

How We Choose Our Neighborhoods



Why Birmingham?



Birmingham is one of the South's most misunderstood cities. A former steel and manufacturing center once known as the "Pittsburgh of the South," Birmingham is still thought by many outsiders to combine the grittiness of this legacy with some of the other unsavory images of the old South. But the truth is far different:

Birmingham has experienced a major economic turnaround and is one of the nation's fastest rising cities.

The steel industry is still evident but has transitioned into **higher value-add manufacturing enterprises** supporting the South's **growing automotive assembly industry**, which surrounds the city in a few-hundred-mile radius in places like Tuscaloosa (Mercedes) Lincoln, AL (Honda), Montgomery, AL (Hyundai), and Spring Hill and Smyrna, TN (Saturn and Nissan).

Beyond this industry, **the economy has moved decidedly towards more new-economy enterprises in research, medicine, banking, finance, and technology**. The area has become a magnet for young educated workers and their families looking for alternatives to Atlanta and other booming Southern centers.

“Birmingham had a record-breaking year for jobs and capital investment in 2018, creating over 4,500 jobs and announcing over \$1 billion in capital investment”

- Birmingham Business Alliance

<https://www.birminghambusinessalliance.com/regional-news-1/recordbreaking2018?fbclid=IwAR2jL9BiyYLm3X-12AG9ayBYbeU-IDKrfSaGJiAHmFZ845vh0QhhG9J3Ohs>

Birmingham Highlights

- *Inc Magazine* named Birmingham as a **top “Surge City” in the US.**
 - <https://www.birminghambusinessalliance.com/regional-news-1/inc?fbclid=IwAR28M7Gr100liDDwc3WrlKVff1urqRn6LLFHncFQ8Yf04uaO5NGarAOKqCE>
- Birmingham selected as one of Steve Case’s (AOL Founder) **Rise of The Rest Campaign Cities**
 - <http://www.madeinalabama.com/2018/05/rise-of-the-rest/>
- Birmingham is a **leader for Inclusive Innovation**
 - <https://www.alabamane.wscenter.com/2019/02/05/deontee-gordon-techbirmingham-sees-birmingham-leading-inclusive-innovation/>
- Big **Institutional Investors are targeting Birmingham** for single-family investment
 - https://www.nreionline.com/single-family-rentals/institutional-investors-sfrs-search-yield-tweaking-their-criteria?NL=NREI-21&Issue=NREI-21_20190114_NREI-21_634&sfvc4enews=42&cl=article_2_b&utm_rid=CPG09000016816878&utm_campaign=18212&utm_medium=email&elq_2=839c106ab06447749ea78264ee0b4225



Growth & New Industry

- **Joonko Relocates Global Headquarters to Birmingham**

- https://www.bizjournals.com/birmingham/news/2018/12/18/san-francisco-based-startup-relocates-to.html?ana=e_du_prem&s=article_du&ed=2018-12-18&u=29223310424e1709c1016e5a4824f1&t=1545167579&j=85617821&fbclid=IwAR0sslazbEqrulBGipuTos5g66vPo9F2S5uYrNgHNOmYTvv9V8FSTtHe1Vg

- **New Amazon Fulfillment Center Currently Under Construction in Birmingham**

- *"The \$325 million fulfillment center, comprising 855,000 square feet on 133 acres on Powder Plant Road, will support 1,500 jobs. Those numbers don't include jobs from the 2,200 contractors doing work at the site."*
- https://www.al.com/news/2018/10/amazon_breaks_ground_on_325_mi.html

- **Leader in Bioscience**

- *"Alabama's multifaceted biosciences industry generates \$7.3 billion in economic activity annually while supporting 780 companies and nearly 48,000 direct and indirect jobs across the state, according to a new analysis by researchers at the University of Alabama."*
- <http://www.madeinalabama.com/2018/05/rise-of-the-rest/>

