



# Leveraging the Power of Real Estate Professionals for Middle Neighborhood Success

Moderator: Marcia Nedland



# MIDDLE NEIGHBORHOODS

**National Initiative** focused on mobilizing attention to reverse the trend of decline in middle neighborhoods. The initiative does this through research, policy analysis, communications, and advocacy.

The initiative is coordinated by the **National Community Stabilization Trust** and is advised by a **Steering Committee** of 20 prominent researchers, practitioners, and policy makers.



*This webinar presented by*  
The Middle  
Neighborhoods  
Community of  
Practice  
(CoP)

The **Middle Neighborhoods CoP** is an informal, facilitated network of over 300 practitioners, researchers and policymakers engaged in revitalizing middle neighborhoods. CoP members share learnings through topical webinars, referrals, site visits, phone calls, and occasional larger group events.

The CoP is supported by **NeighborWorks America** and staffed by a small team of organizers.

Join the Community of Practice at [middleneighborhoods.org](http://middleneighborhoods.org).



# Characteristics of Middle Neighborhoods

- Mostly single-family housing, built for families with children.
- Still well more than 50% owner-occupied, but slowly eroding.
- Housing stock is aging, still in generally acceptable condition, but lacks features and updates to compete well for today's homebuyers.
- Property values range from slow decline to flat to underperforming against city and/or inflation.
- Most of our members do not see hyper-inflation of housing price as a risk in their middles. Only a few middle neighborhoods, those in prime locations and usually mostly white, are appreciating, even gentrifying.
- More racially and ethnically diverse, a holder of hard-won middle household wealth.



# Middle Neighborhoods Are Faltering In Their Sustainability

- Ability to ***reliably attract replacement owner occupants*** and other neighborhood-friendly buyers.
- Ability to ***generate home values that support quality maintenance***, repairs and updates without appraisal gaps.
- Ability to ***repel irresponsible investors***.
- Ability to ***maintain engaged residents taking stewardship*** of the neighborhood.
- Ability to ***deliver home equity to owners and revenue to municipal government***.

Click [here](#) to learn more about defining Middle Neighborhoods

Refresh Your Map Zoom Questions or feedback? Type in location GO

### Choose a 2014-2018 layer to display

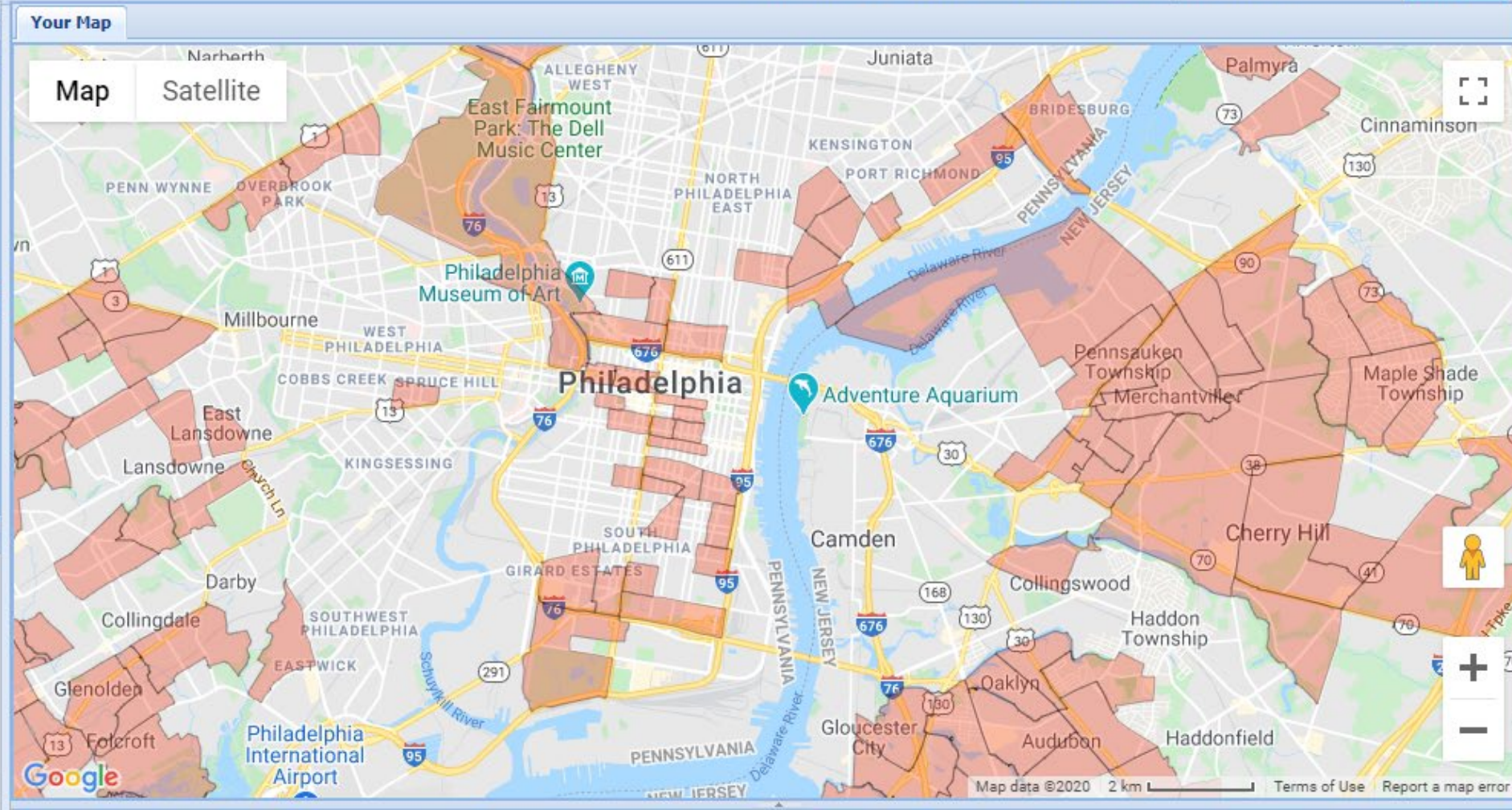
- 2018 City Test 1: 60-100% CMI
- 2018 City Test 2: 80-120% CMI
- 2018 National Test 1: 60-100% NMI
- 2018 National Test 2: 80-120% NMI
- 2018 Regional Test 1: 60-100% AMI
- 2018 Regional Test 2: 80-120% AMI
- 2018 Regional Test 3: 100-160% AMI

### Choose a 2006-2010 layer to display

- 2010 City Test 1: 60-100% CMI
- 2010 City Test 2: 80-120% CMI
- 2010 National Test 1: 60-100% NMI
- 2010 National Test 2: 80-120% NMI
- 2010 Regional Test 1: 60-100% AMI
- 2010 Regional Test 2: 80-120% AMI
- 2010 Regional Test 3: 100-160% AMI

### MSAs

- Panama City, FL Metro Area
- Parkersburg-Vienna, WV Metro Area
- Pensacola-Ferry Pass-Brent, FL Metro Area
- Peoria, IL Metro Area
- Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area
- Phoenix-Mesa-Scottsdale, AZ Metro Area
- Pine Bluff, AR Metro Area
- Pittsburgh, PA Metro Area
- Pittsfield, MA Metro Area



Displaying census tracts with median household incomes between 80 and 120 percent of regional/MSA median (\$69,465), or \$55,572 - \$83,358

## Today's Agenda

- Welcome and Introductions
- The Importance of Real Estate Professionals in Middle Neighborhoods
- Engaging Real Estate Professionals
- Citywide Perspective and Promoting City Living
- Q&A and Discussion

## Guests

### Tracy Gosson

- President
- Sagesse Inc.

