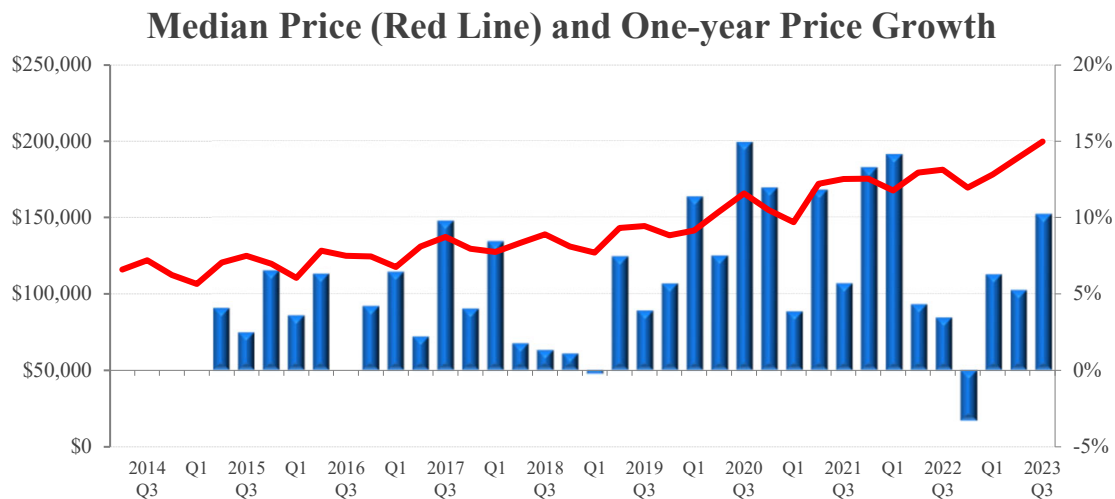


## Canton-Massillon Area

### Local Market Report, Third Quarter 2023

## Today's Market...



Local Price Trends			
Price Activity	Canton	U.S.	Local Trend
Current Median Home Price (2023 Q3)	\$181,300	\$400,867	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2023 Q3)	10.2%	2.4%	
3-year (12-quarter) Appreciation (2023 Q3)	20.4%	29.7%	
3-year (12-quarter) Housing Equity Gain*	\$33,900	\$91,700	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$74,800	\$161,400	
9-year (36 quarters) Housing Equity Gain*	\$66,800	\$184,500	
*Note: Equity gain reflects price appreciation only			

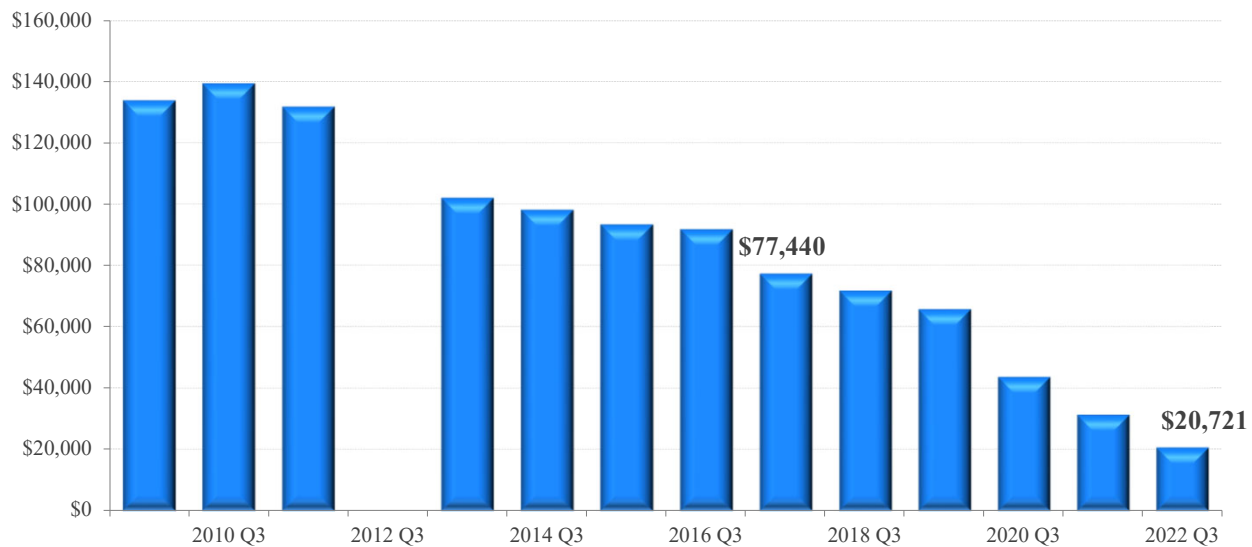
	Canton	U.S.	Most buyers in this market have access to government-backed financing
Conforming Loan Limit**	\$726,200	\$1,089,300	
FHA Loan Limit	\$472,030	\$1,089,300	
Local Median to Conforming Limit Ratio	25%	not comparable	
Note: limits are current and include the changes made on January 1st 2023.			

