Advantage Report tm

Houston Single Family Real Estate Market Analysis

Advantage Report is a monthly report detailing the Houston single family residential real estate market. The report is authored by House2House Appraisal LLC principal and owner Matthew Beals. Mr. Beals is a Texas licensed residential real estate appraiser and agent. He holds a BS in Science from OSU and an MBA in economics, finance, and advanced statistical methods from Willamette University. The primary source of data is HARMLS.

Advantage Report is not an appraisal of any kind, it is rather, a Houston single family housing market assessment. You can reach Mr. Beals by email: matt@house2houseappraisal.com

The Advantage Report provides House2HouseAppraisal.com clients a wide and continuous view of the Houston real estate market, allowing a perspective of market condition unmatched anywhere. Fast and fresh, Advantage Report uses a unique proprietary market directional analysis available within days of month end. House2HouseAppraisal calls this method MarketDOT ™

Each month Advantage Report ranks all 38 Sections based on the varables price (median sale price), supply (months inventory), and demand (numbers sold) as measured against the same month the previous year. Price is selected as the priority varable followed by demand and finally supply. In other words, the data is first sorted by price, then by demand, and finally by supply.

For example, the June 2024 report ranked Section 32 Pearland/Friendswood number 1 because it's price increased in 10 of the last 12 months. If more than one section had the same price score they are then separated by demand. If the damand score is the same the section is finally sorted by supply.

|			Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Score / 12
32	Pearland / Friendswood	Median Sale Price	-	+	+	+	-	+	+	+	+	+	+	+	10
		Months Inventory	+	+	u	-	+	+	+	+	+	+	+	+	10
		Number of Sales	-	-	-	+	-	-	+	+	+	+	+	-	6

Supply (MI) does affect price outlook just not as much as demand (numbers sold), this is why Pearland/Friendswood can still be ranked number 1 with a realatively high months inventory (supply).

			Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Score / 12
37	The Woodlands / North	Median Sale Price	-	-	-	-	-	-	-	-	-	-	+	-	1
		Months Inventory	u	u	+	+	-	+	-	-	+	+	+	+	7
		Number of Sales	+	+	-	-	+	-	+	+	+	+	u	-	7

Section 37 The Woodlands / North was ranked coincidentally last at 37th place due to the fact it had only one year over year increase in the past 12 months despite having a higher demand and lower supply score. If you determine demand (numbers sold) should be the priority rank then simply enter the score provided on the result page and re-sort the data to produce a new rank by demand.

