March 2025

Our Recommendations

For New Housing Needed Over the Next 5 Years

Next Move Group
We Are Jobs

Franklin County Development Council

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Next Move Group projects that by 2030, Franklin County, Kansas, will require 893 new houses, consisting of 647 new homes for sale and 246 units for rent.

Projections for the five-year housing demand by city:
Ottawa will require 344 new houses, 210 homes for sale and 134 units for rent.

Wellsville will require 94 new houses, 74 homes for sale and 20 units for rent.

For a detailed breakdown, see the analysis on the following pages.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Franklin County

81	**NEW HOMES NEEDED FOR SALE**
$200,000 - $274,999	
34	**NEW UNITS NEEDED FOR RENT**
$800 - $999/mo	

Average households in Franklin County, KS

Franklin COUNTY KANSAS

Economic projections indicate 110 more households within Franklin County, Kansas, will make between $75,000 - $100,000 in 2030 than in 2025.

- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers for this income bracket.
    - All these homes will not fit this price range and are distributed at various price points in this study. 18 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 128 new homes are needed for this income demographic.
- In Franklin County, Kansas, the average resident owns 73% of the time and rents 27% of the time.
- Therefore, 93 homes for sale are needed for this demographic and 35 rental units for rent are needed for this demographic from income demographics alone.
- In Franklin County, the average household spends $1,025.88 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $200,000 to $274,999 and a rental unit that averages $800 to $999 monthly in Franklin County.
- 12 homes are currently for sale priced between $200,000 to $274,999 and 1 rental unit for rent between $800 to $999.
- Therefore, Franklin County needs 81 new homes for sale between $200,000 to $274,999 and 34 new rental units for rent between $800 to $999.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Franklin County

190	**NEW HOMES NEEDED FOR SALE**
$275,000 - $349,999	
73	**NEW UNITS NEEDED FOR RENT**
$1,000 - $1,199/mo	

Average households in Franklin County, KS

Franklin COUNTY KANSAS

Economic projections indicate 212 more households within Franklin County, Kansas, will make between $100,000 - $150,000 in 2030 than in 2025. These projections are based on census projections and tax return data by ESRI.

- In addition to the natural growth mentioned above, Panasonic is investing $4 billion to build a 4,000-person plant (the largest in Kansas history), which will pay almost double local average wages. This sizable project will create additional demand for housing in Franklin County due to its proximity:
  - Currently, 1.51% of Franklin County residents' adjusted gross income comes from Johnson County–an adjacent county.
    - Next Move Group projects that 2% of Panasonic's workforce will relocate to Franklin County, creating demand for 80 additional homes: **40 in the $100,000-$150,000 income bracket**, 20 in the $150,000-$200,000 bracket, and 20 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers for this income bracket.
    - All these homes will not fit this price range and are distributed at various price points in this study. 18 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 270 new homes are needed for this income demographic.
- In Franklin County, Kansas, the average resident owns 73% of the time and rents 27% of the time.
- Therefore, 197 homes for sale are needed for this demographic and 73 rental units for rent are needed for this demographic from income demographics alone.
- In Franklin County, the average household spends $1,025.88 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $275,000 to $349,999 and a rental unit that averages $1,000 to $1,199 monthly in Franklin County.
- 7 homes are currently for sale priced between $275,000 to $349,999 and 0 rental units for rent between $1,000 to $1,199.
- Therefore, Franklin County needs 190 new homes for sale between $275,000 to $349,999 and 73 new rental units for rent between $1,000 to $1,199.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Franklin County

275	**NEW HOMES NEEDED FOR SALE**
$350,000 - $449,999	
100	**NEW UNITS NEEDED FOR RENT**
$1,200 - $1,499/mo	

Average households in Franklin County, KS

Franklin COUNTY KANSAS EST. 1855

Economic projections indicate 345 more households within Franklin County, Kansas, will make $150,000 - $200,000 in 2030 than in 2025. These projections are based on census projections and tax return data by ESRI.

