



# Washington NOW (work in progress)





# Mission

Increase the number of full-time families with school aged children enrolled in Region 12 schools.

# Approach - Actionable and Scalable Insights

Step 1: Learn from families already here

**Awareness**

**Perceptions**

**Consideration**

Step 2: Leverage learnings to build an actionable plan

**Reach**

**Inventory**

**Incentives**



# Discussion with Families that Recently Moved Here

## WASHINGTON NOW - NEW TO DISTRICT FAMILY SURVEY

1. Your Name(s) and Age(s) / Family Status / Number of Children / Ages of Children/School Enrolled
2. Home Address / Number of Years You Have Lived at this Address
3. Where did you live before this (Address, Town, State). What drove your decision to live there?
4. Did you own or rent your previous home?
5. Take us through the process you went through when you decided to move from your previous home. When did you start thinking about it? Was there something that initiated this thinking? Where did you look (towns)? What price point were you looking in? What attributes were you looking for in a house?
6. How did you discover Washington. What appealed to you about Washington/Why did you decide to look for a home in Washington?
7. Did commute play a role in your decision to look at Washington. Tell me more about why/why not.
8. Did schools play a role in your decision to look in Washington. Tell me more about this.
9. How did you find the house you purchased? What drove you to this particular house? Were there other houses you looked at? Why did you choose this one over another?
10. How did you find the real estate agent you worked with this on this purchase? Were they familiar with Washington?
11. Did you seek a mortgage for this purchase? If yes, what type (FHA, CHFA, Conventional)?
12. When you aware of Washington's first-time homebuyer incentive of \$10,000 towards your downpayment? If yes, did you pursue and if not, why not?
13. If you could wave a magic wand, what would you have changed about your search for a home in Washington?
14. If you met a stranger on the street and they asked you about what you like most about Washington, what would it be?
15. What would you tell them you like least about Washington?
16. How long do you think you will stay in Washington? Will you sell or rent when you leave?
17. Is there anything else you would like to share with me today?

# Three Buyers Segments Emerged

## Moving Up

Families with young children moving up from a starter home or rental home in a market they could initially afford. Consideration driven by desire for better schools, safer area, better quality of life. Timing driven by demand for starter homes in their market. Feeder towns: **Danbury, Torrington, Watertown, and possibly Waterbury.**

## Moving Over

HHs moving from an adjacent town, to be closer to Region 12 Schools. **Feeder towns include Bethel, Brookfield, New Fairfield, New Milford, Newtown, and Sherman.** Current activity coming from New Milford with parents indicating preference for a smaller school. Barrier is finding a comparable home in Washington.

## Moving Back

HHs moving back to Washington from outside the area. Consideration driven by desire to be closer to family that stayed here. **Current activity coming from alumni of Region 12 schools.**

# What Can Families Afford?

Affordability is relative to the market families are moving from.

Town	Median Age	Median Price	Median HH Inc	Monthly Payment (28% of HH Inc)	Affordability Estimate (Based on Median Income)	
					5% Down	20% Down
Bethel	43	\$335,800	\$94,292	\$2,200	-	\$450,000
Brookfield	45	\$358,500	\$106,278	\$2,480	-	\$500,000
Danbury	38	\$286,400	\$67,430	\$1,573	\$225,000	-
New Fairfield	45	\$356,300	\$101,392	\$2,366	-	\$500,000
New Milford	44	\$288,200	\$81,350	\$1,898	\$300,000	-
Newtown	45	\$402,200	\$110,036	\$2,568		\$500,000
Sherman	47	\$472,000	\$111,667	\$2,606	-	\$500,000
Torrington	45	\$162,300	\$58,717	\$1,370	\$200,000	-
Washington	56	\$449,500	\$82,418	\$1,923	\$300,000	-
Waterbury	35	\$129,500	\$39,681	\$926	\$125,000	-
Watertown	45	\$241,100	\$76,175	\$1,777	\$300,000	-

# Sizing the Opportunity

## Moving Up

Families with young children moving up from a starter home or rental home in a market they could initially afford. Consideration driven by desire for better schools, safer area, better quality of life. Timing driven by demand for starter homes in their market. Feeder towns: Danbury, Torrington, Watertown, Waterbury. **Most likely to pursue homes priced in the \$200,000 - \$350,000 range.**

