



WELCOME TO

# *Houston*

AN INTRODUCTION TO  
"SPACE CITY"

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A REAL ESTATE EBOOK FROM





A background image of the Houston skyline at dusk. The sky is a mix of blue and orange, with city lights starting to glow. Several skyscrapers are visible, including the Bank of America Tower with its distinctive blue glass facade. The foreground shows a lower building with a flat roof and some rooftop equipment.

INTRODUCING ONE OF  
THE BEST REAL ESTATE MARKETS IN THE U.S.

# *Houston, Texas*

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As a real estate education company, we make it our duty to explore different markets and uncover what makes them so attractive. For this report, we went to Houston to learn about why its economy and housing market are projected to be great for those looking to buy.

In this ebook, we dive into the best areas to keep your eye on in Houston.



An aerial photograph of the Houston skyline at sunset. The sky is a mix of orange, pink, and blue. Several skyscrapers are visible, including the Bank of America Tower (the green glass building) and the JPMorgan Chase Tower. In the foreground, there are parking lots filled with cars and some lower-rise buildings. A construction crane is visible in the middle ground.

# Top 5 Markets in Houston

#5:

## UNIVERSITY PLACE

Known for some of the priciest real estate in the region, University Place and its large homes with pristine landscaping make living here a dream. Additionally, its proximity to upscale shops, closeness to downtown, and breathtaking historic properties make it a desirable place to live for both families and those looking for a respite from the hustle-and-bustle of Houston.

**Local Tip:** Love tacos? Go seek out El Top's brick and mortar location, right in University Place, for some of Houston's best tacos.

The median home value in University Place is \$1,266,257 which is a 0.1% decrease from the previous year. Zillow predicts prices will drop another 0.7% in the next year, making it a great time to buy.



## Top 5 Markets in Houston

### #4: SECOND WARD

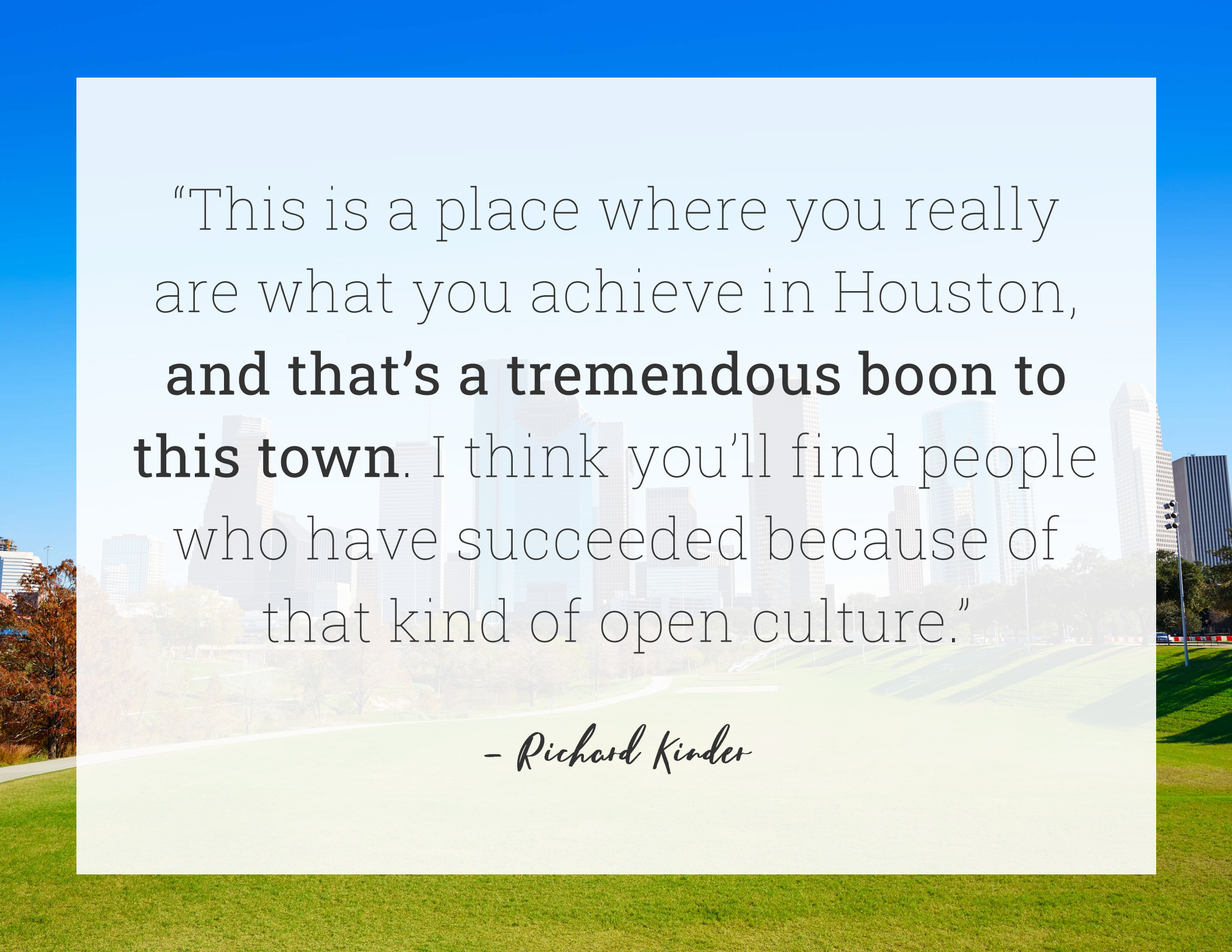
Right in the heart of Houston, the Second Ward's large inventory of townhomes, hip new bars and restaurants, and proximity to things like the METRO, is attracting young city dwellers who don't yet have children. What's more, the area is poised for the next phase of the Buffalo Bayou Partnership's 20-year development project, which will bring more parks and trails to the neighborhood.