### Jody Landers

- REALTOR®
- Berkshire Hathaway Home Services / Pen-Fed Realty

### Annie Milli

- Executive Director
- Live Baltimore



The Importance of  
Real Estate  
Professionals in  
Middle  
Neighborhoods

**Tracy Gosson**

- President
- Sagesse, Inc.

# Neighborhood Marketing Plan Elements

- 1) Brand Pillars
- 2) Brand Identity
- 3) Outcome Goals
- 4) Target Audiences
  - Internal
  - External
- 5) Strategies + Tactics
- 6) Priorities + Budget
- 7) Key Performance Indicators (KPI's)

# Neighborhood Marketing Plan Elements

- 1) Brand Pillars
- 2) Brand Identity
- 3) Outcome Goals
- 4) Target Audiences
  - Internal
  - External - - - REAL ESTATE PROFESSIONALS
- 5) Strategies + Tactics
- 6) Priorities + Budget
- 7) Key Performance Indicators (KPI's)

# Why Target Real Estate Agents?

- Real estate professionals are gateway influencers, they could be the first contact a prospective new resident has.
- In the late 1990's, Baltimore City was losing 1,000 net residents a month.
- At the time, there were many real estate agents that would not show homes for sale in the city to buyers.
- Instead of dwelling on agents that were negative about the city, we turned our focus to partnering with those that were enthusiastic about city living.

# The Approach - Citywide

- Create a program that educates agents, highlights them as partners and ultimately create more city residents.
- Partnering with the largest real estate professional organization in the region, we developed an accredited continuing education class through the State of Maryland.
- The *Selling Baltimore City* class featured information on:
  - City neighborhood options and assets.
  - Homeownership incentive programs.
  - Navigating historic tax credit programs.

# The Results

- Year one: any agent that successfully completed the class could sign up to be a Live Baltimore *Preferred Real Estate Professional* for free.
- Class survey results:
  - 65% said class influenced them positively about Baltimore.
  - 90% found material “extremely useful”.
  - 90% felt it was a valuable accreditation.
- Within 7 years the fee was \$750 annually, with 125 members.

# Member Benefits

- Exclusive access.
- Received home renter and buyer referrals.
- Only Preferred Agents could exhibit at events and be listed on website and in publications.
- Members could leverage our large advertising budgets to gain greater exposure.
- Baltimore City Housing used these highly qualified agents for their programs as well.

# Scaling to the Neighborhood Level



**BECOME A BELAIR-EDISON PREMIER REAL ESTATE AGENT**



*Only 10 agents will be part of this exclusive group!*  
Reserve your spot today at the required Premier Real Estate Agent orientation session on May 3<sup>rd</sup> with completion of your application and full payment.

#### **PREMIER MEMBER BENEFITS INCLUDE**

- ▶ Consumer home buyer referrals from BENI
- ▶ Profile listing on BelairEdison.city website
- ▶ Featured posts on BENI social media accounts of agent and home listings in neighborhood
- ▶ Participation in BENI home buyer workshops
- ▶ Subscription to quarterly e-newsletter featuring neighborhood and market information
- ▶ Exclusive access to participate in BENI community and promotional events
- ▶ Access to quality stock photos and descriptive text of the community to be used in listings

Annual Membership Fee \$250



FOR MORE INFORMATION

**Contact John Watkins at 410-485-8422**

BELAIR-EDISON NEIGHBORHOODS, INC. • 3412 BELAIR ROAD, BALTIMORE, MD 21213

BelairEdison.city



Application and payment must be received by Wednesday, April 26, 2017. Membership contingent upon approval of application, confirmation of payment and attendance at 2-hour orientation session. Review complete list of member criteria and benefits in separate handout.



# The Approach – Neighborhood Level

- Research agents that are listing and representing buyers in your area.
- Education is key
  - 2-hour training seminar and narrated tour of neighborhood highlights, opportunities, and future growth prospects.
  - Method to qualify that these agents are the most knowledgeable about your community.
- Limit the number of members to keep it exclusive and create value.



# The Approach – Neighborhood Level

- Find ways to promote them
  - Teach home buyer education seminars.
  - Feature their neighborhood home listing in promotions and on social.
  - Exhibitors at events.
  - Co-branded materials.
- Keep them connected to the work of the organization, successes in the neighborhood and potential opportunities.



**Belair-Edison**

BALTIMORE **EST. 1927** MARYLAND



**Belair-Edison**

**Premier Real Estate Agent**



## B-E Neighborhood Highlights

## Executive Insights



### Urban Farming Builds Community

**#CYMI** - An orchard of fresh fruit and over 80 varieties of flowers and foliage has taken over several once-vacant lots in Belair-Edison. Thanks to Maya Kosok, she has brought her love of farming to the community by opening Hillen Homestead urban farm. [Learn more.](#)



### Boutique Features Signature Line of Clothing

**#CYMI** - Ashley Thompson has always loved fashion. For years, she's been designing clothes, making jewelry, and styling clients. It's been a year since she decided to take the leap from working full time as a nurse technician to open this plus-size one-stop shop boutique. [Learn more.](#)



### Celebrating 25 Years of Working in Belair-Edison

Welcome to the first-edition of our e-newsletter just for real estate professionals wanting to stay current on the Belair-Edison community.

BENI is celebrating our 25<sup>th</sup> anniversary of working in the neighborhood and we are reflecting on where we've been, but most importantly where we are headed.

Last year we launched a rebrand of Belair-Edison with a logo, website, and various outreach efforts, with the goal of increasing engagement with residents and business owners, and to act as a resource to attract new investment.

Get connected to us with the links below and let us know how we can help!

