

WELCOME TO

North Carolina

A BRIEF INTRODUCTION
TO THE TAR HEEL STATE

A REAL ESTATE EBOOK FROM



An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city buildings are silhouetted against the bright sky. A large white rectangular box is centered on the page, containing text. The text is in a mix of sans-serif and script fonts. The word 'North Carolina' is in a large, blue script font. The background image shows a city skyline with various buildings and a body of water in the foreground.

INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS

North Carolina

Known for its breathtaking natural beauty, world-class barbecue, legendary sports teams, robust economy, and exceptional quality of life, the state of North Carolina is a place that has a little something for everyone. There are over 300 miles of beautiful coastline, more than 300 breweries to try, and well over 300,000 acres of National Park for those who love to explore. So, it's no surprise that people are flocking to the state that was "first in flight."

The Charlotte Metro



#4: CHARLOTTE

The Charlotte Metro area is the 22nd-largest metropolitan area in the United States. From 2010 to 2019, the U.S. Census Bureau shows that the Charlotte metro area has welcomed approximately 392,000 new residents. Every month, thousands more call Charlotte home. With a strong economic forecast, limited housing inventory, and the allure of mild winters along with the city's other niceties, the metro market continues to gain momentum.

Local Tip: For those looking for something to do, we recommend the NASCAR Hall of Fame. While fans of the sport are sure to enjoy the museum, many others with no knowledge or interest in motorsports also report having a fantastic time — especially those with children.

The median home value in the Charlotte Metro area is \$262,385, which is a 8.2% increase from the previous year. Zillow predicts this will rise another 5.8% within the next year.



