

# **RENTAL TRENDS**

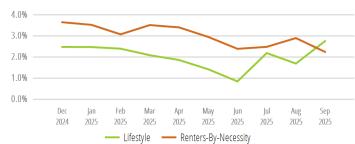
#### Oklahoma City vs National Rent Growth

Year-over-Year



#### Oklahoma City Rent Growth by Asset Class

Year-over-Year



# SUPPLY

**National Ranking** 

Out of 140 Markets

#### **Inventory by Property Status**

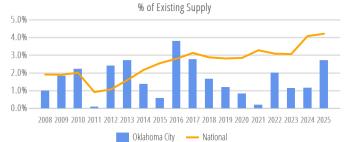
**Employment** 

49 Rent Growth

# of Properties

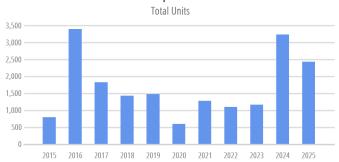
" of Froperites				
668	18	16	58	
Completed	Under Construction	Planned	Prospective	
115 009 Units	3 176 Units	2 741 Units	11 207 Units	

#### Completions



12-month period - September - August

#### Completions



#### **DEMAND**

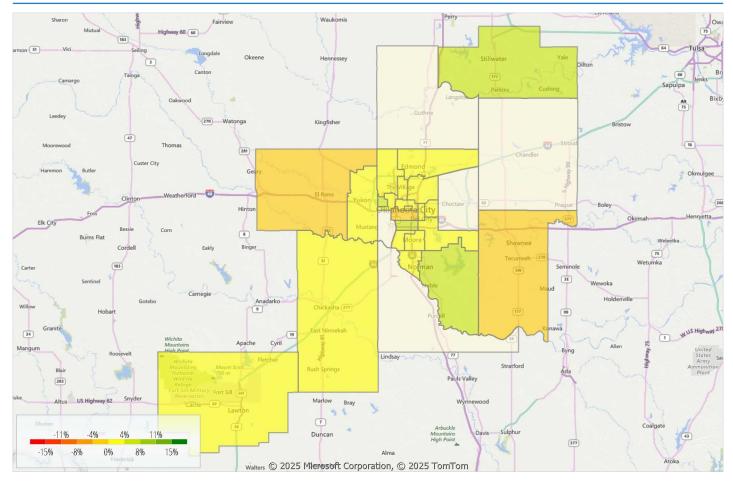
83 Completions

# **Employment Percentage Change**

Year-over-Year 2.0% 1.5% 1.0% 0.5% 0.0% Oct Feb 2025 2024 2024 2024 2024 2025 2025 2025 2025 2025 2025 2025 Oklahoma City — National

Employment Sector	<b>Current Share</b>	YOY C	hange
Education and Health Services	16.7%	3,600	2.9%
Mining, Logging and Construction	6.5%	2,100	4.4%
Government	19.0%	2,100	1.5%
Other Services	4.3%	800	2.5%
Financial Activities	5.3%	300	0.8%
Professional and Business Services	12.9%	0	0.0%
Trade, Transportation, and Utilities	17.7%	0	0.0%
Information	0.9%	0	0.0%
Leisure and Hospitality	11.4%	0	0.0%
Manufacturing	5.3%	-100	-0.2%

#### SUBMARKETS YEAR-OVER-YEAR RENT GROWTH



# **HIGHEST OVERALL PERFORMING SUBMARKETS**

Submarket	Rent	Occupancy	YOY Change
Stillwater	\$1,106	95%	7.0%
Oklahoma City - I 240 Corridor	\$912	90%	4.2%
Norman - east	\$1,398	94.2%	4.2%
Bethany	\$868	88.1%	3.8%
Oklahoma City - West	\$890	90%	3.6%

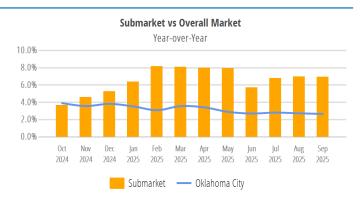
# **LOWEST OVERALL PERFORMING SUBMARKETS**

Submarket	Rent	Occupancy	YOY Change
Oklahoma City - Northeast	\$1,193	98.1%	0.8%
Oklahoma City - Southeast	\$1,071	91.8%	0.1%
El Reno	\$899	96.2%	-0.1%
Shawnee	\$812	91.5%	-1.2%
Oklahoma City - Inner City South	\$806	92.7%	-1.8%

