



THE NATIONAL ASSOCIATION OF REALTORS® RELOCATION REPORT

Item #187-13123

Gilmer County , GA

2008



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NATIONAL ASSOCIATION OF REALTORS®

The Voice For Real Estate®



Win More Clients and Gain More Referrals with NAR *RELOCATION* REPORT!

What is the NAR *RELOCATION* REPORT?

The **NAR *RELOCATION* REPORT** series pinpoints where relocation clients are coming from and where they're going, on a county-to-county basis. In addition, it highlights the median incomes of households arriving and leaving each county. For example, the Palm Beach County, Florida report shows how many households moved in from New York County (NY), Bucks County (PA) and Bergen County (NJ), along with the median income of those relocating households.

Who is using the NAR *RELOCATION* REPORT?

Real Estate Professionals, Relocation Companies, Market Trend Analysts, City and Community Planners

How do real estate professionals use the NAR *RELOCATION* REPORT?

There are two primary ways that real estate practitioners are using the **NAR *RELOCATION* REPORT** to expand their business opportunities.

1) Advertise and Win Clients in those counties that are likely to relocate to the markets you serve. For example, suppose that you practice real estate in Phoenix (AZ) and the top three counties relocating to Phoenix are Essex County (NJ), Hampden County (MA), and Kings County (NY), and the median income of those relocating to Phoenix is significantly above the national average. Then selective advertising aimed at the affluent target audience should yield significant leads.

2) Referrals, Referrals, Referrals! Create and/or utilize your firm's referral network by advertising real estate services for those counties in which there is strong relocation demand. For example, each year more than 4,000 households relocate from Los Angeles County (CA) to Clark County (NV). If you practice real estate in Clark County (NV), it would be beneficial to advertise your partnered services in Los Angeles County (CA), in order to acquire referrals.

Methodology for NAR *RELOCATION* REPORT

Data for this report was obtained from the Internal Revenue Service (IRS) and is based on individual income tax returns filed by citizens and resident aliens. Only the tax returns for which the social security number of the primary taxpayer reported on the return in one year matched the social security number reported on the return filed in the previous year are included in the statistics. County-to-county migration is measured by the year-to-year changes of the county address codes in filed tax returns. If the county address was the same, then the taxpayer was counted as a "non-mover."

Note> Since the IRS data only tracks tax filers, it does not capture the whole population changes in a county. However, it may be of even more value to real estate professionals. Because tax deduction on the mortgage interest provides an incentive for homeowners to file tax returns to reap the benefits and the movements of those are included in the IRS data. On the other hand, the non-taxpayers, mostly newly arriving immigrants and low-income households, are the least likely groups to purchase a home.

Key Real Estate Statistics in 2007

MIGRATION STATISTICS	# of Households	Average Income
Total Non-Migrants	8,578	\$44,500
Non-Movers	7,657	
Movers w/in County	921	
Total In-Migrants	722	\$42,400
From the Same State	446	\$36,700
From Other State	276	\$51,700
Total Out-Migrants	604	\$34,600
To the Same State	410	\$34,100
To Other State	194	\$35,600

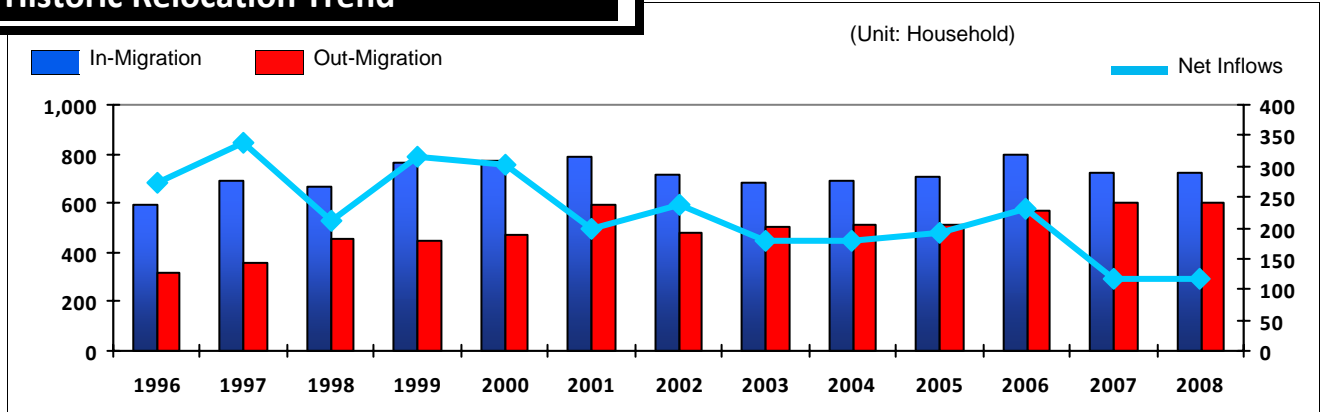
HOMEOWNERSHIP RATE		65%	
Hispanic	16%	Black*	52%
AIAN*	65%	NHPI*	81%
Asian	69%	White	69%