- **Auto Parts Maker Investing \$26 million in new Alabama Plant, creating 50 new jobs**

- https://www.bizjournals.com/birmingham/news/2018/11/08/auto-parts-maker-investing-26m-in-alabama-plant.html?ana=e_me_set1&s=newsletter&ed=2018-11-08&u=pL4seaVeoq0R0aFQQu7Xwg07fd56bf&t=1541692099&j=84905511

Target Neighborhoods

We prefer B-class neighborhoods with the following:

- Good school districts
- Low unemployment rate
- Higher Median household incomes
- Population density
- High home values
- A lot of college educated people
- Access to job opportunities

We prefer these areas because they are more stable during economic fluctuations, and they tend to attract hard-working, middle-class tenants and buyers who tend to take good care of the properties.

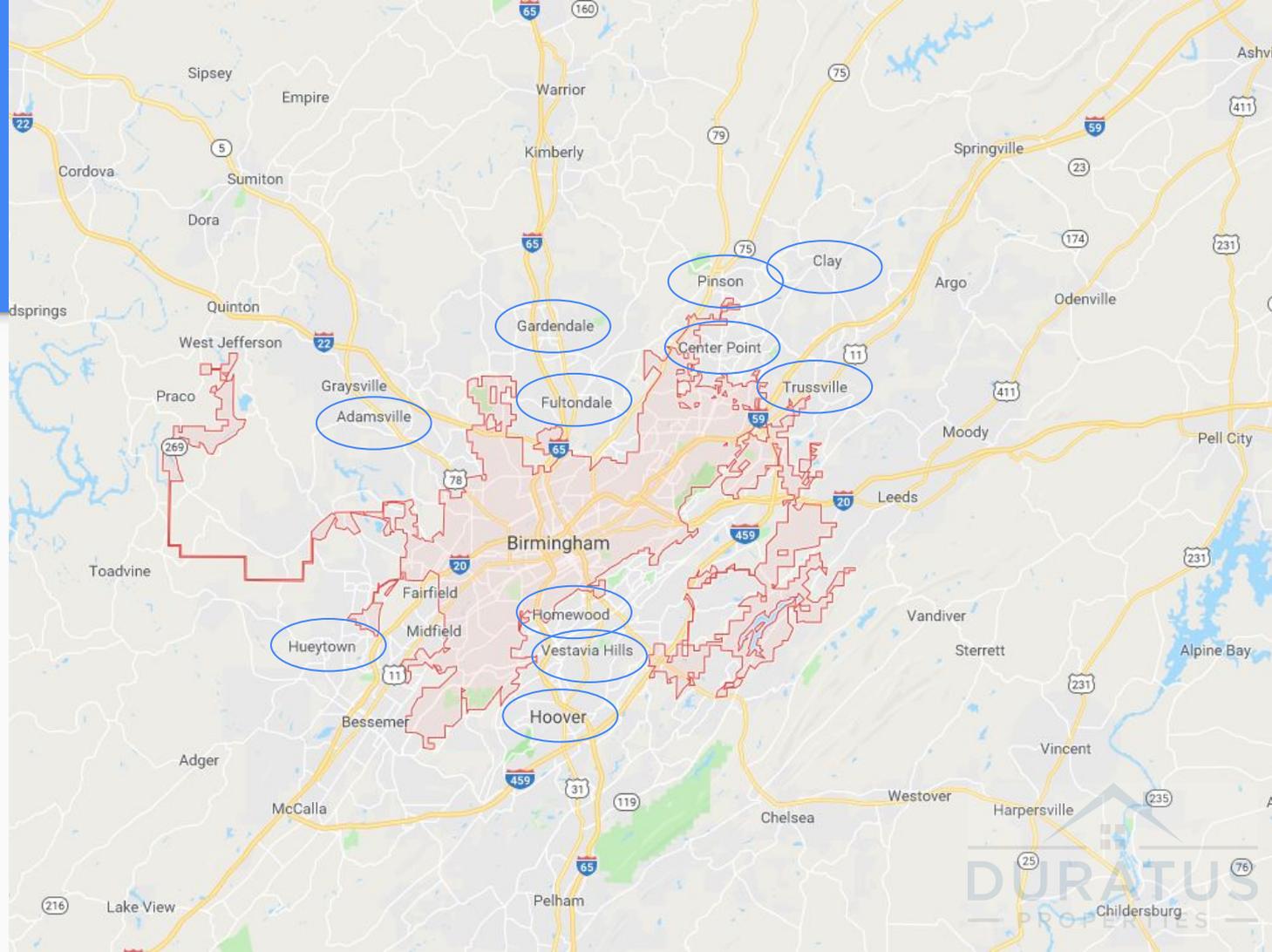
Good Class B Neighborhoods

1. Vestavia
2. Homewood
3. Hoover
4. Trussville
5. Helena
6. Chelsea
7. Clay
8. Alabaster
9. Gardendale
10. Pleasant Grove
11. Pelham
12. Fultondale
13. Pinson
14. Center Point

City	Rank	Population	Unemployment Rate	Median Home Price	Median Income
Vestavia Hills	1	34,061	3.6%	\$339,000	\$81,352
Mountain Brook	2	20,484	2.2%	\$558,900	\$130,259
Homewood	3	25,420	4.4%	\$286,300	\$62,431
Hoover	4	82,849	5.7%	\$260,700	\$76,469
Trussville	5	20,229	5.5%	\$229,600	\$86,518
Helena	6	16,752	5.7%	\$177,000	\$86,018
Chelsea	7	11,051	2.6%	\$199,400	\$85,106
Clay	8	9,699	7.2%	\$159,300	\$67,630
Alabaster	9	30,978	5.6%	\$164,200	\$70,173
Gardendale	10	13,809	4.0%	\$160,800	\$56,852
Pleasant Grove	11	10,230	6.8%	\$150,100	\$64,278
Pelham	12	22,106	6.5%	\$168,200	\$68,197
Moody	13	12,124	5.1%	\$144,400	\$60,829
