



WELCOME TO

# *New Jersey*

A BRIEF INTRODUCTION  
TO THE GARDEN STATE

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A REAL ESTATE EBOOK FROM





## INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS IN THE U.S.:

# *New Jersey*

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Known for its breathtaking shoreline, world-renowned eateries, robust economy, highly-rated universities, and larger-than-life personalities, the state of New Jersey is a place that has a little something for everyone. It's close to popular metropolitan areas like New York City and Philadelphia, therefore affording locals the spoils of multiple large cities while still offering the charm of oceanfront living. For those times when you just have to get out of town, there are 430,000+ acres of state parks to explore. It's no surprise that people are flocking to New Jersey as many regard it to be one of the best places to live in the country.

# Newark-Jersey City



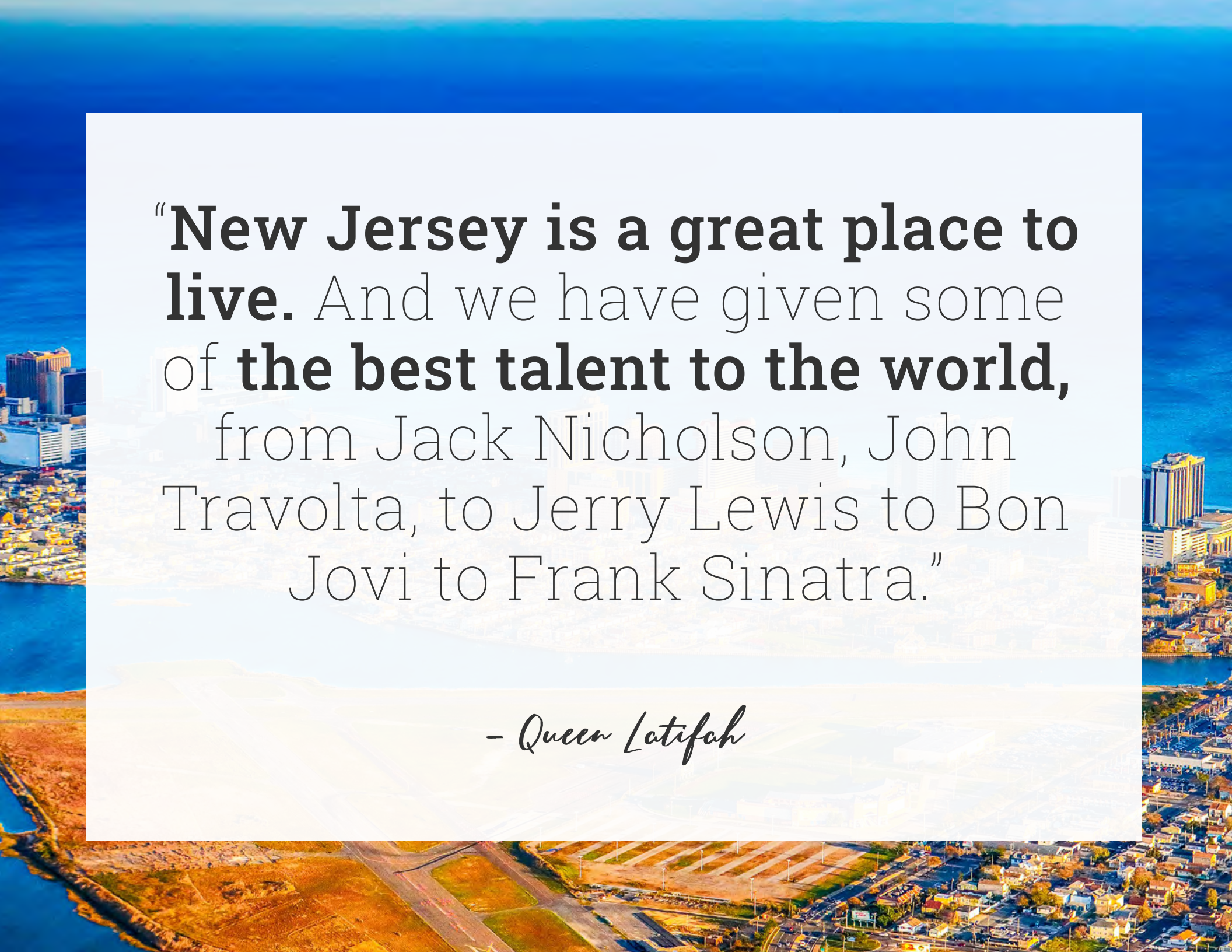
## #5: NEWARK-JERSEY CITY METRO

The Newark-Jersey City metro, including notable places like Jersey City, Weehawken, and Hoboken, is [the most populous part of the state](#) with many of its residents working in New York City. We could see some great city properties hit the market soon as many who are taking advantage of remote work positions might look to be closer to the shore. Every month, thousands more call Newark and its surrounding suburbs home. With a strong economic forecast, limited housing inventory, and the allure of this prime location, the metro market continues its steady rise.

