



Des Moines, Iowa

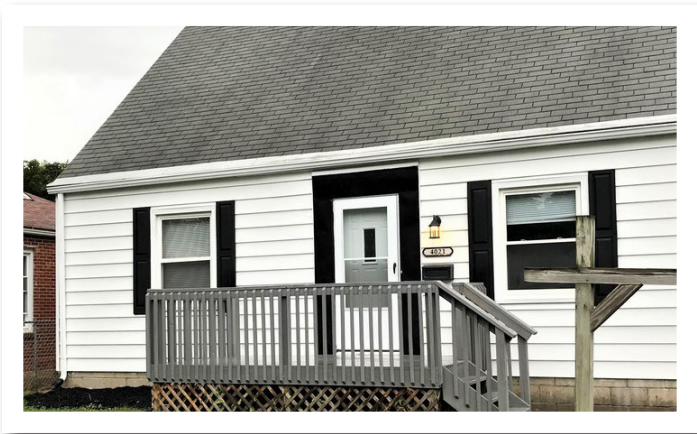
REAL ESTATE REPORT

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ABOUT TURNKEY IOWA

Based in Des Moines, Iowa, the owners of Turnkey Iowa have been buying and holding investment properties for the past 10 years. Focusing mainly on B and C class properties in the Des Moines market, the average rent generated by Turnkey Iowa Properties, is \$1,000, leaving ample cash flow benefits. In addition to continually growing their own portfolio, they also provide Turnkey Properties to interested investors. They recognize the benefits that Des Moines has to offer. Particularly the low cost of living, high rents, and a booming economy.

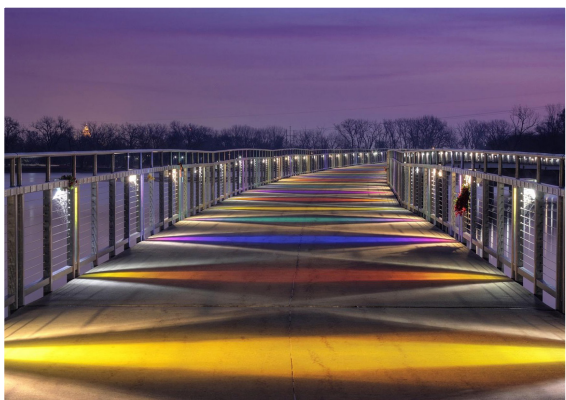


ABOUT DES MOINES, IOWA

In 2017, Des Moines was ranked the fastest growing city in the Midwest according to the census. The population has continued to spike as millennials and young families are flocking to the city and surrounding suburbs. It's only 30 minutes from Iowa State University so many graduates choose careers in the city. Des Moines is home to numerous insurance and financial service companies as well as recent start-up and tech businesses.



In 2019, US News ranked Des Moines as the 5th best place to live in the country, citing job growth, sustained net migration, quality of life scores and low cost of living. The city caters to residents of all ages and has undergone an impressive revitalization the past several years. From numerous outdoor concerts and festivals to a nationally known downtown farmers market, the variety of attractions is endless. Outdoor enthusiasts rave about the hundreds of miles of connected bike trails, many of which are within easy proximity to breweries, wineries, bars and restaurants. Families love the sporting events that Wells Fargo Arena has to offer, as well as the Blank Park Zoo and Science Center of Iowa. It is the home of the nationally known Drake Relays, and has hosted the NCAA men's and women's basketball tournament.



MAJOR AREA EMPLOYERS



JOHN DEERE



UnityPoint Health



Nationwide



meredith

MARKET TRENDS

The low cost of housing and low unemployment rate of the Des Moines metro make it an attractive area to own rental real estate. Des Moines, and surrounding cities, have invested in revitalization activities in downtown, as well as the surrounding neighborhoods. These investments, along with renovations like those done by Turnkey Iowa, have brought an upgraded standard of living to many neighborhoods.

METRO STATISTICS



655,400

Metro Population

Large enough to find investment opportunities
Small enough to keep out hedge fund investing

FINANCIALLY STRONG RENTERS

A pool of renters with high ability to pay, provides peace of mind and consistency of payments. Des Moines renters work at a diversity of employers in the metro, and earn a high enough income to consistently pay rent.



7%

Cost of Living
Below National
Average



\$70K

Median
Household
Income



2.5%

Unemployment



\$900

Average
Rent

Low cost of living and strong median income make rents, and housing, very affordable. Low unemployment rate gives residents the ability to consistently pay rent.

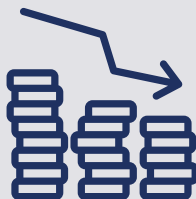
HOME VALUE STABILITY

The home you purchase is what makes residents send a portion of their paychecks to you each month. In Des Moines, the underlying value of homes has been more stable than the broader US values. This provides you peace of mind that the home will hold, and grow, value.



3.6%

Average Appreciation
over Last 20 Years



2.5%

2.5%: Largest Annual Home value decrease
with the 2009 recession, compared to 7.5% for
the US average

7.5%



29%

Des Moines Renters

36%

US Average

29% rental rate provides options. If you ever decide to sell, it can be to either another investor or an owner.

ACHIEVEMENTS

FORBES MAGAZINE

Top 10 places for business and careers in 2019



US NEWS AND WORLD REPORT

#5 best place to live in 2019
#3 best affordable places to live in the US

YAHOO FINANCE

#6 best city to work in technology in 2019



INVESTOPEDIA

Ranked Des Moines #1 in the top 5 places with good jobs and cheap housing

UNITED STATES CENSUS (2017)

Stated DSM is fastest growing city in the midwest





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KEY . C O M

REPORT COMPILED BY

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