#### Local NAR Leadership

The Canton-Massillon market is part of region 6 in the NAR governance system, which includes all of Ohio and Michigan. The 2023 NAR Regional Vice President representing region 6 is Sara Calo.

# Benefits of Ownership: Total Equity Appreciation

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



**Total Equity Gained\*\* through 2023 Q3 from quarter in which home was of purchased**

Price Activity	Canton	U.S.	Local Trend
1-year (4-quarter)	\$20,721	\$14,262	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$43,674	\$109,915	
5-year (20-quarter)*	\$71,901	\$158,012	
7-year (28 quarters)*	\$91,875	\$194,111	
9-year (36 quarters)*	\$98,164	\$220,615	

\*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...

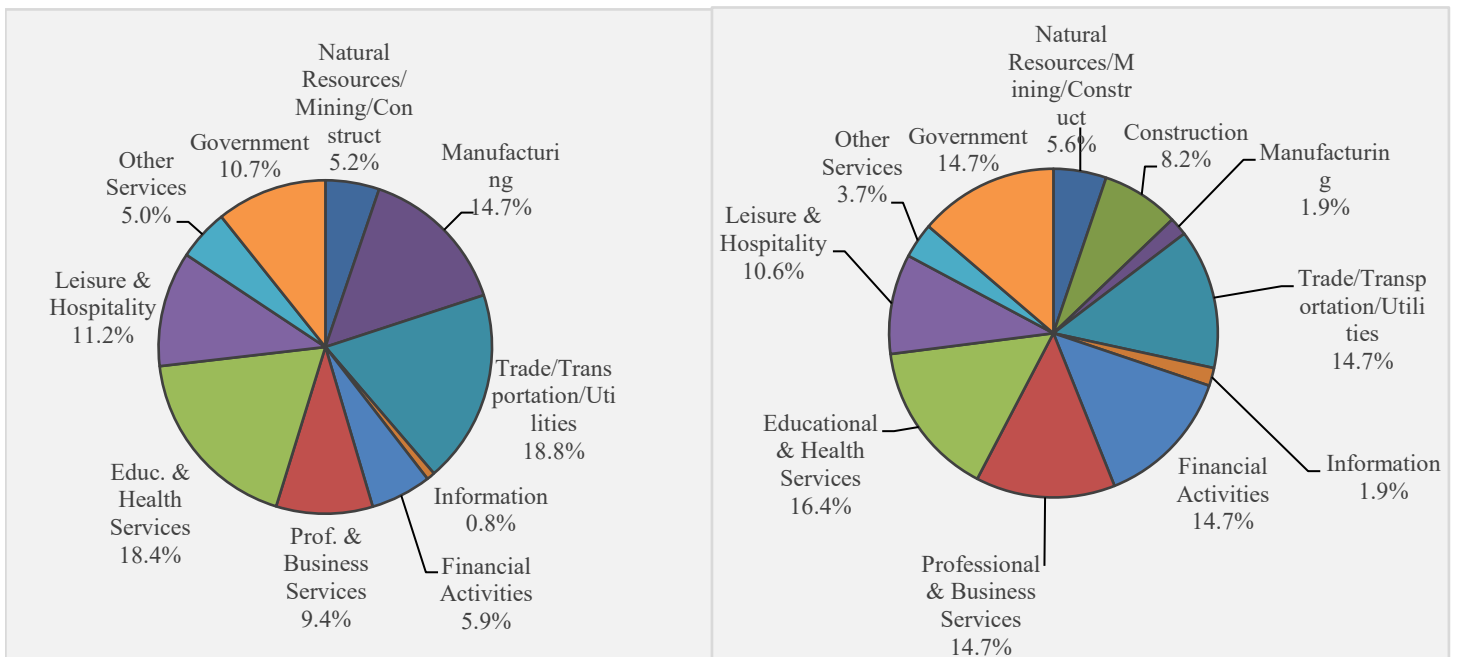


Local Economic Outlook	Canton	U.S.	
12-month Job Change (Oct)	800	NOT Comparable	Employment growth has eased, but remains positive
12-month Job Change (Sep)	1,300	NOT Comparable	
36-month Job Change (Oct)	6,700	NOT Comparable	Unemployment in Canton is better than the national average and improving
Current Unemployment Rate (Oct)	3.7%	3.9%	
Year-ago Unemployment Rate	3.7%	3.7%	Local employment growth is poor and needs to improve
1-year (12 month) Job Growth Rate	0.5%	2.6%	

## Share of Total Employment by Industry

Canton-Massillon Area

U.S.



## 12-month Employment Change by Industry (Oct - 2023)

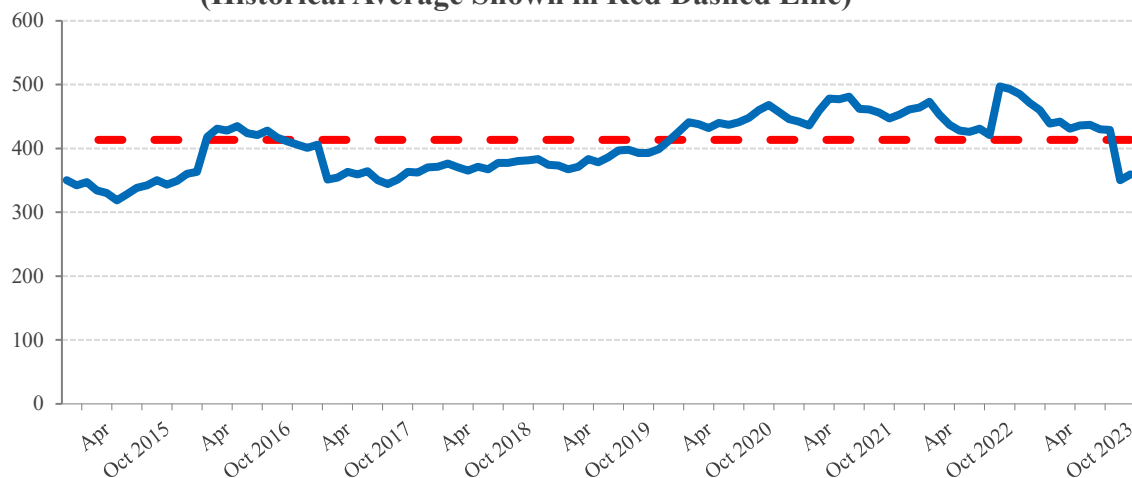
Goods Producing	NA	Information	0
Natural Resources/Mining/Construction	300	Financial Activities	100
Natural Resources and Mining	NA	Prof. & Business Services	-400
Construction	NA	Educ. & Health Services	900
Manufacturing	-100	Leisure & Hospitality	-100
Service Providing Excluding Government	NA	Other Services	300
Trade/Transportation/Utilities	200	Government	100

State Economic Activity Index	Ohio	U.S.	
12-month change (2023 - Oct)	3.3%	3.0%	The economy of Ohio has outpaced the rest of the nation and improved modestly from last month's 3.34% change
36-month change (2023 - Oct)	13.2%	14.2%	

