

WELCOME TO

# *New Mexico*

A BRIEF INTRODUCTION TO  
THE LAND OF ENCHANTMENT

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A REAL ESTATE EBOOK FROM



# INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS:

## *New Mexico*

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New Mexico 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 rich culture, storied past, and diverse landscapes, New Mexico has a little something for everyone. There are 18 national parks, monuments, and historic trails for nature enthusiasts, 270 days of sunshine, and, for believers, 332-to-1 odds of spotting a UFO. So, it's no surprise that so many people are captivated by the Land of Enchantment.





# Top Markets in New Mexico

## ALBUQUERQUE

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Albuquerque, New Mexico's largest city, is rich in both culture and natural beauty. The area was once occupied by Paleo-Indian hunter-gatherers, the Pueblo people, and Spanish conquistadors before being acquired by Mexico and, later, the United States. Today, history buffs will enjoy the many historical sites highlighted throughout the city, from Old Town to the 19 nearby pueblos. There are also plenty of outdoor lands and recreational areas for skiing, hiking, biking, and more.

### Local tip:

Stop by Green Jeans Food Hall for a collection of local restaurants and shops housed in a series of shipping containers. From craft brews to Mexican-inspired barbeque, you'll find a little something for everyone.

The median home value in Albuquerque is \$228,910, which is a 9.9% increase from the previous year. Zillow predicts this figure will rise another 8.5% within the next year.



A faded background image featuring a wooden cabinet with glass doors on the left and a longhorn skull with large, curved horns on the right.

"I have traveled to many places  
but have no desire to leave  
New Mexico."