HOME SALES W/ MORTGAGES	449
Conventional Loans	406
FHA Guaranteed Loans	34
VA Guaranteed Loans	3
FHS/RHS Loans Loans	6
2nd Home Share	60 %
FHS/RHS Loans Loans	1 %

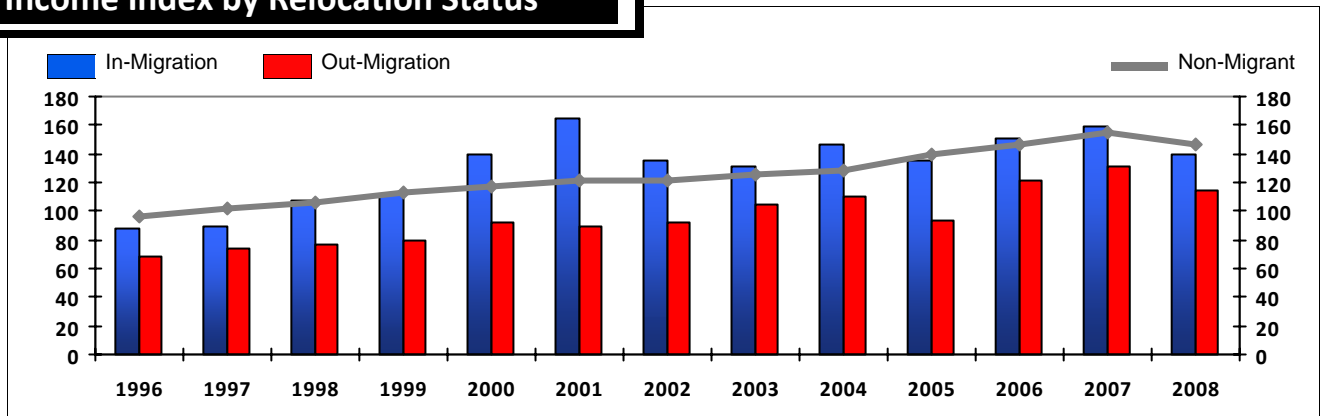
Source: Census Bureau 2009, IRS 2009, HMDA 2008, NAR 2009

* Black - Black or African American AIAN - American Indian and Alaska Native NHPI - Native Hawaiian and Other Pacific Islander

Historic Relocation Trend



Income Index by Relocation Status



** **Income Index** is measured by the relative level of median household income of a certain resident group compared to the national median income of non-movers in 2000. The income statistics used are those reported on annual tax filing to IRS.

Migration Counties In/Out of Gilmer County, GA in 2008

	Coming from			Going to						
	State	County	# of Households	Income Index **	Distance ***	State	County	# of Households	Income Index	Distance
1	GA	Pickens County	66	88	16	GA	Pickens County	65	137	16
2	GA	Cherokee County	61	106	31	GA	Cherokee County	51	96	31
3	GA	Fannin County	39	107	14	GA	Fannin County	50	81	14
4	GA	Cobb County	32	177	52	GA	Cobb County	30	138	52
5	GA	Fulton County	28	214	63	GA	Murray County	26	71	18
6	GA	Murray County	27	65	18	GA	Dawson County	17	229	24
7	GA	Gwinnett County	19	169	56	GA	Whitfield County	15	57	30
8	FL	Palm Beach County	17	373	607	GA	Bartow County	13	84	38
9	FL	Lee County	14	144	574	GA	Union County	12	197	28
10	GA	Bartow County	14	81	38					
11	GA	Dawson County	13	76	24					
12	FL	Broward County	12	431	638					
13	FL	Pinellas County	10	158	476					
14	GA	DeKalb County	10	270	65					
15	GA	Forsyth County	10	119	37					

** **Income Index** is measured by the relative level of median household income of a certain resident group compared to the national median income of non-movers in 2000. The income statistics used are those reported on annual tax filing to IRS.

*** **Distance** is calculated any two zip codes within the two counties and therefore may not necessarily match with the actual driving distance.

As part of its mission, NAR Research is working to bring Realtor® members more local information. Members may access additional state and local reports by logging in to <http://www.realtor.org/research>



- Local Market Reports
- State Fiscal Conditions and Taxes
- State Subprime ARM Performance
- State Economic Impact of Housing
- Metro Area Wealth Gain
- State/Metropolitan Existing-home Sales/Prices

The NATIONAL ASSOCIATION OF REALTORS® has carefully considered how we can best support you, our members, in these uncertain times. NAR is here to assist you and your business with the **RIGHT TOOLS, RIGHT NOW.**