**“Barbecue is the third
rail** of North Carolina
politics.”

-John Shelton Reed

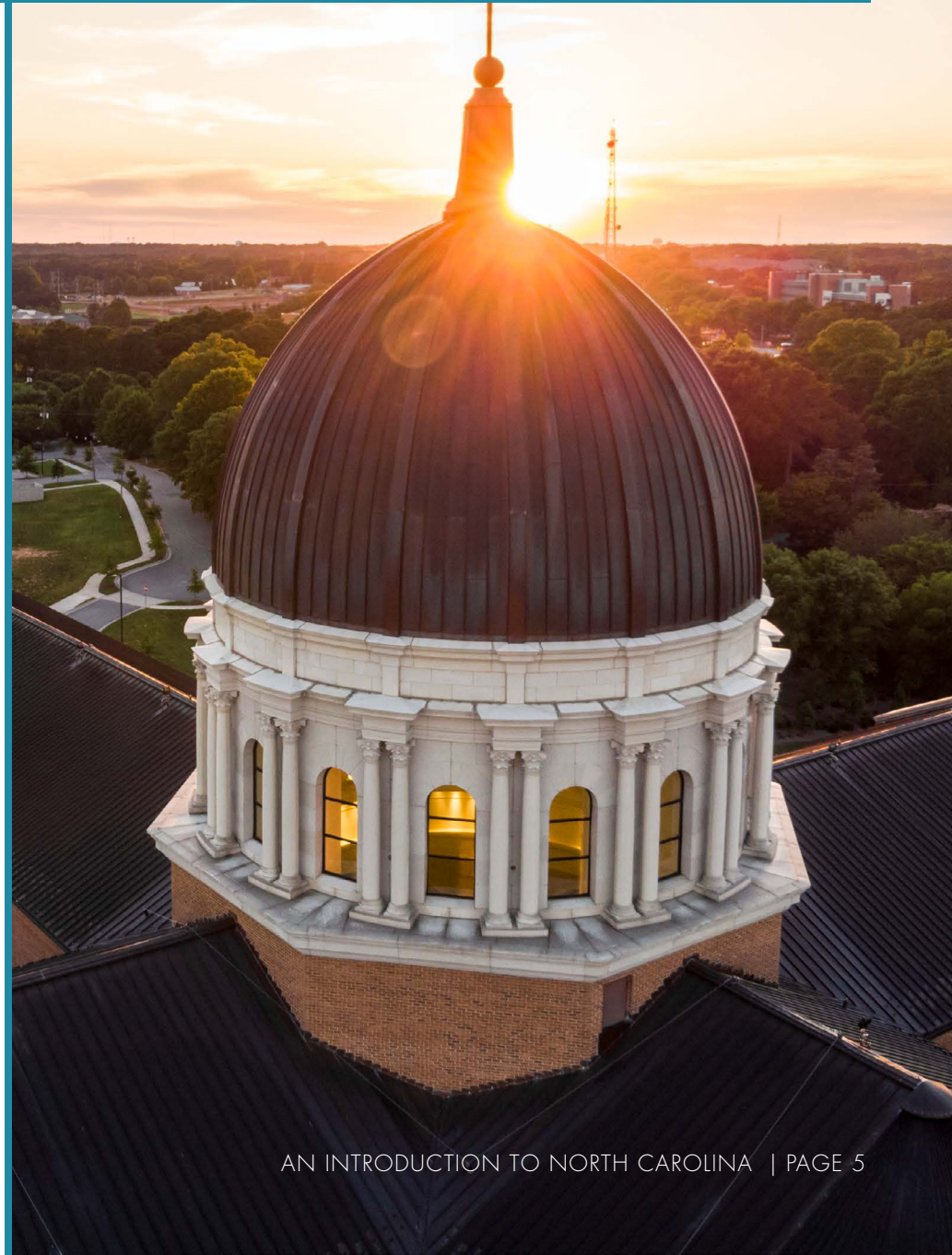
#3: RALEIGH-DURHAM

Repeatedly named “One of the Best Places to Live,” the Raleigh-Durham area is drawing attention as one of the country’s best places to purchase real estate. Much of the area’s growth is fueled by biotech companies like FujiFilm Diosynth and Clinipace looking to take advantage of the area’s highly educated talent pool. Salaries follow, too. Morrisville, a municipality within the region, has a median household income of \$96,489 per year, which is significantly higher than the national average of \$68,703.

Local tip: Get your endorphins going on the Neuse River Trail. This 33-mile long paved trail is perfect for anyone looking to get in a heart-pumping jog or a leisurely sunset stroll along the beautiful Neuse River.

The median home value in Raleigh is \$297,861 which is a 5.0% increase from the previous year. Zillow predicts this will rise another 4.8% within the next year.