**Local tip:** Wander up to the weekly East End Farmers Market to stock up on your local goods.

The median home value in Second Ward is \$240,983 which is a 0.2% increase from the previous year. Zillow predicts, however, prices will drop 1.1% in the next year, making it a great time to buy.





The background of the image shows a clear blue sky above a city skyline, likely Houston, with several tall skyscrapers. In the foreground, there is a green park area with a winding path and some trees with autumn-colored leaves on the left. A semi-transparent white box contains the text.

"This is a place where you really are what you achieve in Houston, **and that's a tremendous boon to this town.** I think you'll find people who have succeeded because of that kind of open culture."

*- Richard Kinder*





## Top 5 Markets in Houston

### #3: CLEAR LAKE

Approximately 20 miles southeast of downtown, Clear Lake's history goes back to the early '60s, when it was established as one of the area's many planned developments. Initially built for employees of nearby NASA and other industrial areas, Clear Lake remains a great area for families, including young parents, and those who want a more suburban feel.

**Local tip:** When family comes to visit, take them to the Space Center Houston where they can learn about one of humankind's greatest ambitions, space exploration.

The median home value in Clear Lake is \$244,314 which is a 1.1% increase from the previous year. Zillow predicts, however, prices will drop 0.3% within the next year, making it a great time to buy.



## Top 5 Markets in Houston

### #2: SPRING BRANCH

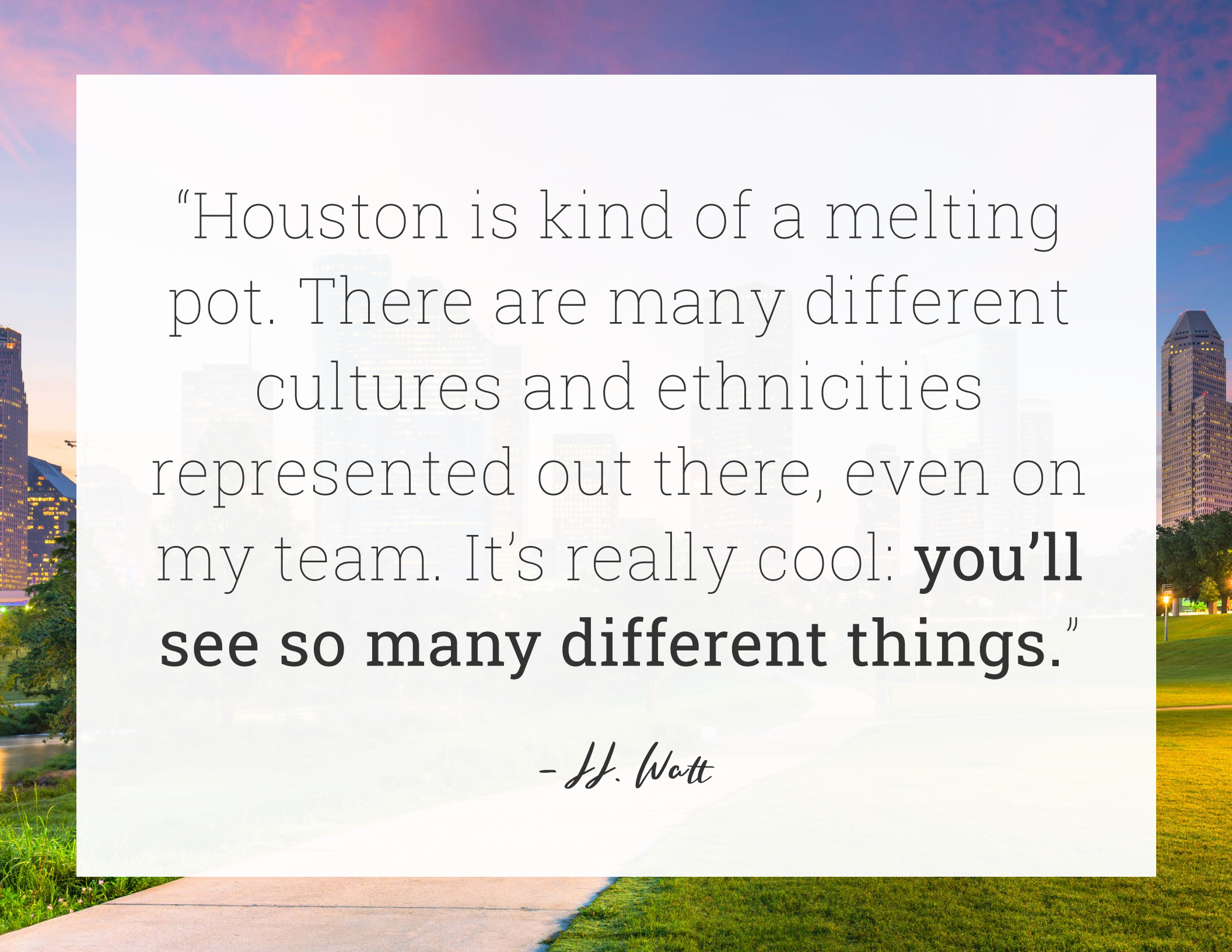
Thanks to multiple demographic shifts over several decades, Spring Branch is a bustling melting pot close to the city with lots to offer in terms of mom-and-pop shops and ethnic restaurants. It's also close to the happenings downtown while offering buyers a little more square footage.

