

The logo features the word "Brookfield" in a blue sans-serif font, with a red dot for the letter 'o'. Below it, the word "Connected" is written in a red sans-serif font. The letter 'C' in "Connected" is large and stylized, overlapping the 'B' in "Brookfield". The background consists of a light gray grid of lines.

Brookfield  
Connected

*Make the Connection*

# VILLAGE OF BROOKFIELD REALTOR BREAKFAST

*FEBRUARY 22, 2016*

**BROOKFIELD THE COMMUNITY,  
BROOKFIELD THE REAL ESTATE MARKET:  
*MAKING THE CONNECTION***



# OVERVIEW

- I. Why Are Home Buyers Investing in Brookfield?
- II. Why Invest in Brookfield Now?
- III. What's Next for Brookfield?



# I. WHY INVEST IN BROOKFIELD

## *Connectivity*

- Geographic center of western suburbs
- At the juncture of an intermodal network
- A center of K-12 learning in the western suburbs
  - Our “industry” is manufacturing citizens who can and are able to function in a 21<sup>st</sup> Century economy





# I. WHY INVEST IN BROOKFIELD

## *School Rankings*

- #15, RBHS
  - US News and World Report (2013)
- #40, LTHS
  - US News and World Report (2014)

There are 667 high schools in Illinois



# II. WHY INVEST NOW

## *Residential Market Firm*

- Building permits up 70% (2011 to 2014)

Year	Permits	Value
2011	1,541	7.9 mm
2012	1,507	9.8
2013	1,676	11.9
2014	1,581	13.4



# II. WHY INVEST NOW

## High Average Income, Relative to Home Prices

### OVER \$200,000 HOMES

	<b>Brookfield</b>	Westchester	W. Springs	Countryside	Riverside	LaGrange	Forest Park	Westmont	<b>La Grange Park</b>	N. Riverside	Burr Ridge
Median value-owner-occupied housing*	<b>\$240,300</b>	\$237,200	\$528,800	\$226,400	\$365,100	\$437,600	\$230,600	\$274,800	<b>\$326,200</b>	\$235,600	\$664,700
Median household income*	<b>\$72,540</b>	\$68,634	\$139,257	\$58,920	\$85,703	\$100,603	\$51,055	\$60,128	<b>\$69,722</b>	\$49,475	\$115,275
<b>Household Affordability</b>	<b>3.3</b>	3.5	3.8	3.8	4.3	4.3	4.5	4.6	<b>4.7</b>	4.8	5.8

\*2009-13

### UNDER \$200,000

	Burbank	Stickney	Lyons	Berwyn	Maywood	Justice	Summit
Median value-owner-occupied housing*	\$191,600	\$166,500	\$177,400	\$189,000	150,900	\$188,800	\$175,500
Median household income*	\$56,344	\$48,611	\$51,223	\$54,113	\$42,354	\$51,043	\$47,898
<b>Household Affordability</b>	<b>3.4</b>	<b>3.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.7</b>	<b>3.7</b>