**Local tip:** The Ironbound neighborhood is a culinary adventure. Some refer to it as Little Spain, others call it Little Portugal, and most walk away with a plate full of Argentinian empanadas. Regardless, if you can't find something good to eat here, [it will find you](#).

The [median home value in Newark](#) is \$320,303, which is a 12.2% increase from the previous year. Zillow predicts this figure will rise another 7.8% within the next year.



An aerial photograph of the New Jersey coastline, showing a mix of urban development, parking lots, and green spaces along the shore. The ocean is visible in the background under a clear blue sky. The text is overlaid on a semi-transparent white box in the center of the image.

**“New Jersey is a great place to live.** And we have given some of **the best talent to the world,** from Jack Nicholson, John Travolta, to Jerry Lewis to Bon Jovi to Frank Sinatra.”

*– Queen Latifah*



## #4: TRENTON METRO

Perfectly spaced between bustling New York City, history-rich Philadelphia, and the beautiful Jersey shore, the capital city of Trenton is the place to be. Here, residents can work in New York City, Philadelphia, or Trenton without the high cost of living typically seen in New York, Philadelphia, or even New Jersey as a whole. On average, the cost of living in Trenton is 20% lower than the rest of New Jersey, meaning your client's dream of owning their own home could be closer than ever.

**Local tip:** Since Trenton offers refuge to the fiscally conscious, we recommend attending a Trenton Thunder minor league baseball game at [Arm and Hammer Park](#). It's much cheaper than attending a pro game and great fun in a uniquely Trenton way.

The [median home value in Trenton](#) is \$189,151, which is a 15.8% increase from the previous year. Zillow predicts this figure will rise another 9.1% within the next year.

