# **CITIES REALFOCUS 1: POPULATION GROWTH**

If the city is between a quarter million and 1 million in population, ideally, you want 20% population growth between the year 2000 and the year 2017.

15% growth for cities over a million

10% growth for cities over 2 million

30% growth for cities under a quarter million

For each year beyond 2017, add 1.25% growth (add 1% for cities over a million, and add 2% for cities under a quarter million)

# **CITIES REALFOCUS 2: MEDIAN HOUSEHOLD INCOME**

You want 30% median household income growth between the year 2000 and the year 2016, using [www.city-data.com](http://www.city-data.com) for a city. This applies to cities of all sizes.

For each year beyond 2016, add 2% growth to the 30% number above.

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# **CITIES REALFOCUS 3: MEDIAN HOUSE OR CONDO VALUE**

Look for 40% growth in Median house or condo value between the year 2000 and the year 2016, using [www.city-data.com](http://www.city-data.com) for a city. This applies to cities of all sizes.

For each year beyond 2016, add 2.5% growth to the 40% number above.

# **CITIES REALFOCUS 4: CHANGE IN CRIME LEVELS**

Look for crime to go down and for the most recent crime number to be below 500 in the crime table in [www.city-data.com](http://www.city-data.com). This applies to cities of all sizes.

For each year beyond 2016, you DO NOT need to add or subtract from this 500 number.

# **CITIES REALFOCUS 5: 12 MONTH JOB GROWTH %AGE**

Look for numbers above 2% annualized job growth (1.5% for cities over a million) using the web link below.

Use this link - <https://www.deptofnumbers.com/employment/metros/>

For each year beyond 2018, you DO NOT need to add or subtract from this number.

# **NEIGHBORHOOD REALFOCUS 1: MEDIAN HOUSEHOLD INCOME**

The neighborhood’s median household income should be between $40K and $70K

This is for cash flowing rentals (both single family and apartments). If investing for appreciation, go with $55K to $90K)

# **NEIGHBORHOOD REALFOCUS 2: MEDIAN CONTRACT RENT**

The neighborhood’s median contract rent should be between $700 and $1000

In expensive metros, bump up the numbers (amount depends on the city), and in the rust belt, you can bump it down by $50, but do not go below $650

# **NEIGHBORHOOD REALFOCUS 3: UNEMPLOYMENT RATE**

The neighborhood’s unemployment rate should be no more than 2.5% higher than the city’s unemployment rate

# **NEIGHBORHOOD REALFOCUS 4: POVERTY LEVEL**

Under 20%, but under 15% is strongly preferred if you are risk averse

# **NEIGHBORHOOD REALFOCUS 5: ETHNIC MIX**

Look for multiple slices, with the biggest ethnic mix slice being smaller than 75% of the neighborhood’s residents

HOW TO GET THE LIST OF TOP CITIES TO INVEST IN FOR 2019

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THE REAL FOCUS RULES

**TEXT RETOOLKIT TO 44222**

(Upper case or lowercase ok)