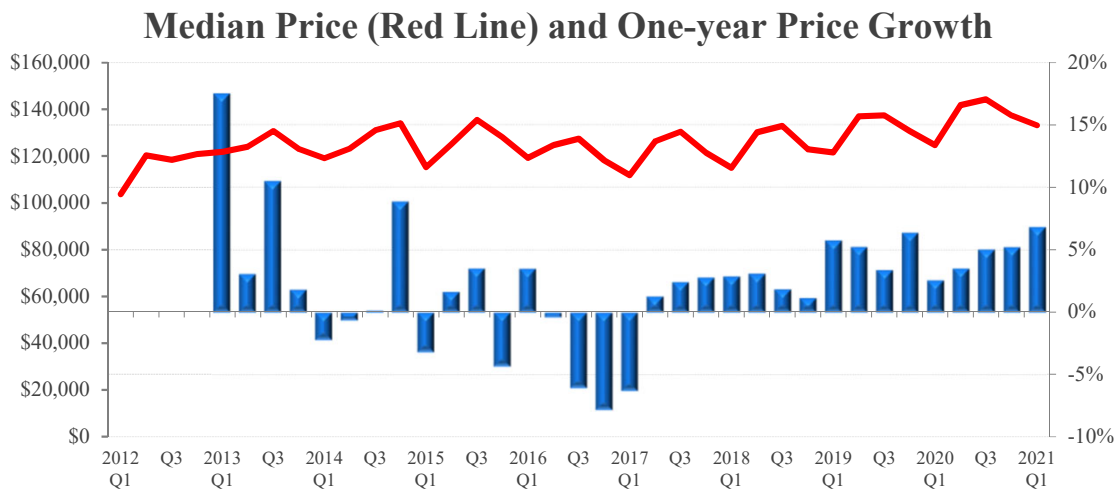


## Waterloo-Cedar Falls Area

### Local Market Report, First Quarter 2021

including the impact of COVID-19 on the local economy

## Today's Market...



Local Price Trends			
Price Activity	Waterloo/C. Falls	U.S.	Local Trend
Current Median Home Price (2021 Q1)	\$133,200	\$313,533	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2021 Q1)	6.8%	15.1%	
3-year (12-quarter) Appreciation (2021 Q1)	15.8%	28.6%	
3-year (12-quarter) Housing Equity Gain*	\$18,200	\$69,733	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$14,100	\$122,533	
9-year (36 quarters) Housing Equity Gain*	\$29,500	\$155,200	

\*Note: Equity gain reflects price appreciation only

	Waterloo/C. Falls	U.S.	
<b>Conforming Loan Limit**</b>	\$510,400	\$765,600	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$331,760	\$765,600	
<b>Local Median to Conforming Limit Ratio</b>	26%	not comparable	

Note: limits are current and include the changes made on January 1st 2020.

#### Local NAR Leadership

The Waterloo-Cedar Falls market is part of region 8 in the NAR governance system, which includes all of Minnesota, Iowa, North Dakota, South Dakota, and Nebraska. The 2021 NAR Regional Vice President representing region 8 is Len Sarvela.

## Benefits of Ownership: Total Equity Appreciation

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



**Total Equity Gained\*\* through 2021 Q1 from quarter in which home was of purchased**

Price Activity	CedarFalls	U.S.	Local Trend
1-year (4-quarter)	\$10,669	\$45,806	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$23,723	\$81,443	
5-year (20-quarter)*	\$24,671	\$117,278	
7-year (28 quarters)*	\$28,473	\$145,583	
9-year (36 quarters)*	\$47,289	\$182,361	

\*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...

