

Gates Mills Comprehensive Plan – Outside Perspectives Team
Summary of Realtor Interviews, 3/29/22, revised 5/2/22

The Outside Perspectives Team conducted 27 interviews with 29 realtors between January 14, 2022 and March 10, 2022. The team selected realtors who were familiar with housing sales in the eastern Cleveland/Cuyahoga County market and had recently represented sellers and/or buyers in of homes in Gates Mills and the surrounding communities. After the team and CT Consultants crafted the initial questionnaire and the team conducted 14 interviews, the team agreed to refine the survey, based on feedback from the realtors. Another 13 interviews were conducted using the revised survey. The revised/additional questions are noted in this summary by [*N=13].

The purpose of conducting the interviews was to gain an understanding of area realtors' views as well as their thoughts on recent homebuyers' opinions and perspectives of Gates Mills and surrounding communities.

1. What are current buyers looking for?
2. How well does Gates Mills compete with neighboring communities?

You'll find 179 comments in this report. Some are clearly outliers, a specific issue with just one Realtor, but others repeat a theme, something about our community that draws buyers in or drives them away. The following summary attempts to generally quantify what these Realtors think about Gates Mills and distill their comments into perceived liabilities and perceived assets.

It is important to note that the statements made throughout this summary represent the viewpoints of the 29 realtors who were interviewed and/or the views of their clients. In comparison, more than 100 realtors represented Gates Mills buyers and/or sellers in more than 75 home sales over the last two years.

PERCEIVED ASSETS

Gates Mills is prestigious, a charming, historic small town but still proximate to the advantages of the surrounding metropolitan area. It is the place to live if your children attend Hawken or University School or Gilmour, and good too if you want to put your child into the Gates Mills Elementary School, which comes away with high marks in the survey. Community activities are a positive. The Chagrin Valley Hunt Club is a community asset. Important people live in Gates Mills.

Reputation. Gates Mills is a prestigious community, a good address, a good place to be from. Important people live in Gates Mills.

Location/Proximity to Amenities. The Village's location, just minutes from I-271, shopping, restaurants, healthcare, the Metroparks, the Chagrin River, while still maintaining a significant natural environment and large lots is a significant asset. In contrast, Chagrin Falls and Hunting Valley are not as conveniently located.

If your children attend Hawken, or University School, or Gilmour, Gates Mills is the place to live.

Small Town Character/Community. Small town ambiance is important to many buyers. Likewise, community activities and opportunities to get involved (such as the community theatre) are considered a positive feature.

Community Assets. The Chagrin Valley Hunt Club is considered a community asset. Likewise, Gates Mills Elementary School is considered a community asset. Though this is not a unanimous opinion, the school did receive repeated praise.

PERCEIVED LIABILITIES

The perception is that the Mayfield School system is second-rate when compared to the school systems in competing communities. Our housing stock is felt to be outdated and in some degree of disrepair - Gates Mills houses are projects. The process of renovation/expansion is challenging. For many buyers, a septic system disqualifies a property and therefore disqualifies Gates Mills. Gates Mills has no housing stock to meet the needs of older buyers who want smaller, and who want one-story houses. There is a general feeling that a more robust village center would attract buyers. Some realtors felt the lack of a recreation center hurts Gates Mills in the market for younger buyers.

Public School System. Time and time again, Realtors told us that the Mayfield School system is second-rate when compared to the school systems in competing communities. Mayfield has a few realtors who are strong defenders; but the more common impression is negative.

Outdated Housing that Requires Updating. Realtors commonly noted that our housing stock is outdated, and while that may elicit the response that we preserve the character of our historic homes, the impression seems to be we are a community of old homes that have not been refreshed for decades.

Realtors tell us that today's buyer wants a new home or updated, move-in ready home, and has no interest in taking on a project. They believe that Gates Mills homes are almost always projects. A few Realtors felt that undertaking a project in Gates Mills is more challenging from a permitting perspective than elsewhere.

Some Realtors comment that the Gates Mills housing stock – large two-story homes on acreage, lack of first floor master – doesn't suit the needs of a downsizing resident or newcomer.

Septic Systems. Realtors tell us that, for many buyers, septic systems are a deal breaker. These buyers will not look in Gates Mills.

Village Center. There is a general feeling that a more robust village center would attract more buyers to Gates Mills.

Recreation Center. Some Realtors also note that a recreation center, which Gates Mills lacks, is essential to attracting younger buyers. However, other Realtors are aware of Gates Mills residents, as residents of the Mayfield City School District, have the opportunity to purchase individual and family memberships to the Wildcat Sport & Fitness Complex, which provides recreation programs and fitness facilities.

Village Communications. Gates Mills communicates with residents primarily via the Village website and the Pink Sheet, but lacks a greater variety than often provided by other communities. It was noted that there is a growing need to use a variety of communications forms to reach a more diverse group of residents. -

The remainder of this report presents the detailed responses to each question; a list of the Realtors interviewed and the Outside Perspective Team members who conducted the interviews is provided on page 25.

Twenty seven interviews were conducted with twenty-nine realtors who had an average of 26 years of working as a realtor in the eastern Cuyahoga County housing market.

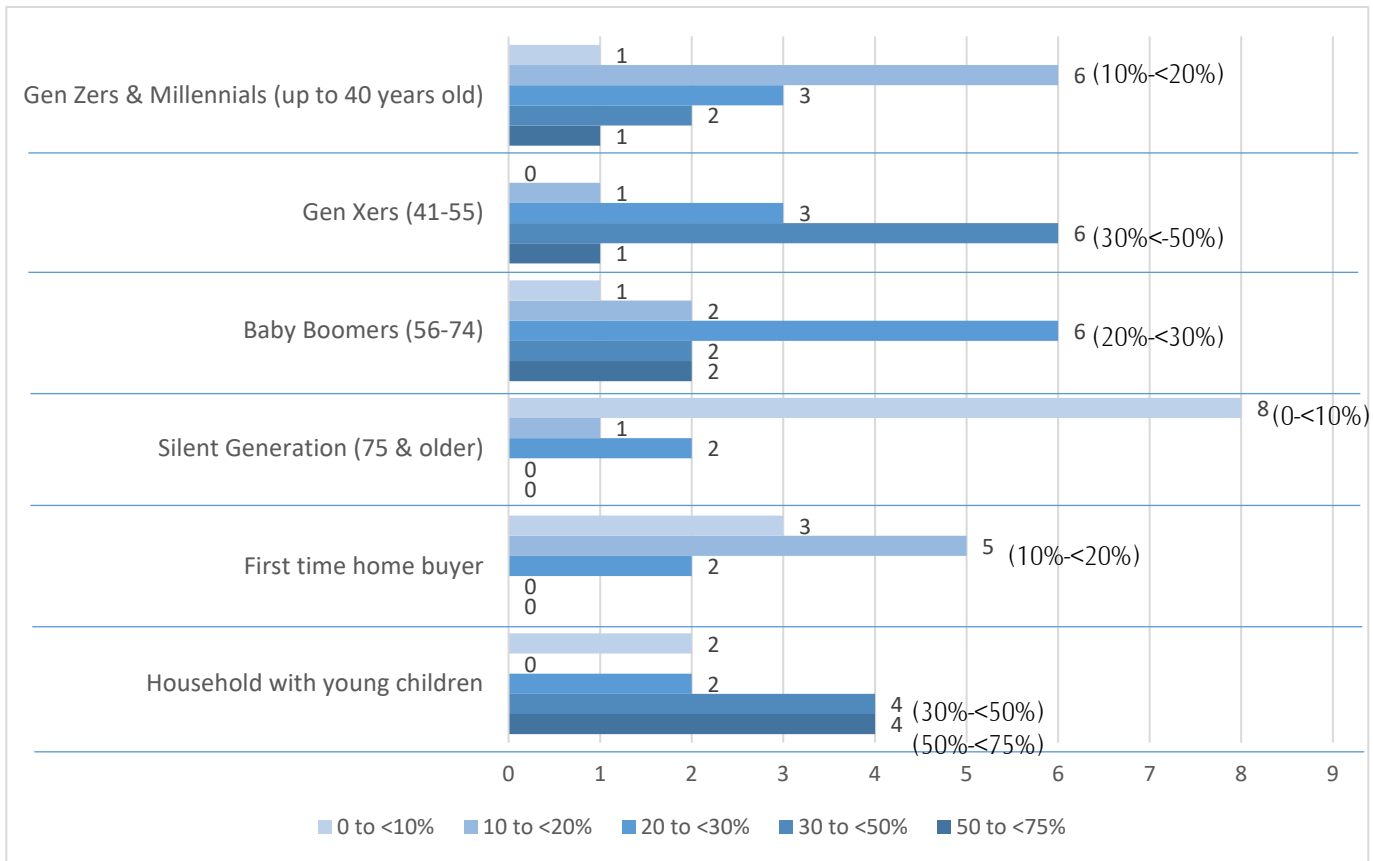
Q1. Realty Firms	Interviews Conducted	Q2a.Average years Realtor has lived in NEO	Q2b.Average years working as a realtor in eastern Cuy Co market
Berkshire Hathaway	3	39.7	17.7
Chestnut Hill	1	70.0	43.0
Elite Sotheby’s	3	37.3	18.0
Howard Hanna	13	49.3	31.8
Keller Williams	1	50.0	17.0
RE/MAX ⁽¹⁾	4	36.3	16.5
The Young Team	1	38.0	38.0
Anonymous ⁽²⁾	1	51.0	33.0
Grand Total	27	45.2	26.3

⁽¹⁾One group interview was conducted with three realtors from ReMax.