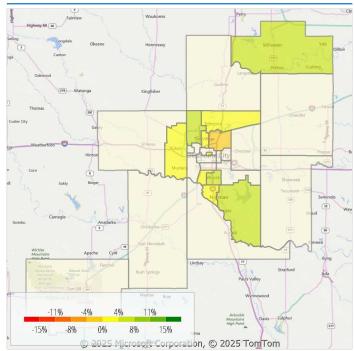
# **HIGHEST PERFORMING SUBMARKET** - STILLWATER

Properties	32
Units	4,573
Average Rent/Unit	\$1,106
Effective YOY Chg	7.0%





#### LIFESTYLE APARTMENTS - YEAR-OVER-YEAR RENT GROWTH



# **HIGHEST PERFORMING SUBMARKETS** - LIFESTYLE

Submarket	Rent	Occupancy	YOY Change
Stillwater	\$1,332	97.1%	6.4%
Moore	\$1,433	94.9%	4.6%
Norman - east	\$2,121	93.5%	4.6%
Oklahoma City - Northwest	\$1,331	94.5%	3.8%
Edmond	\$1,532	92.4%	3.7%

#### **STILLWATER**

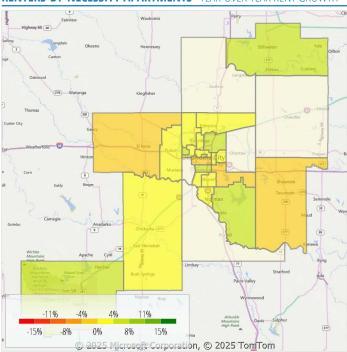
	Lifestyle	RBN	Overall
Properties	11	21	32
Units	1,402	3,171	4,573
Avg Rent/Unit	\$1,332	\$1,006	\$1,106
Effective YOY Chg	6.4%	7.2%	7.0%



# **LOWEST PERFORMING SUBMARKETS** - LIFESTYLE

Submarket	Rent	Occupancy	YOY Change
Yukon/Mustang	\$1,303	91.1%	2.5%
Oklahoma City - North	\$1,529	94.1%	1.9%
Oklahoma City - Downtown	\$1,568	93.3%	0.6%
Norman - west	\$1,521	92%	0.3%
Oklahoma City - Northeast	\$1,323	98.6%	-1.4%

#### RENTERS-BY-NECESSITY APARTMENTS - YEAR-OVER-YEAR RENT GROWTH



# **HIGHEST PERFORMING SUBMARKETS** - RBN

Submarket	Rent	Occupancy	YOY Change
Stillwater	\$1,006	94.3%	7.2%
Oklahoma City - Northeast	\$991	97.4%	6.0%
Oklahoma City - I 240 Corridor	\$888	89.5%	4.5%
Lawton	\$856	94.2%	4.4%
Oklahoma City - Downtown	\$1,222	93%	4.3%

#### **STILLWATER**

	RBN	Lifestyle	Overall
Properties	21	N/A	32
Units	3,171	N/A	4,573
Avg Rent/Unit	\$1,006	N/A	\$1,106
Effective YOY Chg	7.2%	N/A	7.0%



# **LOWEST PERFORMING SUBMARKETS** - RBN

Submarket	Rent	Occupancy	YOY Change
Oklahoma City - North	\$917	91.2%	0.4%
El Reno	\$899	96.2%	-0.1%
Oklahoma City - Southeast	\$944	90.7%	-0.8%
Shawnee	\$812	91.5%	-1.2%
Oklahoma City - Inner City South	\$806	92.7%	-1.8%

SUPPLY SEPTEMBER 2025

# **OVERALL DEVELOPMENT ACTIVITY**

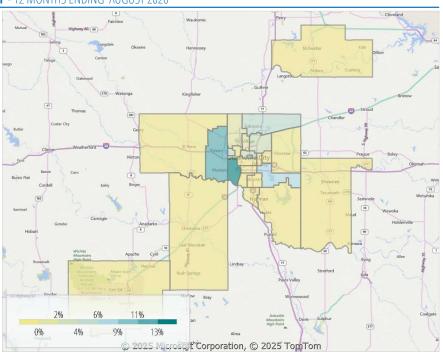


# PROJECTED COMPLETIONS AS % OF PRIOR INVENTORY - 12 MONTHS ENDING AUGUST 2026

Submarket	Growth	# Units
Oklahoma City - Southwest	36.8%	204
Yukon/Mustang	12.1%	670
Oklahoma City - Southeast	7.5%	185
Oklahoma City - Downtown	6.8%	320
Bethany	5.3%	160
Edmond	5.1%	378
Oklahoma City - Northeast	2.8%	94
Oklahoma City - Central	2.5%	56
Oklahoma City - Northwest	1.5%	240
Oklahoma City - North	1.3%	120