Calera	14	12,376	7.6%	\$136,000	\$61,481
Fultondale	15	8,593	3.2%	\$123,600	\$50,586
Irondale	16	12,399	9.9%	\$125,200	\$48,361
Pinson	17	7,141	8.6%	\$133,000	\$60,492
Montevallo	18	6,470	11.4%	\$157,600	\$35,444
Center Point	19	16,876	10.0%	\$107,300	\$38,828
Leeds	20	12,063	8.5%	\$138,700	\$50,805

Good Areas

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Pinson, Alabama

- The quiet suburb of Pinson is **consistently rated as one of the best places** to live near Birmingham.
- This area is a little more rural, but **most people in Alabama prefer to live away from the city.**
- You will find well-built single family homes with beautiful views and immaculate yards in this area.
- Outdoor recreation enthusiasts enjoy hiking and wildlife watching at the scenic **Turkey Creek Nature Preserve** and **Pinson Bicentennial Park** or playing golf at the **Cumberland Lake Golf Course.**
- There are **many renters** in this area, so leasing after a potential move-out is typically easy.
- This zip code boasts a **better school zone--Pinson Valley**, so there are quite a few people looking to relocate to this area.
- Even though it's a little further out, the I-59S **commute into work is one of the easier travel routes** in rush-hour traffic (when compared to going north or south on I-65 or traveling on the HWY-280).

Pinson, Alabama (continued)

ECONOMICS IN PINSON , AL

■	Median Household Income	\$59,909
■	Median Home Price	\$134,400
■	Homes Owned	13.1%
■	Homes Rent	86.9%
■	Median Property Rent	\$1,009



Thanks!

Contact us:

Duratus Properties

3046 Arbor Bend

Hoover, AL 35244

maura@duratusproperties.com

www.duratusproperties.com