- Johnette Richardson, Executive Director

## B-E Property Showcase

## Housing Stats + Trends

## PROPERTY SHOWCASE



Charm Galore!  
\$148,000



### Premier Real Estate Agent Program Launched

Helping prospective home buyers get connected to real estate professionals that are knowledgeable about the Belair-Edison community was the impetus for the creation of our new Premier Real Estate Agent program. Meet our 11 new partner



**Stunning Home Renovation**  
3637 Chesterfield Ave.  
\$126,900

This gorgeous 4 bedroom, 2 bath home was recently renovated and features high-end details like granite, stainless appliances, crown molding & central air – it showcases the quality of homes in Belair-Edison and how they can be re-imagined for today's buyer.

# Net Results

- Provide a needed, high-quality service to your customers.
- Attract new residents to the community that are more informed about incentives and opportunities.
- Educate and influence an important target audience.
- Elevate your brand within the real estate community; be perceived as a competitive, up-and-coming neighborhood.
- Expand your network of partners and supporters.
- Potentially generate income.

Building  
Neighborhood  
Real Estate  
Partnerships

**Jody Landers**

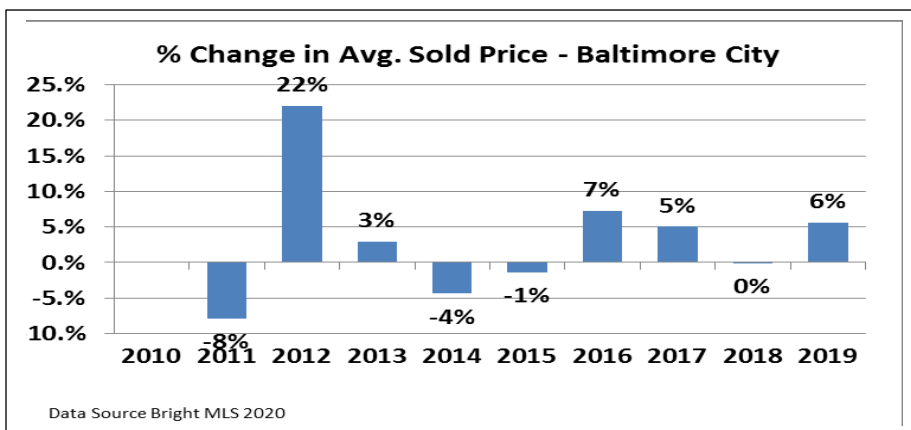
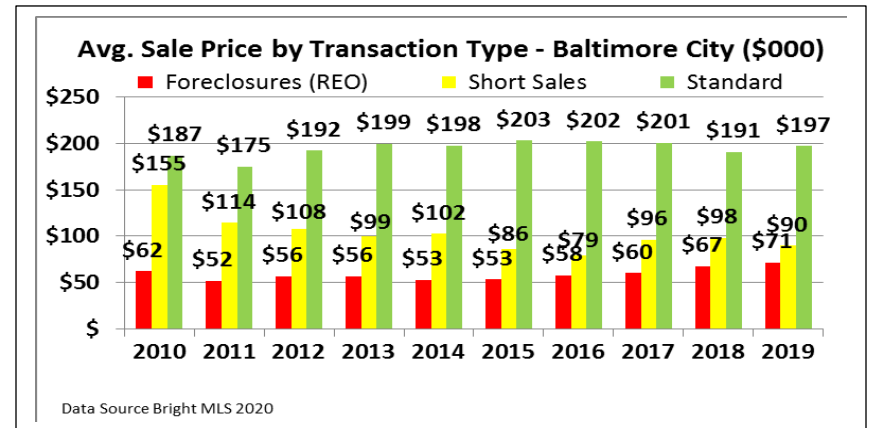
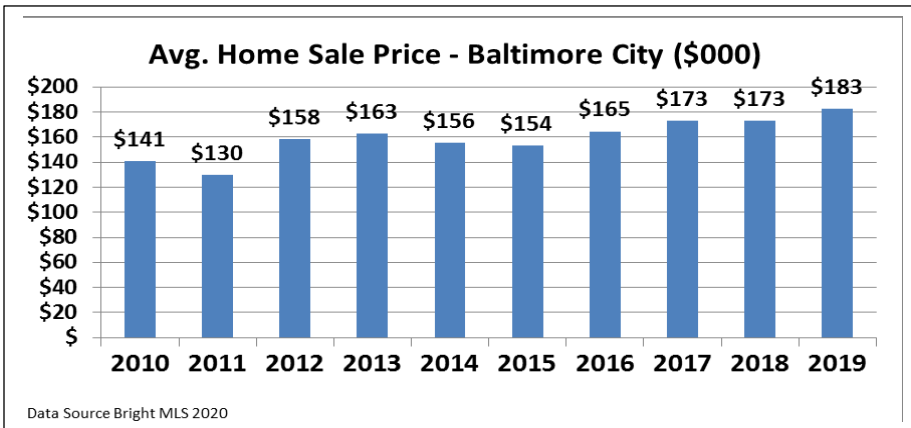
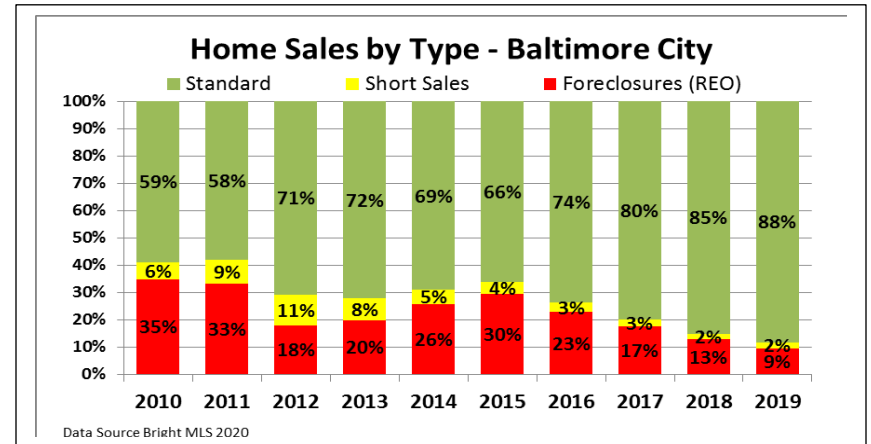
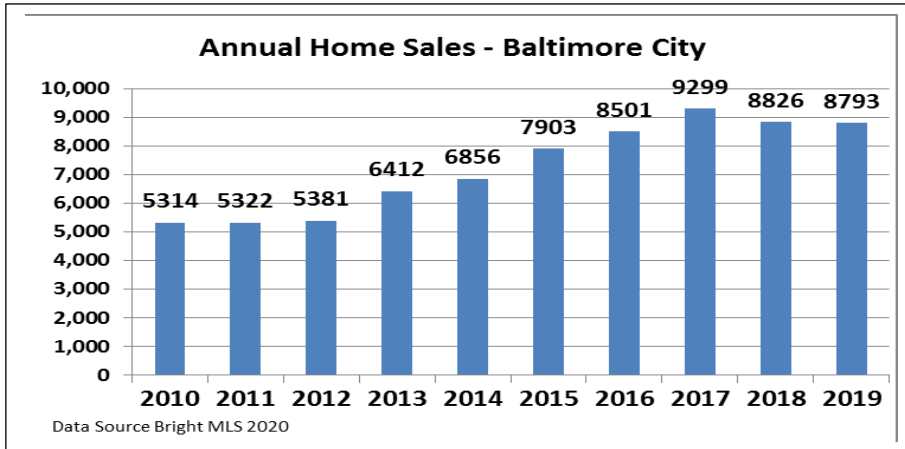
- REALTOR®
- Berkshire Hathaway Home Services / Pen-Fed Realty