- In addition to the natural growth mentioned above, Panasonic is investing $4 billion to build a 4,000-person plant (the largest in Kansas history), which will pay almost double local average wages. This sizable project will create additional demand for housing in Franklin County due to its proximity:
  - Currently, 1.51% of Franklin County residents' adjusted gross income comes from Johnson County–an adjacent county.
    - Next Move Group projects that 2% of Panasonic's workforce will relocate to Franklin County, creating demand for 80 additional homes: 40 in the $100,000-$150,000 income bracket, **20 in the $150,000-$200,000 bracket**, and 20 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers for this income bracket.
    - All these homes will not fit this price range and are distributed at various price points in this study. 18 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 383 new homes are needed for this income demographic.
- In Franklin County, Kansas, the average resident owns 73% of the time and rents 27% of the time.
- Therefore, 280 homes for sale are needed for this demographic and 103 rental units for rent are needed for this demographic from income demographics alone.
- In Franklin County, the average household spends $1,025.88 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $350,000 to $449,999 and typically desires a rental unit, which averages $1,200 to $1,499 monthly in Franklin County.
- 3 homes are currently for sale priced $350,000 to $449,999 and 3 rental units for rent between $1,200 to $1,499.
- Therefore, Franklin County needs 275 new homes for sale between $350,000 to $449,999 and 100 new rental units for rent between $1,200 to $1,499.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Franklin County

101	**NEW HOMES NEEDED FOR SALE**
$450,000+	
39	**NEW UNITS NEEDED FOR RENT**
$1,500/mo+	

Average households in Franklin County, KS

Franklin COUNTY KANSAS

Economic projections indicate 109 more households within Franklin County, Kansas, will make $200,000+ in 2030 than in 2025. These projections are based on census projections and tax return data by ESRI.

- In addition to the natural growth mentioned above, Panasonic is investing $4 billion to build a 4,000-person plant (the largest in Kansas history), which will pay almost double local average wages. This sizable project will create additional demand for housing in Franklin County due to its proximity:
  - Currently, 1.51% of Franklin County residents' adjusted gross income comes from Johnson County–an adjacent county.
    - Next Move Group projects that 2% of Panasonic's workforce will relocate to Franklin County, creating demand for 80 additional homes: 40 in the $100,000-$150,000 income bracket, 20 in the $150,000-$200,000 bracket, and **20 in the $200,000+ bracket**.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers for this income bracket.
    - All these homes will not fit this price range and are distributed at various price points in this study. 19 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 148 new homes are needed for this income demographic.
- In Franklin County, Kansas, the average resident owns 73% of the time and rents 27% of the time.
- Therefore, 108 homes for sale are needed for this demographic and 40 rental units for rent are needed for this demographic from income demographics alone.
- In Franklin County, the average household spends $1,025.88 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $450,000+ and typically desires a rental unit, which averages $1,500+ monthly in Franklin County.
- 7 homes are currently for sale priced $450,000+ and 1 rental unit for rent between $1,500+.
- Therefore, Franklin County needs 101 new homes for sale $450,000+ and 39 new rental units for rent $1,500+.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Ottawa

34	**NEW HOMES NEEDED FOR SALE**
$200,000 - $274,999	
26	**NEW UNITS NEEDED FOR RENT**
$800 - $999/mo	

Average households in Ottawa, KS

CITY OF OTTAWA KANSAS

Economic projections indicate 60 more households within Ottawa, Kansas, will make between $75,000 - $100,000 in 2030 than in 2025.

- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 48% of Franklin County resides in Ottawa. Therefore, we project 35 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 9 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 69 new homes are needed for this income demographic.
- In Ottawa, Kansas, the average resident owns 62% of the time and rents 38% of the time.
- Therefore, 43 homes for sale are needed for this demographic and 26 rental units for rent are needed for this demographic from income demographics alone.
- In Ottawa, the average household spends $949.81 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $200,000 to $274,999.
- This household income demographic typically desires a rental unit, which averages $800 to $999 monthly in Ottawa.
- 9 homes are currently for sale priced between $200,000 to $274,999 and 0 rental units for rent between $800 to $999.
- Therefore, Ottawa needs 34 new homes for sale between $200,000 to $274,999 and 26 new rental units for rent between $800 to $999.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Ottawa

36	**NEW HOMES NEEDED FOR SALE**
$275,000 - $349,999	
24	**NEW UNITS NEEDED FOR RENT**
$1,000 - $1,199/mo	

Average households in Ottawa, KS

CITY OF OTTAWA KANSAS

Economic projections indicate 35 more households within Ottawa, Kansas, will make between $100,000 - $150,000 in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Ottawa can account for 50-75% of that total.
  - This would result in 40 to 60 new homes in Ottawa, so we estimate 50 will need to be built: **24 in the $100,000-$150,000 income bracket**, 13 in the $150,000-$200,000 bracket, and 13 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 48% of Franklin County resides in Ottawa. Therefore, we project 35 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 9 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 68 new homes are needed for this income demographic.
- In Ottawa, Kansas, the average resident owns 62% of the time and rents 38% of the time.
- Therefore, 42 homes for sale are needed for this demographic and 26 rental units for rent are needed for this demographic from income demographics alone.
- In Ottawa, the average household spends $949.81 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $275,000 to $349,999.
- This household income demographic typically desires a rental unit, which averages $1,000 to $1,199 monthly in Ottawa.
- 6 homes are currently for sale priced between $275,000 to $349,999, and 2 rental units for rent between $1,000 to $1,199.
- Therefore, Ottawa needs 36 new homes for sale between $275,000 to $349,999 and 24 new rental units for rent between $1,000 to $1,199.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Ottawa

86	**NEW HOMES NEEDED FOR SALE**
$350,000 - $449,999	
52	**NEW UNITS NEEDED FOR RENT**
$1,200 - $1,499/mo	

Average households in Ottawa, KS

CITY OF OTTAWA KANSAS

Economic projections indicate 118 more households within Ottawa, Kansas, will make $150,000 - $200,000 in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Ottawa can account for 50-75% of that total.
  - This would result in 40 to 60 new homes in Ottawa, so we estimate 50 will need to be built: 24 in the $100,000-$150,000 income bracket, **13 in the $150,000-$200,000 bracket**, and 13 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 48% of Franklin County resides in Ottawa. Therefore, we project 35 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 9 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 140 new homes are needed for this income demographic.
- In Ottawa, Kansas, the average resident owns 62% of the time and rents 38% of the time.
- Therefore, 87 homes for sale are needed for this demographic and 53 rental units for rent are needed for this demographic from income demographics alone.
- In Ottawa, the average household spends $949.81 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $350,000 to $449,999 and a rental unit that averages $1,200 to $1,499 monthly in Ottawa.
- 1 home is currently for sale priced between $350,000 to $449,999 and 1 rental unit for rent between $1,200 to $1,499.
- Therefore, Ottawa needs 86 new homes for sale between $350,000 to $449,999 and 52 new rental units for rent between $1,200 to $1,499.

