



WELCOME TO

Louisiana

AN INTRODUCTION TO
THE BAYOU STATE

A REAL ESTATE EBOOK FROM



INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS:

Louisiana

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 Louisiana to dig deeper into the bayou's hot real estate market. As one of the first territories carved out of the Louisiana Purchase, Louisiana has made a lasting impact on U.S. culture, most notably through its musical and culinary contributions. Louisiana's appeal certainly isn't flashy, but that's not what is sought out here. Tender hearts, bold taste buds, and a slower pace of life is what draws flocks of people to the Bayou State.

Top 5 Markets in Louisiana



#5: SCOTT

Louisiana's [fourth largest parish](#) with around 10,000 residents, Scott is located just outside of Lafayette. The median age of Scott's residents is 31 years old, imbuing the town with youthful spirit despite its mature foundation dating back to 1880. Locals young and old enjoy a quiet suburban lifestyle and plenty of good creole food. In fact, Scott is known as the "[Boudin Capital of the World](#)".

Local tip:

- To get the authentic experience, head over to [Billy's Boudin & Cracklins](#). From boudin balls to boudin breads, you're sure to find a spicy pork sausage dish that will have you singing with the crawfish.

The [median home value in Scott](#) is \$150,640, which is a 7.5% increase from the previous year. Zillow predicts this figure will increase by 11.7% within the next year.

#4: METAIRIE

Designated in Jefferson Parish, Metairie rests on the south shores of Lake Pontchartrain. With over [138,000 residents](#), it's one of the larger towns in the state and features an upscale community [boasting developments](#) in both the commercial and residential sectors within the last year, including a transformative 35-acre redevelopment tract for high-end multi-family developments that will be moving forward soon. Less than 15 minutes east of New Orleans, Metairie truly gives the Big Easy a run for its money. After all, Metairie is less famous than its popular neighbor but sports a cheaper cost of living within its expanding market.


Local tip:

If you're a fan of gumbo, then [Chef Ron's Gumbo Stop](#) is perfect for you. Having won awards from [Bon Appetit](#) and consumers through the "[Best of New Orleans](#)" poll, Ron's serves up classic creole recipes that will warm your soul.

The [median home value in Metairie](#) is \$287,644 which is a 6.5% increase from the previous year. Zillow predicts this figure will increase by 9.9% within the next year.

Top 5 Markets in Louisiana





**“Louisiana has got a very
specific warmth** and humidity
and richness of light.”

- Christopher Heyerdahl



Top 5 Markets in Louisiana

#3: BATON ROUGE

Located prominently on the Mississippi River thanks to the [French fur trade](#) dating back to the early 18th century, Baton Rouge is the capital city of Louisiana. Having French, Spanish, Creole, and Native American roots, Baton Rouge is known for its eclectic culture. Residents enjoy amenities that bigger cities offer with a thoroughly Louisiana twist, including a variety of delicious creole cuisine, soulful concerts, and a sublime nightlife scene.

*Local
tip:*

For a fun and fresh take on traditional Southern cuisine, check out [Beausoleil Restaurant and Bar](#). Taking classic Southern food and elevating it with local ingredients, Beausoleil works closely with resident farmers, fishermen, and food producers to craft upscale Louisiana flavors on every plate.

The [median home value in Baton Rouge](#) is \$187,869, which is a 4.4% increase from the previous year. Zillow predicts this figure will increase by 9.4% within the next year.

Top 5 Markets in Louisiana

#2: MONROE

Further north of Louisiana's major cities lies the moderately sized town of Monroe. Tucked between the [D'Arbonne National Wildlife Refuge](#) and the [Black Bayou Lake National Wildlife Refuge](#), residents enjoy easy access to nature. Downtown Monroe is split by the [Ouachita River](#), which adds a beautiful scenic trail system to the city. If your clients are looking for a peaceful spot to set up shop, look no further than Monroe.

Local tip:

Searching for a waterfront dining experience? Try [Trapp's](#), a local favorite for seafood. Look over the beautiful Ouachita River as you dine on a delicious seafood nacho platter full of shrimp, crawfish, and queso. Now that's what we call river-to-table goodness!

The [median home value in Monroe](#) is \$121,955, which is a 4.1% increase from the previous year. Zillow predicts this figure will increase by 9.4% within the next year.





Top 5 Markets in Louisiana

#1: NEW ORLEANS

Famous for its beignets, French architecture, and, of course, [Mardi Gras](#), New Orleans is unique and complex as a city gets. Despite having its share of natural disasters, Nola residents have been hard at work to improve their beloved city. According to the [Greater New Orleans Regional Development Incorporation](#), New Orleans ranked as the top city (out of 475) for employment, income, and population within the last five years. It's also ranked as the second most aspirational city in the U.S. based on its economy, demographics, and quality of life. Between the laid-back culture, award-winning restaurants, and hopping music halls, there's no shortage of things to keep you busy and full in Nola all year long.

Local tip:

For an upscale take on Louisiana staples, treat your taste buds to [Birgtsen's Restaurant](#). This riverbend restaurant is known for its seafood platter, panéed rabbit, and soups that will make you wish it was chilly outside.

The [median home value in New Orleans](#) is \$236,873, which is a 3.7% increase from the previous year. Zillow predicts this figure will increase by 9.7% within the next year.



**“In South Louisiana, **every
single thing we do is jazz
or zydeco.**”**

- Lauren Daigle



Why Louisiana Real Estate?

With a high demand for real estate, a robust economy, and affordable housing, Louisiana markets are some of the best in the country for real estate professionals.

Quick Stats

YEAR/YEAR MEDIAN HOME PRICES
(MAY 2019-MAY 2020):

+4.4%

MEDIAN HOME VALUE:

\$177,548

MEDIAN RENT PRICE:

\$1,200

AVERAGE DAYS LISTED:

154

HOMES WITH NEGATIVE EQUITY:

8.9%

DELINQUENT MORTGAGES:

1.5%

MARKET OUTLOOK

Louisiana's home sale prices continue to rise. Fewer listings and the lack of new development have created a housing shortage, driving up home prices. Now is the time for sellers to cash in on the high demand, especially as clients begin to look for housing outside of denser areas like New Orleans or Baton Rouge. The [median home price](#) in the state is lower than the national average, which is fantastic for buyers. Zillow sees Louisiana as a seller's market and projects a 9.5% increase in home value over the next year.

THERE'S NEVER BEEN A BETTER TIME TO BECOME A

Louisiana Real Estate Agent

Louisiana's small communities and distinctive culture draw in thousands every year for short visits, but there are plenty of reasons to call the Bayou State home. The laid-back lifestyle, friendly nature of its residents, and mouth-watering cuisine lures a steady stream of homeowners to the Big Easy and beyond. Did you know that there were [over 179,293 Louisiana properties sold](#) in Q4 of 2020, with some properties selling for more than \$1,000,000? When you consider that [Indeed.com](#) reports the average full-time real estate agent in Louisiana makes around \$70,259, it's pretty obvious there's never been a better time to become a Bayou State real estate agent.

If you want to learn more about how you can easily get your license and join the ranks of Louisiana real estate agents, visit us at TheCEShop.com/Louisiana/LA-real-estate. There you'll be able to find out how The CE Shop can help you achieve your career 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 through an encyclopedic knowledge of the real estate industry.

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

