

## **TOP 7 Portland Neighborhoods Showing Big Investment Opportunities**

Portland is the 2nd largest city in the Pacific Northwest, right after Seattle, with a metro population of 2.5 million. It has been on a media that its upper housing has been on fire with vicious competition and a shortage of properties. So far, the Portland housing market is going through changes favoring real estate investors—if they act now.

If you are reading this, you're probably looking for hints to guide you on investments or moving to Portland. Keep in mind, even though housing prices are slowly increasing, sales are down, and there's still heavy competition among real estate buyers in the city. In the latest quarter, Portland's real estate appreciation rate has been on the low side of 1.9%. Investors hope it remains steady to determine an annual appreciation rate of about 7.9%, good business, huh.

2020 has been a good real estate year for people in Portland; from the most recent ACS data, Happy Valley ranks as the fastest-growing city in Oregon. Don't be surprised—keep reading.

New residents are moving to Portland from all over the country, and most of them are young. They're demonstrating a notable demographic trend. According to the PWC Emerging Trends in Real Estate report- Portland surpasses the threshold requirements for genuine estate investors, and they rank in the best 20 places to invest in the U.S. this 2020.

### **Factors influencing the Portland housing market in 2020**

Before plunging into our top 7 neighborhoods list, let's look at factors driving Portland's real estate investment as a professional investor. I'm sure you know there are several factors to weigh before you invest. The two most important factors to prioritize are elevated population and employment development. From an investor perspective, these translate into a high demand market.

- **Positive demographic trends**

From the U.S. Census Bureau, Portland's population growth since 2010 has seen a constant increase and has doubled at the national rate. The higher number of young adults moving into Portland to start a family means there will be a robust demographic trend into the future as there will be an increase in the local population.

- **Massive student market**

Portland's student market is extensive with over three dozen private and public universities, including the University of Oregon. Also, the Oregon Institute of Technology attracts many students in the tech industry. If you are interested in student housing, Portland should be on your "places to consider" list. The strong student market is also contributing to the population growth trend, increasing the demand for housing in Portland, then leading to upward pressure on housing values and pushing Portland house prices up.

- **Job market growth**

Job availabilities are probably one of the primary reasons most people are moving to Portland. It has a low unemployment rate of 3.7%, and with so many people choosing to work in Portland, it is expected to experience a 42.4% growth over the next ten years.

Portland's average increase is more significant than the U.S. National average growth rate of 33.5% for the same time interval. Getting a tech company job here seems more likely than in any other sector. Not to worry, the Portland job market is quickly growing into other industries. Let me know if this isn't the best time to migrate to Portland, while they enjoy their best economy ever! Oregon was the fifth fastest-growing job market in the United States between 2017 and 2018, it came second in private employers, and most of those jobs are in major cities like Portland.

- **The city lacks room to grow**

Portland is very close to an ocean, surrounded by mountains. Protected forests cover some parts of the area, leaving developers the option of destroying old houses and building skyscrapers, but it's expensive. Instead, people decided to drive five miles down the highway to create a new suburban neighborhood. From a real estate investor's angle, this is a good thing; lack of room to grow keeps the rent high for both residents and commercial firms.

- **Balanced work-life**

Most Portland workers enjoy a good relationship between work and their personal life. They find plenty of time to visit the music scene and art museums. An estimated 7% of Portland's population works remotely compared to the 2.6% nationally. They have slightly better traffic than California's cities. The city's high walkability score shows an exceptional work-life balance everyone deserves.

We can continue listing more influential factors, but you must be excited to see the top 7 neighborhoods to buy a home in Portland, Oregon, in 2020. We kept these factors and forecasts in mind when we drafted our list.

1. **Happy Valley**

One of the fastest growing neighborhoods in Portland. Happy Valley is an affluent suburban city near the northwest edge of Clackamas County, Oregon. Its growth rate is the highest in Portland. Due to the high rate of employment, housing, amenities, a soaring number of quality educational institutes, and an affordable lifestyle, people—such as the Silicon Valley's refugees—are clamoring to move there. According to recent data, the standard of living in Happy Valley ranks as #5646, most affordable out of Oregon's 6522 places. An overall cost of living index of 142 is 1.4 times higher than the national index.

2. **Wilsonville**

Wilsonville was founded as Boones Landing because of the Boones Ferry, which crossed the Willamette River. It is located primarily in Clackamas County and a portion of the city in Washington County. Wilsonville has a low unemployment rate of 4.1% and a growth rate of

23.9% and climbing, precisely what we want to keep on the radar. The cost of living in Wilsonville has an overall index of 132, compared to Oregon this is 1.1 times bigger than Oregon's index of 118. According to the data, Wilsonville is more affordable than Happy Valley; it ranks as #5342 most budget-friendly places in Oregon.

### 3. Sandy

Sandy is a neighborhood located in Clackamas County and was named after a river nearby. There are three schools within Sandy's city limit. Sandy High School also serves the population of other communities such as Boring and the village of Mount Hood. Sandy has an overall cost of living index of 117, which is 1.2 times higher than the national index, with a low unemployment rate of 3.0% and a 10.9% poverty level. The city standard of living ranks as #4636, one of the most affordable places in Oregon.

### 4. Bend

Bend is Central Oregon's largest city. It recorded a population of 76,693 during the 2010 U.S. Census, an increase of 24,664 within ten years. So far, over 90,000 people live in this city. Bend has an unemployment rate of 4.8% and a poverty rate of 10.3%. Bend ranks as the #5047 most affordable city in Oregon and has a cost-of-living index of 125, which is 1.1 times higher than Oregon's index of 118. From recent data pulled out, Bend is among the top 1500 most expensive places in the Beaver state.

### 5. Hillsboro

Hillsboro is the fifth-largest city in Oregon and most high-technology companies, such as Intel, settle in this neighborhood. Hillsboro is among the places nicknamed Silicon forest in the Portland area.

Hillsboro's estimated population is 104,730, and 5.1% of the working force are unemployed. Hillsboro has an overall cost-of-living index of 122, which is 1.2 times higher than the national index of 100. The standard of living ranks as #4919 most affordable places to live—quite lovely that it is part of the silicon forest and still affordable. If you are a techie person and Silicon Valley is not favorable for you, better move up to Hillsboro right away.

### 6. Oregon City

Oregon City is the county seat of Clackamas County, located on the Willamette River near the Portland Metropolitan Area's southern limits. As of 2010, 31,859 people were living in the city. In Oregon City, 8 out of 10 employable persons have a job, and the cost-of-living index is 129.6 which is 1.3 times higher than the national index.

### 7. Forest Grove

This city is in Washington County, about 25 miles west of Portland. Historically, it is the first city in Washington County, 2010 population 20,923. Forest Grove ranks as the #1835 most

expensive places in the Beaver state and is the #4571 most affordable places out of the 6522 areas measured in Oregon. From the data, it was gathered that the overall cost-of-living index in Forest Grove is 116, which is 1.2 times higher when compared to the national index.

There are still some neighborhoods in Portland with great value, but these seven listed are outstanding. Some of the best you can find, if you like the area and want to make a profit. I decided to go the extra mile and gather a few Portland housing market forecasts for 2020 that will continue to fuel real estate investment in this neighborhood.

The highlights are:

- Portland housing inventory is limited
- The housing prices in Portland will experience a downturn
- Portland will become a buyer's market