Raleigh-Durham





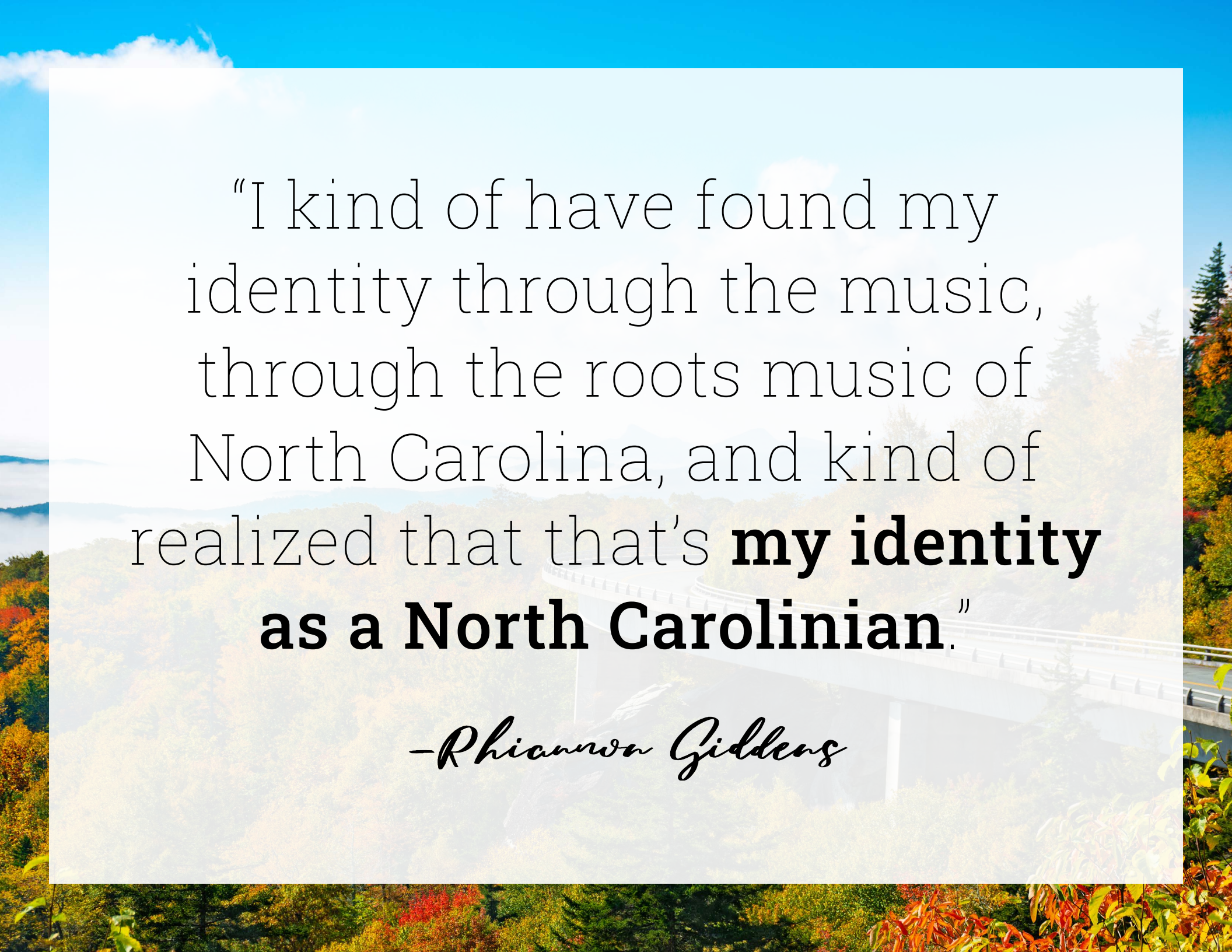
Wilmington

#2: WILMINGTON

With a bustling historic downtown and several beautiful beaches nearby, Wilmington offers the best of both worlds. Sports fans, on the other hand, will be quick to point out that it's also the boyhood stomping grounds of NBA legend Michael Jordan. All we know is that Wilmington is one of North Carolina's premier ocean-facing hubs and it's poised to grow.

Local tip: History buffs will love going aboard the USS North Carolina, the USA's most decorated battleship from WWII. Having participated in every naval offensive in the Pacific Theatre, the USS North Carolina played a direct role in the outcome of the war and is a rare piece of living history with which you can actually interact.

The median home value in Wilmington is \$258,395 which is a 5.6% increase from the previous year. Zillow predicts this will rise another 5.0% within the next year.



“I kind of have found my identity through the music, through the roots music of North Carolina, and kind of realized that that’s **my identity as a North Carolinian.**”

—Rhannon Giddens



Winston-Salem

#1: WINSTON-SALEM

Home to Wake Forest University and Winston-Salem State, Winston-Salem is yet another historic, diverse, and growing North Carolina metropolis. What has long been the headquarters of the R.J. Reynolds Tobacco Company, hence the nickname “Camel City,” the city has grown to attract other industries and earn accolades such as a spot on CBS MoneyWatch’s [“Top 10 Places to Retire.”](#) It’s no wonder that the area has seen an 8% population growth since 2010.

Local tip: Thirsty? Go check out Fiddlin’ Fish Brewing. It’s a quaint, hip, small-batch microbrewery that’s perfect for capping an afternoon of showing houses.

The median home value in Winston-Salem is \$160,725 which is a 8.7% increase from the previous year. Zillow predicts this will rise another 5.9% within the next year.



Why North Carolina Real Estate?

With a high demand for real estate, great jobs, and undeniable charm, North Carolina markets are some of the best in the country for real estate professionals.

Quick Stats- NORTH CAROLINA

PROJECTED YEAR/YEAR MEDIAN PRICES, (FEB 2020 - FEB 2021):	5.1%
MEDIAN HOME VALUE:	\$214,726
MEDIAN RENT PRICE:	\$907
AVERAGE DAYS LISTED:	92
HOMES WITH NEGATIVE EQUITY:	9.5%
DELINQUENT MORTGAGES:	1.4%

MARKET OUTLOOK

North Carolina is the national headquarters of Bank of America which employs over 200,000 people nationwide, and remains a major hub for other large industries like aerospace, automotive manufacturing, biotechnology, and information technology. With a diverse economy, plenty of vibrant communities, beautiful natural surroundings, and a strong economic forecast, we can expect North Carolina real estate to follow.

THERE'S NEVER A BETTER TIME TO BECOME A *North Carolina Real Estate Agent*

Between the world-class recreation, the wealth of jobs, and the fact that there's always something unique going on, North Carolina has become an appealing destination for employers, families, and real estate agents alike. **Since 2018, the Tar Heel State has experienced a one-percent population growth rate**, which doesn't sound like much but in actuality is twice the national average. With numbers projected to grow in each respective market, now is the time for new real estate agents to start selling in North Carolina.

If you want to learn more about how you can get your license and join the ranks of North Carolina real estate agents, visit us at TheCEShop.com/North-Carolina/NC-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 CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, 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.