Market Overall

**2.1%** 2,427 Units



# LARGEST COMMUNITIES UNDER CONSTRUCTION

Project	Address	# Units	Developer
Trailwinds	12600 NW 10th Street Yukon, OK 73099	418	
Oxlley	101 West Main Street Edmond, OK 73003	276	Milhaus Development
Babol Heights	5201 South County Line Road Oklahoma City, OK 73179	252	Fleske Commercial Group
Pure @ Kelley Pointe, The	2501 Kelley Pointe Pkwy Edmond, OK 73013	228	B.D. Eddie Enterprises
Alley's End	400 North E K Gaylord Blvd Oklahoma City, OK 73102	214	Belmont Management

# TOP DEVELOPERS BY UNITS UNDER CONSTRUCTION

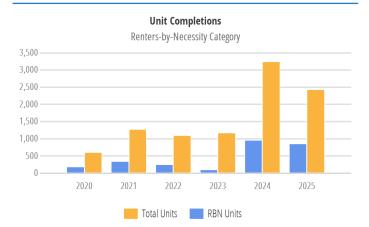
Developer	# Units	# Props
Halbert, Rita Jo	418	1
Express Management	305	2
Milhaus Development	276	1
Fleske Commercial Group	252	1
B.D. Eddie Enterprises	228	1
Belmont Management	214	1
LW Development	204	1
Desert Ridge Investments	180	1
Gentry, Justin	160	1
Bentwood Investments	154	1

**SUPPLY** SEPTEMBER 2025

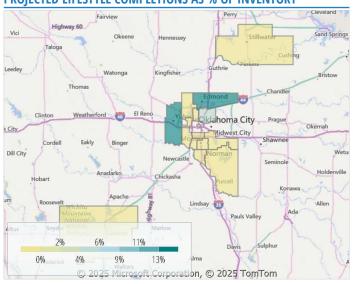
#### LIFESTYLE DEVELOPMENT ACTIVITY

#### **Unit Completions** Lifestyle Category 3,500 3,000 2,500 2,000 1,500 1,000 500 2020 2021 2022 2023 2024 2025 Total Units Lifestyle Units

# RENTERS-BY-NECESSITY DEVELOPMENT ACTIVITY



# PROJECTED LIFESTYLE COMPLETIONS AS % OF INVENTORY

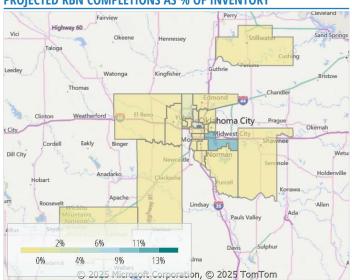


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2	Park	Edmond		man
Clinton Weatherford	El Reno Y	Oklahoma (	ity Prague	+ *
k City	4	Midwest C		Okemah
Cordell Eakly	Binger	MODIfican	Shawnee	Frank
Dill City	Newca	Norman	Seminole	Wetu
Anac	arko Chickasha	4	Seminore	Holdenville
Hobart	A CHICKBING	Purcell	Konawa	min!
um Roosevelt	Apache &	Lindsay (13)	min	·Allen
Wichita Mountains National	Apache & Keany (1971)		s Valley Ada	
Altrie Snyder Wildlife	Marlow	N2		1
2% 6%	11%	Davis	Sulphur	1 63
0% ederick 4%	9% 13%	Alma	W.	3 (1)
MINUS.	Walters Microsoft Corpora	ation, © 2025	ГотТот	17
Suhmarket			Growth	# Ilnits

Submarket	Growth	# Units
Yukon/Mustang	26.3%	670
Edmond	20.1%	378
Oklahoma City - Northeast	5.2%	94
Oklahoma City - Downtown	3.2%	116

4.6% Market Overall 1,258 Units

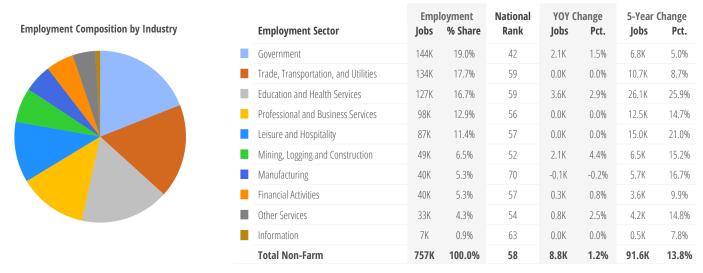
# PROJECTED RBN COMPLETIONS AS % OF INVENTORY



Submarket	Growth	# Units
Oklahoma City - Downtown	18.8%	204
Oklahoma City - Southeast	10.9%	185
Oklahoma City - Central	2.6%	56
Oklahoma City - Northwest	2.1%	240
Oklahoma City - North	1.5%	120

