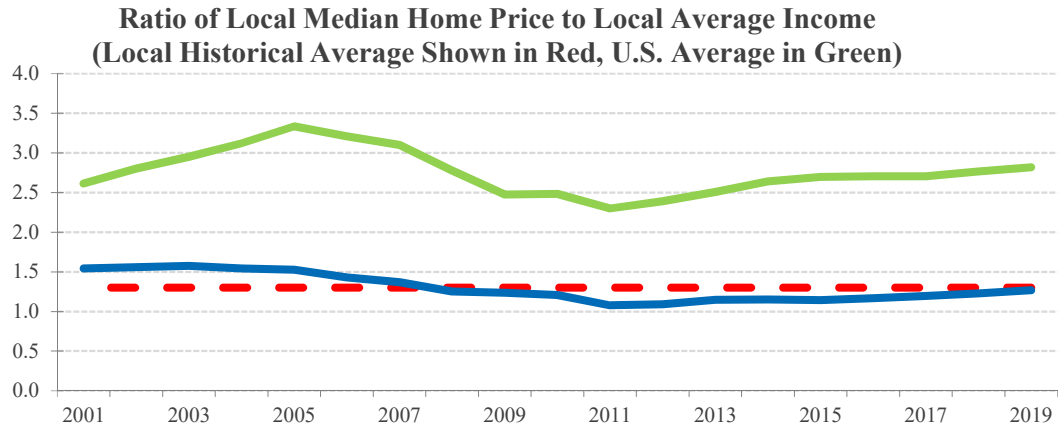


Monthly Mortgage Payment to Income	Cincinnati	U.S.	
Ratio for 2019	7.2%	16.0%	Historically strong, but weaker than the fourth quarter of 2019
Ratio for 2020 Q1	6.7%	14.6%	
Historical Average	8.6%	18.4%	More affordable than most markets

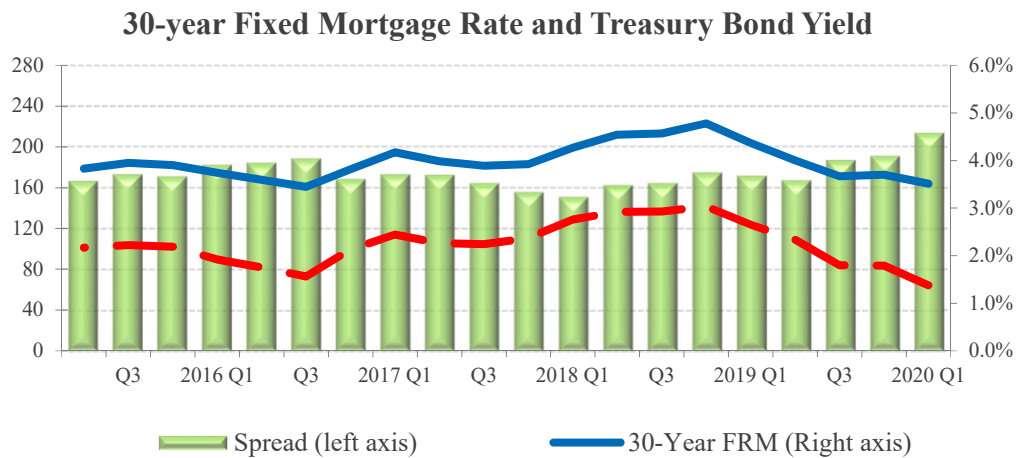
**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Cincinnati	U.S.	
Ratio for 2019	1.3	2.8	The price-to-income ratio rose, but is better than the historic average
Ratio for 2020 Q1	1.2	2.7	
Historical Average	1.3	2.7	Affordable compared to most markets



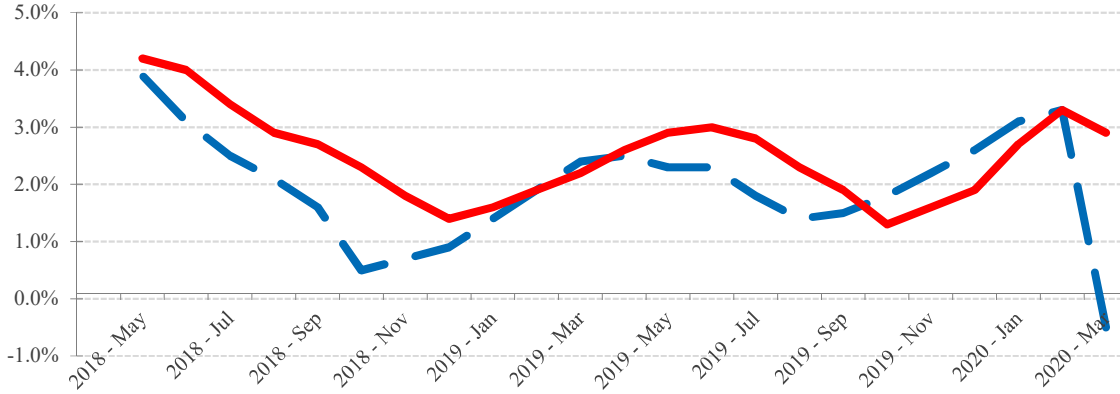
## The Mortgage Market



The first quarter of the year mostly encompassed a pre-pandemic economy that was characterized by low unemployment and a robust economy. Nevertheless, as a result of the COVID-19 outbreak, mortgage rates reached a then-historical low in March of 2020 fueling an increase in refinance activities. Specifically, at the end of the first quarter, mortgage rates declined 90 basis points compared to a year earlier. According to the mortgage finance provider Freddie Mac, the 30-year fixed rate mortgage dropped to 3.51 percent in Q1 2020 from 4.37 percent in Q1 2019. Looking ahead, NAR is forecasting the 30-year fixed rate mortgage to average 3.20 percent for 2020.

# REALTOR® Price Expectations

**REALTOR® Price Expectations for the Next 12 Months**  
(U.S. Average in Blue Dashed Line)



Source: NAR

REALTOR® Price Expectations	Ohio	U.S.	
2020 - Mar	2.9%	-0.5%	REALTORS® expect higher price growth in Ohio than in the U.S. in the next 12 months. Their price expectations are also higher than a year ago.
Prior 12 months	2.2%	2.4%	



## Geographic Coverage for this Report

The Cincinnati area referred to in this report covers the geographic area of the Cincinnati metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Dearborn County, IN; Ohio County, IN; Union County, IN; Boone County, KY; Bracken County, KY; Campbell County, KY; Gallatin County, KY; Grant County, KY; Kenton County, KY; Pendleton County, KY; Brown County, OH; Butler County, OH; Clermont County, OH; Hamilton County, OH; Warren County, OH

More information on the OMB's geographic definitions can be found at [https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)