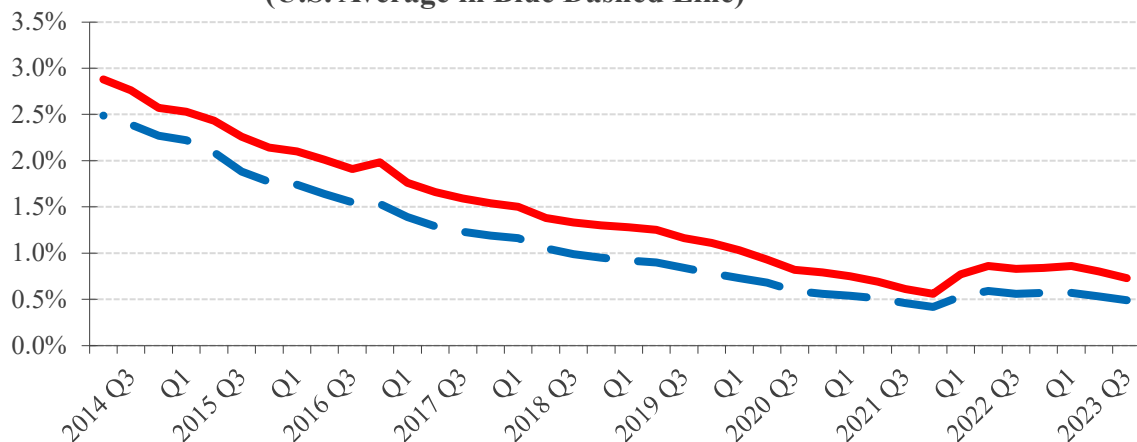
## New Housing Construction

Local Fundamentals	Canton	U.S.	
12-month Sum of 1-unit Building Permits through Oct 2023	359	not comparable	The current level of construction is 13.2% below the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	413	not comparable	Reduced construction will limit new supply to the market, allowing demand to catch up with inventory more quickly
Single-Family Housing Permits (Oct 2023) 12-month sum vs. a year ago	-27.2%	-14.1%	Construction continues to decline from last year