## Building Neighborhood REALTOR® Partnerships

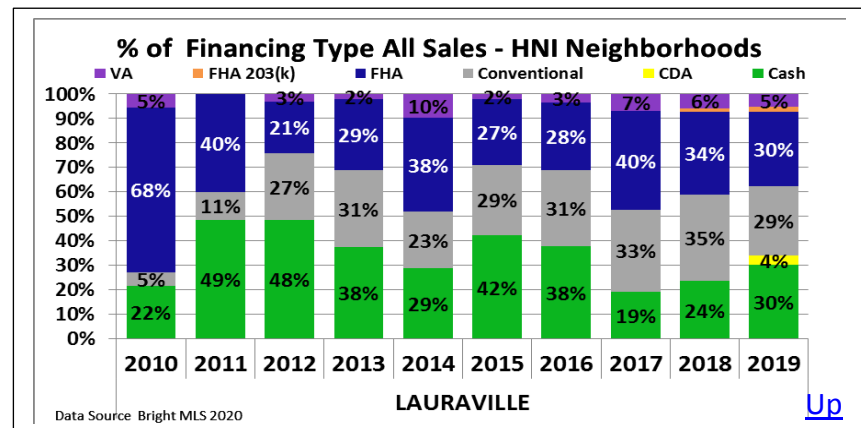
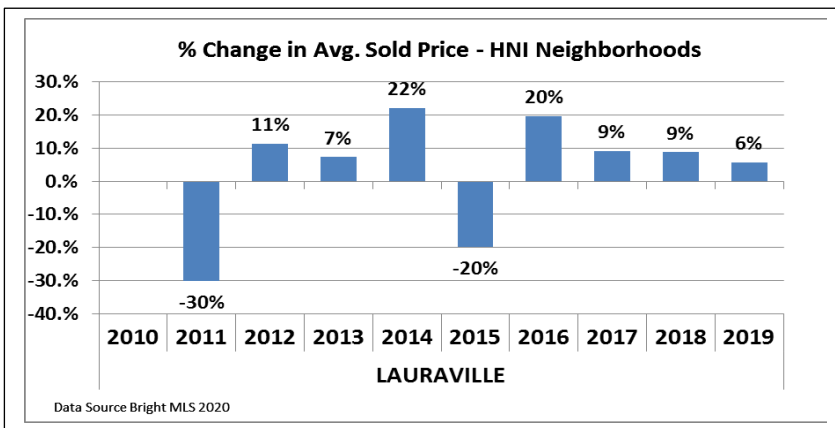
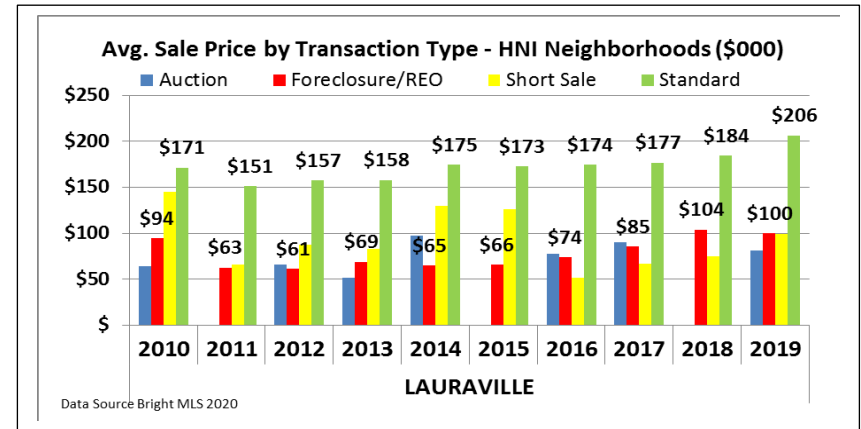
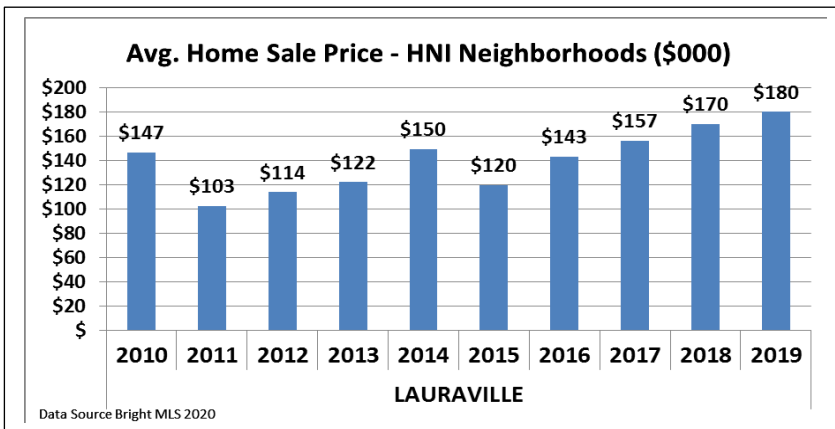
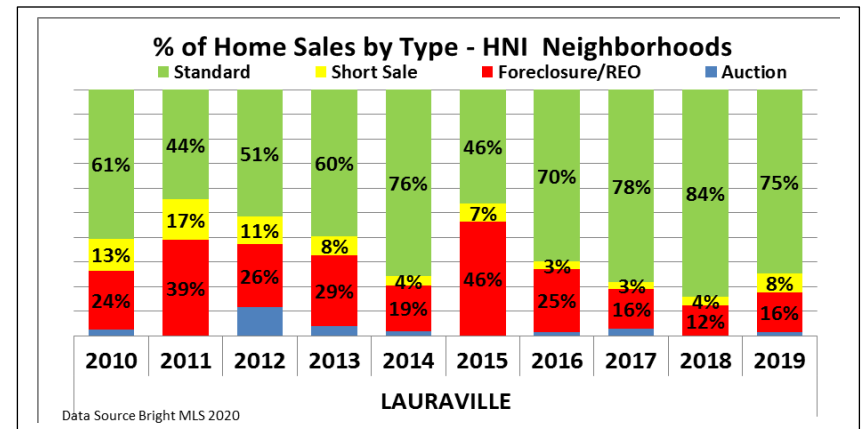
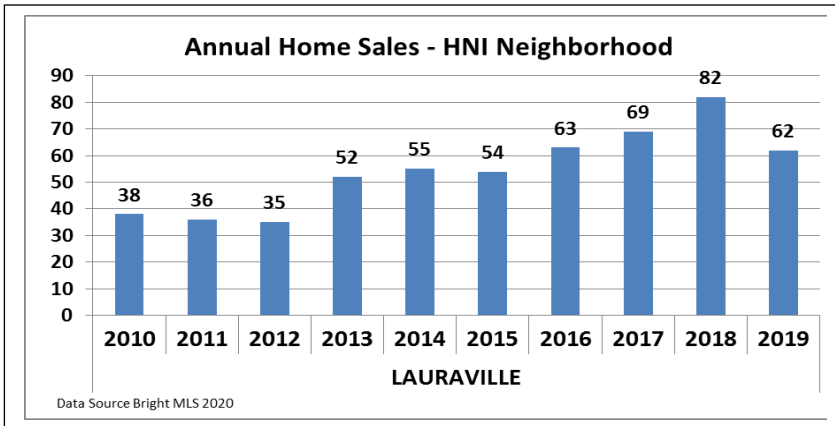
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1. Know what is going on with the housing market in your area. (Slide 1)
2. Enter into partnership/cooperative relationships with individual real estate agents and develop a cooperative relationship with Local and State REALTOR® Associations.
3. Target on the agents and companies that are doing the largest number of transactions in your neighborhood. (Slide 2)
4. Plan joint marketing activities and events, like open house tours and homebuyer workshops.
5. Explore the possibility of conducting educational and professional development courses aimed at increasing agents knowledge about neighborhood, history, marketing materials, financing incentives.
6. Develop a shared bank of marketing photos that agents can download highlighting local landmarks, businesses, restaurants, playgrounds, etc.
7. Work with agents to develop an understanding of the buyers who are moving into your neighborhood.
8. Get regular reports on new home buyers and put together neighborhood welcome packages that include information about the neighborhood and local businesses, including discount coupons from local businesses.