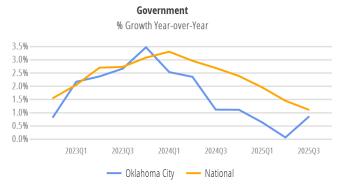
0.9% Market Overall 805 Units

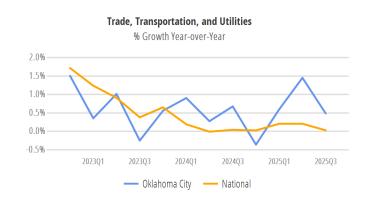
#### **EMPLOYMENT COMPOSITION BY INDUSTRY SECTOR**



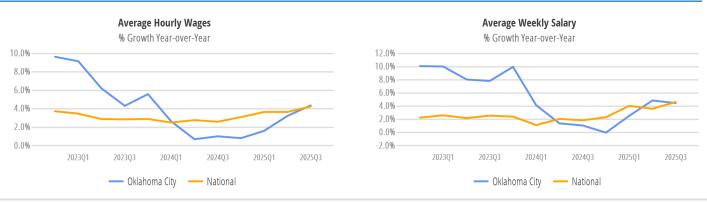
#### **EMPLOYMENT GROWTH TREND** FOR TOTAL NON-FARM AND TWO LARGEST INDUSTRY SECTORS

#### **Total Non-farm Employment** % Growth Year-over-Year 5.0% 4.0% 3.0% 2.0% 1.0% 0.0% 2022Q4 2023Q1 2023Q2 2023Q3 2023Q4 2024Q1 2024Q2 2024Q3 2024Q4 2025Q1 2025Q2 2025Q3 Oklahoma City - National





# EARNINGS GROWTH TREND VS NATIONAL



## **Prior 12 Months**

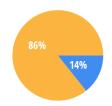
**National Ranking** Out of 140 Markets



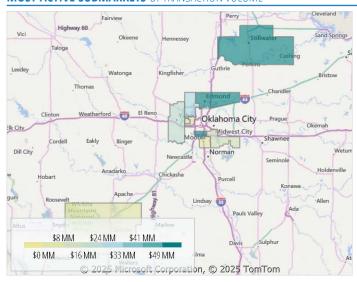
Sale Velocity **Properties Sold**  Sale Volume \$245MM

**Total Sales** 

	Lifestyle	RBN
# Properties	2	12
Total \$MM	\$72	\$173
Avg \$/Unit	\$135,132	\$98,684



### MOST ACTIVE SUBMARKETS BY TRANSACTION VOLUME



Submarket	#	Units	\$MM
Oklahoma City - I 240 Corridor	1	396	\$57.0
Stillwater	2	385	\$53.6
Edmond	3	402	\$50.5
Oklahoma City - Northwest	1	316	\$28.3
Yukon/Mustang	1	200	\$22.7
Oklahoma City - Southeast	1	152	\$12.1
Moore	1	85	\$5.8
Lawton	2	156	\$5.3
Bethany	1	98	\$4.7
Oklahoma City - West	1	92	\$4.6
Total	14	2,282	\$244.5

# **HIGHEST PRICED** PREV. 3 MONTHS

# **Lawton Courtyards**



Buyer:	Eucalyptus Real Esta
Sale Date:	07/22/2025

# **MOST ACTIVE BUYERS** BY # PROPERTIES PURCHASED

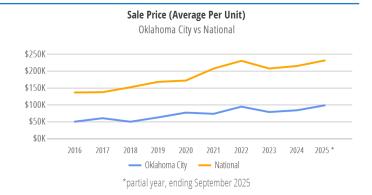
Company	#	Units	\$MM
Westover Companies	2	450	\$42.9
Allmark Properties	1	396	\$57.0
Walton Street Capital	1	231	\$44.7
Northstar Properties	1	200	\$22.7
Tradewind Properties	1	152	\$12.1
Interstate Development	1	108	\$18.0
Murry, Steven P	1	98	\$4.7
Zaafarani, Ezra A.	1	85	\$5.8

# MOST ACTIVE SELLERS BY # PROPERTIES SOLD

Company	#	Units	\$MM
Hamilton Point Investments	3	512	\$52.7
Vesta Capital	1	396	\$57.0
BSR Trust	1	316	\$28.3
XFD Real Estate Partners	1	231	\$44.7
Capital Assets	1	154	\$8.9
Juniper Investment Group	1	134	\$14.6
William Fideli Investments	1	108	\$18.0
Oklahoma City Housing Authority	1	92	\$4.6

#### **SALE TRENDS**





#### **COVERAGE**

Yardi® Matrix reports on multi-family properties of 50+ units in size.

