



Yardi Matrix

Single-Family Build-to-Rent Report

July 2025



Single-Family Build-to-Rent Segment: Amenities Help Seal the Deal for SFR Renters

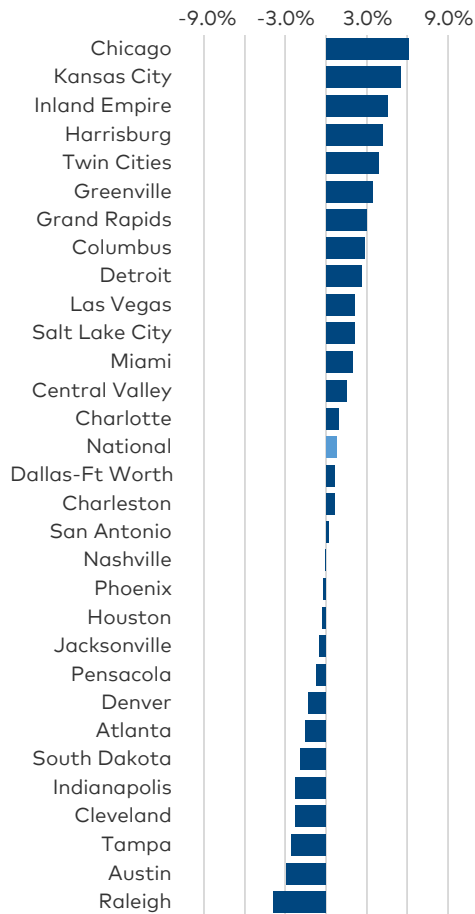
- Nationally, advertised rates for single-family build-to-rent units rose \$3 in July to \$2,205, up 0.4% year-over-year.
- U.S. SFR occupancy rates were a strong 95.0% in June but were down 0.3% year-over-year. The occupancy rate of RBN properties is 95.8%.

Amenity levels such as on-site maintenance and leasing staff and pools, clubhouses, fitness centers, ball courts, all-purpose rooms and jogging trails are a topic of scrutiny among single-family rental operators, which are increasingly focused on new construction rather than acquisitions.

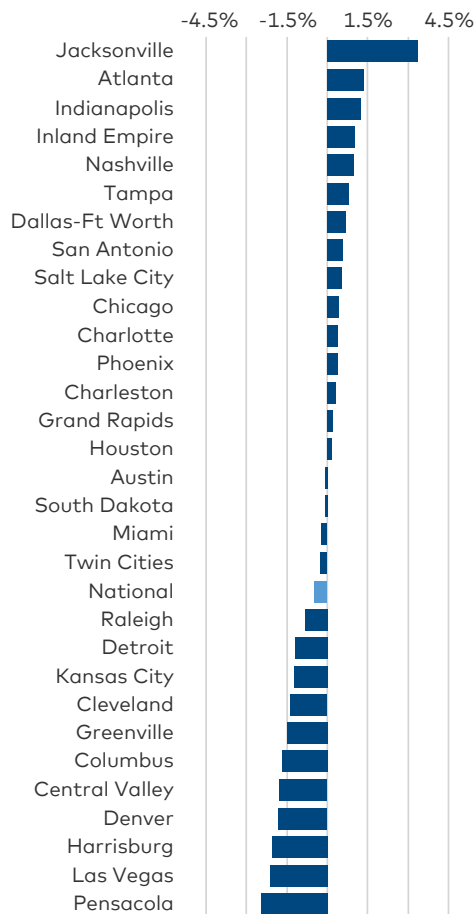
According to a panel at a recent webinar sponsored by the National Rental Home Council, projects must have at least 100 or 150 units before the numbers make sense to allocate capital for amenities that are costly to build. Properties with fewer units do not generate enough income to justify the expense, noted the panelists, who said that amenities, even if they are rarely used, help sell properties to prospective tenants. One important feature of BTR communities that is widely used by tenants is individual-unit yard space for children and pets.

Note: Yardi Matrix covers single-family build-to-rent communities of 50 homes and larger.

**Year-Over-Year Rent Growth—
Single-Family Rentals**



**Year-Over-Year Occupancy Change—
Single-Family Rentals**



Source: Yardi Matrix

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