City-wide average sale prices have been generally rising and the percentage of foreclosures has been declining - two trends that are positive, but standard sales seem to have leveled off and actually slightly lower than they have been in prior years. Compare the individual HNI Neighborhood data to the City as a whole.



Top 20 Selling Brokers Combined Zip Codes	Percentage of Sold 1/1/2012+	Cumm. %	Total Sold		Top 20 Listing Brokers Combined Zip Codes	Percentage of Listed 1/1/2012+	Cumm. %	Total Listed
Long & Foster Real Estate, Inc.	11%	11%	46		Long & Foster Real Estate, Inc.	14%	14%	83
RE/MAX Signature Realty, LLC	8%	19%	35		RE/MAX American Dream	6%	20%	36
Advance Realty Direct Inc.	7%	25%	28		RE/MAX First Choice	6%	26%	36
Coldwell Banker Residential Brokerage	5%	31%	23		RE/MAX Signature Realty, LLC	6%	32%	36
RE/MAX First Choice	4%	35%	19		Coldwell Banker Residential Brokerage	5%	37%	28
RE/MAX American Dream	4%	39%	18		RE/MAX Sails Inc.	5%	41%	27
Century 21 Horizon Realty, Inc.	4%	43%	17		Advance Realty Direct Inc.	4%	45%	25
Keller Williams Realty Baltimore	3%	46%	12		Home Selling Assistance	4%	49%	24
Keller Williams Excellence	3%	49%	11		Keller Williams Realty Baltimore	3%	53%	20
Home Selling Assistance	3%	51%	11		ExecuHome Realty	3%	56%	17
RE/MAX Elite Realty	2%	54%	10		Century 21 Horizon Realty, Inc.	3%	58%	16
Prudential PenFed Realty	2%	56%	10		Keller Williams Excellence	3%	61%	16
ExecuHome Realty	2%	58%	10		RE/MAX Components	2%	63%	10
Real Estate Professionals, Inc.	2%	61%	9		RE/MAX Elite Realty	2%	64%	10
RE/MAX Sails Inc.	2%	64%	8		Prudential PenFed Realty	2%	67%	9
Keller Williams American Premier Realty LLC	2%	66%	7		Keller Williams American Premier Realty LLC	1%	69%	8
Cummings & Co Realtors LLC	1%	67%	6		Century 21 Downtown	1%	70%	8
Advance Realty, Inc.	1%	69%	6		Progressive Property Real Estate	1%	71%	7
RE/MAX Components	1%	70%	5		Maryland REO Realty, LLC	1%	72%	6

Citywide  
Perspective and  
Promoting City  
Living

**Annie Milli**

- Executive Director
- Live Baltimore



# We Grow Together Partnering with Real Estate Agents

AUGUST 2, 2021

LIVE *Baltimore*  
CITY LIVING STARTS HERE

# Live Baltimore

## WHO WE ARE:

**Live Baltimore is a 501(c)(3) nonprofit.**

We work citywide to grow Baltimore's economy by attracting and retaining residents.

Founded  
**1997**

Incorporated as a 501(c)(3)  
**2001**

Full-time staff  
**8**

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## WHAT WE DO:

Live Baltimore fights the persistent and devastating population loss that began in Baltimore City in the 1950s.

