

A Reprint from *Tierra Grande*

# TO MARKET TO MARKET

by EDITH CRAIG



Calls about the “market” come from all over — Arizona, California, Connecticut, Florida. Even Canada. Among the callers are Realtors, developers, landscapers, movers, researchers, advisors, airport statisticians and college professors. Everyone wants the most current market information available, and they want it quickly because they are making decisions under time constraints.

Surprisingly, the market in question is not the stock exchange. It's not the local grocer, either. Callers want information about Texas real estate markets.

The Real Estate Center's Market Reports and Market News are just what real estate professionals and consumers alike are looking for.

## Inside Market Reports

Since their inception in 1999, market reports have been among the Center's most enthusiastically received products. Center staff members compile information from numerous sources into one comprehensive resource. Unlike many commercially produced market reports, these are free.

Using the latest Center data as well as data from the U.S. Census Bureau and other federal and state government entities, the reports paint detailed pictures of Texas' Metropolitan Statistical Areas (MSAs). Demographics, education, employment, economy, infrastructure, public facilities and area markets — multi-family, housing, retail, hotel, office and industrial — are included.

Each January, the Market Report research team begins gathering information to update the reports for April publication.

Each Market Report offers information such as:

- airline boardings for the past five years;
- student enrollment at community colleges or universities for the last five years;
- sales per capita for the last five years;
- projected population for 2010–40;
- average household size;
- average rent per square foot for apartments built since 2000;
- home price appreciation;
- retail, commercial and industrial rental rates and vacancy rates;
- top ten employers;
- property tax rates; and
- number of hotel rooms rented with average price per night.

Market Reports answer questions unique to particular MSAs. In Galveston, how many cruise ships made port calls, and how many people disembarked? In Corpus Christi, what was the passenger count for day cruises for the year? How many pedestrians, trucks and trains crossed between Texas and Mexico in border cities? What is the economic impact of Fort Hood on Killeen–Temple–Fort Hood and Fort Bliss on El Paso? In Brownsville, how many vessel and barge calls have there been in the past five years? What was the total cargo tonnage in Harlingen during the fiscal year? How many barge and ship arrivals occurred in Port Lavaca–Point Comfort in 2005?

Center staff members are always on the lookout for data that would increase the usefulness of the reports, such as traffic patterns, a cost-of-living index or rural data. Commercial Realtors throughout Texas can help by providing the Center with the latest retail, industrial and office data.

Market Reports are among the most downloaded documents on the Center website. More than 1,600 copies of the Austin–Round Rock Market Report were downloaded in one month. To access the reports, go to [www.recenter.tamu.edu](http://www.recenter.tamu.edu), click on Publications at the top of the page, then click Market Reports.

## Breaking Market News

The Center's Market News database is a collection of the latest news affecting real estate markets in Texas cities, big and small. Six technicians sift through newspapers, websites and press releases and post concise summaries of information on the Center's website on a daily basis. This information is invaluable for those responsible for business planning and projections for Texas cities.

Market News offers information such as:

- employment and unemployment numbers;
- commercial projects including offices, retail developments and distribution centers;
- new neighborhoods — road construction, number of homes, square footage and price range;
- economic news;
- sales tax rebates to cities;
- companies that are hiring;
- retail openings, grand openings, hospital openings and other openings;
- college additions, such as campus housing and academic buildings;
- groundbreakings; and
- sales of apartments, warehouses, homes and retail stores.

Market News allows users to search MSA area information by key topics or words. Each item includes a link to the news source, as well as links to the MSA news.

To access Market News go to [www.recenter.tamu.edu](http://www.recenter.tamu.edu), click on News at the top of the page, then on Market News. ➔

Craig ([ecraig@tamu.edu](mailto:ecraig@tamu.edu)) is administrative coordinator with the Real Estate Center at Texas A&M University.

### TEXAS METROPOLITAN STATISTICAL AREAS

Abilene	Houston–Sugar Land–Baytown	San Angelo
Amarillo	Killeen–Temple–Fort Hood	San Antonio
Austin–Round Rock	Laredo	Sherman–Denison
Beaumont–Port Arthur	Longview	Texarkana
Brownsville–Harlingen	Lubbock	Tyler
College Station–Bryan	McAllen–Edinburg–Mission	Victoria
Corpus Christi	Midland	Waco
Dallas–Fort Worth–Arlington	Odessa	Wichita Falls
El Paso		

### THE TAKEAWAY

The “markets” at the Real Estate Center refer to the Market Reports, released yearly, and Market News, posted daily. Market Reports include complete information on an MSA. Market News reports developments and transactions in Texas cities.



MAYS BUSINESS SCHOOL

Texas A&M University  
2115 TAMU  
College Station, TX 77843-2115

<http://recenter.tamu.edu>  
979-845-2031

**Director**, Gary W. Maler; **Chief Economist**, Dr. Mark G. Dotzour; **Communications Director**, David S. Jones; **Associate Editor**, Nancy McQuiston; **Associate Editor**, Bryan Pope; **Assistant Editor**, Kammy Baumann; **Art Director**, Robert P. Beals II; **Graphic Designer**, JP Beato III; **Graphics Assistant**, Whitney Martin; **Circulation Manager**, Mark Baumann; **Typography**, Real Estate Center.

#### Advisory Committee

Douglas A. Schwartz, El Paso, chairman; David E. Dalzell, Abilene, vice chairman; James Michael Boyd, Houston; Catarina Gonzales Cron, Houston; Tom H. Gann, Lufkin; Celia Goode-Haddock, College Station; D. Marc McDougal, Lubbock; Barbara A. Russell, Denton; Jerry L. Schaffner, Dallas; and John D. Eckstrum, Montgomery, ex-officio representing the Texas Real Estate Commission.

**Tierra Grande** (ISSN 1070-0234) is published quarterly by the Real Estate Center at Texas A&M University, College Station, Texas 77843-2115. Subscriptions are free to Texas real estate licensees. Other subscribers, \$20 per year. Views expressed are those of the authors and do not imply endorsement by the Real Estate Center, Mays Business School or Texas A&M University. The Texas A&M University System serves people of all ages, regardless of socioeconomic level, race, color, sex, religion, disability or national origin. Photography/Illustrations: JP Beato III, p. 1.