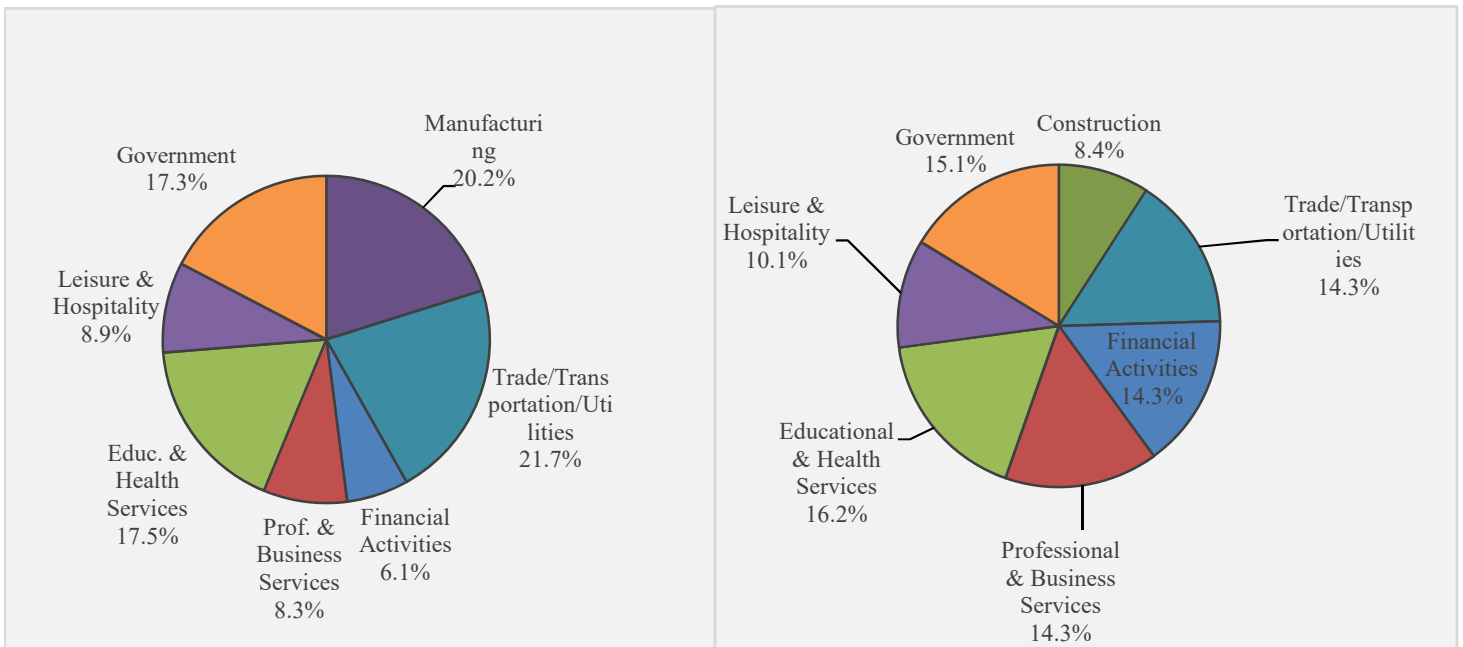


Local Economic Outlook	Waterloo/C. Falls	U.S.	
12-month Job Change (May)	5,000	Not Comparable	Employment growth has eased, but remains positive
12-month Job Change (Apr)	5,400	Not Comparable	
36-month Job Change (May)	-5,800	Not Comparable	Unemployment in Waterloo/C. Falls is better than the national average and improving
Current Unemployment Rate (May)	4.1%	5.8%	
Year-ago Unemployment Rate	9.5%	13.3%	Local employment growth is strong compared to other markets
1-year (12 month) Job Growth Rate	6.2%	-4.0%	

## Share of Total Employment by Industry

Waterloo-Cedar Falls Area

U.S.