Move Up Market	Population	Households	Population/HH	Age Distribution				Sub-Total	% of Population
				0-4	5-14	15-24	25-44		
Danbury	83,890	29,426	2.85	5,302	9,357	11,830	24,778	<b>51,267</b>	<b>61.11%</b>
Torrington	35,227	14,808	2.38	1,819	3,704	3,704	8,614	<b>17,841</b>	<b>50.65%</b>
Watertown	22,048	8,344	2.64	995	2,708	2,743	4,589	<b>11,035</b>	<b>50.05%</b>
Waterbury	109,211	39,735	2.75	7,901	15,517	16,275	29,737	<b>69,430</b>	<b>63.57%</b>
<b>Total</b>	<b>250,376</b>	<b>92,313</b>	<b>2.66</b>	<b>16,017</b>	<b>31,286</b>	<b>34,552</b>	<b>67,718</b>	<b>149,573</b>	<b>59.74%</b>
				10.71%	20.92%	23.10%	45.27%		

**56,230 Potential HHs with Children  
(Population of 149,573 / 2.66 PPL/HH)**



# Sizing the Opportunity

## Moving Over

HHs moving from an adjacent town, to be closer to Region 12 Schools. Feeder towns include Bethel, Brookfield, New Fairfield, New Milford, Newtown, and Sherman. Current activity coming from New Milford with parents indicating preference for a smaller school. Barrier is finding a comparable home in Washington. **Most likely to pursue homes up to \$500,000.**

Move Over Market	Population	Households	Population/HH	Age Distribution				Sub-Total	% of Population
				0-4	5-14	15-24	25-44		
Bethel	19,369	7,210	2.69	876	2,584	2,360	4,487	<b>10,307</b>	<b>53.21%</b>
Brookfield	16,970	6,042	2.81	669	2,652	2,105	3,100	<b>8,526</b>	<b>50.24%</b>
New Fairfield	14,075	4,795	2.94	727	1,822	2,184	2,388	<b>7,121</b>	<b>50.59%</b>
New Milford	27,501	10,373	2.65	959	3,392	3,470	6,492	<b>14,313</b>	<b>52.05%</b>
Newtown	27,990	9,796	2.86	1,086	4,237	3,761	5,151	<b>14,235</b>	<b>50.86%</b>
Sherman	3,657	1,430	2.56	123	443	491	579	<b>1,636</b>	<b>44.74%</b>
<b>Total</b>	<b>109,562</b>	<b>39,646</b>	<b>2.76</b>	<b>4,440</b>	<b>15,130</b>	<b>14,371</b>	<b>22,197</b>	<b>56,138</b>	<b>51.24%</b>
				7.91%	26.95%	25.60%	39.54%		

**20,339 Potential HHs with School Aged Children  
(0-44 Population of 56,138 / 2.76 PPL/HH)**

# Sizing the Opportunity

## Moving Back

HHs moving back to Washington from outside the area. Consideration driven by desire to be closer to family that stayed here. Current activity coming from alumni of Region 12 schools. **Most likely to pursue homes in the \$125,000-\$225,000 range or \$500,000+ range.**

Move Back Market*	Population	Est HHs	Population/HH	Age Distribution				Sub-Total	% of Population
				0-4	5-14	15-24	25-44		
Class of 2000 (age 36)	50	21	2.35						
Class of 2001 (age 35)	50	21	2.35						
Class of 2002 (age 34)	50	21	2.35						
Class of 2003 (age 32)	50	21	2.35						
Class of 2005 (age 31)	50	21	2.35						
Class of 2006 (age 30)	50	21	2.35						
<b>Total</b>	<b>300</b>	<b>128</b>	<b>2.35</b>						

\*Estimated for Washington Only (does not include Bridgewater and Roxbury)

**47 Potential HHs with Children Ages 0-24  
(Population of 300 / 2.35 PPL/HH)**

What Does Success  
Look Like?



# Washington Compared to Feeder Markets

Washington has the lowest percent of families with school aged children.