⁽²⁾Neither name of relator nor realty firm was provided.

The realtors noted they worked with a wide variety of clients. In general, Gen Xers (age 41-55) made up the largest age group, followed by Baby Boomers (56-74), and then by Gen Zers/Millennials. Few realtors worked with buyers age 75 and older.

Q3. Over the past few years, approximately what percentage of the buyers/sellers you have worked with have the following characteristics? [*N=13]



Q3. Additional comments:

Buyers vs sellers:

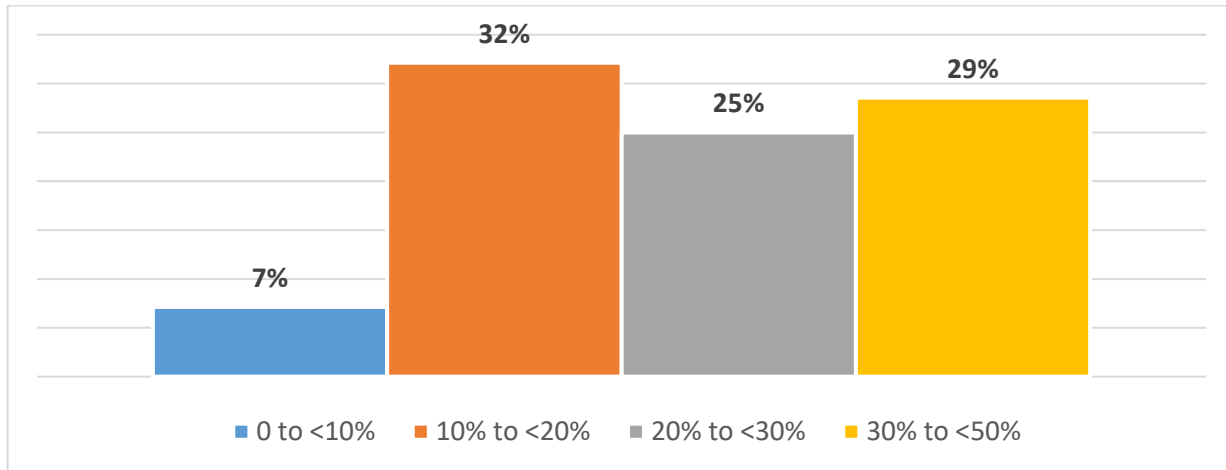
- Generally, for home sales in Gates Mills, the sellers tend to be older and the home buyers are younger.
- On behalf of Hawken School [perhaps as in “Buyers choose Gates Mills because of Hawken”?]
- Howard Hanna offers its own mortgages which encourages buyers [in what way?]

First time home buyers/young families:

- Fewer first time buyers.
- Generally speaking, first time home buyers and young families do not buy in Gates Mills. First time home buyers typically want to live in an area that is livelier than Gates Mills.
- Young families don't look in Gates Mills because the Mayfield School System isn't seen as strong as other neighboring communities in the area. Mayfield Schools are in need of a stronger marketing presence to better illustrate how competitive they are with other close by communities.
- Noticed a lot of 25-32 year olds looking now as well (\$1m+). Renovations more popular.
- Even split among first 3 categories (GenZ, GenX and Baby Boomers).
- Households with young children are included in the GenZ/Millennials (up to 40 years old) and GenXers (41-55).

Realtors often worked with buyers coming from out-of-town or out-of-state, including nearly 30% of realtors who reported that out-of-towners made up 1/3 to 1/2 of their clients. Often this was attributed to the increased acceptance of remote working due to COVID, though it was dependent on the type of employment, as one relator noted that his/her relocation business actually declined.

Q4a. Over the past few years, approximately what percentage of the buyers you have assisted are moving here from outside NE Ohio?



Q4a. Comments

- COVID caused an uptick in out-of-state buyers (to 30-50%), it used to be about 25%. Uptick due to people moving to NEO for affordable living.
- Approximately 30% of my business are relocations. I would estimate 5% of that 30% buy a home in Gates Mills.
- Not as much business from large company relocation. Not much impact from work-at-home.
- Pre-COVID there were lots of relocation in my business. Post-COVID there is not as much relocation.
- I have assisted many physicians who are relocating to Northeast Ohio, and specifically to Gates Mills.
- Some buyers from west coast just buying as an investment, not planning to move here. Other out-of-town buyers mostly appear to have roots here and want to return because they can now work from home a large percentage of the time. Many buyers from out-of-town are buying site-unseen - just viewing online. She has just started to see more out-of-town buyers. Did not see as much a year ago. It is on the uptick at the moment - an influx of buyers from California and Chicago who are moving back home after moving away from NEO.
- We are not seeing much relocation with corporations, but rather people who work remotely and have the flexibility to live anywhere. Many are moving back to be near family.

Q4b. Do you foresee this changing?

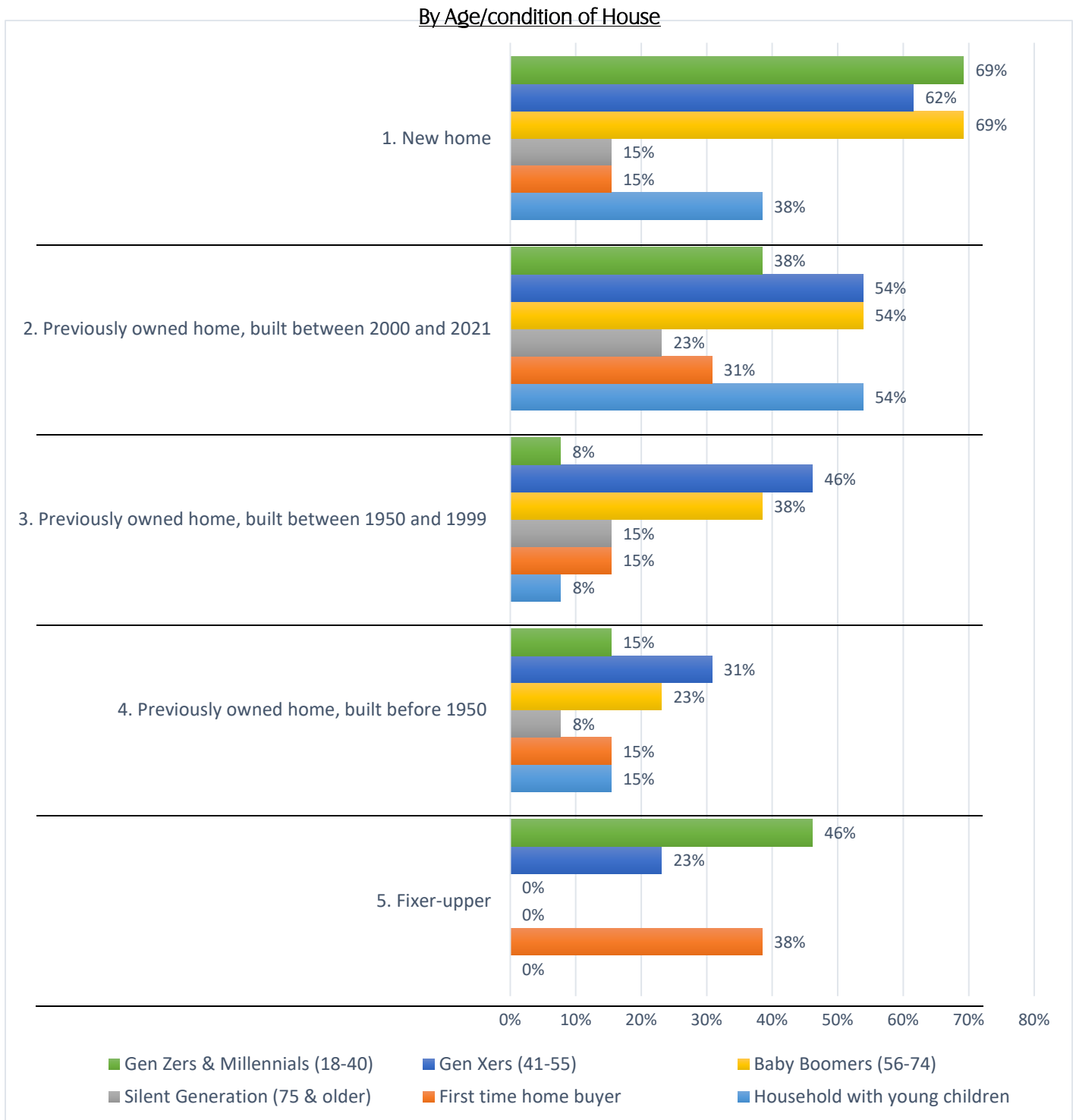
- No (7), with the following additional comments
 - No, this is relatively flat and back where it normally is in the market.

- Not until establish better regional policies to bring businesses to NE Ohio. Columbus is blowing up because they promote area growth in several sectors and keep their young talent, my daughter included.
- Recent spike in people from outside NE Ohio; does not expect it to continue
- Since pandemic, more moving within NE Ohio. This number above is lower because more Buyers had started moving within the Cleveland area since the Pandemic - but I don't see this continuing when prices start to stabilize
- Depends (2), with the following additional comments:
 - Dependent on Hospital systems and larger corporations hiring plans. Our market is higher income families that need modern conveniences and move in conditions. Depends on the current businesses growing/hiring needs. But there are always buyers who want to live in a great area like Gates Mills.
 - Only if new housing available.
- Likely to Increase (2), with the following additional comments:
 - I think it will continue to increase for a myriad of reasons.
 - Increasing due to quality of life improvements for people living on the coasts [and relocating to NEO].