- *Rudolfo Araya*

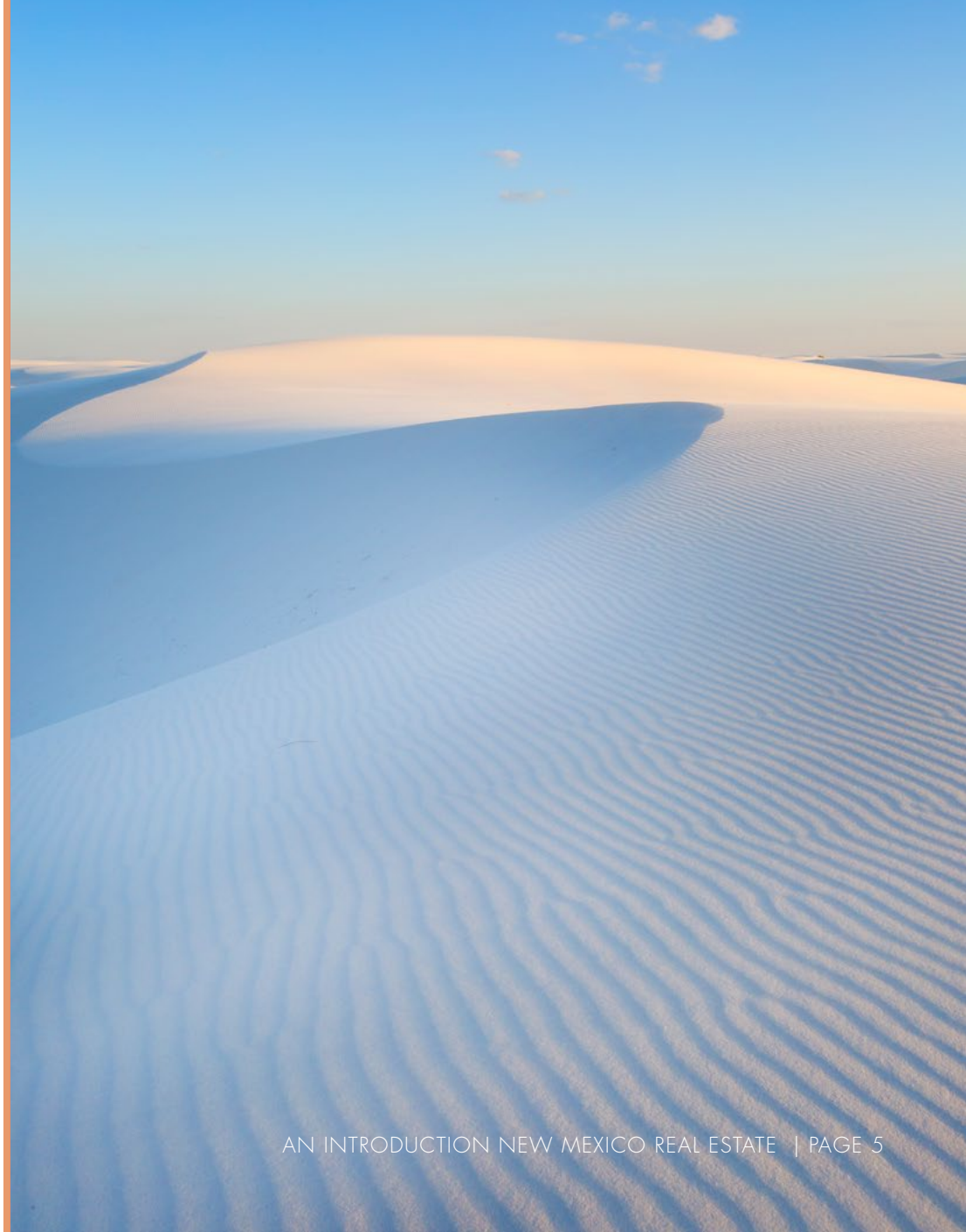
## LAS CRUCES

Las Cruces, located on the southern edge of the New Mexico border, offers all the amenities of a major urban area without the constriction. The 100,000-person metro is home to New Mexico State University, 22 parks and trails, and the intersection of two major interstates for easy access both into and out of the city. Residents also enjoy the nearby natural splendor of White Sands National Park, which is 275 square miles of desert featuring breathtaking dunes of soft, white gypsum sand.

### Local tip:

Take a short trip south to Mesilla, where the infamous Billy the Kid stood trial. Today, locals and visitors alike enjoy authentic Mexican food, handcrafted artisan goods, and a walking tour of the purportedly haunted downtown district.

The median home value in Las Cruces is \$190,590, which is a 5.5% increase from the previous year. Zillow predicts this figure will rise another 8.0% within the next year.







## Top Markets in New Mexico

### SANTA FE

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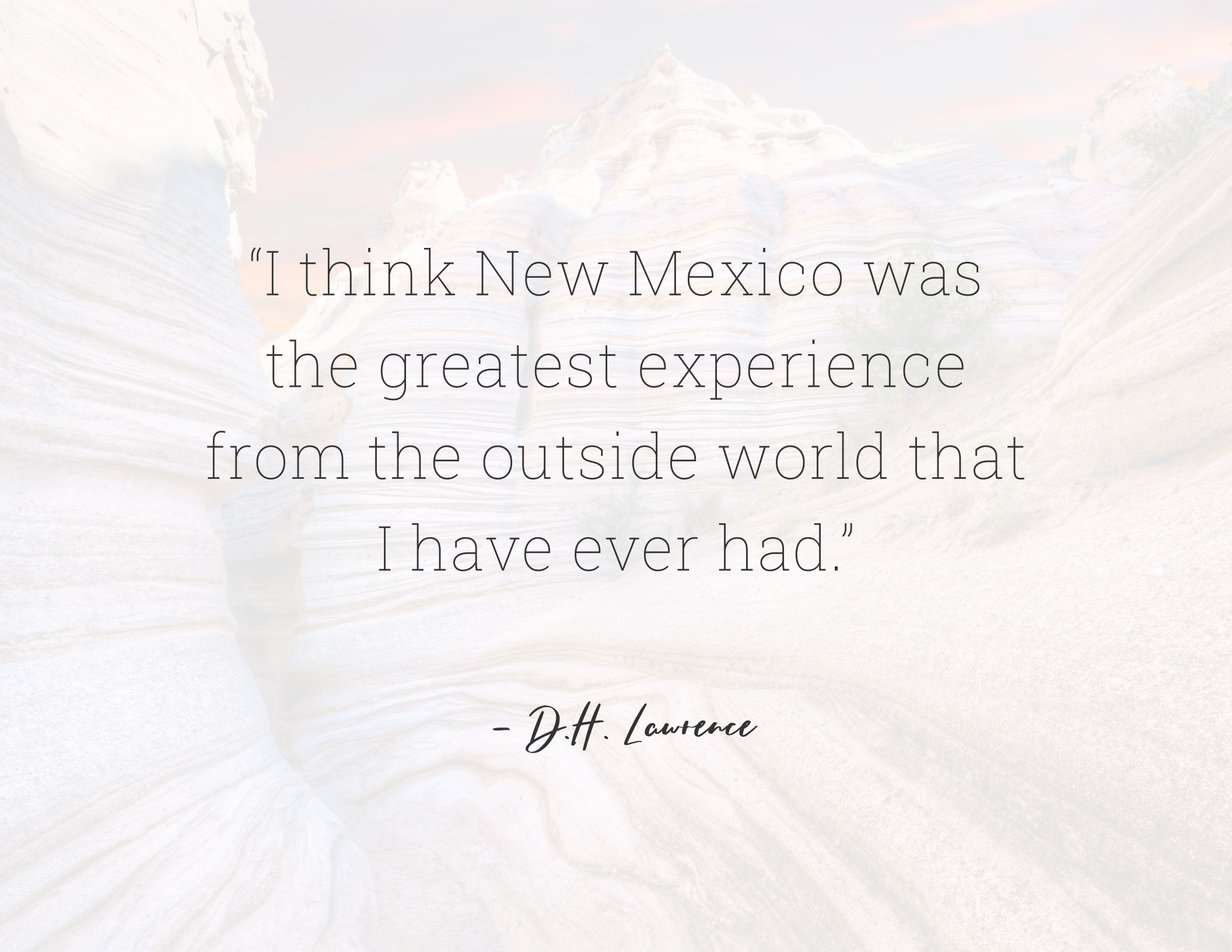
At nearly 7,200 feet, Santa Fe is the nation's highest state capital. The mountainous terrain makes for ideal outdoor exploration, and the city itself is regarded as a hub of art and tourism. From bustling Downtown Santa Fe to the charming former farming district of Guadalupe, the city's diverse neighborhoods perfectly reflect the area's natural charm and artistic flare.