Our Recommendations

For New Housing Needed Over the Next 5 Years

Ottawa

54	**NEW HOMES NEEDED FOR SALE**
$450,000+	
32	**NEW UNITS NEEDED FOR RENT**
$1,500/mo+	

Average households in Ottawa, KS

Economic projections indicate 65 more households within Ottawa, Kansas, will make $200,000+ in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Ottawa can account for 50-75% of that total.
  - This would result in 40 to 60 new homes in Ottawa, so we estimate 50 will need to be built: 24 in the $100,000-$150,000 income bracket, 13 in the $150,000-$200,000 bracket, and **13 in the $200,000+ bracket**.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 48% of Franklin County resides in Ottawa. Therefore, we project 35 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 9 homes are added at this price point to allocate for these 250 new jobs.
- Based on the above, 87 new homes are needed for this income demographic.
- In Ottawa, Kansas, the average resident owns 62% of the time and rents 38% of the time.
- Therefore, 54 homes for sale are needed for this demographic and 33 rental units for rent are needed for this demographic from income demographics alone.
- In Ottawa, the average household spends $949.81 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $450,000+ and typically desires a rental unit which averages $1,500+ monthly in Ottawa.
- 0 homes are currently for sale priced $450,000+ and 1 rental unit for rent between $1,500+.
- Therefore, Ottawa needs 54 new homes for sale $450,000+ and 32 new rental units for rent $1,500+.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Wellsville

17	**NEW HOMES NEEDED FOR SALE**
$200,000 - $274,999	
04	**NEW UNITS NEEDED FOR RENT**
$800 - $999/mo	

Average households in Wellsville, KS

WELLSVILLE
Kansas
Proud Past. Growing Future.
Founded July 8, 1884.

Economic projections indicate 22 more households within Wellsville, Kansas, will make between $75,000 - $100,000 in 2030 than in 2025.

- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 7% of Franklin County resides in Ottawa. Therefore, we project 5 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 1 home is added at this price point to allocate for these 250 new jobs.
- Based on the above, 23 new homes are needed for this income demographic.
- In Wellsville, Kansas, the average resident owns 77% of the time and rents 23% of the time.
- Therefore, 18 homes for sale are needed for this demographic and 5 rental units for rent are needed for this demographic from income demographics alone.
- In Wellsville, the average household spends $1,024.57 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $200,000 to $274,999.
- This household income demographic typically desires a rental unit which averages $800 to $999 monthly in Wellsville.
- 1 home is currently for sale priced between $200,000 to $274,999 and 1 rental unit for rent between $800 to $999.
- Therefore, Wellsville needs 17 new homes for sale between $200,000 to $274,999 and 4 new rental units for rent between $800 to $999.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Wellsville

24	**NEW HOMES NEEDED FOR SALE**
$275,000 - $349,999	
07	**NEW UNITS NEEDED FOR RENT**
$1,000 - $1,199/mo	

Average households in Wellsville, KS

WELLSVILLE
Kansas
Proud Past. Growing Future.
Founded July 8, 1884.

Economic projections indicate 17 more households within Wellsville, Kansas, will make between $100,000 - $150,000 in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Wellsville can account for 25-50% of that total.
  - This would result in 20 to 40 new homes in Wellsville, so we estimate 30 will need to be built: **14 in the $100,000-$150,000 income bracket**, 8 in the $150,000-$200,000 bracket, and 8 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 7% of Franklin County resides in Ottawa. Therefore, we project 5 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 1 home is added at this price point to allocate for these 250 new jobs.
- Based on the above, 32 new homes are needed for this income demographic.
- In Wellsville, Kansas, the average resident owns 77% of the time and rents 23% of the time.
- Therefore, 25 homes for sale are needed for this demographic and 7 rental units for rent are needed for this demographic from income demographics alone.
- In Wellsville, the average household spends $1,024.57 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $275,000 to $349,999.
- This household income demographic typically desires a rental unit which averages $1,000 to $1,199 monthly in Wellsville.
- 1 home is currently for sale priced between $275,000 to $349,999 and 0 rental units for rent between $1,000 to $1,199.
- Therefore, Wellsville needs 24 new homes for sale between $275,000 to $349,999 and 7 new rental units for rent between $1,000 to $1,199.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Wellsville

15	**NEW HOMES NEEDED FOR SALE**
$350,000 - $449,999	
03	**NEW UNITS NEEDED FOR RENT**
$1,200 - $1,499/mo	

Average households in Wellsville, KS

WELLSVILLE
Kansas
Proud Past. Growing Future.
Founded July 8, 1884.