PREFERRED HOME CHARACTERISTICS

Realtors noted that approximately 2/3 of buyers from GenZers & Millennials (18-40) to Baby Boomers (up to 74) are looking for a new house. The next most sought after house is one built since 2000. Younger buyers and first-time home buyers (which are often the same) are generally the ones interested in a fixer-upper, and mostly as a way to save money. Least desirable houses are those more than 70 years old.

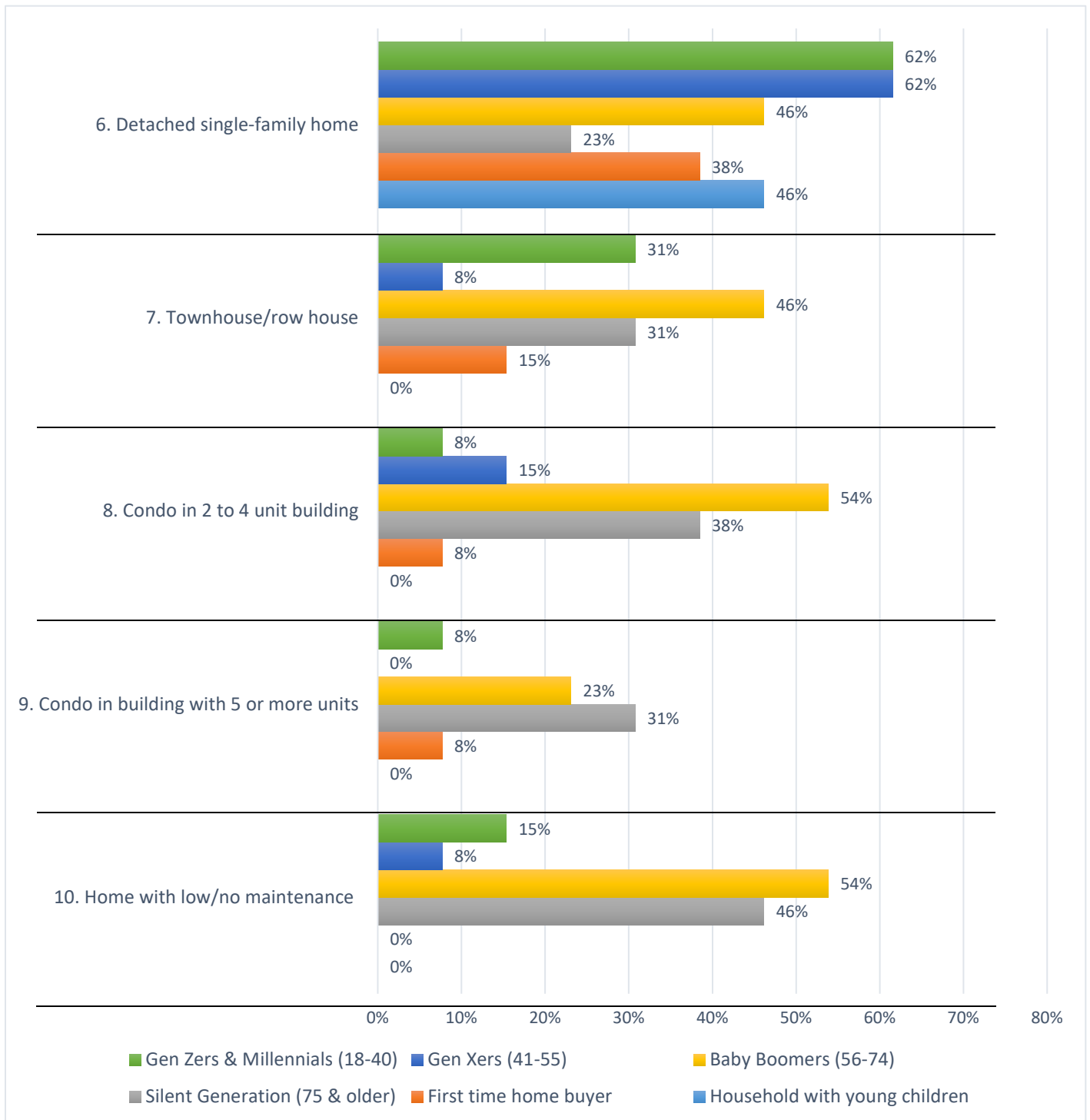
Q5. Thinking about your recent clients, which home characteristics are preferred by each type of buyer? (check all that apply) [*N=13]



When asked about the type of house each buyer type was looking for, 2/3rds of younger buyers (18-55) are were looking for a detached single-family house. Baby Boomers (56-74) were the dominate group looking for a nontraditional type of home, ranging from a condo or home with low to no maintenance to a townhouse.

Q5. Thinking about your recent clients, which home characteristics are preferred by each type of buyer? (check all that apply) [*N=13]

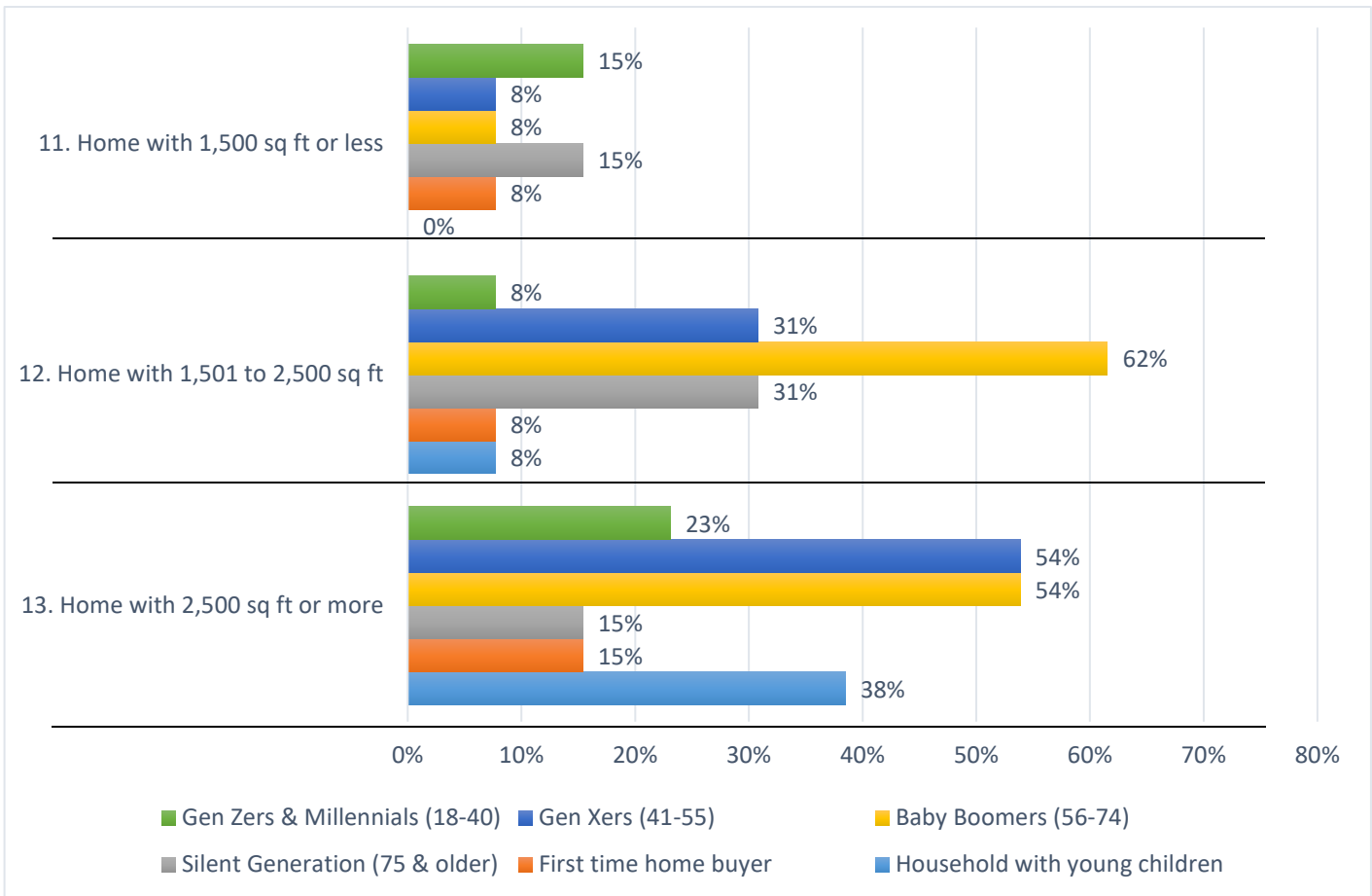
By Type of House



Area realtors noted that among their clients, Baby boomers (56-74), Gen Xers (41-55) and families with children are the most interested in larger houses (with 2,500 sq ft or more). But size is just one component of the house, as noted in the comments listed on page 10: for example, first floor living (master bedroom and laundry on the first floor) are preferred baby boomers. In addition, few buyers have a tolerance for taking on “projects” and are interested in buying a house that someone has already done the updating.