Advantage Report tm Regions

Advantage Report (map below) divides greater Houston into regions 1-4 defined by I-610 (Region 1), Beltway 8 (Region 2), 99 Grand Parkway (Region 3), and a 50 mile radious line (Region 4). Regions 3 and 4 are used to describe the Houston single family market as a whole. Region 4 includes outlying marets such as The Woodlands and Galveston to provide a wide angle view of the greater Houston market.
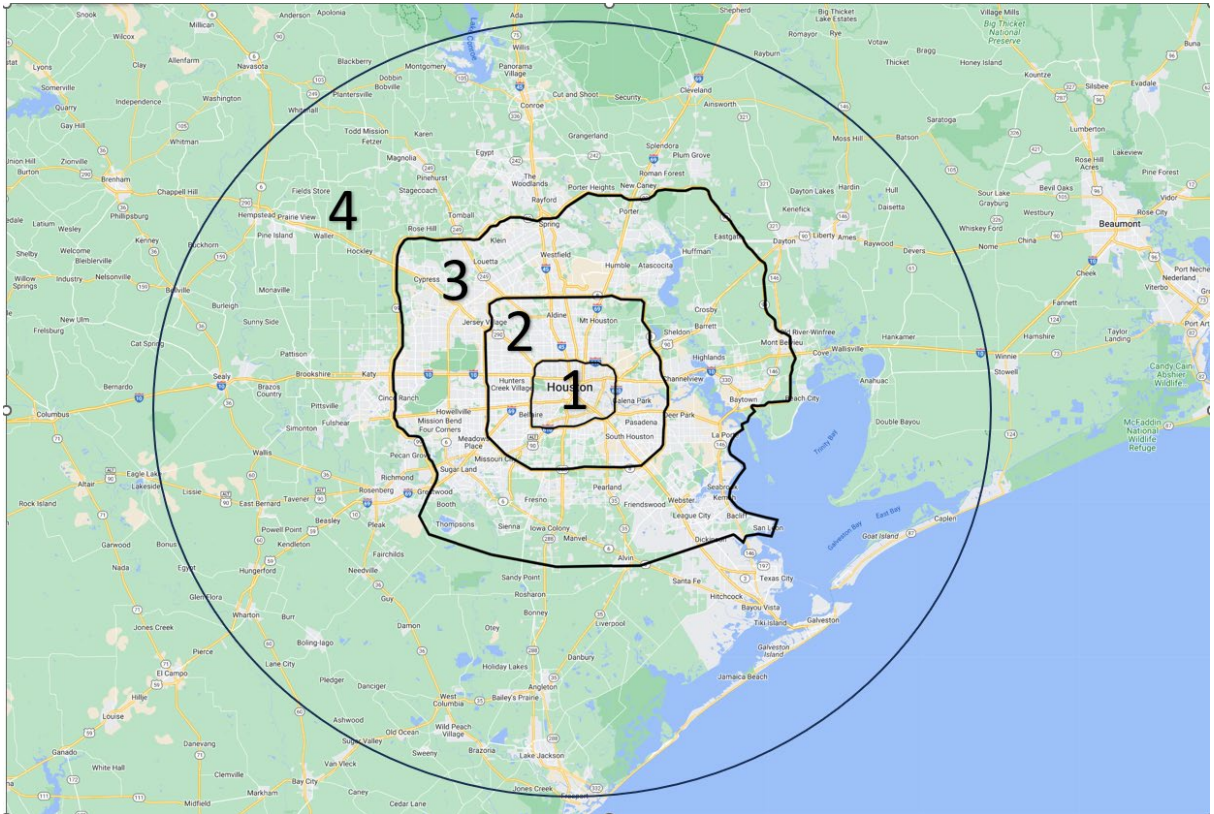
Regional reports are sold data within the last 10-30 days depending on the report size.

Region 1, Region 2, Region 3, Region 4, Regions 1-2-3-4, and Regions 1-2-3.

Regional Reports example: Regions 1-2-3-4
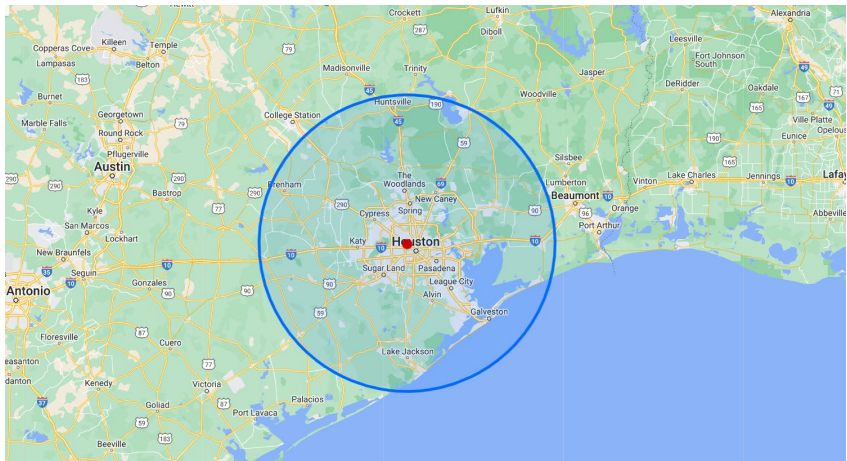

📊 **Market Analysis**

Status: Sold (4510)

Property Type: Single-Family (4510)

