

WELCOME TO

Alabama

A BRIEF INTRODUCTION TO THE
YELLOWHAMMER STATE

A REAL ESTATE EBOOK FROM



INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS:

Alabama

Alabama isn't just one of the best places to live.
It's also one of the fastest-growing markets in the country.

Known for its Southern charm, storied past, and mouthwatering cuisine, Alabama offers a little something for everyone. There are 21 State Parks for nature enthusiasts, 38 National Historic Landmark sites for history buffs, and countless eateries serving up fresh shrimp and grits, an authentic Alabama classic. So, it's no surprise that so many people are flocking to the Yellowhammer State.

Top Markets in Alabama



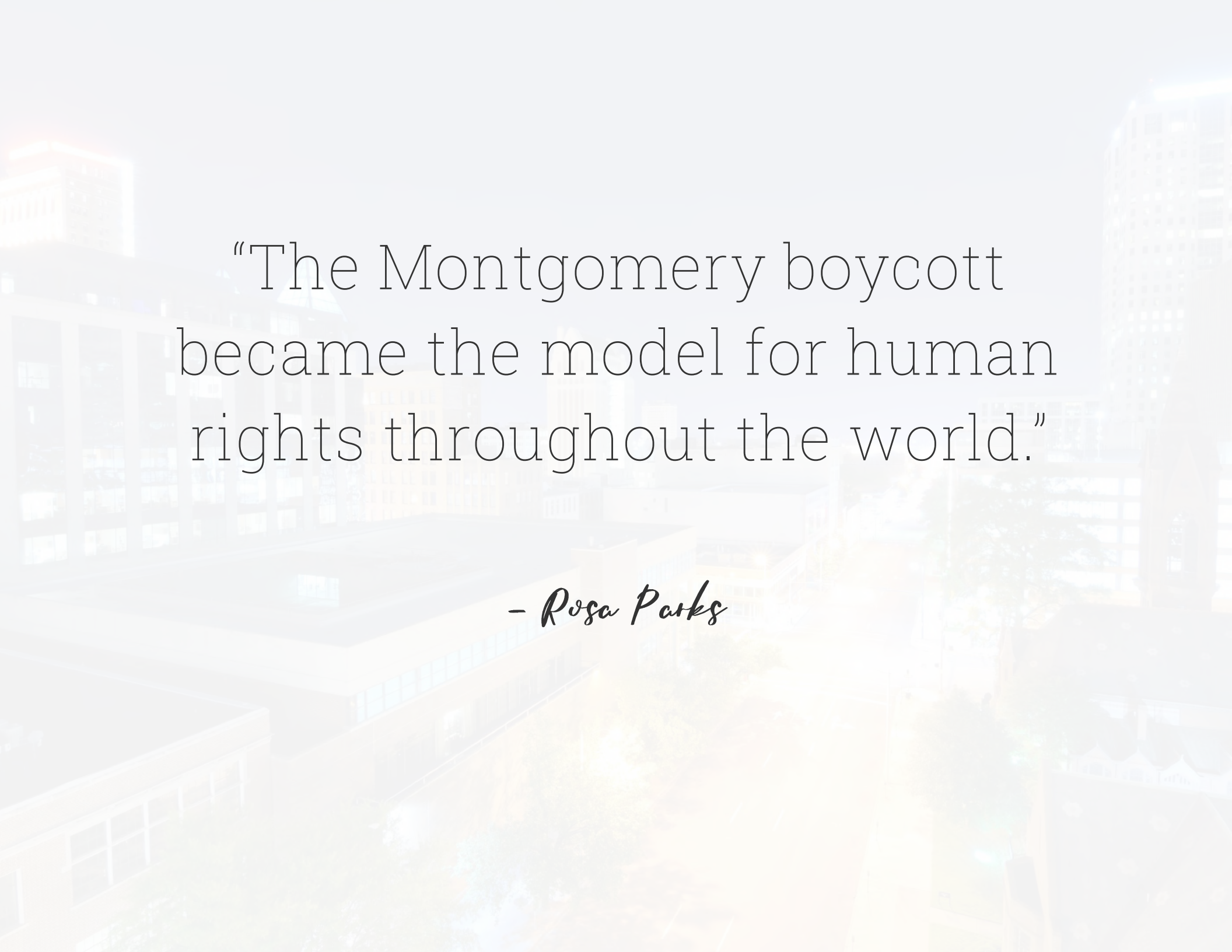
MONTGOMERY

Montgomery is Alabama's state capital and a hotbed for historic attractions. The city is perhaps best known as a critical site in the **Civil Rights Movement** and home of Rosa Parks's legendary **Montgomery Bus Boycott**. Now known as the Capital of Dreams, Montgomery celebrates its rich past while looking to the future. The metro area offers residents affordable housing, a rich **arts and culture scene**, and an array of standout **educational institutions**.

Local tip:

Montgomery's **Alabama Shakespeare Festival** perfectly marries the old and the new. Stop by the theater for an engaging performance or a selection of educational and community programs.