Q5. Thinking about your recent clients, which home characteristics are preferred by each type of buyer? (check all that apply) [*N=13]

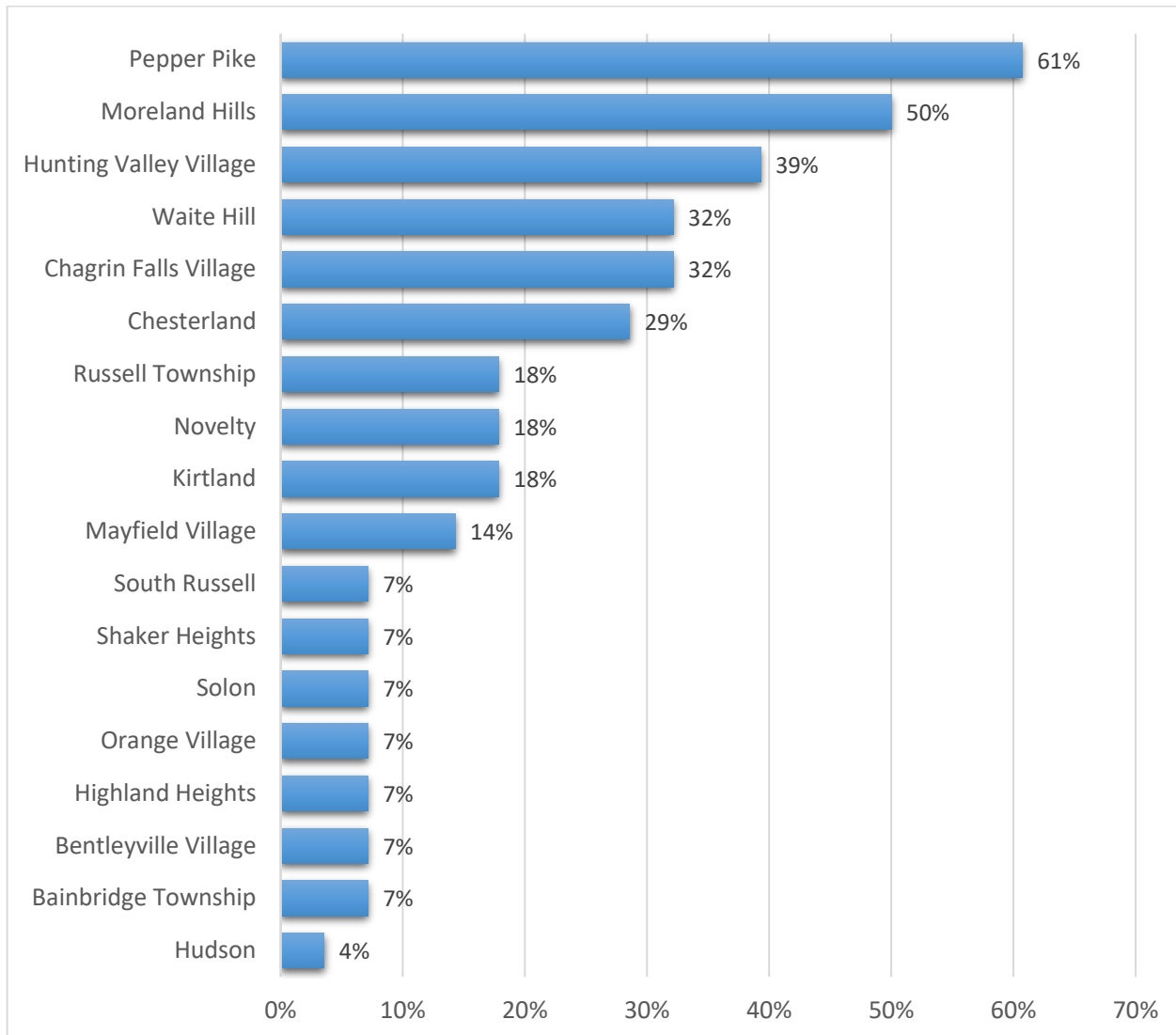
By Size of House



Q5. Comments [*N=13]

- Three things sell a house: Location, Condition, and the Price.
 - Updated kitchens and bathrooms sell a home.
 - Updated homes in today's market are going into multiple offers for sellers.
- New House Preferences
 - Buyers today want the HGTV Home. Everyone wants the gray and white style interior.
 - GenZers, Millennials and Baby Boomers want a new home because then they don't have to deal with a remodeling project. They want a home that is move in ready, and the Baby Boomers want to be able to be gone for the winter and not worry about their home in Ohio.
 - In the 18-55 age range, new homes are strongly preferred. Houses built between 1950 and 1999 are not preferred.
- Townhouse/Condo
 - Not just Gates Mills, but Northeast Ohio doesn't have enough townhouses to support the demand. I have clients that would move out of their homes now into a townhouse, but there is nowhere for them to go. The people interested in downsizing don't want to move into apartment living, they want a condo or townhouse which will provide more room and privacy than an apartment would.
 - Has seen townhome/condo developments have success.
 - Lake County has a lot of townhouses and condo - -not so much in Eastern Cuyahoga.
- House Size
 - Smaller homes are preferred by people 75+.
 - Some would consider smaller home with great basement. Less than 1,500sqft usually rent.
 - GenZers don't see much need for storage.
 - In the 18-55 age range, over 2,500sqft is important.
 - GenXers need two rooms for offices as typically both are working from home.
 - For many buyers, [lot] area is more important than house size; buyers needing space for aging parents are looking for large houses.
- First-floor living:
 - Baby boomers looking for ranch-style meaning 1st floor master, laundry on 1st floor, no basement.
 - Baby Boomers and Silent Generation (75 & older) are looking for first floor master suite
- Using cash to buy more, don't want fixer upper, don't want steps; won't look in Gates Mills if older.
- Wealthy buyers have different criteria.
- Mentions that more dining/shopping options would help.

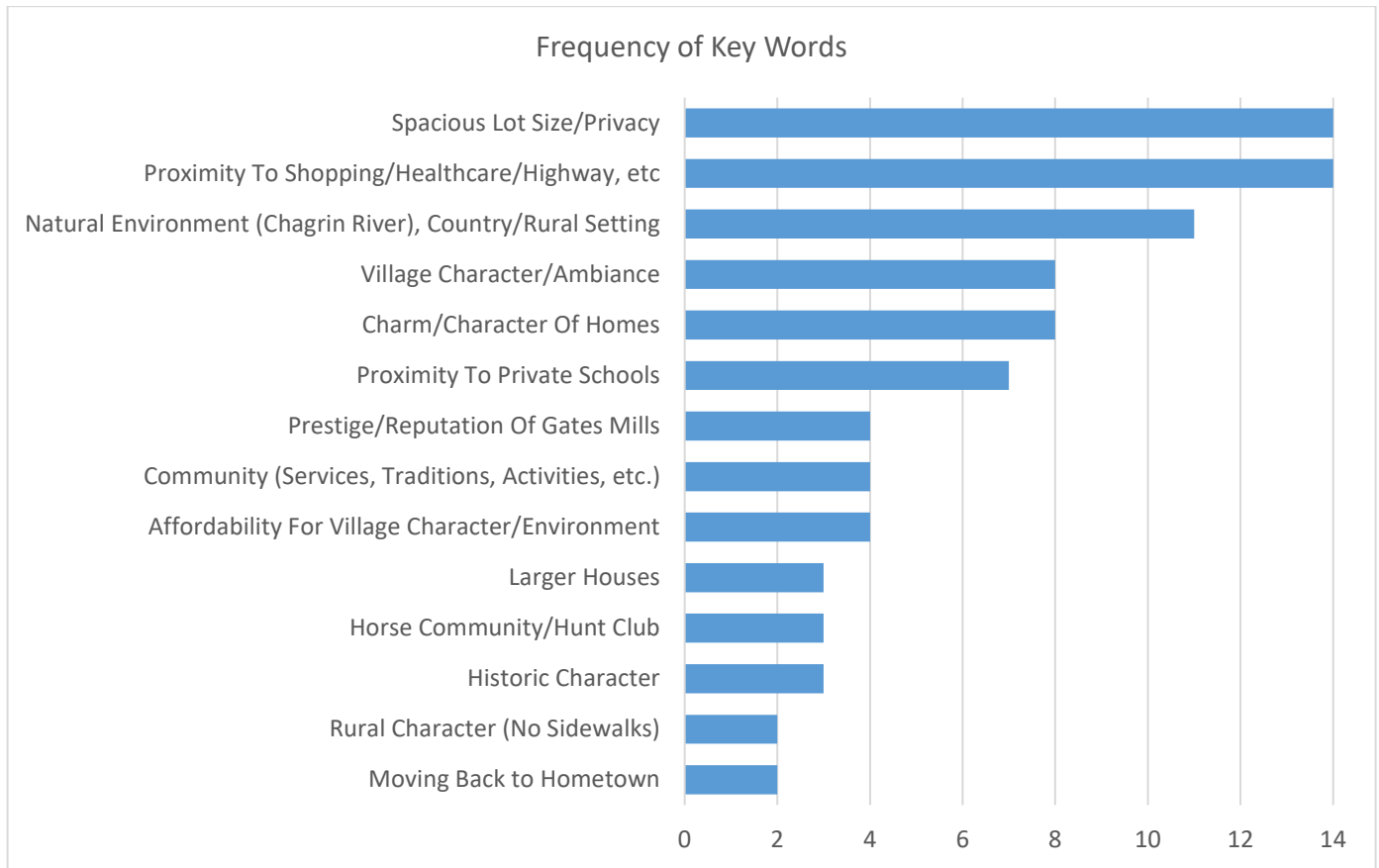
Q6. Which communities do you think are Gates Mills' primary NEO competitors when it comes to attracting home buyers?