**Persuade**  
prospective residents

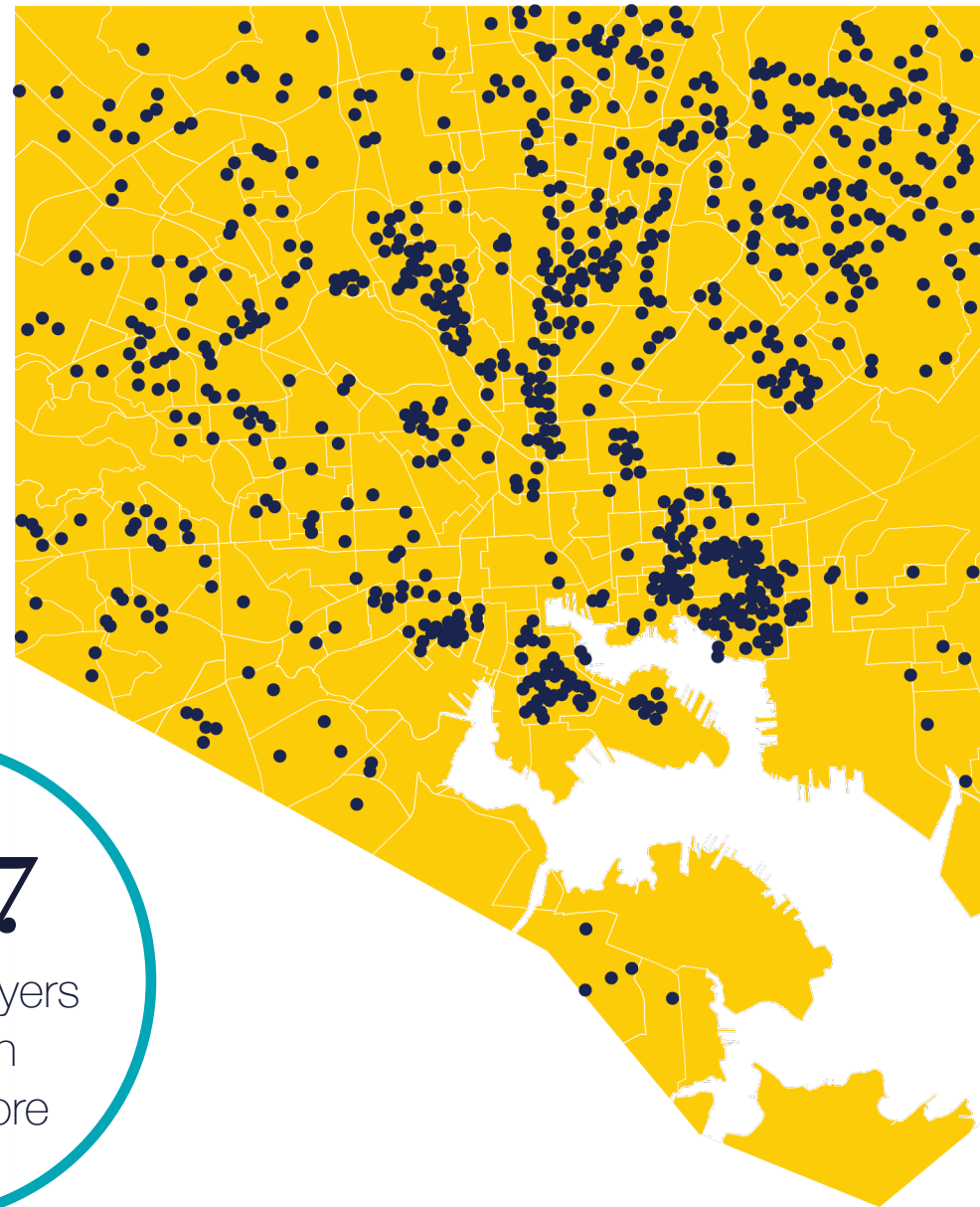
**Empower**  
existing residents

**Influence**  
the Real Estate industry

# Annual Impact

Live Baltimore's efforts benefit **over 75% of Baltimore City's neighborhoods** each year.

**1 in 7**  
City homebuyers  
works with  
Live Baltimore



# Since Fiscal Year 2016

Live Baltimore assists **more Baltimore City homebuyers** than any other organization.

5,627

Homes purchased

198

Neighborhoods impacted

\$1.2 B

In home sales



# Real Estate Agents Matter

**35% of City homebuyers** considered homes in surrounding counties.

**48%** considered more than three City neighborhoods.



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**70%**

of homebuyers report that their real estate agent encouraged their decision to purchase in Baltimore City.

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LIVE Baltimore  
CITY LIVING STARTS HERE



GBBR  
GREATER BALTIMORE  
BOARD OF REALTORS®

**3 CE HOURS!**

**Selling  
Baltimore  
City**

**I ♥ city life**  
LiveBaltimore.com

## **LEARN ABOUT:**

- Baltimore City neighborhood market trends
- Down payment and closing cost assistance for your clients
- Tax credits for your clients
- Renovation programs that can turn a fixer-upper into your client's dream home
- How to answer tough questions about Baltimore City

# LiveBaltimore.com

More than **220,000 visitors** research City neighborhoods and homebuying incentives on the site each year.



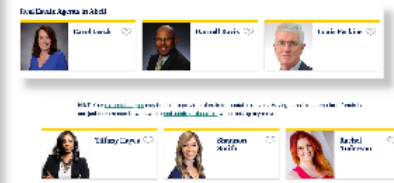
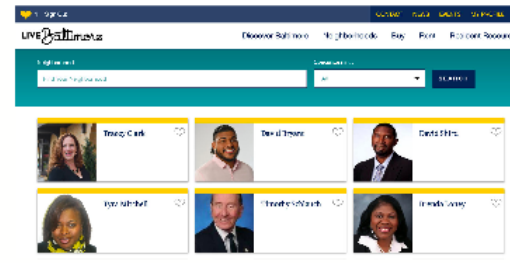
## HYPER-LOCAL AUDIENCE





## INDIVIDUAL REAL ESTATE AGENT

Support population growth in Baltimore City while showcasing your business to thousands of homebuyers.



### PACKAGE FEATURES

- Robust Online Presence featuring Contact Information, Photos, Videos, and Website Links
- Display Ads on LiveBaltimore.com, including up to 20 neighborhood pages
- Trolley Tour Exhibiting and Volunteer Opportunities
- Networking Events with Lenders and Other Pros
- Monthly Housing Market Data Analysis
- Use of the City Living Certified Logo
- Continuing Education Opportunities

Contact: Scott Serafin | 410-637-3750 x125 | sserafin@livebaltimore.com

LIVE Baltimore  
CITY LIVING STARTS HERE

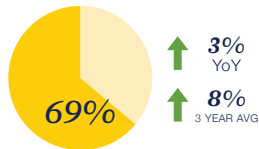
# June 2021

## Baltimore City Home Sales

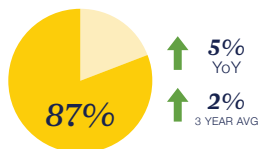
TOTAL SALES **\$287M** YoY **↑ 57%**  
3 YEAR AVG ↑ 56%

NUMBER OF SALES	MEDIAN SALE PRICE	AVERAGE DAYS ON MARKET
<b>1,172</b>	<b>\$214,900</b>	<b>24</b>
<b>↑ 35%</b> YoY	<b>↑ 16%</b> YoY	<b>↓ -55%</b> YoY
<b>↑ 35%</b> 3 YEAR AVG	<b>↑ 19%</b> 3 YEAR AVG	<b>↓ -55%</b> 3 YEAR AVG

### FINANCED SALES



### STANDARD SALES\*



### TOP 10 NEIGHBORHOODS BY NUMBER OF SALES

- Canton
- Patterson Park Nhood, Riverside (TIE)
- Belair-Edison
- Upper Fells Point, Pigtown (TIE)
- South Baltimore
- Hampden
- Federal Hill, Locust Point (TIE)
- Homeland, Greektown, Ham. Hills, Inr. Hbr. (TIE)
- Mount Washington, Mid-Town Belvedere, Brooklyn, Fells Point (TIE)
- Oliver, Ednor Gardens-Lakeside (TIE)

### TOP 10 NEIGHBORHOODS BY AVERAGE PRICE

- Keswick
- North Roland Park/Poplar Hill
- Roland Park
- Guilford
- Homeland
- Cedarcroft
- Bolton Hill
- Jonestown
- Wyndhurst
- Hoes Heights

\*Standard sales exclude the following MLS "sales type" categories: Auction, Broker/Owner Property, In Foreclosure, Notice of Default, H.L.D. Owned, Probate Listing, REO/Real Estate Owned, Short Sale, Third Party Approval, Unassigned.