		Age Distribution					
Current State	Population	0-4	5-14	15-24	25-44	Total 0-44	% of Population
Bethel	19,369	876	2,584	2,360	4,487	10,307	53.21%
Brookfield	16,970	669	2,652	2,105	3,100	8,526	50.24%
Danbury	83,890	5,302	9,357	11,830	24,778	51,267	61.11%
New Fairfield	14,075	727	1,822	2,184	2,388	7,121	50.59%
New Milford	27,501	959	3,392	3,470	6,492	14,313	52.05%
Newtown	27,990	1,086	4,237	3,761	5,151	14,235	50.86%
Sherman	3,657	123	443	491	579	1,636	44.74%
Torrington	35,227	1,819	3,704	3,704	8,614	17,841	50.65%
<b>Washington</b>	<b>3,497</b>	<b>123</b>	<b>219</b>	<b>434</b>	<b>499</b>	<b>1,275</b>	<b>36.46%</b>
Waterbury	109,211	7,901	15,517	16,275	29,737	69,430	63.57%
Watertown	22,048	995	2,708	2,743	4,589	11,035	50.05%

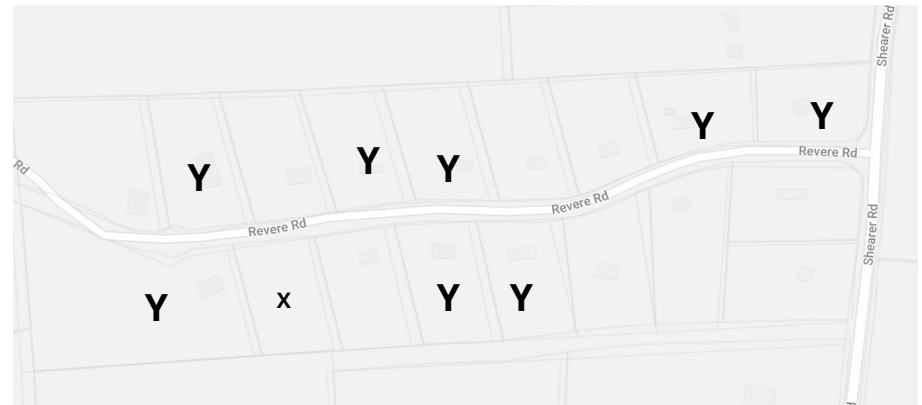
# Does Washington Have Existing Housing Inventory to Shift the Population Mix?

Washington's grand list shows 675 homes appraised under \$500,000 suggesting inventory for families exists, however, unless family sized units turn sooner, we will struggle to increase the percent of school aged families in town.

				Age Distribution						
	Population	Households	Population/HH	0-4	5-14	15-24	25-44	Total 0-44	% of Population	Housing Units Needed
Washington	3,497	1,489	2.35	123	219	434	499	1,275	36.46%	543
				9.65%	17.18%	34.04%	39.14%			
Washington	3,497	1,489	2.35	140	249	494	567	1,450	41.46%	617
				9.65%	17.18%	34.04%	39.14%			
Washington	3,497	1,489	2.35	157	279	553	636	1,625	46.46%	692
				9.65%	17.18%	34.04%	39.14%			
Washington	3,497	1,489	2.35	174	309	613	704	1,800	51.46%	766
				9.65%	17.18%	34.04%	39.14%			
Washington	3,497	1,489	2.35	190	339	672	773	1,974	56.46%	841
				9.65%	17.18%	34.04%	39.14%			

# Example - Revere Road - The Turnover Affect

- 16 single family homes built in the 1970/80s, nearly all owned by families with school aged children who have since graduated from region 12.
- Within the last 10 years, 50% of homes turned over to new families, replacing 16 students enrolled in region 12 schools.
- If the remaining 8 homes were put on the market in the \$225,000 - \$325,000 range, a potential 16 new students would be added (replaced) in our community.