	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	384					0	0.02	$24,900	$21.27	$49,000.00	$10,000	$0	$9.35	$0.00	$47,916.67	9.32%	5.60%		
Max	10,704	10	8	4	2024	11.50	793,488	$15,000,000	$1,432.94	$26,381,909.55	$15,000,000	$14,800,000	$1,432.94	$1,413.83	$25,125,628.14	142.59%	974.21%	621	963
Avg	2,373	4	2		2002	0.35	13,597	$450,425	$183.75	$2,475,544.75	$439,269	$435,100	$179.07	$177.09	$2,422,475.12	97.47%	96.20%	4	63
Median	2,194	4	2		2010	0.18	7,717	$356,939	$170.33	$1,960,403.73	$350,000	$345,000	$166.40	$164.20	$1,922,385.91	98.49%	96.72%	23	31

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Criteria: Property Type is 'Single-Family'
       Status is 'Sold'
   Status Contractual Search Date is 08/13/2024 to 07/24/2024

Regions 1-2-3-4

Time frame is from Jan 2013 to Dec 2023


Time frame is from Jan 2014 to Jul 2024
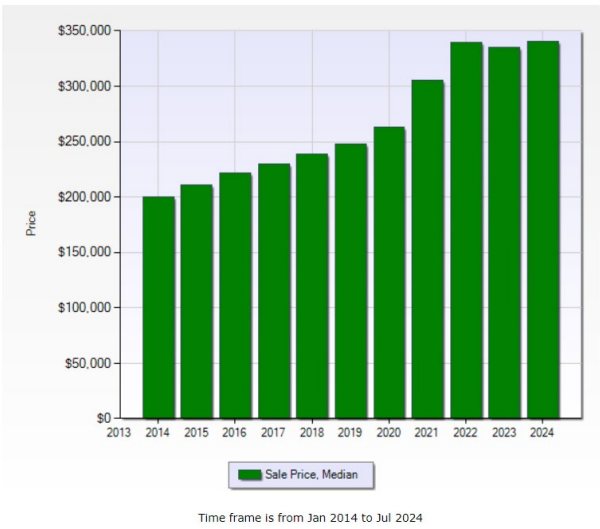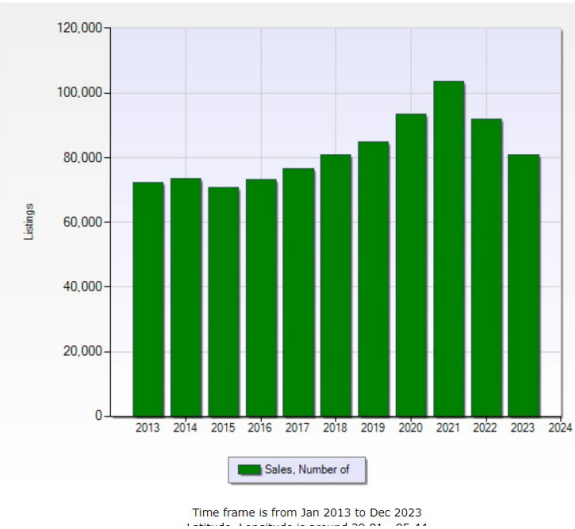
Dividing Advantage Report Regions into Sections

Advantage Report divides regions into 38 individual sections based on the regional map starting in the Houston Central Business District moving clockwise within Region 1 all the way to Galveston Island in Region 4. Advantage Report sections are made up of multiple subsections containing many economic zones which may or may not behave identically to the rest of the individual macro market section, therefore, caution must be used when making general statements about each section as a whole.