\*2009-13



## II. WHY INVEST NOW

### *School Demographics Underpin Real Estate Market*

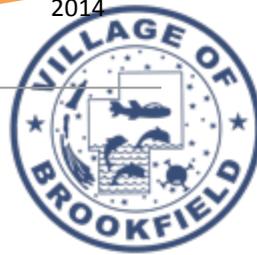
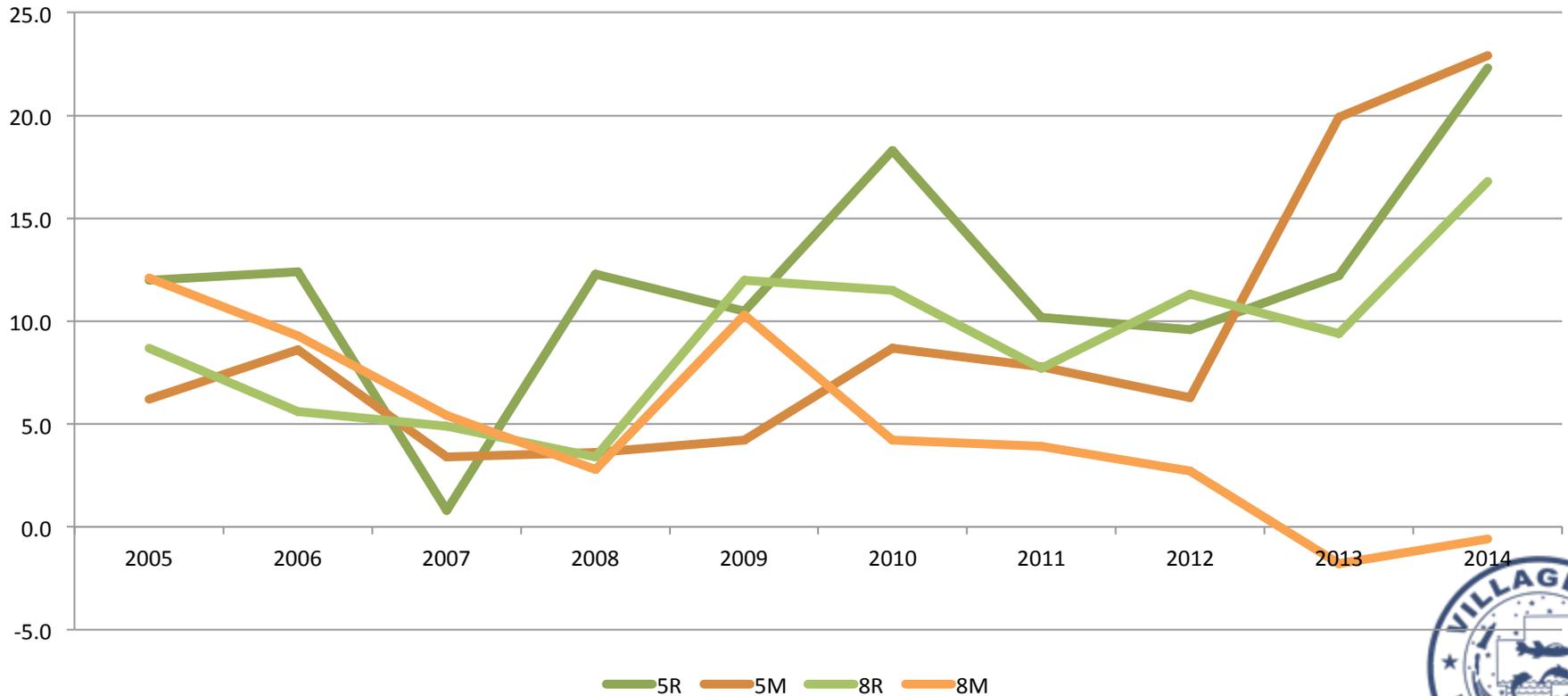
- Household formation may be increasing and shift in the demand curve for housing quality
- Example: School age population for SD95 increasing markedly
  - Trend may continue
  - Additional school space may be necessary



# II. WHY INVEST NOW

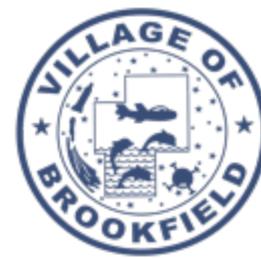
## *ISAT Scores Remain Strong*

**DISTRICT 95 ACHIEVEMENT MARGIN**  
**Outperformance Relative to State**



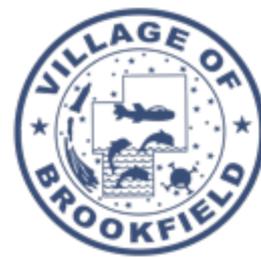
# II. WHY INVEST NOW

## *West Side (of Ogden) Story*



# II. WHY INVEST NOW

## *West Side (of Ogden) Story*



# III. WHAT'S NEXT

## *Economic Development Objective*

- More Rooftops
  - More housing near train lines
  - More walkable and “bikable” development
    - We have more commuters walking to Brookfield (Downtown) Metra than any other suburb or Chicago stop
- Residential Strength Drives Commercial Strength
- Ensure Home Buying and Home Reinvesting Follows a Rational Process
  - Case in point: streamlining home inspection process in 2015



# III. WHAT'S NEXT

## *Working the Plans*

- 2020 Master Plan goals and objectives
- Build on our connection with the Zoo
- Using TIFs and other tools like sales tax rebates *judiciously*



# III. WHAT'S NEXT

## *Pivot*

- Pivot to eastern portion of Ogden
  - Business retention
  - Address hotel disinvestment
  - Consider no-interest loan program for TIF eligible expenditures
    - Utilize all legal means available under the TIF Act
  - Focus CIP on Ogden



# CONNECTING IS EASY

*Contact the Village to Get Started*

Village staff members are ready, willing and able to meet with you on short notice to give you more information about the community, the parcels available for development, Brookfield's history, and the incentives that can help you manage your investment risks.

**We're here to help. Contact us today.**

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