

Why Chicagoland's Mortgage Market Is One of the **Best** in the U.S.

THE DATA-DRIVEN CASE

Famously known as the Second City, Chicago's strong residential real estate market is *second to none*—which makes home lending a powerful opportunity for your financial institution.

That's where MeridianLink® Mortgage comes in. With its 100% browser-based, omnichannel, configurable, and cloud-native technology, it's designed to keep your operations efficient and cost-effective.

Whether prospective borrowers are looking to buy on LSD or in Wrigleyville, settle in suburbs like Arlington Heights, or head well outside the city to Kankakee, **the numbers show that buying in your market is a smart move.** This creates a **growing opportunity for your financial institution to expand mortgage volume**, funding loans both inside and outside the city. Plus, with so many people looking to own a piece of Greater Chicago, your need for fast, reliable, cost-cutting mortgage technology is only getting stronger.



Zillow HomeLoans

22 U.S. metros where mortgage payments are lower than rent

Where homeowners save the most from buying vs. renting

Metro	Typical rent payment	Typical mortgage payment	Monthly Savings
New Orleans	\$1,652	\$1,206	\$446
Chicago	\$2,074	\$1,640	\$434
Pittsburgh	\$1,413	\$1,092	\$321
Miami	\$2,787	\$2,473	\$314
Memphis	\$1,499	\$1,209	\$290

Source: zillow.com



Chicago Housing Market at a Glance

IN THE WINDY CITY AND AREAS WITHIN TWO HOURS OF DOWNTOWN, HOMEBUYING IS LOOKING STRONG.



#1

#5

Suburban Chicago and Chicago rank as the **first and fifth most competitive rental markets** in the U.S.

#3

Chicago represents the **third lowest price-to-rent ratio** in the United States

#6

Chicago represents the **sixth cheapest** large city for homebuyers

#11

Chicago, Naperville, Elgin area ranked as the **11th hottest U.S. housing markets**

90K

\$90,000 more purchasing power compared to home prices in similar U.S. cities

56%

In 2024, Chicago experienced a **56% growth in housing inventory**

\$434

Based on average rental prices, home buyers can **save \$434 a month**

#15

Chicago **ranks 15th** among large cities with the **lowest home price-to-income ratio**

“This analysis shows homeownership may be more within reach than most renters think.”

— Orphe Divounguy

Zillow Home Loans Senior Economist



“[In Chicago] we’ve just seen a nice, calm pace, and I think that’s good. [Buyers] have been the ones to benefit from just the steadiness and lack of volatility.”

— Tricia Marchert

Keller Williams [Real Estate Agent](#)

And It is Not Just About Chicagoland

Out of the [403 largest markets](#) within the U.S., several Illinois areas are showing strong potential:



Undervalued (-0.4% to -13%)

Carbondale/Marion, Chicago/Naperville/Arlington Heights, Decatur, Lake County



Moderately Overvalued (2% to 10%)

Bloomington, Champaign/Urbana, Danville, Peoria, Springfield

Why Choose MeridianLink Mortgage

Lenders choose MeridianLink Mortgage, a cloud-native and 100% browser-based offering, for its robust and customizable workflow automation that empowers them to swiftly scale their business. Its powerful open APIs facilitate seamless integration with a wide array of trusted vendor partners, enabling customers to build custom extensions to the LOS.

The platform's comprehensive suite of tools includes a best-in-class native product and pricing engine, a native electronic document management system, and versatile web portals catering to both the consumer direct and third-party origination (TPO) business channels. MeridianLink Mortgage is designed to streamline the mortgage origination process at every step, helping lenders reduce costs and decrease their time to close.



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mortgage

**Let's
connect!**

If you're still using mortgage tech that's as old as The Fair, it's time for an upgrade. Let's talk about how MeridianLink Mortgage can work for you!

LET'S CONNECT

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