



Why Louisville, Kentucky is an Amazing Place for Real Estate Investing





Demographics & Economy

Strong Population Base

Louisville, located in Jefferson County, is the largest city in Kentucky with a population around 1.2 million in 2016 (*Federal Reserve Economic Data 2016*). The Louisville MSA (Metropolitan Statistical Area) is made up of 15 counties and boasts a population growth of 14% since 2000. (*Louisville Chamber of Commerce, 2017*). It's seen a population increase of 2.8% just since 2010.

In the last few decades, migration within Kentucky has followed the national trend – toward suburbanization. Now the majority of population growth in the state is occurring in the metropolitan centers. (*Kentucky state data Centre, 2015*)

Immigration is critical to Louisville's population growth, workforce development, and growing landscape of entrepreneurs. (*AS/COA*) From the famous Kentucky Derby at Churchill Downs to its southern cuisine and charm, there are a multitude of reasons to head to Louisville

According to a recent Gallup poll, Louisville ranks in the top 10 cities for Job creation. Where there is job growth, population growth is usually right there with it, as they go hand in hand.

Diversified Economy

Greater Louisville is made up of a diverse and innovative set of industries that continue to advance, adapt, and change to stay competitive in a highly competitive global market

Some of the major employers in Louisville are the United Parcel Service, UPS Airlines, Ford Motor Company, GE Appliances, Humana Inc., and Norton Healthcare. Kentucky One Health and Yum! Brands, and Papa John's International, to name a few. Diversity is integral to a city's ability to survive the rise and fall of companies and even industries over the decades.



A foremost indicator of the economic stability and strength of a metropolitan area is the presence of Fortune 500 Companies. There are several in the city including Humana and the Yum! Brand.

There is also an Illinois-based Fortune 500 company currently considering Louisville for a major distribution center at a cost of \$250 million.

Geographic Importance

The unique advantages of Louisville's strategic location, which is within a day's drive of two-thirds of the U.S. population, and its superb quality of life, can't be over-stated. It's central location and excellent transportation system has made it a distribution, manufacturing and service center since it was founded in 1778. A convergence of natural and manmade assets have defined Louisville as a 21st century logistics and distribution powerhouse. *(GLI.com)*

A diversified economy, a growing population base, and great transportation hubs all help contribute to companies deciding to move to and expand in Louisville.

Affordable Market

Affordable housing is a key requirement for a large segment of the population. The cost of living in this Kentucky gem is below that of the national average. That is appealing to residents and to immigrants who are looking for work.

Louisville ranked 8th in Forbes' 2015 "America's Most Affordable Cities" poll. Smart Asset ranked the Kentucky city 8th in their "Top 10 Cities for First Time Homebuyers". Low cost of



living, coupled with job growth and affordability, makes it a contender as a top destination for young millennials and new immigrants.

All of these factors combined together make Louisville a prime market for investing in U.S. real estate. Contact us today to see you how you can benefit from multi-family real estate investing in the Louisville area! Visit our website for our information.

Remember, real estate doesn't have to be complicated.

With Simple Acquisitions it's smart, secured and simple!