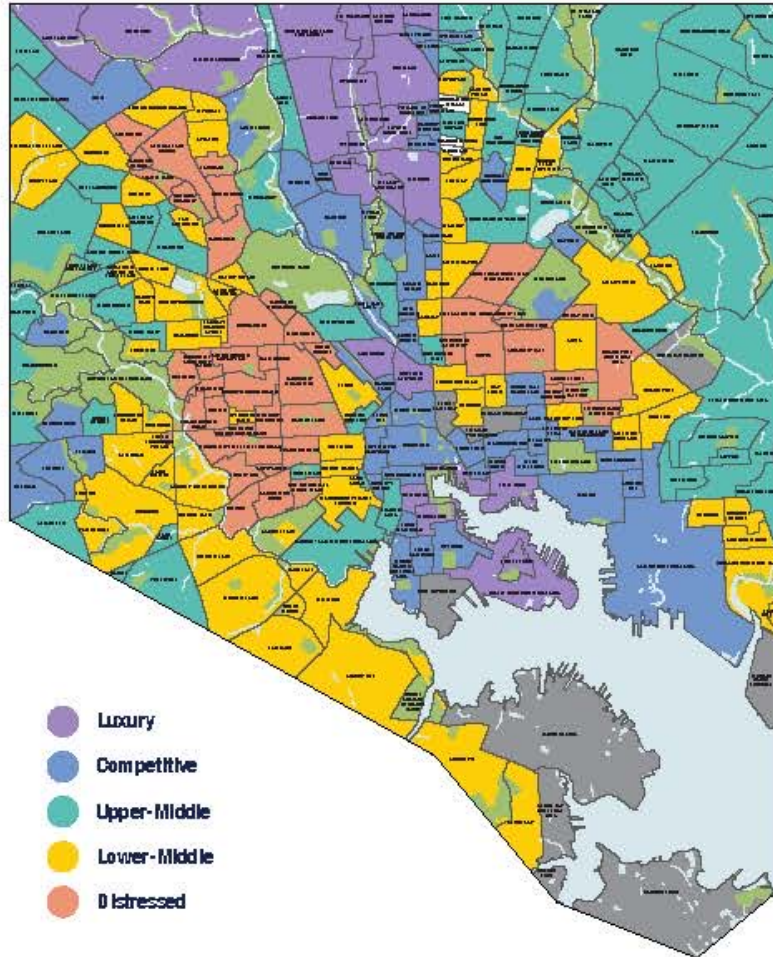
Source: BrightMLS, Analysis by Live Baltimore



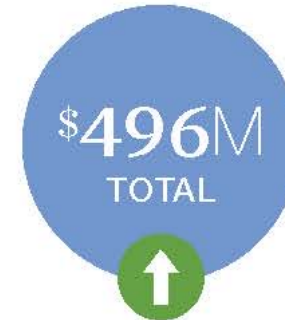
## MONTHLY REPORTS:

- Distributed to partner agents, CDCs, other nonprofits, and government
- Turned into press releases and shared with local media
- Earn regular inclusion in monthly real estate stories
- Generate unique stories that feature partner agents as third-party validators

# In-Depth Market Analysis



679 SALES ↑ YoY  
\$375K MEDIAN ↑ YoY  
45 DOM ↓ YoY



1,643 SALES ↑ YoY  
\$290K MEDIAN ↑ YoY  
33 DOM ↓ YoY



1,267 SALES ↑ YoY  
\$205K MEDIAN ↑ YoY  
22 DOM ↓ YoY



1,248 SALES ↑ YoY  
\$129K MEDIAN ↑ YoY  
31 DOM ↓ YoY



890 SALES ↑ YoY  
\$57K MEDIAN ↑ YoY  
48 DOM ↓ YoY

# Neighborhood Analysis



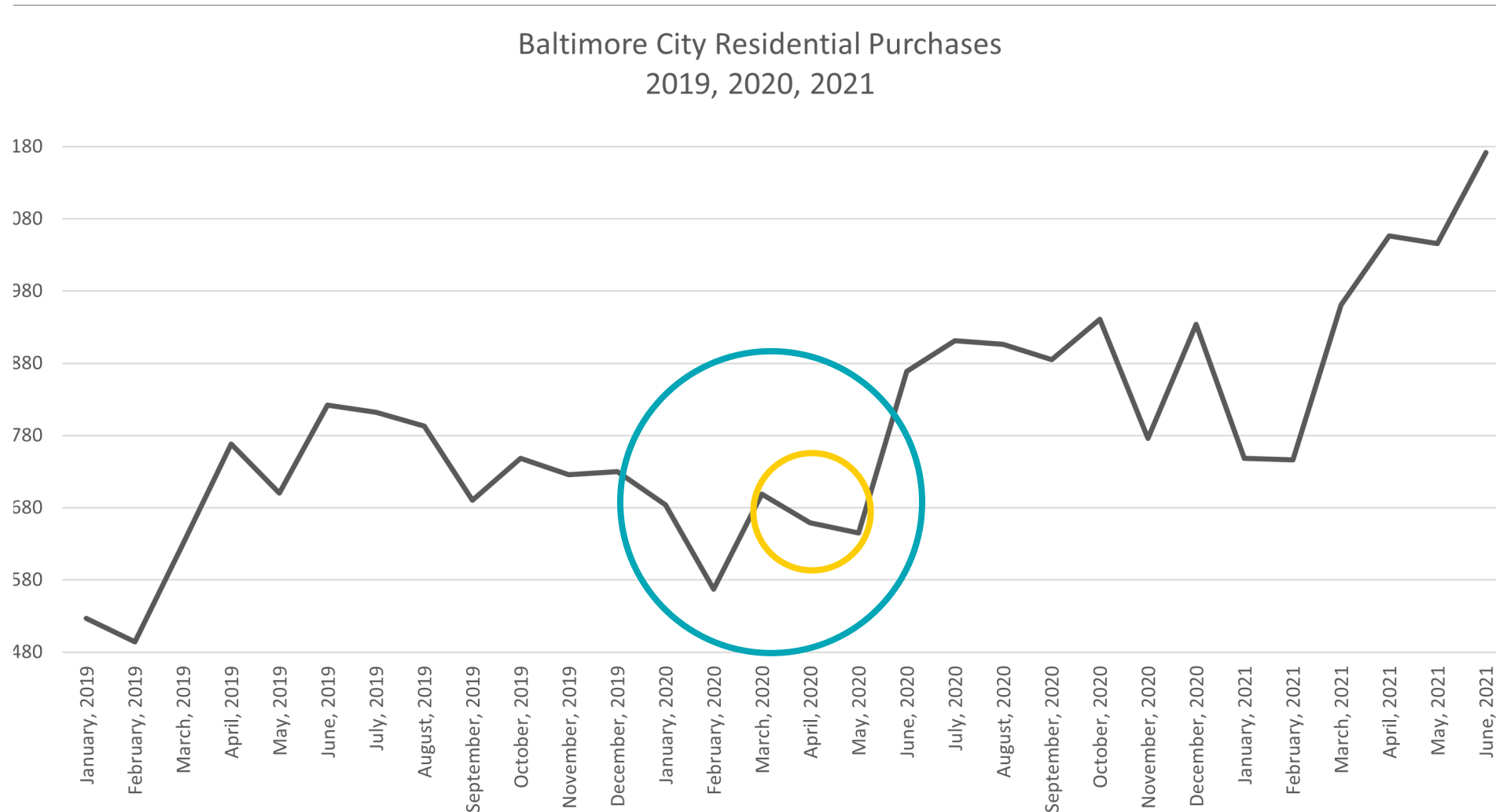
ALL BALTIMORE CITY NEIGHBORHOODS      Group "F & G & H"      Group "I & J"

