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Midwest Executive Realty *Special Edition* 2013 Outlook

Winter Issue

February 1, 2013

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Featured Listings



Dear Sonya,

2013 should be an exciting and excellent year!

Below are highlights from several predictions, projections and forecasts as revealed by industry leaders, analysts and experts. Also included is an overview of historical lending data in Milwaukee, WI.

Enjoy the information and please do not hesitate to contact me if there's anything I can assist with.

Let's make this an awesome year!

All the best,

Sonya Mays

Economic outlook for 2013

Highlights from WaterStone Bank Business Outlook session

Bruce Bittles
 Chief Investment Strategist
 Robert W. Baird & Co.
 1/30/13



- Investors can outperform the market if willing to take risks
- Quantitative easing will increase
- Savings rate at 3%, normally it is around 8%
- To promote a stronger economy will require increased savings rate

900 S. 21st Street
Milwaukee, WI
Multi-Unit/6-Unit
2 Properties 1 Lot
\$179,900



- Student loan bubble continues to expand
- \$1 Trillion in student loan debt
- National energy policy should be point of focus for strengthening the markets
- Savings encourage investments which promote production and will lead to stronger economy

Real estate trends for 2013

Top real estate trends to look for in 2013

Allison Simson
Summit Daily
1/12/13



3574 S. 61st Street
Multi-Unit
3-Unit
\$167,500



- Demand for housing will continue to surge
- Generation X and Generation Y will continue to enter and re-enter homeownership
- 72% of Gen X/Gen Y see homeownership as part of their dream
- 93% of current renters plan to buy a home
- Prices will appreciate due to inventory supply levels shrinking
- Move-up sellers will return in great numbers
- More stringent mortgage qualifications
- Positive equity trends will begin for many sellers

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2301 S. 28th
Milwaukee, WI
2/2 Duplex
\$69,900



2013 real estate outlook for apartments and multi-units

Highlights from WaterStone Bank Business Outlook session

Todd Lindblom
Assistant Vice President of Investments
Marcus & Millichap Real Estate Investment Services
1/30/13



417 N. 41st
Milwaukee, WI
Multi-Unit/4-Unit
\$72,000

- Lenders return to more traditional (pre-2006) underwriting standards
- Average price per unit should return to 2007 levels
- Quality properties will have 70%-75% equity to qualify for liquidity or pulling cash for funding
- Increased capital liquidity will result in more transactions and sales
- Cash is still king in property acquisition and refinance markets
- More investors competing for smaller deal structures
- Well-managed properties should have 98% occupancy rate
- Rent concessions are no longer needed



- Apartment vacancy rates are expected to be at 3%-4%
- Lack of new apartment construction in past 8-9 years has constricted supply
- Tenant pool will increase due to re-entry from former tenants and home ownership limitations
- Professional investors will be key players

Lending statistics for Milwaukee, WI

National Community Reinvestment Coalition (NCRC) market share lending analysis (2011-2012)

Milwaukee Metropolitan Statistical Area (MSA) 2011



- Total Loans Initiated 13,716
- Refinance Loans 9,721 (71%)
- Home Purchase Loans 3,351 (24%)
- High-Cost Loans 63 (0.5%)

Top 5 Home Purchase Lenders

1. US Bank
2. Wells Fargo
3. WI Mortgage Corp
4. BMO Harris/M&I Bank
5. Associated Bank

Top 5 Refinance Lenders

1. Wells Fargo
2. JPMorgan Chase Bank
3. Landmark Credit
4. PyraMax Bank
5. US Bank

Loan Statistics Data 2011 (Milwaukee, WI)

- Total Number of Applicants 4,451
- Successful Applications 52%
- Total Loan Amount \$29,674,500
- Average Loan Amount \$128,239
- Median Loan Amount \$101,000
- Median Income \$49,000

Top lender denial reasons

- Debt-to-Income
- Employment History
- Credit History
- Collateral

- Insufficient Cash

Source: Take Root Milwaukee Quarterly Session 1/31/13

Housing market report for January 2013

December showed positive signs

Real Trends
1/10/13



Housing unit sales for December 2012 were up 12.6 percent in the Midwest, the strongest showing in the country. The next highest region was the Northeast where unit sales were up 10.7 percent, the South increased by 9.2 percent, and the West saw a decrease of -2.1 percent for the same period.

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Foreclosure Inventory Down Nearly 20% From Year Ago

DSNews
2/1/13

In December, the number of homes in some stage of the foreclosure process continued to shrink, and fewer homes were lost to foreclosure, according to the National Foreclosure Report from Corelogic.



Foreclosure inventory saw a 19.5 percent decrease from a year ago as foreclosure inventory was reduced to 1.2 million homes, down from 1.5 million in December 2011.

[Read more >>>](#)

Sincerely,



Sonya Mays, MBA
Broker/Owner
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