## Trenton Metro





# Camden Metro

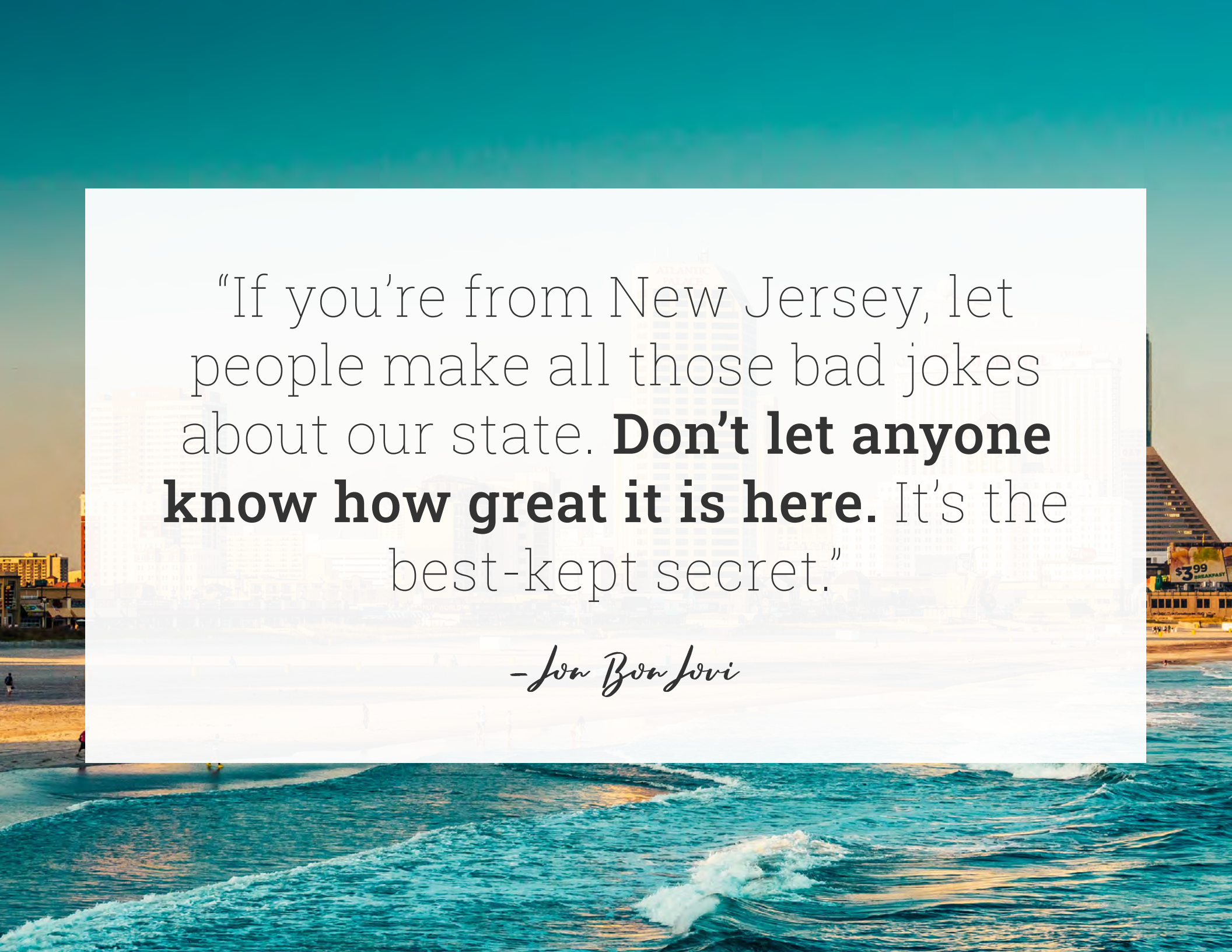
## #3: CAMDEN METRO

[Established in 1626](#), just two years after New York City, Camden is among the oldest establishments in the country. Not surprisingly, then, Camden is the birthplace of countless famous politicians, athletes, and artists, including but not limited to the [poet Walt Whitman](#). And while the city works through past issues to better serve its residents, locals describe Camden as a tight-knit community that's rich in history, and one that they wouldn't trade for anything else. At the very least, its affordability and proximity to Philadelphia make Camden Metro a great option for those looking to pinch pennies.

**Local tip:** History buffs will love hopping aboard the [USS New Jersey](#), a WWII-era Iowa-class battleship that has seen more combat than any other of its kind.

The [median home value in Camden](#) is \$69,006, which is a 10.8% increase from the previous year. Zillow predicts this figure will rise another 8.1% within the next year.





“If you’re from New Jersey, let people make all those bad jokes about our state. **Don’t let anyone know how great it is here.** It’s the best-kept secret.”

*- Jon Bon Jovi*



# The Jersey Shore

## #2: THE JERSEY SHORE

We all know that the TV show is just a small snippet of what makes the shore great. In reality, newcomers and New Yorkers alike are often taken back by the pristine beaches, the boardwalks bursting with arcades and ice cream parlors, and the picturesque little towns that line the shore. Like other coastal states, however, property close to the beach is in high demand and is set to remain that way. As more people continue to work remotely, greater numbers are looking to live close to the beach without being too far from the shows, restaurants, and entertainment of New York City. That makes the Jersey Shore the place to be.

**Local tip:** After a long day on the beach, shower up and catch a show at [the Stone Pony](#) in Asbury Park. Not only will you have a great time, there's a chance the Boss might drop in. Does it get any more Jersey than that?

The [median home value in Asbury Park](#) is \$409,717, which is a 8.1% increase from the previous year. Zillow predicts this figure will rise another 7.5% within the next year.