**Local tip:** Hungry? Go check out Vieng Thai, which is often regarded as one of Houston's best and most authentic Vietnamese restaurants.

The median home value in Spring Branch is \$297,870, which is a 1.9% increase from last year. Zillow predicts, however, this will decrease by 0.4% within the next year, making it a great time to buy.





A photograph of a city skyline at dusk, with a path leading towards it. The sky is a mix of purple, pink, and blue. The city lights are visible, and a path leads from the foreground towards the city. The text is overlaid on the image.

“Houston is kind of a melting pot. There are many different cultures and ethnicities represented out there, even on my team. It’s really cool: **you’ll see so many different things.**”

*- J. Watt*



## Top 5 Markets in Houston

### #1: KINGWOOD

With plenty of parks, highly-rated public schools, and an abundance of housing, the Kingwood area is one of the best places to raise a family in Texas. Residents seeking a 'purely suburban' existence will likely find the slice of paradise they're looking for here. However, should they need to head downtown, it's only a 30-minute drive.

**Local tip:** Its proximity to Lake Houston makes Kingwood a boat lover's dream.

The median home value in Kingwood is \$242,769 which is a 0.4% decrease from the previous year. Zillow predicts prices will drop another 0.7% in the next year, making it a great time to buy.







# Why Houston Real Estate?

Houston has a strong economy and, more importantly, affordable housing.

## Quick Stats - HOUSTON, TEXAS

YEAR/YEAR MEDIAN HOME PRICES  
(MAY 2018-MAY 2019):

**2.9%**

MEDIAN HOME VALUE:

**\$191,907**

MEDIAN RENT PRICE:

**\$1,500**

AVERAGE DAYS LISTED:

**99**

HOMES WITH NEGATIVE EQUITY:

**8.2%**

DELINQUENT MORTGAGES:

**1.2%**

## MARKET OUTLOOK

Plenty of inventory and normal demand makes Houston a buyers market. Zillow sees Houston as a 'cool' buyers market with plenty of room to grow.



# THERE'S NEVER A BETTER TIME TO BECOME A *Houston Real Estate Agent*

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With so many amazing neighborhoods with rich history, attractions, and access to the outdoors, Houston has become a premier relocation destination for many families. This new growth opens up a fantastic opportunity for real estate agents. When you consider that Indeed.com reports **the average full-time real estate agent in Houston makes around \$79,919** - which is about double the national average - then it's pretty obvious there's never been a better time to become a real estate agent.

If you want to learn more about how you can easily get your license and join the ranks of Houston real estate agents, visit us at [TheCEShop.com/Texas/Houston-real-estate](https://TheCEShop.com/Texas/Houston-real-estate). There you'll be able to find out what exactly you'll 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 SAE and CE, our students are better prepared to set themselves up for success.

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

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