*X - not a building lot*



# Washington - Last 365 Days

## Single Family Homes Sold Under \$500,000

### Closed Properties

ML S#	Address	Town	Rooms	Beds	Baths	SFABxG	Acres	Closed	\$/SqFt	List Price	Sold Price	CDOM	%OLP	L%Asmt	S%Asmt
170138034	24 Calhoun St	Washington	6	3	2(2/0)	1,565	2.30	03/29/19	\$57.51	\$100,000	\$90,000	113	90 %	32 %	29 %
170206847	44 Bee Brook Rd	Washington	3	1	1(1/0)	600	0.30	08/15/19	\$181.67	\$109,000	\$109,000	6	100 %	105 %	105 %
170132142	5 Sandstrom Rd	Washington	5	2	1(1/0)	952	0.18	04/26/19	\$126.05	\$125,000	\$120,000	196	77 %	95 %	91 %
170127942	37 Church Hill Rd	Washington	4	2	1(1/0)	792	0.69	04/26/19	\$198.61	\$169,000	\$157,300	169	79 %	120 %	111 %
170184445	13 Christian St	Washington	6	4	2(2/0)	1,680	0.90	07/26/19	\$113.10	\$190,000	\$190,000	81	100 %	97 %	97 %
170160518	35 Revere Rd	Washington	6	3	2(2/0)	1,484	4.05	05/31/19	\$151.62	\$239,200	\$225,000	43	87 %	94 %	88 %
170203150	25 Wheaton Rd	Washington	4	2	1(1/0)	966	0.81	09/13/19	\$248.45	\$250,000	\$240,000	236	96 %	145 %	139 %
170147937	87 Shinar Mountain Rd	Washington	7	4	3(2/1)	1,086	3.17	06/03/19	\$220.99	\$349,000	\$240,000	170	69 %	144 %	99 %
170129773	82 Hinkle Rd	Washington	4	2	1(1/0)	936	3.13	11/16/18	\$265.81	\$248,800	\$248,800	7	100 %	135 %	135 %
170151435	17 New Preston Hill Rd	Washington	5	2	1(1/0)	1,246	2.14	02/19/19	\$200.64	\$299,000	\$250,000	270	84 %	141 %	118 %
170129455	167 Kinney Hill Rd	Washington	6	3	2(2/0)	1,349	1.60	12/20/18	\$192.74	\$267,500	\$260,000	177	96 %	111 %	108 %
170035883	166 New Milford Tpke	Washington	6	3	3(3/0)	1,300	1.57	10/09/18	\$205.38	\$283,000	\$267,000	128	91 %	126 %	119 %
170132978	162 Walker Brook Rd S	Washington	7	3	2(2/0)	1,720	4.53	04/24/19	\$171.80	\$320,000	\$295,500	656	92 %	117 %	108 %
170176552	5 School St	Washington	7	3	2(2/0)	1,552	0.37	07/15/19	\$199.74	\$314,900	\$310,000	91	98 %	150 %	148 %
170175303	78 Christian St	Washington	6	2	2(1/1)	1,249	0.30	08/13/19	\$248.20	\$355,000	\$310,000	127	85 %	229 %	200 %
170121104	2 Valley Rd	Washington	7	2	2(1/1)	1,611	1.30	03/08/19	\$192.43	\$299,900	\$310,000	167	97 %	161 %	167 %
170115589	80 Sunset Ln	Washington	9	4	3(2/1)	2,535	3.14	12/27/18	\$125.25	\$349,900	\$317,500	69	91 %	123 %	112 %
170153526	333 Old Litchfield Rd	Washington	5	3	1(1/0)	1,345	2.57	04/30/19	\$236.80	\$331,000	\$318,500	236	96 %	160 %	154 %
170106915	72 Sunset Ln	Washington	6	3	1(1/0)	1,370	1.04	07/24/19	\$237.23	\$349,000	\$325,000	328	87 %	175 %	163 %
170042090	116 Christian St	Washington	8	3	3(2/1)	3,114	3.00	10/11/18	\$112.40	\$370,000	\$350,000	274	88 %	102 %	97 %
170199788	24 Walker Brook Rd S	Washington	8	5	3(3/0)	2,832	3.39	07/24/19	\$128.88	\$375,000	\$365,000	138	97 %	121 %	118 %
170133747	53-57 Flirtation Ave	Washington	8	5	2(1/1)	1,488	1.08	12/05/18	\$262.77	\$450,000	\$391,000	28	87 %	168 %	146 %
170193958	83 W Morris Rd	Washington	6	3	3(3/0)	2,128	4.39	08/22/19	\$192.67	\$435,000	\$410,000	28	94 %	145 %	137 %
170115373	67 Kinney Hill Rd	Washington	4	1	1(1/0)	948	3.22	08/15/19	\$443.04	\$459,000	\$420,000	354	77 %	171 %	156 %
170131734	20 Steeples Rd	Washington	7	2	3(2/1)	2,576	3.73	07/02/19	\$164.98	\$499,500	\$425,000	201	85 %	149 %	127 %
170106431	5 Hincley Rd	Washington	7	4	2(1/1)	1,620	1.18	03/01/19	\$262.35	\$475,000	\$425,000	227	86 %	151 %	135 %
170096677	11 W Morris Rd	Washington	6	3	2(2/0)	1,639	9.20	08/26/19	\$274.56	\$495,000	\$450,000	433	72 %	169 %	154 %
170175483	137 Nichols Hill Rd	Washington	8	3	4(3/1)	3,722	6.50	09/06/19	\$126.28	\$489,900	\$470,000	157	94 %	124 %	119 %

Closed Listing Count: 28

<b>Averages:</b>	1,622	2.49	\$197.93	\$321,343	\$296,057	183	89 %	134 %	124 %
<b>Medians:</b>	1,486	2.22	\$195.67	\$325,500	\$310,000	168	90 %	138 %	119 %

Source: SmartMLS. Washington. Single family homes sold \$500,000 -. Includes short sales and foreclosures. Does not reflect private sales.