Region	Section	Name
1	1	Central Business District
1	2	East Westheimer/River Oaks
1	3	Houston Heights
1	4	Northside Village
1	5	Kashmere Gardens / NE Houston
1	6	East Downtown / Eastwood
1	7	South Central
1	8	West University / TMC
2	9	Galleria / Memorial
2	10	Spring Branch
2	11	Inwood
2	12	Central Northwest
2	13	Aldine
2	14	North Central
2	15	East Little York
2	16	Trinity Houston Gardens
2	17	Timberwood
2	18	Jacinto City / Galena Park
2	19	Pasadena
2	20	Hobby
2	21	Central Southwest /
2	22	Meyerland / Braeswood
3	23	Mission Bend / Four Corners
3	24	East Cinco Ranch / Memorial
3	25	East Katy
3	26	Cypress
3	27	Champions
3	28	Airport
3	29	Lake Houston
3	30	Baytown
3	31	NASA
3	32	Pearland / Friendswood
3	33	Missouri City / Fresno
4	34	Rosenburg / Greatwood
4	35	West Cinco Ranch
4	36	West Katy
4	37	The Woodlands
4	38	Galveston Island
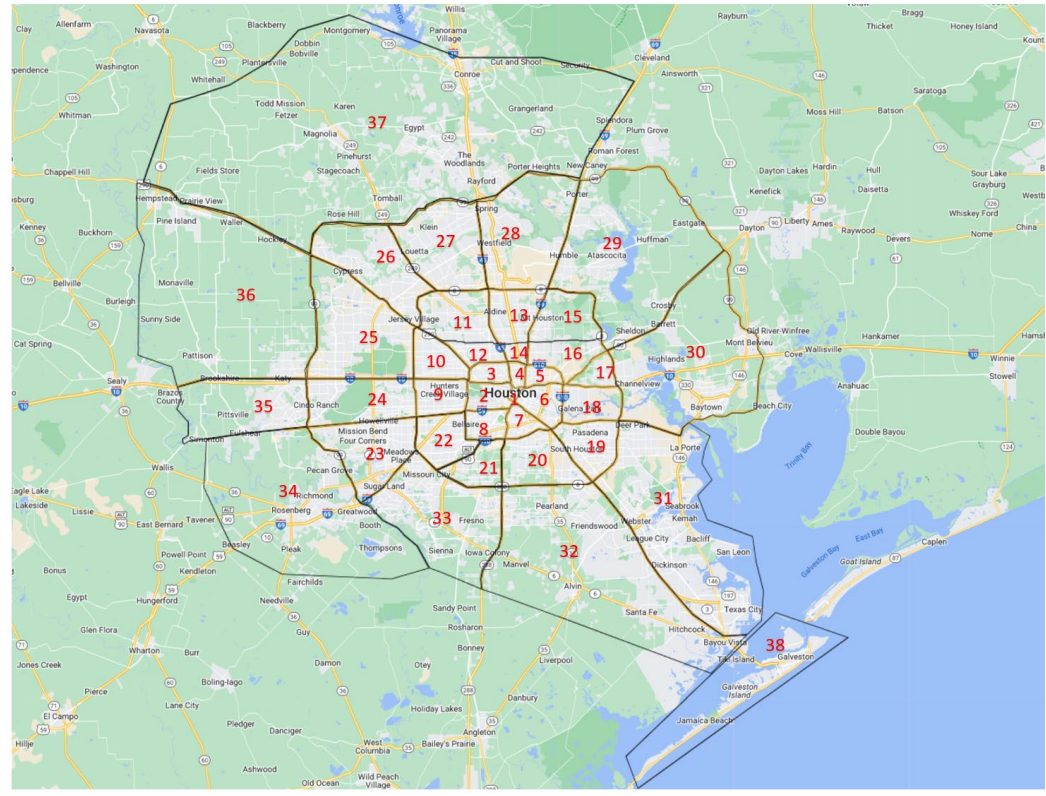
Advantage Report is not an appraisal of any kind, rather it attempts to inform investor home buyers about relative market activity within the 38 individual sections.
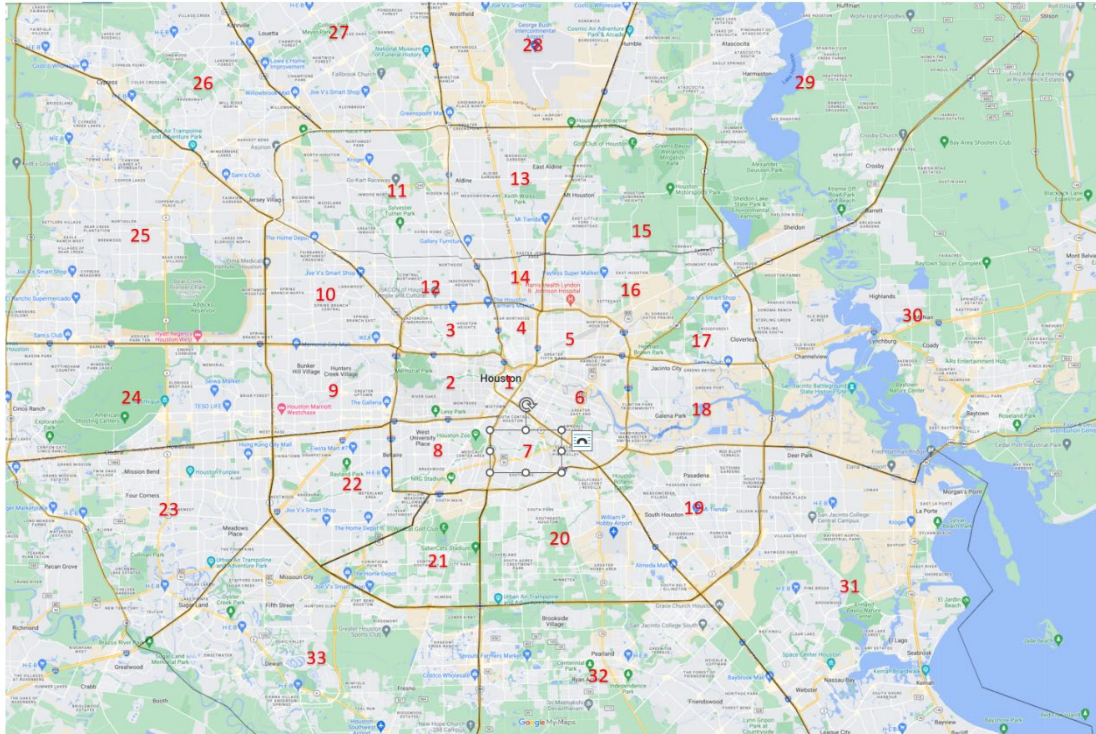
Ranking Advantage tm Report Sections