*Local  
tip:*

*The Loretto Chapel is a must-see for history buffs and Instagram enthusiasts alike. In the late 1900s, a mysterious carpenter constructed the chapel's intricate spiral staircase, a structure with two 360-degree turns and no center pole for support. The staircase remains a feat of engineering revered around the world and a perfectly Instagram-able one at that.*

The median home value in Santa Fe is \$420,526, which is a 3.9% increase from the previous year. Zillow predicts this figure will rise another 7.2% within the next year





"I think New Mexico was  
the greatest experience  
from the outside world that  
I have ever had."

*- D.H. Lawrence*



# Top Markets in New Mexico

## ROSWELL

Lovers of the strange and unexplained will feel right at home in Roswell, home of the International UFO Museum & Research Center. The town is a hot spot for tourism, drawing in thousands of visitors, researchers, and lecturers each year. Along with the regular influx of extraterrestrial-seeking tourists, Roswell's ~50,000 residents enjoy diverse, quiet neighborhoods, Southwest-inspired art and culture, and plenty of nearby natural beauty.

*Local tip:*

Stop by the Bitter Lake National Wildlife Refuge for breathtaking views enveloping the local flora and fauna. Kids and adults alike will enjoy spotting everything from owls to coyotes or, perhaps, a UFO overhead.

The median home value in Roswell is \$112,166, which is a 5.1% increase from the previous year. Zillow predicts this figure will rise another 7.1% within the next year.