# Washington - Last Five Years

## Single Family Home Sales Under \$500,000

12 Month Period	No. of Homes Sold In 12 Month Period	Average Sold Price	Median Sold Price
10/5/2018 - 10/6/2019	28	\$296,057	\$310,000
10/5/2017 - 10/6/2018	38	\$318,470	\$319,500
10/5/2016 - 10/6/2017	31	\$299,384	\$315,000
10/5/2015 - 10/6/2016	41	\$284,065	\$277,500
10/5/2014 - 10/5/2015	28	\$297,298	\$335,000

*Further analysis needed to identify percent of homes purchased  
by full-time residents with children enrolled in region 12 to  
complete the analysis.*

# Washington - Available for Purchase

## Single Family Home Listed Under \$500,000

### Active Properties

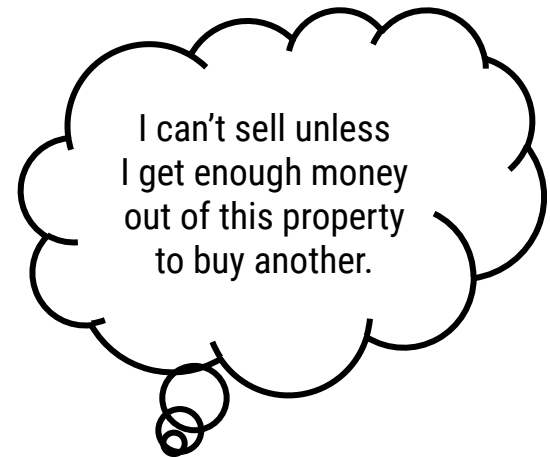
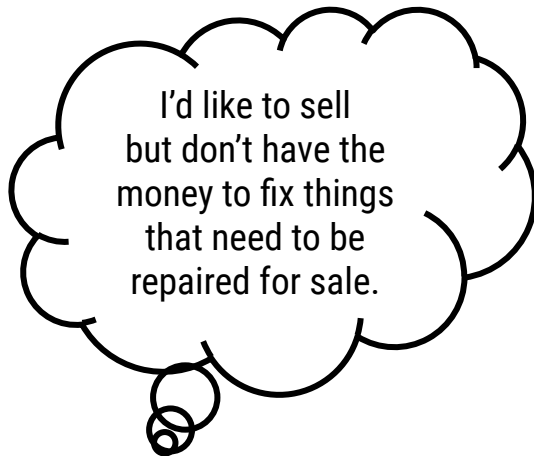
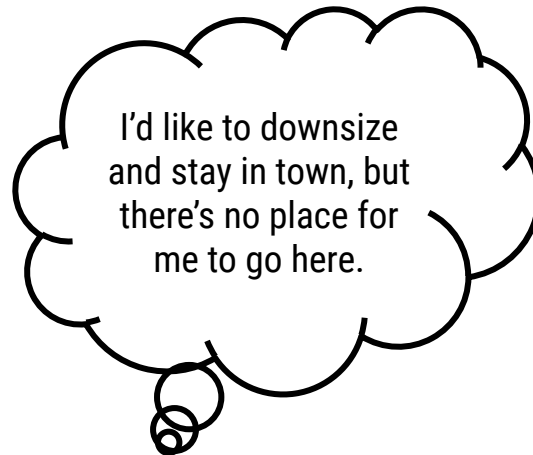
MLS#	Address	Town	Rooms	Beds	Baths	SFAbvg	Acres	Built	Listed	\$/SqFt	Orig L Price	List Price	DOM	%OLP
170224676	32 Findlay Rd	Washington	5	2	2(1/1)	887	4.32	1944	08/07/19	\$95.72	\$94,900	\$84,900	61	89 %
170194134	66 Bee Brook Rd	Washington	6	4	1(1/0)	1,164	0.77	1950	05/11/19	\$128.78	\$149,900	\$149,900	149	100 %
170213158	21 Kinney Hill Rd	Washington	7	3	2(2/0)	1,325	1.50	1955	07/02/19	\$225.66	\$349,000	\$299,000	97	86 %
170014242	6 Judea Cemetery Rd	Washington	4	2	2(1/1)	1,176	0.76	1946	09/17/17	\$254.25	\$425,000	\$299,000	747	70 %
170182581	17 South St	Washington	4	1	1(1/0)	766	0.34	1939	04/10/19	\$391.51	\$314,900	\$299,900	180	95 %
170218256	12 E Shore Rd	Washington	5	3	2(1/1)	1,411	0.61	1820	07/20/19	\$226.72	\$349,000	\$319,900	79	92 %
170172335	240 Woodbury Rd	Washington	7	2	2(1/1)	1,305	0.91	1971	04/02/19	\$245.13	\$359,500	\$319,900	188	89 %
170214093	123 Old Litchfield Rd	Washington	7	3	2(2/0)	2,221	1.00	1960	07/07/19	\$148.13	\$359,000	\$329,000	92	92 %
170222494	3 Cook St	Washington	9	3	2(2/0)	1,744	1.12	1915	08/02/19	\$194.38	\$339,000	\$339,000	66	100 %
170174896	54 Wilbur Rd	Washington	6	3	1(1/0)	1,708	0.90	1866	03/21/19	\$231.26	\$395,000	\$395,000	200	100 %
170211146	20 Brinsmade Rd	Washington	7	3	3(2/1)	1,980	3.03	2001	06/26/19	\$201.52	\$450,000	\$399,000	101	89 %
170170144	80 Blackville Rd	Washington	6	3	3(2/1)	1,678	2.47	1910	03/06/19	\$237.78	\$425,000	\$399,000	215	94 %