Q6. Comments

- Actually the area bordered by I-271 on the west, SR 306 on the east, SR 322 on the north, and SR 422 extension on the south is 'hot'.
 - People look around the Chagrin Valley area.
 - Russell, Novelty, and Geauga County because of the taxes
 - Mayfield schools not an attraction, but proximity to private schools is a plus.
- Communities listed above are what out-of-towners are primarily considering vs. Gates Mills. In-town buyers are focused on their particular 1-2 communities and it varies
- Solon has many newer homes - people who are focused on buying a new home often times buy there.
- Shaker Heights distant 2nd behind all of the above.
- All, plus on the West Side: Lakewood, Bay, Westlake; anything on Lake Road; and Brecksville.

Q7. Thinking about the house sales you've been involved with over the last 5 years and Gates Mills competition, what do you think are the primary reasons why home buyers choose a house in Gates Mills? [N=26]



- The ambiance of the Village. Land to enjoy. Easy access to highway, retail, hospital, & downtown Cleveland.
- Country feel while close to city amenities. Nice size lots. Charm of the village. Location to hospital, private schools and freeway.
- Peaceful, quaint, land, location to downtown and highway, metro parks, river, hunt club, town hall, police, fire, library, elementary school, historical society, riding and tennis, Sara's, Cindy Halle, Close to private schools.
- They could get land and not have to be far out. They like the feel of country and a quaint town.
- Charm & character; proximity to Chagrin River; close to hospitals; close to Hawken, Gilmour and University School; historic community; spacious lots.
- Prestige, properties, location to private schools, and being in a beautiful "country like" setting but minutes from amenities, world class healthcare and highway access.
- Character of homes, property size, proximity to shopping freeways and healthcare
- It has an exclusive quality with privacy and wooded lots. Convenient for the luxury buyers who commute to hospitals/downtown/etc.; exclusive, wooded, large acreage, shopping nearby. Public Schools are not a draw, Private school upper campuses' are nearby. Gates Mills Elementary is a draw.
- Privacy, proximity to highways and home value stability and growth potential.

- Gates Mills is affordable. Home buyers can get a really nice house on a beautiful piece of property. Gates Mills has the right mix of the above that home buyers are attracted to.
- Value, acreage, clients like the topography, rolling hills, beauty of land, northern location
- People buy homes in Gates Mills to have a property with more land. People love the character of Gates Mills. There are lots of housing stock of larger homes that many foreign families want to purchase (5,000-6,000 sq. ft.) in Gates Mills.
- In past 3 years, history; style, architecture, serenity; high stature; land, ambiance, serenity, may have grown up there and want to move back
- Charm & Character, Land, Quiet enjoyment, Proximity to private schools
- Location, charm/history, lot size, house style
- The beautiful land and feel of Gates Mills. The location.
- Charming, Great Location, quaint with wonderful small town services!
- Horses, convenience to amenities and highways, but a rural location. Hunt Club, St. Christopher's and the community theatre are draws. Mayfield Schools has a pretty good reputation. He tells buyers to go to the school district and see for themselves.
- Gates Mills at high end have estates.
- Land, buyers originally from area. Inventory has been limited. One advantage is no subdivision/HOA. Septic is a concern. Some older septic systems have not been updated for new home owners with higher demands. Should consider adding requirements to update septic systems. The land and the view and moved from within the area
- Relative value. Gates Mills houses need some fixing up, but better value than Chagrin Falls, for example. Private rural setting.
- Prestige and name drive people to Gates Mills; love the land, rural--no sidewalks
- Charm, affordability (only Hunting Valley comes close to landscape, etc.) Younger families want sidewalks for kids.
- Private schools, horses/Hunt Club, aesthetically beautiful, lifestyle
- People buy a home in Gates Mills because they like the prestige of Gates Mills. Having Gilmour Academy located within Gates Mills is also a big attraction to home buyers.
- Buyer's choose Gates Mills if they find the "right house" there. Buyers are more focused on the right product/home, rather than the location.

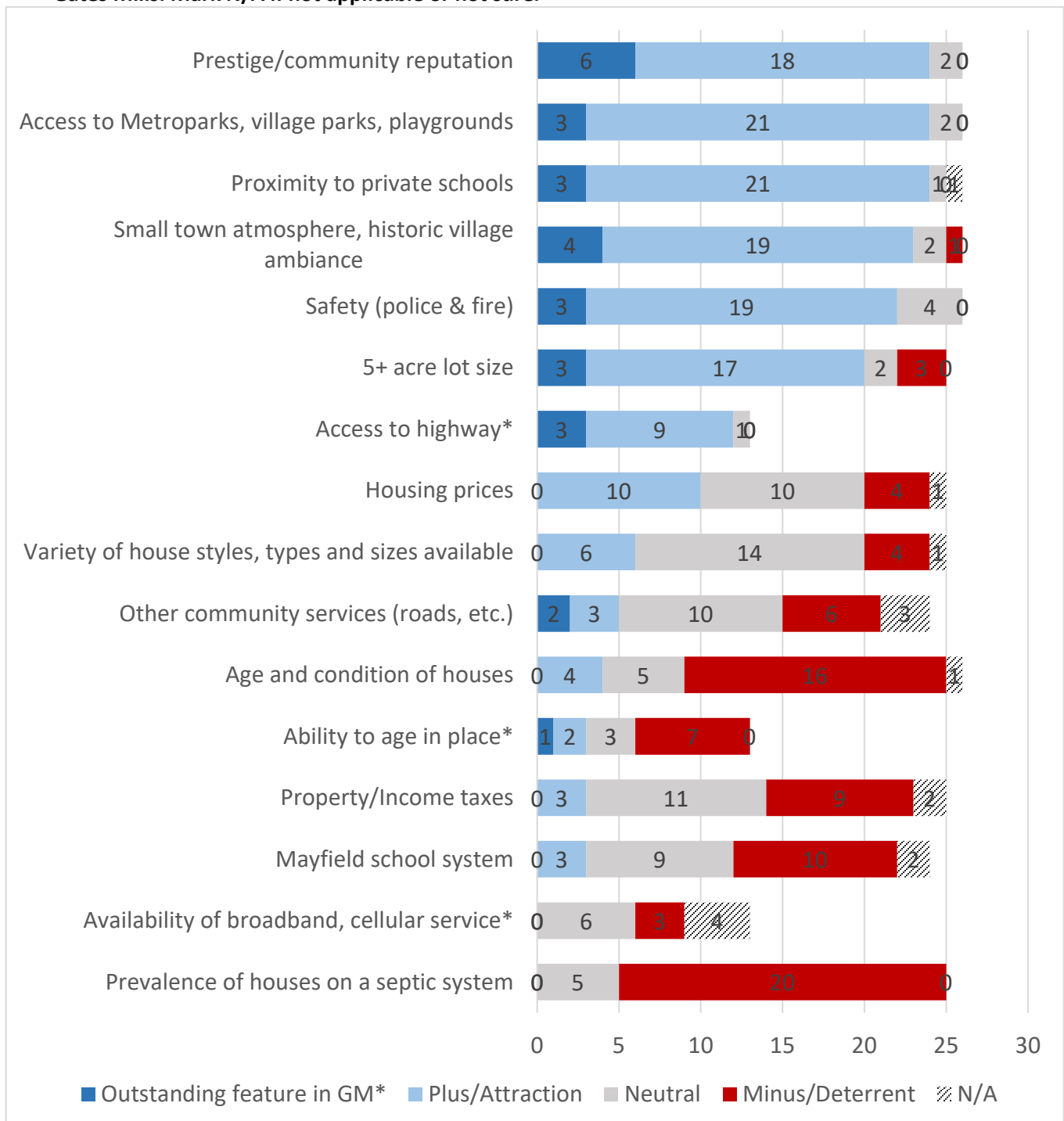
Q8. What do you think are the primary reasons why home buyers choose to buy a house in a competitor community and not in Gates Mills? Please indicate if any of the reasons cited are applicable to a specific household type.

- Depends on the house.
- Not attracting young people--who think of it as for old people; no activities for the young, compared to Solon; septic tanks.
- Availability of inventory, condition of the home, schools.
- Availability of newer homes
- Concern of difficulties to making changes, i.e. Village reputation of being difficult with remodeling process Inventory is typically dated, so buyers need money to purchase and improvements along with steps for approval
- Age of house and schools!