Each of the 38 individual sections are tracked month to month using the previously described varables of price (median sale price), supply (months Inventory), and demand (number sold). How many times over the last 12 months has price, supply, and demand increased? Unique to House2HouseAppraisal.com the technique produces a positive or negative direction of travel amoung each of the variables.

For example, if price has increased only 6 times over the last 12 months reader understands this as a price neutral result, but if demand has increased 10 times and supply only 2 times the reader might take a positive outlook for future price increases. On the other hand, if price has only increased 2 times over the last 12 months the reader would rightly determine the section is price negative. Additionally if the demand has increased only 3 times and supply increased 11 times the reader might expect higher than normal holding costs due to higher days on market.

The Advantage report ranking is designed with stability in mind where the leader board changes only minimally over time due to the 11 month lookback table. Every new month is 11/12ths what it was last month making the evaluation more predictable.

House2HouseAppraisal.com publishes Houston's Top Single Family Markets report within 10 days of the report months end!

Advantage Report Ranking   June 2024 and July 2024

		Advantage Report June	2024						Advantage Report July	2024		
Rank	Section	Name	Price	Supply	Demand		Rank	Section	Name	Price	Supply	Demand
1	32	Pearland / Friendswood	10	2	6		1	32	Pearland / Friendswood	11	10	7
2	11	Inwood	9	2	5		2	31	NASA	10	7	5
3	19	Pasadena	9	3	5		3	11	Inwood	10	10	5
4	31	NASA	9	5	5		4	33	Missouri City / Fresno	10	7	0
5	25	Katy East	9	5	4		5	36	Katy West	9	8	10
6	22	Braeswood / Meyerland	9	6	4		6	19	Pasadena	9	9	5
7	33	Missouri City / Fresno	9	6	1		7	22	Braeswood / Meyerland	9	7	3
8	36	Katy West	8	5	10		8	25	Katy East	9	8	3
9	30	Baytown	8	6	7		9	4	Northside Village	8	7	8
10	3	Houston Heights	8	2	3		10	30	Baytown	8	6	7
11	4	Northside Village	7	5	9		11	12	Central Northwest / Indep Hts	8	4	4
12	28	Airport	7	3	5		12	3	Houston Heights	8	10	4
13	35	Cinco Ranch West	7	5	5		13	26	Cypress	8	10	2
14	12	Central Northwest / Indep Hts	7	7	4		14	27	Champions	8	11	2
15	2	East Westheimer / River Oaks	7	2	3		15	24	Cinco Ranch East / Memorial	7	9	12
16	27	Champions	7	1	2		16	28	Airport	7	9	6
17	26	Cypress	7	2	2		17	35	Cinco Ranch West	7	8	5
18	24	Cinco Ranch East / Memorial	6	4	11		18	16	Trinity Houston Gardens	7	10	5
19	20	Hobby	6	0	8		19	2	East Westheimer / River Oaks	7	9	4
20	16	Trinity Houston Gardens	6	2	5		20	8	West University / TMC	7	8	2
21	15	East Little York	6	4	5		21	21	Central Southwest	6	5	7
22	21	Central Southwest	6	6	5		22	9	Galleria / Memorial	6	2	6
23	17	Timberwood	6	1	4		23	13	Aldine	6	5	6
24	10	Spring Branch	6	4	3		24	20	Hobby	6	12	6
25	23	Four Corners / North Sugar Land	6	4	3		25	10	Spring Branch	6	7	4
26	8	West University / TMC	6	5	3		26	15	East Little York	6	8	4
27	5	Kashmere Gardens / NE Houston	5	6	6		27	17	Timberwood	6	11	4
28	6	East Downtown / Eastwood	5	0	5		28	23	Four Corners / North Sugar Land	6	9	3
29	34	Rosenberg / Richmond / Fulshear	5	2	5		29	5	Kashmere Gardens / NE Houston	5	7	6
30	13	Aldine	5	6	5		30	29	Kingwood / Lake Houston	5	8	4
31	9	Galleria / Memorial	5	11	5		31	18	San Jacinto / Galena Park	4	6	6
32	18	San Jacinto / Galena Park	4	6	6		32	7	South Central / Macgregor	4	10	5
33	7	South Central / Macgregor	4	1	4		33	34	Rosenberg / Richmond / Fulshear	4	11	5
34	29	Kingwood / Lake Houston	4	4	4		34	6	East Downtown / Eastwood	4	12	5
35	38	Galveston	4	0	2		35	38	Galveston	4	12	2
36	14	North Central	2	3	2		36	14	North Central	3	10	3
37	37	The Woodlands / North	1	5	7		37	37	The Woodlands / North	1	8	7