Economic projections indicate 10 more households within Wellsville, Kansas, will make $150,000 - $200,000 in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Wellsville can account for 25-50% of that total.
  - This would result in 20 to 40 new homes in Wellsville, so we estimate 30 will need to be built: 14 in the $100,000-$150,000 income bracket, **8 in the $150,000-$200,000 bracket**, and 8 in the $200,000+ bracket.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 7% of Franklin County resides in Ottawa. Therefore, we project 5 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 1 home is added at this price point to allocate for these 250 new jobs.
- Based on the above, 19 new homes are needed for this income demographic.
- In Wellsville, Kansas, the average resident owns 77% of the time and rents 23% of the time.
- Therefore, 15 homes for sale are needed for this demographic and 4 rental units for rent are needed for this demographic from income demographics alone.
- In Wellsville, the average household spends $1,024.57 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $350,000 to $449,999 and typically desires a rental unit which averages $1,200 to $1,499 monthly in Wellsville.
- 0 homes are currently for sale priced $350,000 to $449,999 and 1 rental unit for rent between $1,200 to $1,499.
- Therefore, Wellsville needs 15 new homes for sale between $350,000 to $449,999 and 3 new rental units for rent between $1,200 to $1,499.

Franklin County Development Council

Our Recommendations

For New Housing Needed Over the Next 5 Years

Wellsville

18	**NEW HOMES NEEDED FOR SALE**
$450,000+	
06	**NEW UNITS NEEDED FOR RENT**
$1,500/mo+	

Average households in Wellsville, KS

WELLSVILLE
Kansas
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Economic projections indicate 19 more households within Wellsville, Kansas, will make $200,000+ in 2030 than in 2025.

- In addition to the natural growth mentioned above, the Panasonic project is expected to create demand for 80 new homes, and Wellsville can account for 25-50% of that total.
  - This would result in 20 to 40 new homes in Wellsville, so we estimate 30 will need to be built: 14 in the $100,000-$150,000 income bracket, 8 in the $150,000-$200,000 bracket, and **8 in the $200,000+ bracket**.
- Additionally, over the next 5 years, 250 new jobs are expected to be created in Franklin County due to economic development efforts. Based on existing ratios of people who both live and work in Franklin County, we estimate that 44% of these new jobs would likely reside in Franklin County.
  - This creates an additional demand of 110 new households. The American Planning Association recommends a 1.5 jobs-to-housing ratio for balanced communities. Accordingly, an additional 73 housing units need to be added to the base growth numbers. 7% of Franklin County resides in Ottawa. Therefore, we project 5 additional houses are needed.
    - All these homes will not fit this price range and are distributed at various price points in this study. 1 home is added at this price point to allocate for these 250 new jobs.
- Based on the above, 28 new homes are needed for this income demographic.
- In Wellsville, Kansas, the average resident owns 77% of the time and rents 23% of the time.
- Therefore, 22 homes for sale are needed for this demographic and 6 rental units for rent are needed for this demographic from income demographics alone.
- In Wellsville, the average household spends $1,024.57 monthly on car notes, credit card payments, and student loan payments, which affects the amount of mortgage for which households can qualify.
- At the time of this study, 30-year mortgage rates with a 9% down payment (2024 National Association of Realtors average down payment release) are 6.83%.
- Based on the math above, this household income demographic typically desires homes priced at $450,000+ and typically desires a rental unit, which averages $1,500+ monthly in Wellsville.
- 4 homes are currently for sale priced $450,000+ and 0 rental units for rent between $1,500+.
- Therefore, Wellsville needs 18 new homes for sale $450,000+ and 6 new rental units for rent $1,500+.