- Gates Mills lacks neighborhood feel, no sidewalks, etc. School system is not desirable. Other communities have newer housing stocks. Could make downtown Gates Mills more desirable, distinguishes Gates Mills from Hunting Valley. Could emphasize Gates Mills Elementary more.
- Newer or different style house, more neighborhood feel.
- Under \$450k is where the real action is today, but Gates Mills has almost no houses in that range; lots of new, young, inexperienced realtors today who don't understand Gates Mills; property taxes versus Geauga and Lake counties - not a factor for buyers looking within Cuyahoga County; low availability overall; high property tax, low availability of land to build or homes for sale
- Outdated homes, houses show major signs of needed renovation and updates. Many younger families do not want a major project. Even houses recently sold, that are somewhat updated, buyers have had to put on additions to accommodate today's growing family needs; open spaces, larger, communal kitchens, outdoor gathering spaces...
- The schools. The other communities have much stronger school districts that provide a better and broader education. Many families now have kids that attend private school, and then a child with special needs. These families focus on communities that will have a public school that can provide help to the child that needs it, and be close in proximity to the private schools.
- Three main reasons buyers choose another community: they don't want to deal with the septic system, want a better school district than Mayfield, and find a nicer house for a better price elsewhere.
- Schools. Septic/well water concerns. Age of homes (Gates Mills residents typically stay in homes longer).
- The primary reasons people don't buy homes in Gates Mills are because they don't want to purchase an older home, maintain the property, and deal with a septic system.
- Prior to 2020, school district issues, aging housing stock
- Looking for smaller public school option, more active/destination town center, avoiding RITA
- Lack of inventory. Dated houses. Younger buyers are less willing to renovate...want 'move in' ready.
- Septic tanks rank high! If the homes need updates (this phenomena is more in last few years with pandemic and rising home prices) and have high prices then buyers go elsewhere since schools are not the compelling feature for Gates Mills buyers. Public schools, remoteness of neighbors, unevenness of quality of houses. Often old homes are not updated causing more expense after the sale.
- Housing style choices, septic systems, large properties, remoteness, buyer perception of community services.
- Little supply of homes available to choose from!
- Neighborhood feel (more kids on the street), no sidewalks, cannot age in place, public schools, no shopping, very little diversity
- Limited housing stock, lack of amenities, property taxes, Norvale and Chartley, West Hills, just not that good architecturally, inconsistency in housing stock.
- Not interested in the above...house looking for not available when they are looking, house not updated, don't want to take on projects, taxes, RTA [RITA?]
- Schools, Rec center, Perception that Gates Mills is a city of older people.
- Outdated homes.
- Buyer's will move into other communities if they find a better home that suites their lifestyle. Buyer's home choice are all very unique, and need to find a location that is most convenient for them.
- Lack of vibrant community center; strong reputation of other public schools (Orange, Chagrin Falls); not the same "small-town" feel as Chagrin Falls; cannot walk in to town; people can't socialize as easily
- Newer or different style house, more neighborhood feel.

The graph below identifies the characteristics of Gates Mills most often considered to be an outstanding feature (dark blue) or attraction (blue) ranked from highest to lowest below, and those most often considered to be a deterrent (red) to potential buyers interested in houses in Eastern Cuyahoga County. The graph illustrates the diversity of opinions for some attributes, such as the variety of house styles, and age and condition of houses.

Q9a. More specifically, thinking about factors that often influence home buying decisions, to what extent are the following an "outstanding feature", a "plus (attraction)", "neutral", or a "minus (deterrent)" for Gates Mills. Mark N/A if not applicable or not sure.



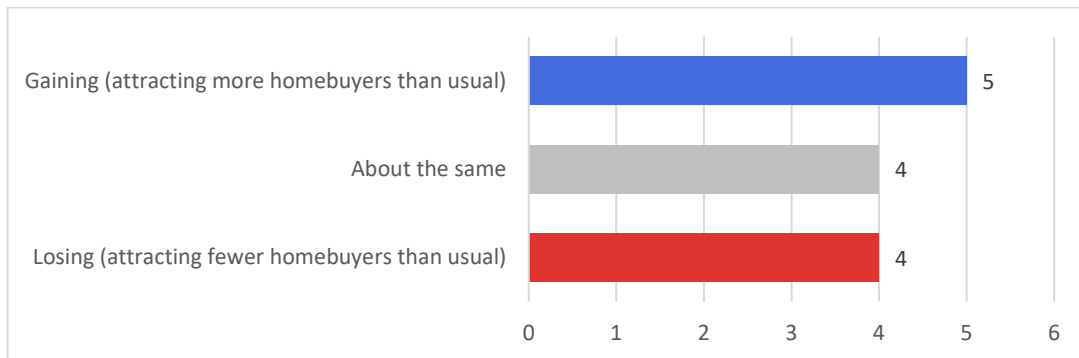
* Added to the second version

Q9b. If Other, please specify

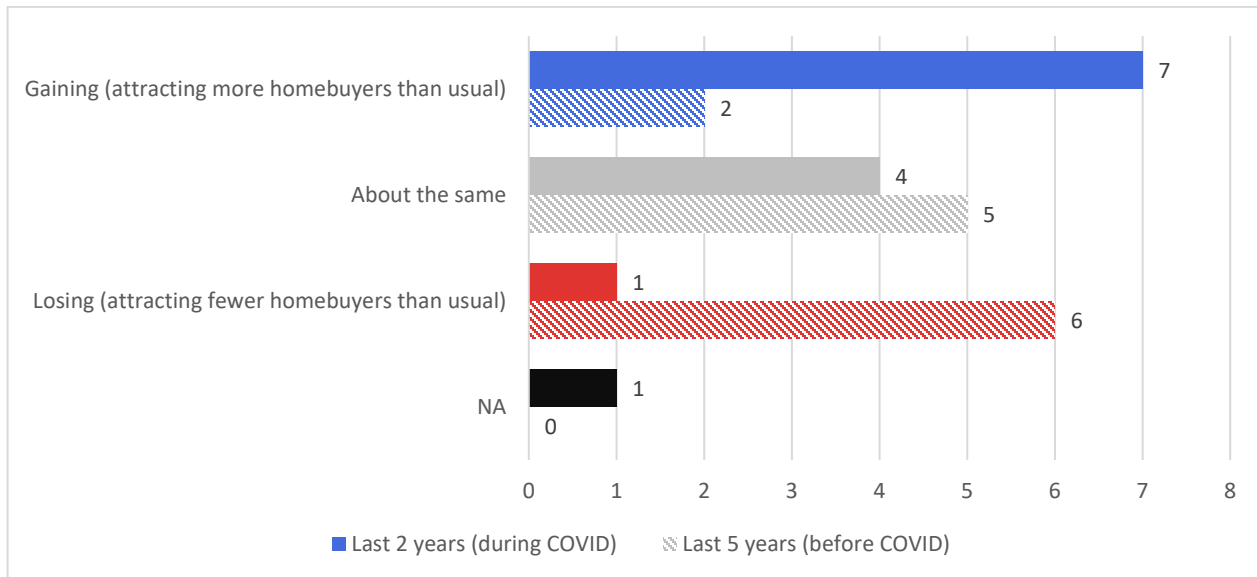
- Aging housing stock threatening to take it off the map
- Be better at marketing the Village. The price point is important, helps to determine who is our best segment. In particular, be more intentional and organized about marketing / communicating with active real estate agents. Internet, broadband seem still not up to par
- Bonfire, parade, pink sheet, art show, garden club, community club are pluses
- Easements and shared driveways are dicey
- In the past, Gates Mills was seen as too prestigious "fancy" of a community to some home buyers. Now that image has changed. It is now viewed to be a little more practical and consequently open to a broader group of home buyers.
- Last question is specifically negative regarding broadband/cellular
- Many homes not updated, people don't want to renovate. Community services comparable to other cities/villages.
- Need office space in the home.
- People want a first floor master bath. A home under \$500,000 that is 2100 - 2700 sq. ft., ranch, with 3 garages is what people are looking for. All of the schools in the Chagrin Valley are excellent. That is not an issue.
- Property taxes are fairly level, so don't view as a plus or minus. Housing prices range from \$325K to \$3.9M; which is a wide market. Lot sizes, House styles, Septic systems, and other community systems are what they are.... not something to categorize. Mayfield City Schools are viewed different by each buyer. The public schools importance are different to every buyer as well.
- Proximity to healthcare
- Proximity to private schools is good. Could do a better job of marketing community services offered. Close to metroparks, river. Lack of dining, etc. Could promote Gates Mills Elementary better.
- Mayfield schools not that much of a factor because most buyers looking to Gates Mills are sending their kids to private schools; for buyers moving up from other NE Ohio communities, Mayfield schools are viewed as a step up; age and condition of houses in Gates Mills not a factor because buyers know what they are looking for;
- The close proximity to the Hunt Club is a big draw to many of the realtor's clients. There are two distinct locations that make up Gates Mills:
 - The homes near the Hunt Club, on Epping, and surrounding is seen as the premiere place in the community, and
 - The outward fringes of Gates Mills, which many don't classify as living within Gates Mills.
- Septic System:
 - Septic system issue is primarily a seller issue - - can cost \$20-25k to upgrade and if guest house, then double that; buyers need more education on what a septic system entails.
 - Realtors need to be educated on what septic entails - tree roots in sewer line can be just as big a problem as anything to do with septic;
 - Current homeowners are not maintaining their septic;
 - Cuyahoga County not that vigorous in doing inspections, Lake and Geauga much more vigorous.
- Today's realtors include a number of new, younger, less knowledgeable realtors who may not know much about Gates Mills. Gates Mills needs to do more to educate realtors. Shaker Heights has a group of well-trained volunteers called "ambassadors" who are very helpful educating realtors and prospective buyers about the attributes of Shaker Heights.

When Question 10 was asked in the draft version, the 15 responses were evenly distributed among the THREE choices. Based on feedback received from the realtors, the question was revised to make a distinction between pre-pandemic and during the pandemic, based on the increase in remote working requirements. The realtors noted a significant increase in the attractiveness of Gates Mills during the pandemic when a large portion of the workforce was forced to work from home.

Q10. Thinking about the last 5 years, how well do you think Gates Mills is keeping pace with our competitor communities?



Rev Q10a/11a. How well do you think Gates Mills was keeping pace with our competitor communities before COVID and during COVID? [*N=13]



NA - One realtor noted she did not work during the COVID Pandemic.