This report for the Oklahoma City metro area covers Counties: Canadian, Cleveland, Comanche, Grady, Lincoln, Logan, Mcclain, Oklahoma, Payne and Pottawatomie

Rental rate coverage is for Market Rate properties only. Fully Affordable properties are not included in our rental surveys and are not reported in rental rate averages.

#### **GENERAL DEFINITIONS**

Asset Class – refers to a generalized category of properties grouped by their Yardi® Matrix improvements rating

**Lifestyle Asset Class** – a grouping of all of the highest rated market rate properties A+, A, A- and B+

Renters-by-Necessity (RBN) Asset Class – a grouping of all of the lowest rated properties B, B-, C+, C, C- and D

#### **COMMONLY USED CALCULATIONS**

**Year-over-Year Change** – percentage growth from last year, for several months or quarters in a time-series. This analysis will highlight an overall direction of movement for a metro.

An upward slope means an accelerating growth. A downward slope means a slowing growth. Above the line (zero) for increases, below the line for loss.

Rankings – this metro is ranked nationally among other Yardi Matrix reported metros based on a single measure. For details on any specific ranking, see section descriptions below

#### **DATA SOURCES**

Rental Rates — are collected by Yardi® Matrix phone surveyors three times annually for 95%+ of property and unit configurations. Additionally, a representative sample of the market (between 10% and 20%) are surveyed monthly.

**Occupancy Rates** – are derived from U.S. Postal Service data and Yardi® Matrix phone surveys

**Development Activity** – information is tracked by Yardi® Matrix researchers. Construction projects are discovered through various publications and local government sources. Projects are tracked on a monthly basis. Completion dates and lease-up information are confirmed by phone calls to properties under construction.

**Employment** – data is sourced from the U.S. Bureau of Labor Statistics. Reported employment is generally two months behind the current date for this report.

**Transaction Activity** – information is tracked by Yardi® Matrix researchers. Sales are discovered through various publications and local government sources, and updates are made continuously.

#### **MARKET OVERVIEW**

**Rent Growth Ranking** – based on rent growth over the past year, current month.

**Employment Growth Ranking** – based on employment growth over the past year, latest employment month.

**Completions Ranking** – based on inventory growth over the past year, current month.

#### **EMPLOYMENT AND EARNINGS**

Calculations – total employment size (jobs) is expressed as a sum of employment in areas overlapping the reported market: Lawton, OK | Stillwater, OK | Oklahoma City, OK | Shawnee, OK

Industry Sectors — are defined by the NAICS Supersector designations. For more information visit: http://www.bls.gov/sae/saesuper.htm

**Sector National Ranking** – is based on the absolute size of the industry sector within this metro, when compared to the same industry in other metro areas nationally.

**Earnings weekly vs hourly** – differentiates hourly wage workers, from weekly salaried workers.

#### **DEVELOPMENT ACTIVITY**

**Prospective Properties** – announced construction projects, with no specific documents or government filings

**Planned Properties** — are in the planning stages of construction, with documents having been filed with the county or city

**Under Construction Properties** – have received permits for construction and broken ground.

**Rankings** – are based on the number of units currently under construction: Overall, Lifestyle and Renters-by-Necessity Asset Classifications

**Projected Completions** – Projected completions reported by Yardi® Matrix are limited to a year out and are based on properties currently under construction and their expected completion date.

Projected Completions as a % of Prior Inventory – This forward-looking metric uses projected unit completions to calculate a relative growth over the next year for a particular area. Submarkets with a total share of market inventory below 1% are assigned an N/A value, to avoid over-stating their significance in rankings and color-coded map displays.

**Construction and Completion Counts** – are reported based on property status as of the start of the month.

### TRANSACTION ACTIVITY

**Price** – is expressed as Price/Unit as a standard measure. This is also used for national ranking

**Velocity** – is measured by the number of properties sold per year. This is also used for national ranking

**Volume** — measures the total amount of money spent in multifamily sale transactions in the prior year, expressed as millions of U.S. Dollars (\$MM). This is also used for national ranking