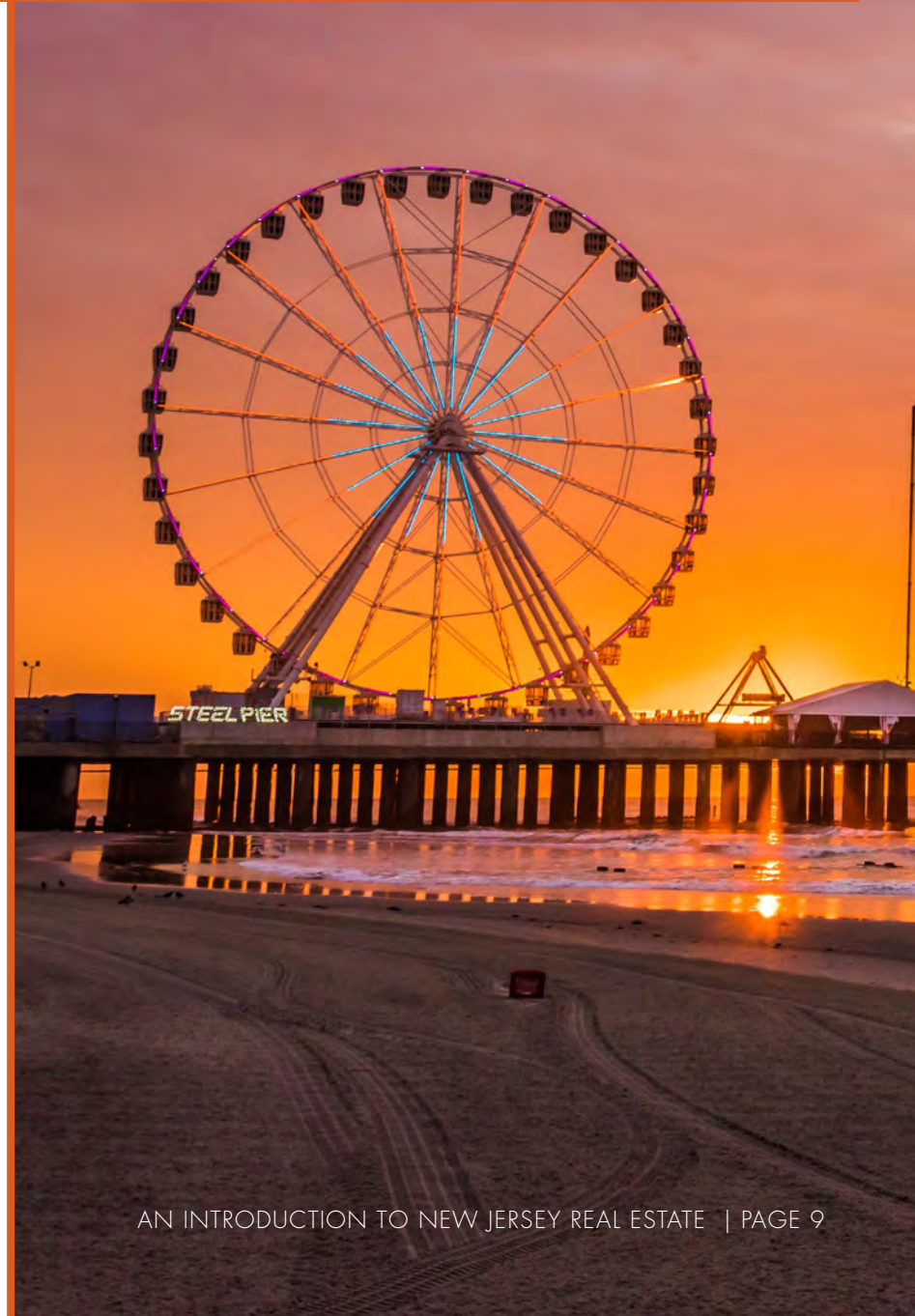
## #1: ATLANTIC CITY

Atlantic City, the place which inspired Frank Sinatra to say [he felt like he was home](#), has long been the go-to adult playground for East Coasters looking to let loose. However, with all of that gambling, entertainment, and tourism comes a bevy of jobs and people who need a place to live. Luckily, those who work in hospitality or those who just want a vacation property will be happy to know that affordable condos are bountiful in Atlantic City. Here, residents can be close to work and the ocean without having to overextend their buying power.

**Local tip:** Do they have beaches in Vegas? We don't think so. If you're in Atlantic City, be sure to [stroll the boardwalk](#) at sunset at least once.

The [median home value in Atlantic City](#) is \$114,640, which is a 11.0% increase from the previous year. Zillow predicts this figure will rise another 7.5% within the next year.

# Atlantic City





# Why New Jersey Real Estate?

With a high demand for real estate, great jobs, and unbeatable quality of life, New Jersey markets are some of the best in the country for real estate professionals.

## Quick Stats - NEW JERSEY

PROJECTED YEAR/YEAR MEDIAN HOME PRICES (MAY 2020 - MAY 2021):	7.2%
MEDIAN HOME VALUE:	\$357,546
MEDIAN RENT PRICE:	\$1,483
AVERAGE DAYS LISTED:	64

## MARKET OUTLOOK

New Jersey is the national headquarters of [Johnson & Johnson](#), which produces everything from consumer health products to medical devices. Today, New Jersey remains a major hub for other large industries like manufacturing, agriculture, transportation, professional services, marine sciences, and health care. With a diverse economy and a strong economic forecast, we can expect real estate to follow.





THERE'S NEVER A BETTER TIME TO BECOME A

# *New Jersey Real Estate Agent*

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Between the wealth of jobs, the relatively low cost of homeownership, and the fact that there's always something unique going on, **New Jersey has become an appealing destination for employers, families, and real estate agents alike.** Now is the time for new real estate agents to start selling in New Jersey!

If you want to learn more about how you can easily pass your real estate licensing exam and join the ranks of New Jersey real estate agents, visit us at [TheCEShop.com/new-jersey/nj-real-estate](https://TheCEShop.com/new-jersey/nj-real-estate). There you'll be able to find out 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 through an encyclopedic knowledge of the real estate industry.

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