The median home value in Montgomery is \$100,481, which is a 7.7% increase from the previous year. Zillow predicts this figure will rise another 10.1% within the next year.



“The Montgomery boycott
became the model for human
rights throughout the world.”

- Rosa Parks

Top Markets in Alabama

AUBURN

Auburn is the largest city in eastern Alabama, but it still boasts a small-town feel. Residents enjoy nearby **natural beauty**, **family-friendly neighborhoods**, and all the perks of a **college town**, including plenty of spirited local sporting events. It's no wonder **Auburn was listed among the best places to live in America in 2019.**

Local tip:

Hike, bike, swim, or play at nearby **Chewacla State Park**. With 696 sprawling acres of open space, you're sure to find a little outdoor fun for everyone.

The median home value in Auburn is \$301,823, which is a 15.5% increase from the previous year. Zillow predicts this figure will rise another 12.5% within the next year.



Top Markets in Alabama



GULF SHORES

Beachgoers will feel right at home in Gulf Shores, a quaint town at the heart of Alabama's Gulf Coast. While tourists from around the world flock to Gulf Shores for its coastal weather and white-sand beaches, the year-round population is just over **12,000** people. Gulf Shores is ideal for those seeking a tight-knit community, laid-back feel, and authentic beach-town charm.

Local tip:

Seas the day at one of the Gulf Coast's many beautiful beaches. Spend the day swimming, fishing, building sandcastles, or just soak up the sun and relax

The median home value in Gulf Shores is \$301,823, which is a 15.5% increase from the previous year. Zillow predicts this figure will rise another 12.5% within the next year.

“By growing up in Alabama,
I had a melting pot of the whole pie:
R&B, gospel, country.”



- Lionel Richie



Top Markets in Alabama

BIRMINGHAM

Another Alabama metro known for its part in the Civil Rights Movement, Birmingham is now the largest city in the state. Magic City is a booming cultural hub with museums, music venues, and award-winning eateries delighting tourists and locals alike. Plus, with a diverse economy rooted in finance, manufacturing, and telecommunications, Birmingham is only poised to grow.

*Local
tip:*

Birmingham beer is a big deal! Stop by **Good People Brewing Co.**, a staple on the scene, for some of the highest-rated beers in the Southeast.

The median home value in Birmingham is \$74,489, which is a 15.7% increase from the previous year. Zillow predicts this figure will rise another 13.1% within the next year.



Top Markets in Alabama

TUSCALOOSA

Roll Tide! Tuscaloosa is perhaps best known as home of the ever-enthusiastic University of Alabama Crimson Tide, but it's much more than the **most spirited college town** in the nation. The 100,000-person metro also boasts the requisite Southern hospitality, **cultural institutions**, **natural beauty**, and, of course, incredible barbeque. Trust us: fresh 'Bama pork ribs will make all that game day traffic worth it.

*Local
tip:*

Grab an artisanal cocktail at **Catch 22**, a popular lounge in Tuscaloosa's downtown district. Drinks are entirely made from scratch, featuring fresh fruit and vegetable infusions.

The median home value in Tuscaloosa is \$171,185, which is a 4.2% increase from the previous year. Zillow predicts this figure will rise another 9.3% within the next year.



Why Alabama Real Estate?

With historic communities, a high demand for real estate, and strong economic growth, Alabama's markets are some of the best in the country for real estate professionals.

Quick Stats - ALABAMA

AVERAGE HOME PRICE IN ALABAMA 2011:	\$119k
AVERAGE HOME PRICE IN ALABAMA 2020:	\$156k
MEDIAN ALABAMA HOME VALUE:	\$150,525
AVERAGE RENT:	\$1,050
AVERAGE DAYS LISTED:	108

THE LOCAL ECONOMY:

Redstone Arsenal, a military base, employs 60,000 people locally, and the state remains a major hub for large industries like automotive manufacturing, chemical manufacturing, and forestry. With a diverse job market and strong economic forecast, we can expect real estate to follow.

MARKET OUTLOOK:

According to Zillow, the Alabama real estate market is predicted to grow 10.3% in the next year.

The state's share of homes with negative equity is 3.1%. In June 2020, Alabama homeowners were seriously delinquent on 0.7% of all mortgage debt.

THERE'S NEVER BEEN A BETTER TIME TO BECOME AN

Alabama Real Estate Agent

Between its rich history, southern charm, and the fact that there's always something unique going on, Alabama has become an appealing destination for employers, families, and real estate agents alike. In November 2020, total home sales statewide grew a whopping 23.3% year-over-year. Alabama's median sales price also rose a significant 14.9% in the same time frame. With numbers projected to improve in each respective market, now is the time for new real estate agents to start selling in Alabama.

If you want to learn more about how you can easily get your license and join the ranks of Alabama real estate agents, visit us at TheCEShop.com/Alabama/AL-real-estate. There you'll find what you need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