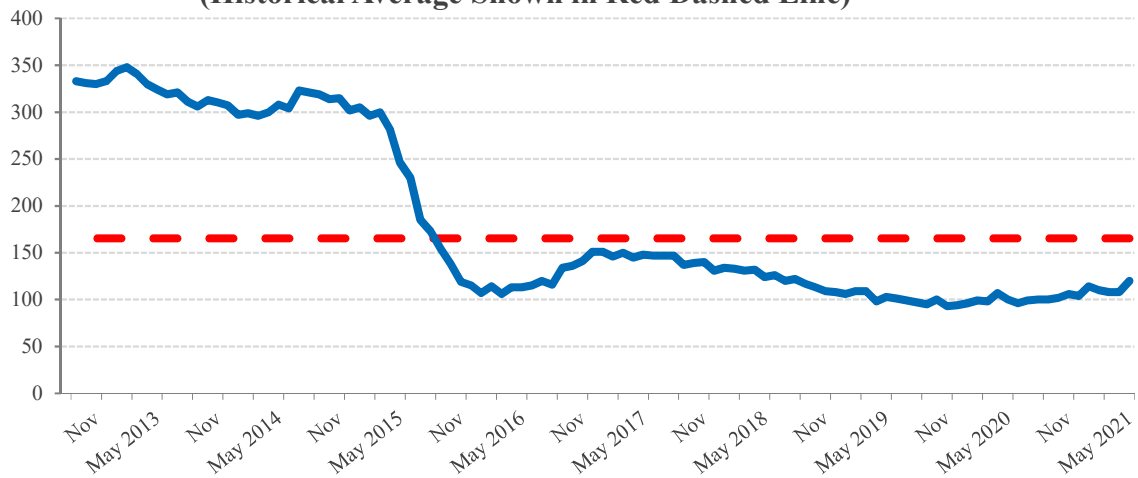
### 12-month Employment Change by Industry in the Waterloo-Cedar Falls Area (May - 2021)

Goods Producing	NA	Information	NA
Natural Resources/Mining/Construction	NA	Financial Activities	100
Natural Resources and Mining	NA	Prof. & Business Services	100
Construction	NA	Educ. & Health Services	500
Manufacturing	0	Leisure & Hospitality	2,500
Service Providing Excluding Government	NA	Other Services	NA
Trade/Transportation/Utilities	1,100	Government	1,100

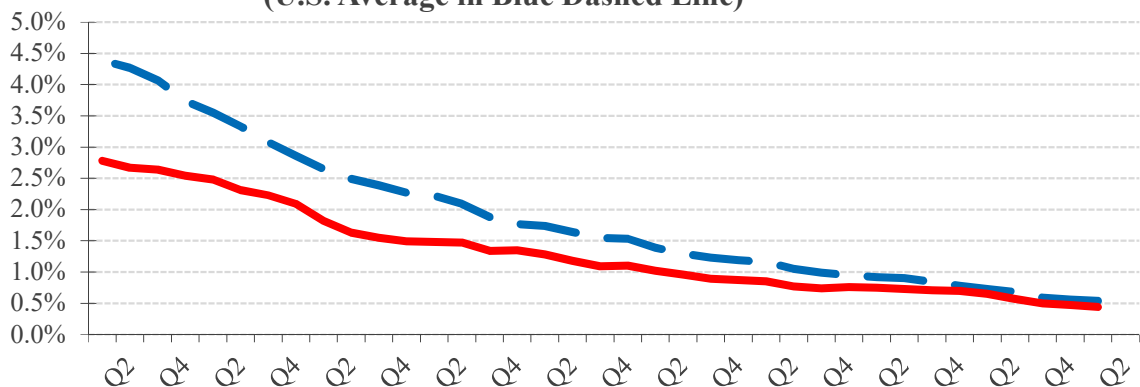
State Economic Activity Index	Iowa	U.S.	
12-month change (2021 - May)	16.2%	7.7%	Iowa's economy is stronger than the nation's, but slowed from last month's 22.62% change
36-month change (2021 - May)	0.5%	1.8%	

New Housing Construction			
Local Fundamentals	Waterloo/C. Falls	U.S.	
12-month Sum of 1-unit Building Permits through May 2021	120	not comparable	The current level of construction is 27.4% below the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	165	not comparable	Reduced construction will limit new supply to the market, allowing demand to catch up with inventory more quickly
Single-Family Housing Permits (May 2021) 12-month sum vs. a year ago	25.0%	29.0%	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)**

