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Santa Announces Plans for North Pole 2; Redfin Ranks the Top 10 U.S. Cities for NP2

Cleveland, Detroit and Buffalo Top the List of NP2 Contenders Based on Snowfall, Toy-Making Talent and Bakeries Among Other Criteria Laid Out by St. Nick

SEATTLE--(BUSINESS WIRE)-- (NASDAQ: RDFN) -- Santa Claus should choose Cleveland as his [second North Pole \(NP2\) location](#), according to Redfin (www.redfin.com), the next-generation real estate brokerage. Santa Claus has the internet abuzz as he, Mrs. Claus and his elves announced they are officially on the hunt for a second North Pole. City leaders, toymakers and children on the “nice list” are paying close attention to St. Nick’s next move.

Redfin ranked the top 50 U.S. cities Santa should consider for NP2, based on the criteria he laid out in his announcement, including home affordability, bakeries per capita, toy-making talent, snowfall, Transit Score® and nearby Amazon fulfillment centers. Cleveland, home of everyone’s favorite holiday movie “A Christmas Story” is Redfin’s top choice, followed by Detroit and Buffalo.

“Santa would feel right at home in Cleveland because we’re so full of holiday cheer and the people here really embrace winter; Clevelanders even surf Lake Erie in winter before it freezes,” said Redfin Cleveland agent Joe Rath. “We have Christmas concerts at Severance Hall featuring the Cleveland Orchestra, Playhouse Square performs all the holiday favorites and Winterfest in Public Square is always vibrant.”

The top 10 cities for Santa’s NP2 are:

1. Cleveland, OH
2. Detroit, MI
3. Buffalo, NY
4. Pittsburgh, PA
5. Cincinnati, OH
6. Chicago, IL
7. St. Louis, MO
8. Newark, NJ
9. Minneapolis, MN

10. Atlanta, GA

To read the full report, including a detailed methodology and data, recommended homes for Santa in each of the top 10 cities and a full ranking of the top 50 cities for NP2, visit: <https://www.redfin.com/blog/2017/11/santas-searching-for-a-north-pole-2-heres-where-redfin-thinks-it-should-be.html>

About Redfin

Redfin (www.redfin.com) is the next-generation real estate brokerage, combining its own full-service agents with modern technology to redefine real estate in the consumer's favor. Founded by software engineers, Redfin has the country's #1 brokerage website and offers a host of online tools to consumers, including the [Redfin Estimate](#), the automated home-value estimate with the industry's lowest published error rate for listed homes. Homebuyers and sellers enjoy a full-service, technology-powered experience from Redfin real estate agents, while saving thousands in commissions. Redfin serves more than 80 major metro areas across the U.S. The company has closed more than \$50 billion in home sales.

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