



News Release

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Lafayette/West Lafayette Named Top Emerging Housing Market by Wall Street Journal/Realtor.com

LAFAYETTE, INDIANA – February 2, 2021 – The Wall Street Journal/Realtor.com has named Lafayette/West Lafayette metro area as the top-ranked emerging housing market in the country as of February 2023. The index identifies the top metro areas for home buyers seeking an appreciating housing market, a strong local economy, and appealing lifestyle amenities. News Corp, parent company of the Wall Street Journal, operates Realtor.com.

The median home-sale price in Tippecanoe County, was \$243,000 in December. That was up 13% from a year earlier, according to the Indiana Association of Realtors, but it was still more than \$100,000 below the national median existing-home sales price of \$366,900 in December 2022.



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“We’ve slowed down significantly, but I still have sellers coming to me to sell. I still have buyers looking to buy,” said Chris Bradford, managing broker of Bradford Real Estate in Lafayette. The area’s affordability relative to other parts of the country makes it attractive to out-of-state investors, Bradford said.

Lafayette attracted home-shopping activity in the fourth quarter from nearby Chicago and Indianapolis as well as more expensive cities like New York and Washington, D.C., according to Realtor.com.

“We are extremely excited for the ranking by the Wall Street Journal/Realtor.com,” states Lafayette Mayor Tony Roswarski. “Over the years, we have positioned Greater Lafayette as a destination for families and businesses to consider making this community their home. We have created a quality lifestyle that includes public art and entertainment, parks and recreation, affordable housing, low taxes, a safe community and so much more.”

The Wall Street Journal/Realtor.com Emerging Housing Markets Index ranks the 300 biggest metro areas in the U.S. In addition to housing-market indicators, the index incorporates economic and lifestyle data, including real-estate taxes, unemployment, wages, commute time and small-business loans.



Winter 2023 Top 20 Emerging Housing Markets

Against a backdrop of an adjusting economy, the [Wall Street Journal/Realtor.com Emerging Housing Markets Index](#) highlights housing markets that offer shoppers a lower cost of living, including for homes, relatively steady real estate indicators amid a broader market in flux, and thriving local economies that are attractive, but not too crowded. The index identifies markets that those considering a home purchase should add to their shortlist—whether the goal is to live in it or rent it as a home to others.

We reviewed data for the largest 300 metropolitan areas in the United States. The Winter 2023 ranking surfaced the following top areas:

Rank	Metro	Population	Unemployment Rate (%)	Median Home Listing Price December 2022
1	Lafayette-West Lafayette, Ind.	224,709	2.7%	\$299,900
2	Fort Wayne, Ind.	423,038	2.8%	\$269,900
3	Elkhart-Goshen, Ind.	206,921	2.5%	\$247,000
4	Topeka, Kan.	232,670	2.8%	\$224,900
5	Johnson City, Tenn.	208,068	3.5%	\$376,018
6	Columbia, Mo.	213,123	2.0%	\$339,900
7	Kingsport-Bristol-Bristol, Tenn.-Va.	308,661	3.5%	\$299,950
8	Savannah, Ga.	410,008	2.7%	\$399,900
9	Columbus, Ohio	2,151,017	3.5%	\$329,450
10	La Crosse-Onalaska, Wis.-Minn.	139,211	2.6%	\$359,900

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**Information for this article was provided by Nicole Friedman of the Wall Street Journal.*