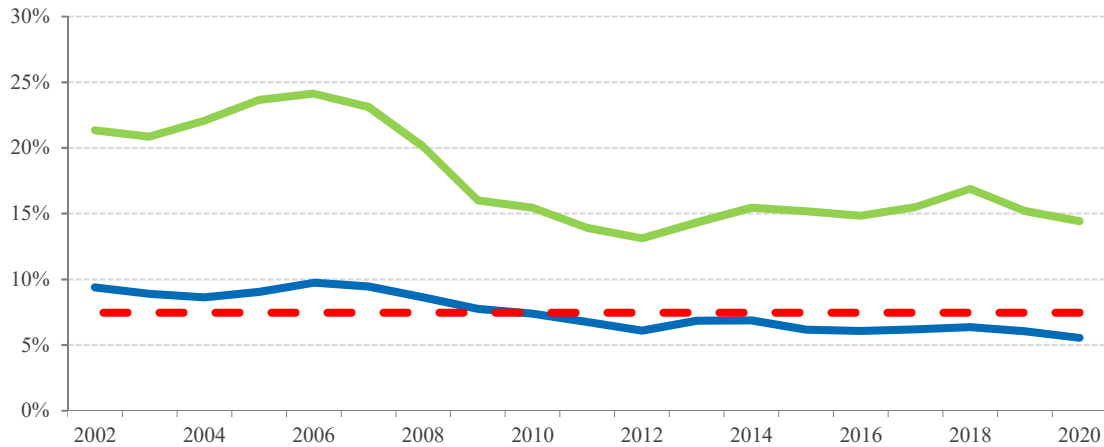


**State Total Foreclosure Rate vs. U.S Average  
(U.S. Average in Blue Dashed Line)**



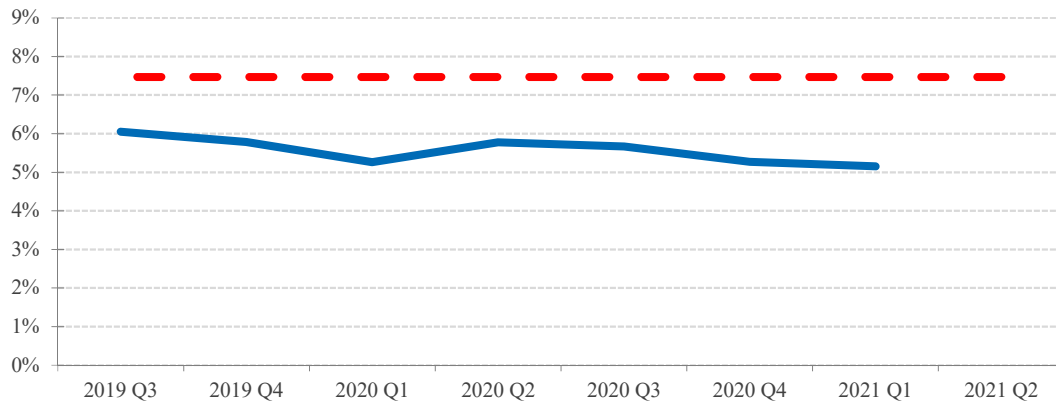
# Affordability

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

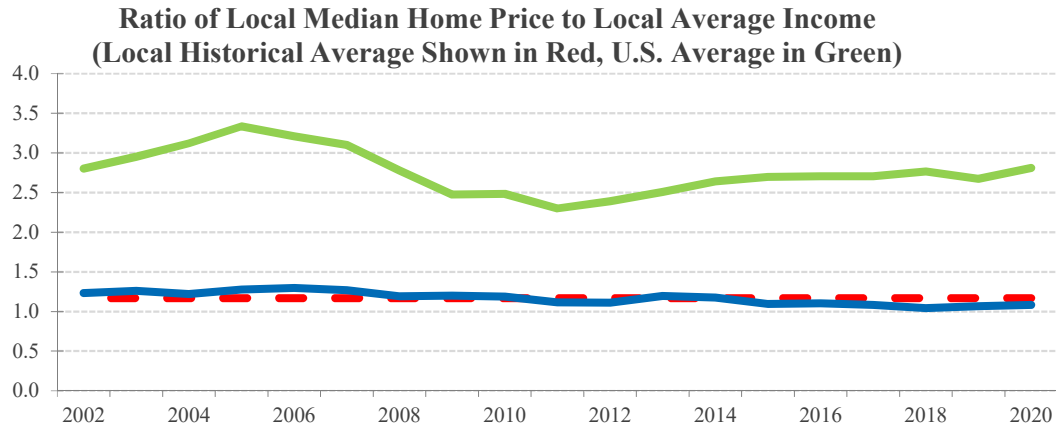


Monthly Mortgage Payment to Income	Waterloo/C. Falls	U.S.	
Ratio for 2020	5.6%	14.4%	Historically strong, but weaker than the fourth quarter of 2020
Ratio for 2021 Q1	5.2%	14.0%	
Historical Average	7.5%	18.0%	More affordable than most markets

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



Median Home Price to Income	Waterloo/C. Falls	U.S.	
Ratio for 2020	1.1	2.8	The price-to-income ratio rose, but is better than the historic average
Ratio for 2021 Q1	1.0	2.8	
Historical Average	1.2	2.7	Affordable compared to most markets



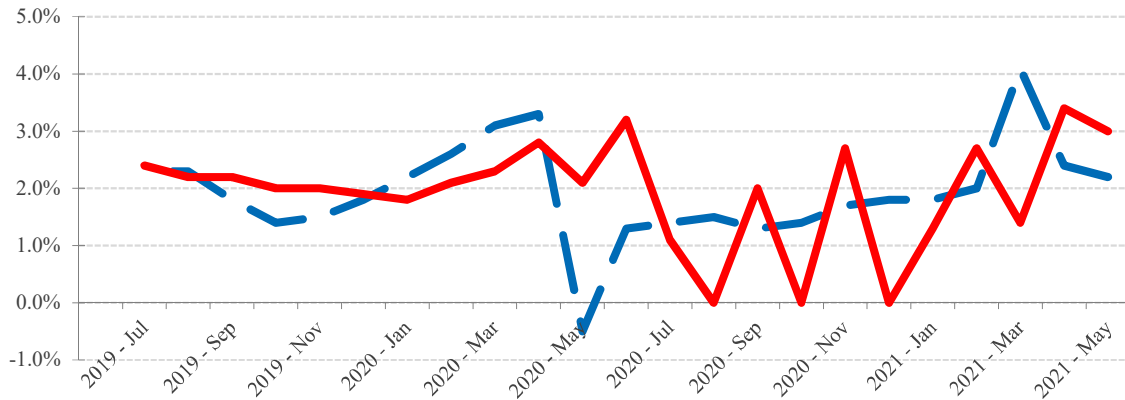
## The Mortgage Market



Mortgage rates kicked off 2021 with a new record low. Nevertheless, rates were trending upward for the rest of the first quarter as COVID-19 vaccine became available to more Americans and millions of people received stimulus payments. According to the mortgage finance provider Freddie Mac, the 30-year fixed mortgage rate was 2.88 percent in Q1 2021 compared to 3.51 percent a year earlier. Thus, homebuyers have excellent purchasing power at these historically low mortgage rates. What to expect about mortgage rates in the upcoming quarters? Rates are more likely to rise than fall as inflation will pick up in the following months. NAR is forecasting the 30-year mortgage rate to average 3.1% for the second quarter of 2021.

# REALTOR® Price Expectations

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



Source: NAR

REALTOR® Price Expectations	Iowa	U.S.	
2021 - May	0.0%	1.8%	REALTORS® expect weaker price growth in Iowa than in the U.S. in the next 12 months. Their price expectations for the local market are more modest than a year ago.
Prior 12 months	1.1%	1.4%	

## Geographic Coverage for this Report

The Waterloo/C. Falls area referred to in this report covers the geographic area of the Waterloo-Cedar Falls 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:

Black Hawk County, Bremer County, and Grundy 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/)