

The home that looks
most affordable
today...

*...may be the most
expensive to own
by year ten.*

Three real homes. Real data. A story about what affordability actually means.

Homeownership costs fall into two buckets. Only one of them is changing.

FIXED COSTS

Mortgage (P&I)

Set at purchase. Locked in for the life of the loan.
The number you qualified for.

For decades, this was how we thought about whether a home was affordable — can I qualify for the mortgage?

Never changes

VARIABLE COSTS

Insurance

Property taxes

Utilities

Maintenance


These are driven by where the home is, what climate risks it faces, and how those risks are evolving.

This is where the affordability crisis lives

THREE REAL HOMES

Let's look at three homes at different price points and see what they actually cost to own.

Tampa, FL




4409 Tuscan Loon Dr

\$260,000

2 bd · 3 ba · 1,200 sqft

Most affordable to buy

West Valley City, UT




4759 W Valley Villa Dr

\$365,000

3 bd · 3 ba · 1,674 sqft

Middle of the range

Knoxville, TN



865 Levis Ridge Rd

\$455,000

3 bd · 2 ba · 2,084 sqft

Most expensive to buy

Three different price points. Three different markets. Three very different climate risk profiles.

ESTIMATED COSTS TODAY

On paper, the gap between these homes isn't as large as the price difference suggests.

	Tampa, FL \$260,000	West Valley, UT \$365,000	Knoxville, TN \$455,000
Mortgage	\$15,768 <i>(\$1,314/mo)</i>	\$22,140 <i>(\$1,845/mo)</i>	\$27,600 <i>(\$2,300/mo)</i>
Insurance	\$2,376 <i>(\$198/mo)</i>	\$960 <i>(\$80/mo)</i>	\$2,280 <i>(\$190/mo)</i>
Property taxes	\$5,220 <i>(\$435/mo)</i>	\$1,824 <i>(\$152/mo)</i>	\$1,992 <i>(\$166/mo)</i>
Electricity	\$2,364 <i>(\$197/mo)</i>	\$2,028 <i>(\$169/mo)</i>	\$2,100 <i>(\$175/mo)</i>
Variable total	\$9,960 <i>(\$830/mo)</i>	\$4,812 <i>(\$401/mo)</i>	\$6,372 <i>(\$531/mo)</i>
TOTAL / YEAR	\$25,728 <i>(\$2,144/mo)</i>	\$26,952 <i>(\$2,246/mo)</i>	\$33,972 <i>(\$2,831/mo)</i>

The cheapest home costs only \$8,244/year less than the most expensive to buy. But look at what's inside those variable costs.

THE GROWTH RATES

These markets are already moving very differently.

Tampa, FL

Insurance

13.1%/yr

Property taxes

4.8%/yr

Electricity

2.2%/yr

Coastal flooding, hurricane, tornado — all Relatively High

West Valley, UT

Insurance

6.6%/yr

Property taxes

0.9%/yr

Electricity

0.9%/yr

Earthquake risk — but nearly flat variable cost trajectory

Knoxville, TN

Insurance

7.5%/yr

Property taxes

-0.4%/yr

Electricity

4.5%/yr

All Moderate climate risks. Predictable cost outlook

Tampa's insurance is growing at nearly twice the rate of the other two homes — and that gap compounds every year.

As the years go on, costs start to diverge.
The cheapest home stops being the cheapest.

	Today	Year 3	Year 5	Year 7	Year 10
Tampa, FL \$260K	\$25,728/yr	\$27,737/yr	\$29,400/yr	\$31,393/yr	\$35,186/yr
W. Valley, UT \$365K	\$26,952/yr	\$27,260/yr	\$27,490/yr	\$27,743/yr	\$28,172/yr
Knoxville, TN \$455K	\$33,972/yr	\$34,797/yr	\$35,443/yr	\$36,177/yr	\$37,474/yr

By year 10, the \$260K Tampa home costs more per year than the \$455K Knoxville home costs today.

The cheapest home to buy became the most expensive home to own.

What changed — and what didn't.

At purchase

Mortgage (fixed)

\$15,768/yr
(\$1,314/mo)

Variable costs

\$9,960/yr
(\$830/mo)

Mortgage

Variable Costs

\$25,728/yr (\$2,144/mo)

Year 10

Mortgage (fixed)

\$15,768/yr
(\$1,314/mo)

Variable costs

\$19,416/yr
(\$1,618/mo)

Mortgage

Variable Costs

\$35,184/yr (\$2,932/mo)

The mortgage never moved. The variable costs grew by \$9,456/year.

The financial squeeze has real consequences.



Your budget gets squeezed — every year

Insurance and taxes don't negotiate. They arrive as bills. A family that qualified comfortably at purchase may find themselves stretched thin by year five — not because anything went wrong, but because the math kept moving.



You may not be able to afford to leave

Selling requires a buyer who can afford to own it. If variable costs have made the home expensive to own, your pool of buyers shrinks. The home that looked like a stepping stone can become a trap.



The income required keeps rising

Tampa's \$260K home requires \$86,560/yr today. By year 10, affording the same home at the same 30% housing ratio requires over \$120,000/yr — an income increase most households won't see.

Understanding these trends
and what they mean
for each specific home

is no longer a nice-to-have.

It's the question every buyer should be able to answer before they sign.



The first home search built around the question that actually matters:

What will this home cost to own — not just today, but over time?

- **True monthly cost**
Mortgage, insurance, property taxes, and utilities — on every listing, at the property level.
- **10-year projections**
See how climate risk translates into actual cost trajectories for each specific home.
- **Climate risk translated**
Not risk scores. Dollars. The financial meaning of each peril, specific to the home you're considering.
- **Free for buyers**
Revenue comes from insurers, lenders, and resilience partners — not from realtors.

[Search your market at quollhomes.com](https://quollhomes.com)