12  
Neighborhoods in Park Heights Plan      Park Heights Plan F & G & H Neighborhoods      Park Heights Plan I&J Neighborhoods

VOLUME	# of Closed Sales	# of Closed Sales	# of Closed Sales	# of Closed Sales	# of Closed Sales	# of Closed Sales
This month	906	210	135	31	9	22
This month last year	793	193	119	20	2	18
# Change vs. this month last year	113	17	16	11	7	4
% Change vs. this month last year	14.25%	8.81%	13.45%	55.00%	350.00%	22.22%
This YTD	5940	1335	954	207	54	153
Previous YTD	5546	1313	753	141	29	112
# Change vs. PYTD	394	22	201	66	25	41
% Change vs. PYTD	7.10%	1.68%	26.69%	46.81%	86.21%	36.61%
This YTD	5940	1335	954	207	54	153
3-Year Avg YTD	5992	1376	846	171	40	131
# Change vs. 3-Year Avg YTD	-52	-41	108	36	14	22
% Change vs. 3-Year Avg YTD	-0.87%	-2.98%	12.77%	21.05%	35.00%	16.79%



# COVID-19 Market Impact



Analysis courtesy of Live Baltimore

Data Source: BrightMLS

I   
city  
life.®

Thank you.

[amilli@livebaltimore.com](mailto:amilli@livebaltimore.com)

410-637-3750 x111



Subscribe

Center for Community Progress

Check out: The Cornerstone Webinar Series

Symposium  
August 25, 2021

## **Investing in the Future: Realizing the Opportunity of Middle Neighborhoods**

- Symposium
- Pre-Event Workshops
- Round Table Discussions

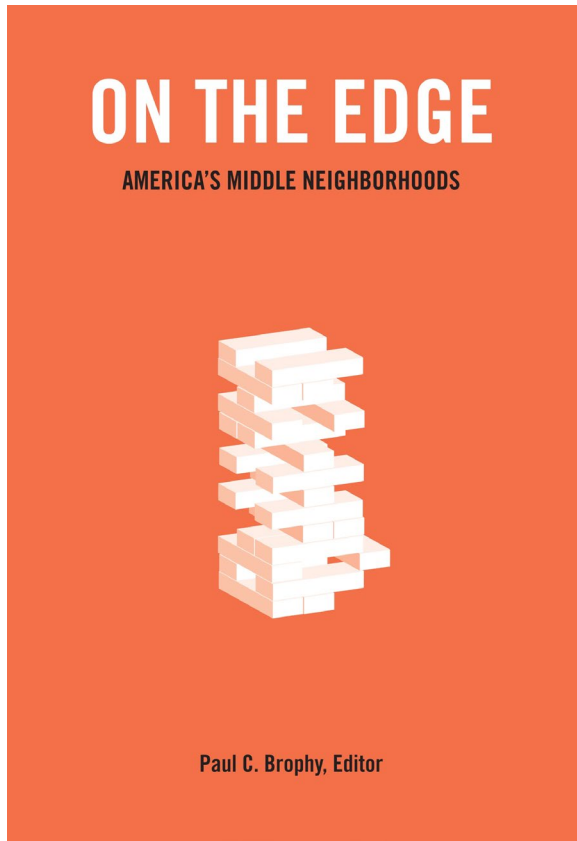
Register for free: [VTISYMP21](#)

Thank you for  
joining us!

Please email us if you have ideas for webinars, case studies, news stories, etc.

Tell us about your experience today!

# Questions or Ideas?



## MIDDLE NEIGHBORHOODS

2018 CLEVELAND | ACTION AGENDA | ABOUT THE BOOK | NEIGHBORHOODS | NEWS | CONTACT | Q



### Why Middle Neighborhoods Matter

In many cities, up to forty percent of residents live in middle neighborhoods, representing a major source of

### UPCOMING EVENTS

#### THE MIDDLE NEIGHBORHOODS CONVENING IN CHICAGO

##### WHEN

More information forthcoming

[Learn more >](#)

### JOIN THE CONVERSATION

[Middle Neighborhoods](#)



For more Information

www.middleneighborhoods.org

Mapping Tool: <http://middleneighborhoods.reomatch.com/>

## MIDDLE NEIGHBORHOODS

May 2019 Newsletter



Cleveland community celebrates opening of new bike lane in Old Brooklyn with Mayor Frank Jackson. Photo credit: Old Brooklyn Community Development Corporation.

### [What We Talk About When We Talk About Middle Neighborhoods](#)

By Nelson Beckford, The Cleveland Foundation

Picture this: a rectangular table with 30 leaders from Cleveland's community development field. We were there to discuss the concept of "middle neighborhoods" and to provide a recap of the Middle Neighborhood working group meeting in Cleveland for those who weren't able to join. I didn't know what to expect. Will the group take offense to the term "middle neighborhood"? [Read more](#)