## Advantage Report Region 4 Sections – The Woodlands Coming in Last?

Section 37 The Woodlands / North as defined by Advantage Report at House2HouseAppraisal.com has taken up last place in my monthly Advantage Report, there are several reasons for this. First, the section includes several submarkets outside of the The Woodlands development which have a negative affect on it's overall ranking. If you look carefully at the section boundaries you will find Magnolia, Egypt, Prairie View, Conroe, and Grangerland.
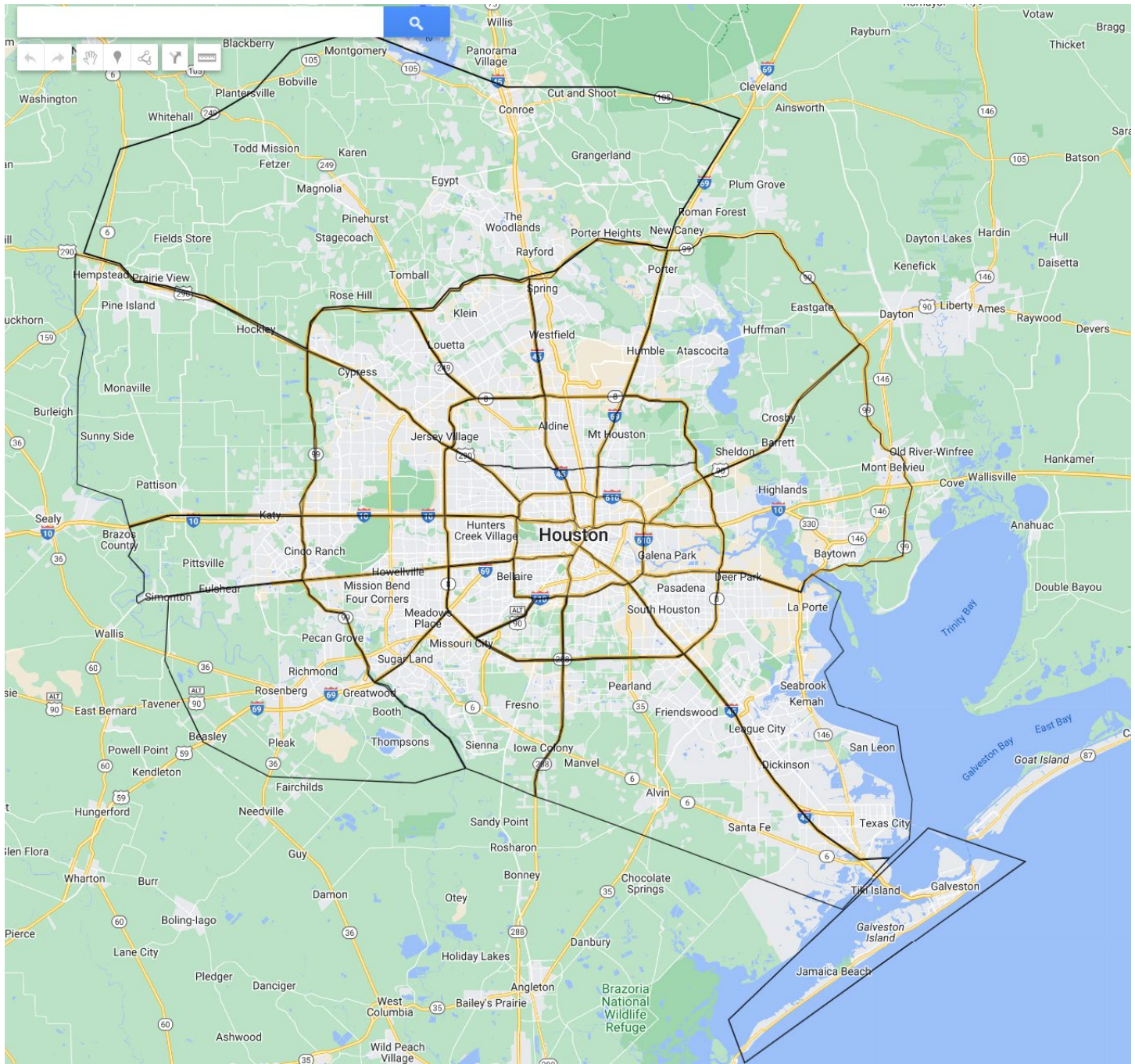
The second reason is the relative age of homes, most being built prior to 2000 driving the overall home value lower due to depreciation of the improvements.

The Advantage Report MarketDOT (Market Direction of Travel) is a RELATIVE comparison to the rest of the sections which simply reports how many times over the last 12 months has the median sale price increased given the defined area? Similarly, how many times over the last 12 months has supply (MI) and demand (NS) increased as expressed in HARMLS over the defined period.