Q10b. If Gates Mills was gaining or losing, why do you think that was?**Gaining (attracting more homebuyers than usual)**

- Large lots attract buyers from Geauga county
- Comparable to other communities. All communities doing well now. More homes that were outdated and most septic systems not passing and school district
- Gaining recently but over the last twenty years it has slipped
- Time on market has been slashed by more than half and homes value has grown year over last for the last 5 years
- There is always a demand & no supply
- Really good realtors affiliated with several companies, more land desirable since COVID

Losing (attracting fewer homebuyers than usual)

- Dated interiors with housing prices increasing new homes lack charm
- Housing stock not geared toward new families or empty nesters. Large acreage is a deterrent.
- Lack of inventory or newly updated/renovated homes.
- Buyers have changed in the market. Buyers wanted smaller pieces of land that are easier to maintain. That is not an attribute of Gates Mills.
- Gates Mills was losing because there are too many older homes in need of remodeling, with too much land and septic systems for buyers that deterred people from buying in the Village.
- There is no way to "gain" without building. The housing stock in the Village is stagnant, not necessarily a negative, but just a fact. The housing values in Gates Mills took much longer to rebound post-mortgage meltdown than competing areas. I think that is noteworthy to discuss during the Master Planning.
- Only because of the lack of consistency in inventory, it is hard to get traction, while more consistent communities is steadier. The demand is affected by the diversity of housing stock and peculiarities of properties
- Does not appeal to younger home buyers; Younger buyers want "younger" communities with Recreation Centers. Beachwood, for example, has profited by building a community pool and Recreation area, of sorts! Also, more buyers are choosing west side cities, like Bay Village and Lakewood.
- Reasons for losing: Gates Mills is difficult to "comprehend" for a buyer. Its identity is hard to grasp; no vibrant community center or community feel

About the Same

- Internet and broadband service is very important.
- It's all about what homes are available.
- Gates Mills stands alone; it appeals to a smaller market of particular types of buyers and for that market, Gates Mills is holding its own; houses may sit on the market longer in Gates Mills because it is appealing to a smaller market. (I began my real estate career in mid-2019)
- This is a difficult question to answer. Most of her business was in Gates Mills five years ago, but that is not true to what she saw in the market.
- Visibility has grown. Housing inventory is not as large as some so activity is lower. Well, because of the luxury feeling of living in an exclusive suburb, buyers are willing to stretch or spend on improvements if they like the location or feel it has compensating features like a 'small community feeling'

Q11b. If Gates Mills is gaining or losing, why do you think that is?**Gaining (attracting more homebuyers than usual)**

- The market is coming around to appreciating older homes; Gates Mills has a full mix of types of houses
- Since all communities have gained - so I could have said "about the same" as other communities - but wanted to make sure it was understood that all did gain and attracting more buyers - low inventory - low interest rates - higher demand for homes
- Limited inventory is all suburbs, and high cost of building new, makes it now more attractive to buy in Gates Mills
- Gaining over last 3 years. During COVID, around same as other communities.
- Since pandemic, no houses available anywhere so all communities benefiting and keeping pace.
- COVID helped Gates Mills.
- In 2021, there were 76 houses sold in Gates Mills. So far in 2022, there have been 8 houses sold. These numbers are high compared to relative communities. There seems to be a revived interest in Gates Mills. COVID may play a factor in this increase, because buyers want larger homes and more property as compared to the past.
- Gates Mills is gaining now because buyers want a big backyard and swimming pool to be able to entertain at their home. Many homes in Gates Mills have large properties and pools to accommodate this new trend.

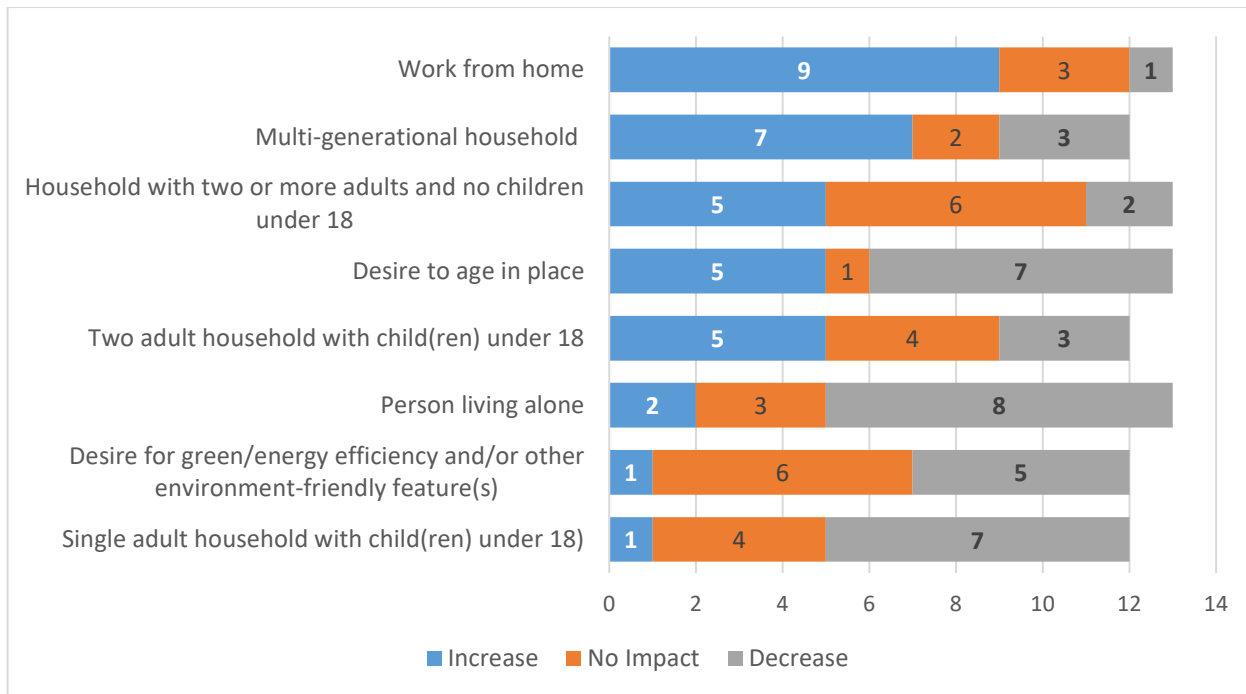
Losing (attracting fewer homebuyers than usual)

- Lack of inventory or newly updated/renovated homes.

About the Same

- There are a similar number of homes for sale in many of the surrounding communities of Gates Mills. Consequently, there is no huge difference of comparing Gates Mills home sales to other Northeast communities.
- Market is hot right now, especially in the \$200,000 - \$400,000 range.
- It's all about what homes are available.

Q12. What current/emerging living arrangements and trends do you think might increase or decrease the attractiveness of Gates Mills in the future? [*N=13]



Q12. Additional comments:

- An informational packet about the Village for realtors and relocation companies would be helpful.
- Big houses are a plus for multi-generational buyers; broadband not an issue
- Buyers today are looking for the HGTV home. The home they buy they want fully remodeled and move in ready. The remodeled homes do sell for more money and faster. The older people selling their homes are forced to move elsewhere, because there is nothing to downsize too in Gates Mills.
- Family Orientated and Accessibility of Gates Mills
- Increasingly big factor
- Multi-cultural families
- None; these would not change above issues
- Older adults have few options to stay in Gates Mills with beautiful town homes, tasteful on one level or have an elevators or handicap accessible (more modern showers...). Young people would also be attracted by Gates Mills amenities small town feel where they didn't have to take care of a big property.
- Working from home is a plus for Gates Mills. Need land for more home projects. Young families returning home are including Gates Mills in their search.

Q13. Do you have any thoughts regarding changes/improvements the Village of Gates Mills and/or Gates Mills property owners can make to increase our ability to attract homebuyers?

- Amenities - (restaurants) Sara's and the Hunt Club too limited. Van Aken, Pine Crest draw residents, Flour, etc. Expansion of commercial area? Make more like Chagrin Falls?
- Buyers are underwhelmed by the village options if they want to spend a day in town shopping, eating, sipping coffee or visiting with neighbors.
- Change needs to happen. Explore other housing types to attract homebuyers
- Create more of a downtown feel; need additional restaurant; Howard Hanna should put listings on Gates Mills houses for sale in their window in the village.
- Gates Mills does not always appeal to young buyers who prefer neighborhood feel with sidewalks and newer houses with modern amenities. Our experience has been buyers looking specifically in Gates Mills, are people familiar with the area and are looking for charm and prestige...and return to where they have been raised. It boils down to the housing inventory being updated to accommodate today's busy family.
- Gates Mills is in need of a marketing campaign. The more you can raise awareness, publicize the amenities and accessibility of the Village, and educate others about Gates Mills the stronger the community it will be. I would recommend hosting some realtor seminars to promote Gates Mills. Many realtors have no idea of all that Gates Mills has to offer.
- Gates Mills is not having a problem; Gates Mills should leave things the way they are and preserve the charm; Gates Mills is a place you move into that you don't plan to ever leave; Hunt Club could use some love; heritage home program should be promoted with realtors - - could be an attractive feature; I believe the charm of Gates Mills is perfect the way it is.
- Gates Mills needs to put attention on Gates Mills Elementary. The elementary school needs to be improved so that it is seen as a benefit of living in the community. There needs to be more livability within the village. The village could use some more amenities to make it more attractive to buyers. A coffee shop, more retail, etc.
- Improve reputation of working easier with home owners
- Keep small town feel. Expand storefronts in downtown area. Coffee shop.
- Let it be known. So many realtors are not aware of you have to offer
- Maintain the property to keep it up to standards
- More publicity on the school system, all that it has to offer.
- Need new housing stock, new development
- Point of sale inspection is a positive forces homeowner to a level of upkeep, younger buyers don't want projects and don't know how to access people to assist them.
- Property Owners: Update your homes. Village of Gates Mills: Better marketing to realtors. With the northeast weather conditions, great plowing services for all streets needs to be a priority. Also, while the quaint village area and amenities are good, maybe encourage more detailed info to your residents.
- Providing opportunities for homeowners and contractors to easily update and build to modernize the feel of many of the houses. Maybe offer some sort of incentive to homeowners.
- Put in sewers; change perception that it is an old people's town; Update those older houses. Septic systems are a turn off to young buyers.
- Schools are important!