# Top Markets in New Mexico

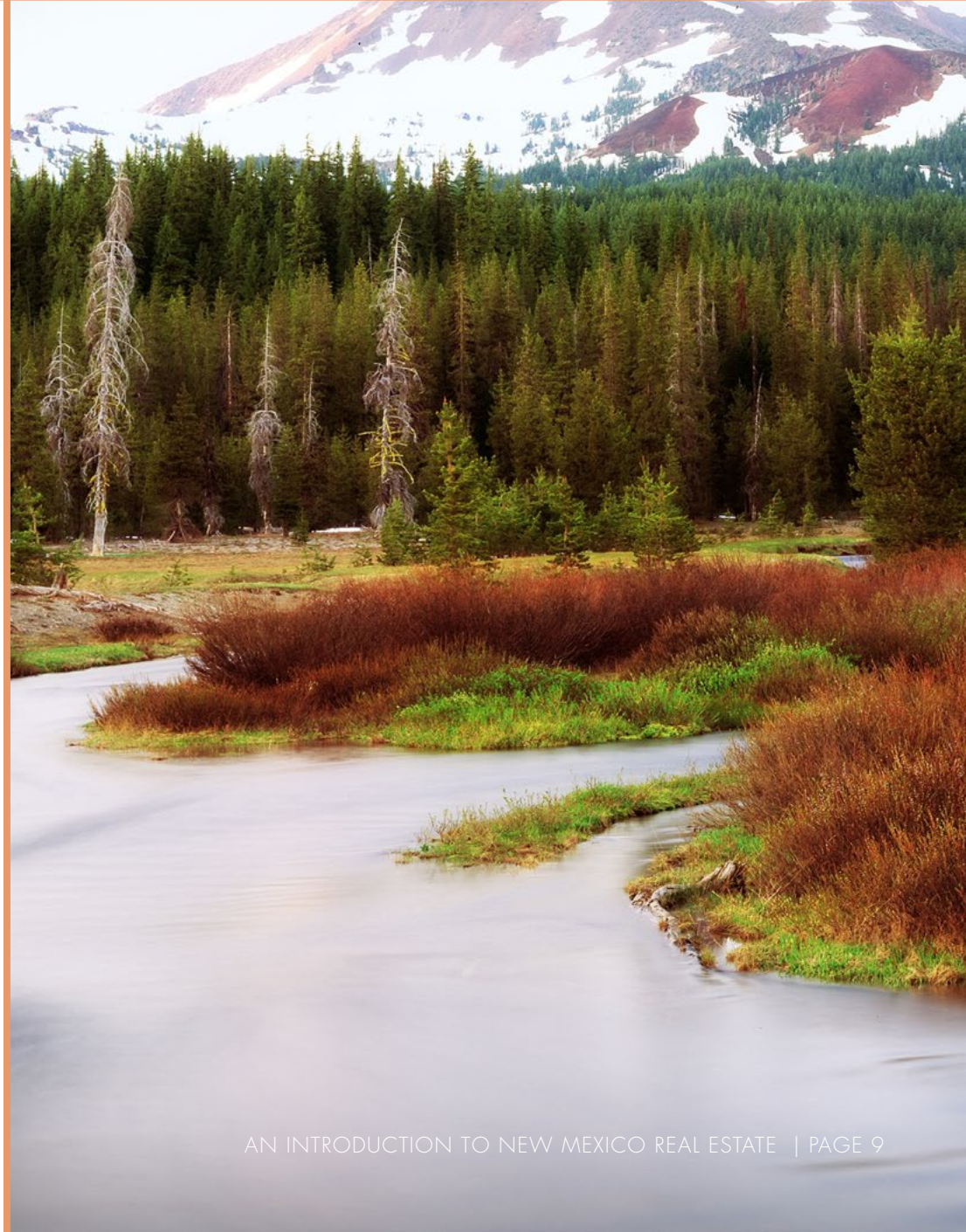
## TAOS

The town of Taos is renowned for its spiritual diversity, thriving art scene, and majestic landscape. Nestled between the Taos Plateau and Sangre de Cristo Mountains, it's also a hub for climbing, skiing, hiking, and biking. The quirky area also boasts small-town charm, from its exploratory restaurants to its highly-rated school systems.

*Local tip:*

*Visit the Black Mesa Winery for an artistic experience that perfectly encapsulates the spirit of Taos. Their award-winning wines are produced entirely by hand, and winemakers often experiment with yeast strains and cap management strategies for a truly unique flavor.*

The median home value in Taos is \$273,476, which is a 5.9% increase from the previous year. Zillow predicts this figure will rise another 7.4% within the next year.





# Why New Mexico Real Estate?

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

## Quick Stats - NEW MEXICO

AVERAGE HOME PRICE  
IN NEW MEXICO 2010:

**\$170k**

AVERAGE HOME PRICE  
IN NEW MEXICO 2020:

**\$219k**

MEDIAN NEW MEXICO  
HOME VALUE:

**\$259,900**

AVERAGE RENT:

**\$1,250**

AVERAGE DAYS LISTED:

**103**

## THE LOCAL ECONOMY:

The federal government employs over 20,000 people locally, and the state remains a major hub for large industries like tourism, military, oil, and gas. With a diverse job market and strong economic forecast, we can expect real estate to follow.

## MARKET OUTLOOK:

According to Zillow, the New Mexico real estate market is predicted to grow 8.0% in the next year.

The state's share of homes with negative equity is 2.7%. At the end of October, 2020, New Mexico homeowners were seriously delinquent on 1.35% of all mortgage debt.



THERE'S NEVER BEEN A BETTER TIME TO BECOME A

# *New Mexico Real Estate Agent*

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Between its rich history, natural beauty, and the fact that there's always something unique going on, New Mexico has become an appealing destination for employers, families, and real estate agents alike. In October 2020, a new record for state-wide median home price was set at \$259,900. October sales numbers were also down only 20 points from September, signaling the market's strength even after peak homebuying season. With numbers projected to improve in each respective market, now is the time for new real estate agents to start selling in New Mexico.

If you want to learn more about how you can study for and maintain your license and join the ranks of New Mexico real estate agents, visit us at [TheCEShop.com/New-Mexico/NM-real-estate](https://TheCEShop.com/New-Mexico/NM-real-estate). There you'll be able to find out exactly 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.