If The Woodlands were isolated away from the rest of Section 37 it would have placed 9th overall, much better than 37th overall. However, Advantage Report seeks to isolate regional markets rather than cherry picking top developments like The Woodlands, Sienna, Bridgeland, Cinco Ranch, etc.
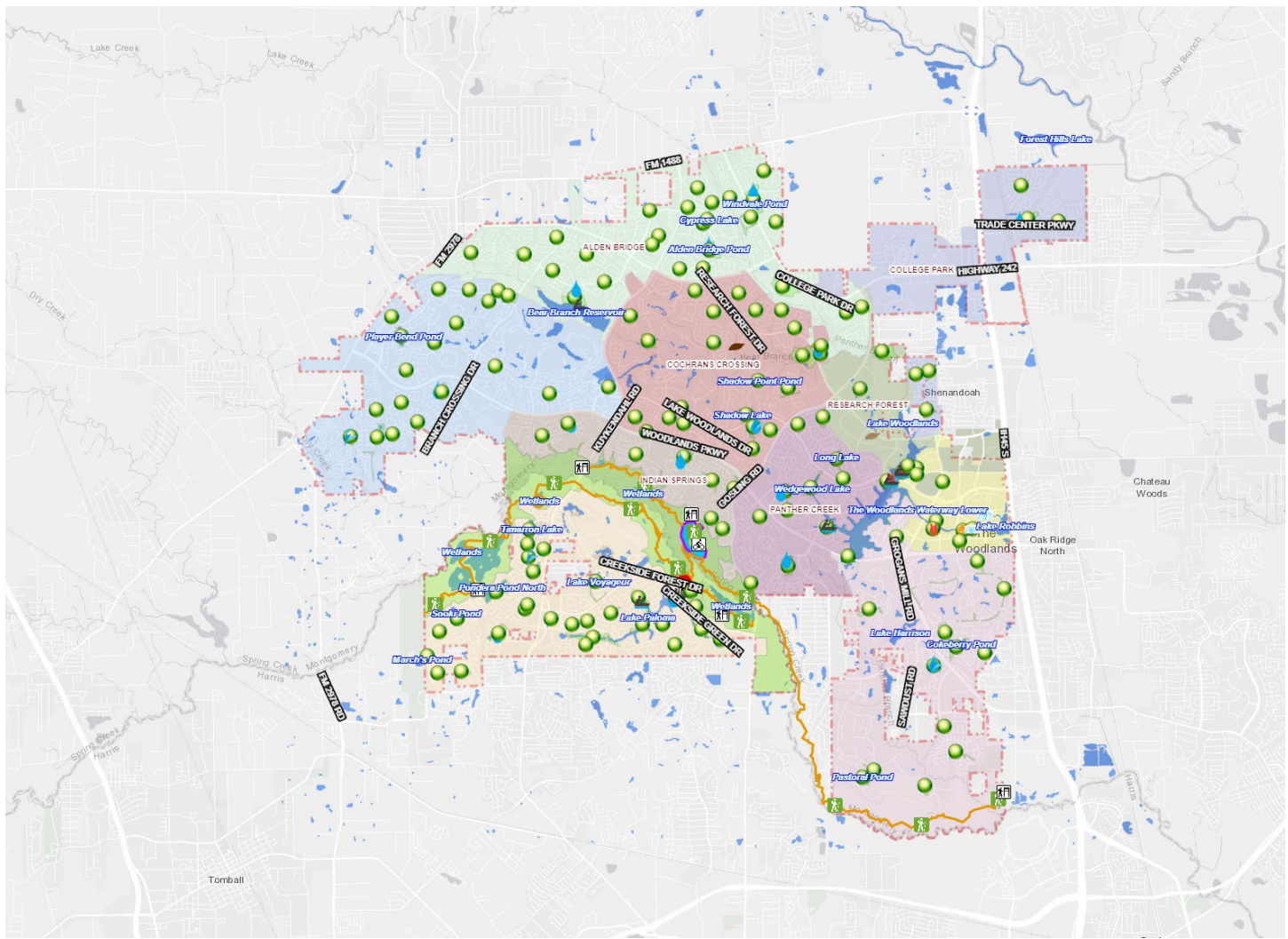
Advantage Report will, in the future, rank Houston's top master planned communities in the same way. Until then if you are interested in isolating any particular market like The Woodlands simply email me at matt@house2houseappraisal.com