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

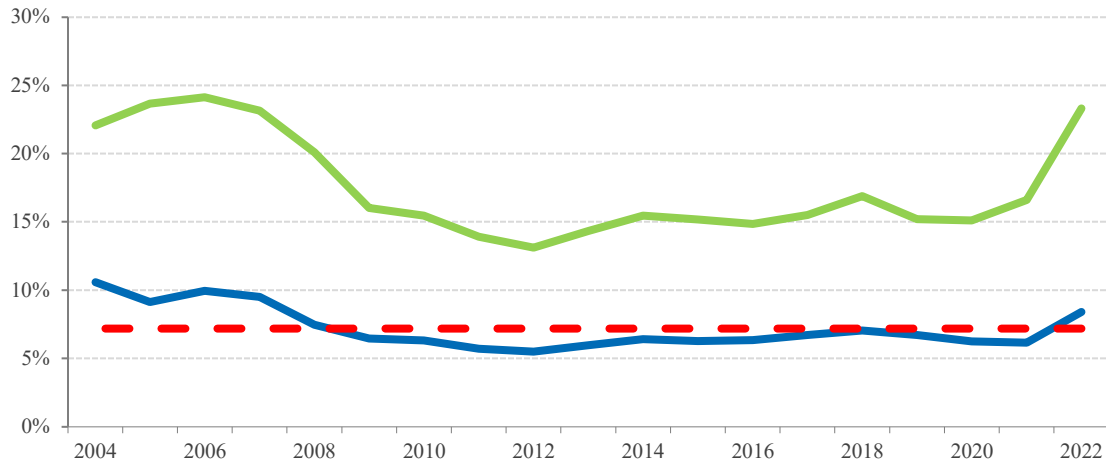


**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



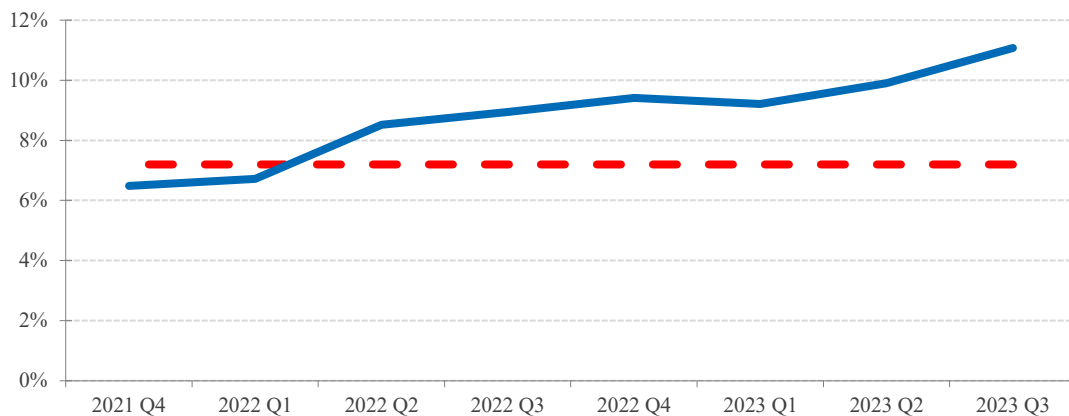
# Affordability

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

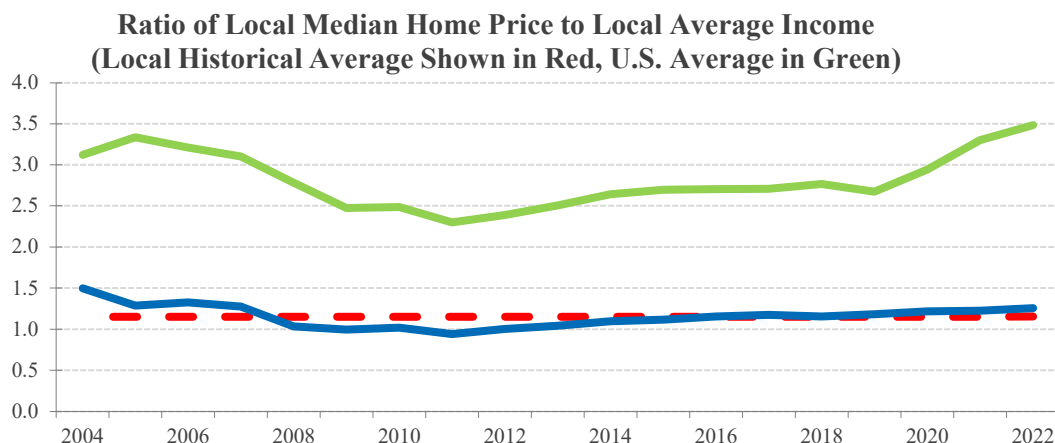


Monthly Mortgage Payment to Income	Canton	U.S.	
Ratio for 2022	8.4%	23.3%	Weak by local standards and could weigh on demand
Ratio for 2023 Q3	11.1%	27.3%	
Historical Average	7.2%	17.8%	More affordable than most markets

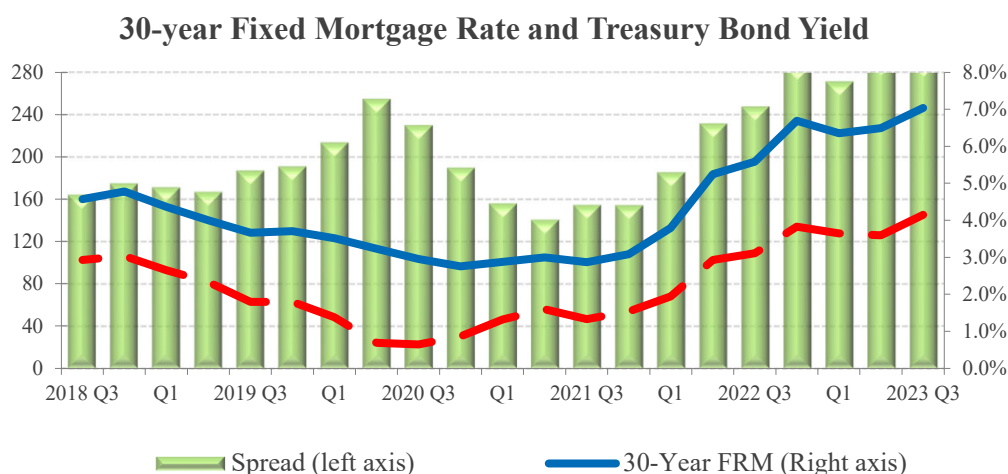
**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Canton	U.S.	
Ratio for 2022	1.3	3.5	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2023 Q3	1.4	3.4	
Historical Average	1.2	2.8	Affordable compared to most markets



## The Mortgage Market



For the most part of the third quarter, mortgage rates hovered above 7 percent, pushing down affordability to record lows. According to the mortgage finance provider Freddie Mac, the 30-year fixed mortgage rate rose to 7.04 percent in the third quarter of 2023 from 5.58 percent the previous year. With this increase, Americans are cost burdened, spending \$1,800 above their budget every year. Nevertheless, the outlook appears more optimistic. If inflation continues to cool, the Federal Reserve will start reducing its interest rates as early as the beginning of next year. NAR forecasts the 30-year fixed mortgage rate to conclude the year at 7.8 percent but then drop to 7.5 percent in the first quarter of next year.

## Geographic Coverage for this Report

The Canton area referred to in this report covers the geographic area of the Canton-Massillon 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:

Carroll County and Stark County

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/)