Our Approach

For New Housing Needed Over the Next 5 Years

Assumptions made for these Recommendations:

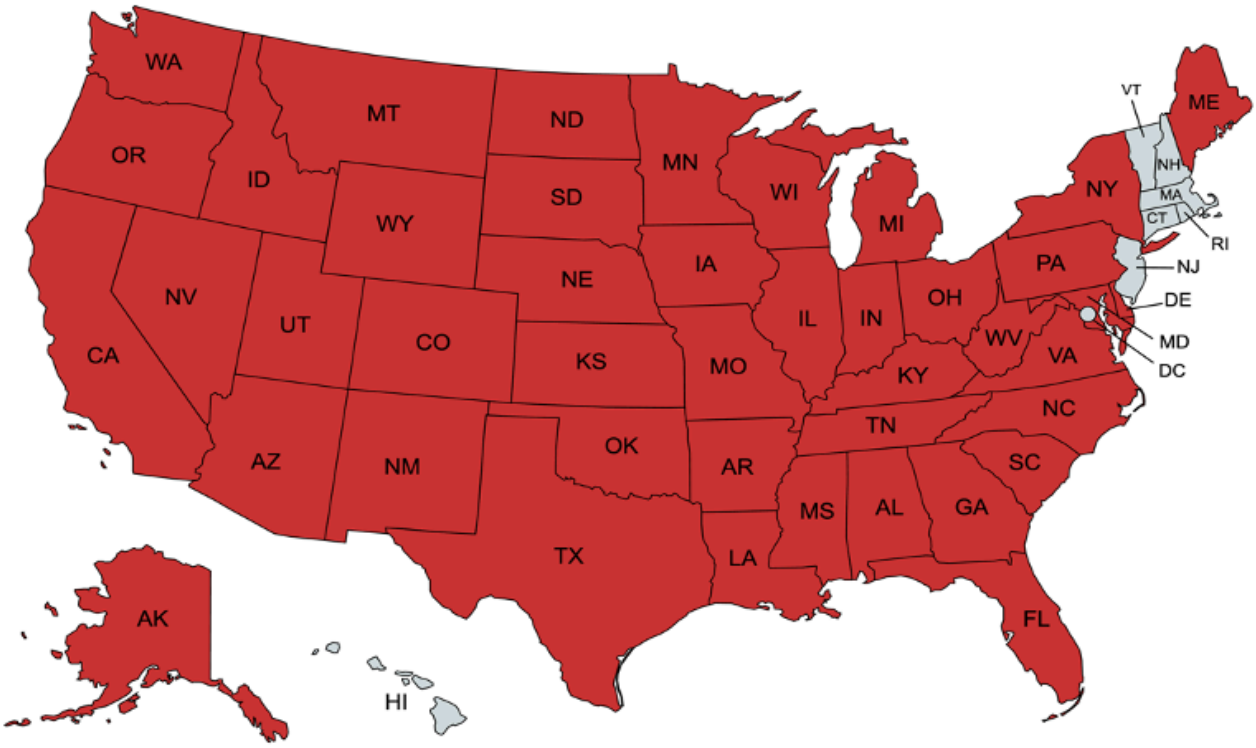
- State: Kansas
- Loan Term: 30-year, fixed
- Interest Rate: 6.83%
- Down Payment: 9%
- Monthly Debts: $1,025.88 (Franklin County), $949.81 (Ottawa), $1,024.57 (Wellsville)
- Payment Being No More Than 35% of Monthly Gross Income

Sources Used for these Recommendations:

- ESRI, ArcGIS
- American Community Survey
- U.S. Census Bureau
- American Planning Association
- Wells Fargo Mortgage Calculator
- Bankrate.com
- National Association of Realtors
- City Data (city-data.com)
- FRED (Federal Reserve Economic Data)
- Zillow, Redfin, Apartments.com, Realtor.com, Facebook Marketplace

Next Move Group
We Are Jobs

WE HAVE SERVICED CLIENTS FROM ALL THE STATES IN BLUE SINCE 2014



About Next Move Group:

Next Move Group is a site selection and economic development firm that has serviced over 800 customers from Kennebec, Maine, to Kennewick, Washington, and all parts in between. Our team includes a graduate of the Goldman Sachs 10,000 Small Businesses Accelerator Program, which helps entrepreneurs create jobs and economic opportunity by providing access to education, capital, and support services.

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