170156743	88 E Shore Rd	Washington	5	2	1(1/0)	1,279	0.18	1934	01/17/19	\$311.96	\$450,000	\$399,000	263	89 %
170059280	185 Litchfield Tpke	Washington	9	3	3(2/1)	3,466	4.75	1972	03/07/18	\$122.59	\$649,000	\$424,900	577	65 %
170211794	82 Baldwin Hill Rd	Washington	6	2	2(1/1)	1,763	7.25	1983	07/01/19	\$241.07	\$425,000	\$425,000	98	100 %
170025034	89 Gunn Hill Rd	Washington	5	3	1(1/0)	1,008	4.96	1974	10/17/17	\$445.44	\$589,000	\$449,000	720	76 %
170201516	202 Baldwin Hill Rd	Washington	8	4	3(3/0)	2,160	3.00	1994	06/01/19	\$219.91	\$485,000	\$475,000	128	98 %
170146766	95 Christian St	Washington	9	3	3(3/0)	2,520	5.00	1800	11/29/18	\$190.08	\$495,000	\$479,000	312	97 %
170204527	375 Nettleton Hollow Rd	Washington	6	3	3(3/0)	1,932	5.01	1987	06/11/19	\$256.16	\$499,900	\$494,900	118	99 %
170167444	13 Steeples Rd	Washington	7	3	3(2/1)	3,728	6.58	1965	02/23/19	\$132.78	\$695,000	\$495,000	226	71 %
170136022	133 Old Litchfield Rd	Washington	7	3	3(2/1)	2,145	3.55	1942	10/18/18	\$230.77	\$595,000	\$495,000	248	83 %
170234076	14 Titus Rd	Washington	16	11	5(5/0)	5,167	2.30	1860	09/10/19	\$96.57	\$499,000	\$499,000	27	100 %
Active Listing Count: 22			Averages:			1,933	2.74			\$219.46	\$426,914	\$375,877	222	90 %
			Medians:			1,726	2.39			\$226.19	\$425,000	\$399,000	181	92 %

Source: SmartMLS. Washington. Single family homes sold \$500,000 -. Includes short sales and foreclosures. Does not reflect private sales.

# Barriers to Turning Family Sized Homes Sooner



# Initial Hypothesis - Empty Nester's Perspective




# Roadmap to Bringing More Families to Washington





# Recommendations

1. Mine our “best customers” for actionable insights as “birds of a feather” do flock together
2. Look at this holistically as solutions for empty nesters may result in opportunities for families
3. Move away from the “one size fits all” approach to solutions and leverage segmentation to prioritize and customize
4. With a measurable plan in hand, leverage existing networks for communication e.g. Senior center, real estate agents, region 12 alumni network, earned/owned media (social media and pr)



Questions/Comments