- Styles are changing, Gates Mills style is more homogenous. Current trend is more environmentally-friendly, lower maintenance. Homes need updating. Lack of variety in housing stock.
- The older housing stock and septic systems need to be addressed to attract more buyers to Gates Mills.
- There needs to be attention paid to improving the Septic System codes and ordinances. What is expected in Gates Mills Septic Systems, is not necessarily the same expectation in other communities. There also needs to be more affordable housing for Baby Boomer generation in Gates Mills.
- This question stirred a conversation about process improvement re: sale of homes in Gates Mills. Partner with realtors and market the Village.
- Update their homes. Staging a home has become more important and of a concern...especially in an outdated home. I staged a 1977 home with modern furnishings, new paint and it brought an older, vacant home to the forefront. Sellers need to be open to staging and have a budget for it - but it is recommended more and beneficial to the selling process.
- Upgrading septic systems / more information on status of septic prior to selling. Perhaps set up deal with a septic company? Restaurants/shops would help. Condos for 60+ would be recommended. Mentioned previous Dino Palmieri townhome project that was scrapped. New septic system updates required for owners - not just when selling. Any plans for sewer tie in? More restaurants? Annual Gates Mills event? - Maybe a Race with fundraising efforts?
- We value land but not recycling. Makes no sense at all. We should have trash and better recycling as a city service. I understand many people do not support any kind of development at all. I respectfully disagree. We can tastefully create small pockets of development to allow for age in place developments. We need to do better after storms with trees that have fallen or are falling. I don't want to sound cynical...I absolutely love Gates Mills. I think with the quality of people that we have, we have should a great opportunity to create an even better home.

Q14. Are there any other thoughts or insights about the housing market and/or Gates Mills that you'd like to share?

- Beautiful, quaint area with a small town atmosphere
- Beautiful place to live!
- Gates Mills has a different kind of charm, the style of many of the homes architecture attracts buyers. It is a beautiful place to live, and the close proximity to hospitals and town make it ideal. As long as a buyer can afford the house pricing in Gates Mills, there is a big demand to live there.
- Gates Mills is the Best kept Secret
- Gates Mills remains a gorgeous community. More recreation opportunities would help attract younger buyers. have the Village put on a presentation for realtors about Gates Mills as a possibility; need to attract the realtors
- Generally, there are many people out in the market (both realtors and buyers alike) that have very little knowledge of Gates Mills. My suggestion is to do more to promote Gates Mills.
- Happy to discuss additional market trends we are paying attention to and data tracking in the Chagrin Valley.
- I have sold 7 houses this past year, 3 of them were investors looking to update and improve the properties. I will continue to strive to keep up the home pricing in Gates Mills!
- It is great to see the market moving in the Village! We decided to move here in 2018 BECAUSE of Mayfield schools and because the location is fantastic being able to have land and be near shopping/freeway/family, etc. I would love to play an active role in the Master Plan if you are having citizens participate.
- More diversity of homes (ranches, smaller lots, clusters or detached) move in ready. Price of remodeling & getting materials astronomical and long waits
- Newer homes, expansion of village amenities
- People who are local to the area understand the attractiveness of Gates Mills. The housing market is strong, and will continue to do so for Gates Mills because of its strong reputation as a premier place to live.
- Possibly look into providing opportunities for homeowners and contractors to easily update to modernize the feel of their homes. Maybe offer some incentive to homeowners.
- Potential buyers find Gates Mills very beautiful and charming. Younger buyers looking for more diversity (cultural/ethnic), energy-efficiency. Gates Mills may face resistance to change from older residents. Perhaps more community outreach/events? Younger families may make more improvements, Gates Mills should make it known that improvements are welcome. Homebuyers do not want to fight community, want to feel that community supports the upgrades, both interior and exterior.
- SEE ABOVE COMMENTS; I definitely have a personal soft spot for Gates Mills and preserving it as it is, respecting it's past, like the Hunt Club, the center of town with Sara's, the Post Office, etc.
- The 2 most recent homes I sold both prior to the BIG burst in 2021 - but the age and need for updating was more of the challenge. Both did need new septic systems that would have helped if Sellers required to do it prior to selling
- The renovation of Marston Park was a real plus. Would a public pool be of interest like Mayfield Village, or a paddle court? Slow the traffic down going through the center of the Village, a speed bump or two. Gates Mills is a wonderful Village I feel very fortunate to live here.
- The Village can have more insights with Q & A sessions maybe once a year and invite Realtors to learn what the city management is accomplishing and have leaders from various departments give updates

on the village finances, school update and programs, also, police/fire officials and their report, etc....you understand the gist. Maybe 1 or 2 hours in the morning someday.

- What could a reinvention of Gates Mills look like? It seems stuck in between Chagrin Falls and Hunting Valley, without its own identity (not unique in area). Found identity? Great community, incredible houses, absence of identity.
- With interest rates creeping up buyers will be more cautious.

Gates Mills attractiveness to young families and young couples [Asked in first version]

- Attractive to young families and young couples (7)
 - Very attractive to young families because of its location to parks/Easy access to parks and amenities.
 - Very attractive for its sense of community: children of residents returning (Walden and Lake Lucerne have similar return of children who grew up there.) May have to look where there is more inventory of less expensive homes.
 - The elementary school and equestrian accessibility and access to nature, trails, river, fishing and safety.
 - It has a small time feel where you can have parades and bonfire and live the simple life. When I was selling at Smyth Cramer, Gates Mills office, I would look out my window and feel like I had gone back in time. It has a very peaceful feeling. A foot bridge, Hunt Club, the river, the little library, 4th of July parade, Santa Clause with the bonfire and roasted marshmallows - all make this a wonderful "small town".
 - I think it has become more attractive than it was once perceived to be.
- Not Attractive to young families and young couples (5)
 - Could be more attractive to young families and young couples, particularly to upper middle class couples.
 - Not that attractive:
 1. Absence of community-type of feel: walkability - - lack of sidewalks (millennials want to walk), neighborhoods
 2. Absence of less competitive public education (if important to them) compared to Orange and Chagrin. Stronger reputation of public schools in other competing communities - - Orange, Chagrin Falls, Shaker Heights
 3. Property maintenance costs
 4. Property taxes
- It Depends (2)
 - This is a difficult question to answer. There are many reasons why young families choose a home. Generally speaking, young buyers in today's market want all the bells and whistles, and are adverse to construction and remodeling. They want to get the most for their money.
 - It depends on the family and their desire for land versus a neighborhood feel. I personally LOVE Gates Mills Elementary and some of the Village activities throughout the year, but we could do more to attract families.

List of Realtors and OP Team Interviewers

Realtor	Interviewers	
Berkshire Hathaway		
Annalie Glazen	Chuck Spear	Lindsay Steinbrink
Seth Task	David Atton	Scott Snyder
Susan Metallo	Vikram Swamy	Tim Reynolds
Chestnut Hill		
Craig Cantrell	Russell Berzin	
Elite Sotheby's		
Karen Eagle	Kendra Howley	Lindsay Steinbrink
Linda Mae Scherr	Stanley Schneider	Nancy Sogg
Veena Bhupali	Vikram Swamy	Tim Reynolds
Howard Hanna		
Adam Kaufman	Chuck Spear	Lindsay Steinbrink
Bob Royer	Chip AuWerter	Sandra Turner
Cici Riley	Kendra Howley	Lindsay Steinbrink
David Malone	Chuck Spear	Lindsay Steinbrink
Donna Rondini	Stanley Schneider	Nancy Sogg
Jann Holzman	Chuck Spear	Carolyn Page
Josie Chapman	Sandra Turner	Chip Auwerter
Judie Crockett	Jeannine Voinovich	Ann Zoller
Lillian Mushrush	Russell Berzin	
Michelle DeGulis	Russell Berzin	David Ellison
Peggy Garr	David Atton	Scott Snyder
Sally Messinger	Shawn Riley	David Hooker
Shakiba Soudmand	Kendra Howley	Lindsay Steinbrink
Keller Williams		
Colleen Miklus	Jeannine Voinovich	
RE/MAX		
Barb Brown	Sandra Turner	Chip Auwerter
Dwight Milko	Chip Auwerter	Sandra Turner
Lynn Simon	Vikram Swamy	Tim Reynolds
The Gallman Group-Suzanne Gallman, Gretchen Spacek & Rob	Jeannine Voinovich	
The Young Team		
Ryan Young	Russell Berzin	David Ellison
Not provided		
Anonymous		