Yardi Matrix

Single-Family Build-to-Rent Report

January 2026

Single-Family Build-to-Rent Segment: SFR Rents Slide as Occupancy Holds

- Nationally, advertised rates for single-family build-to-rent units fell $2 to $2,184 in January, down 0.9% year-over-year.

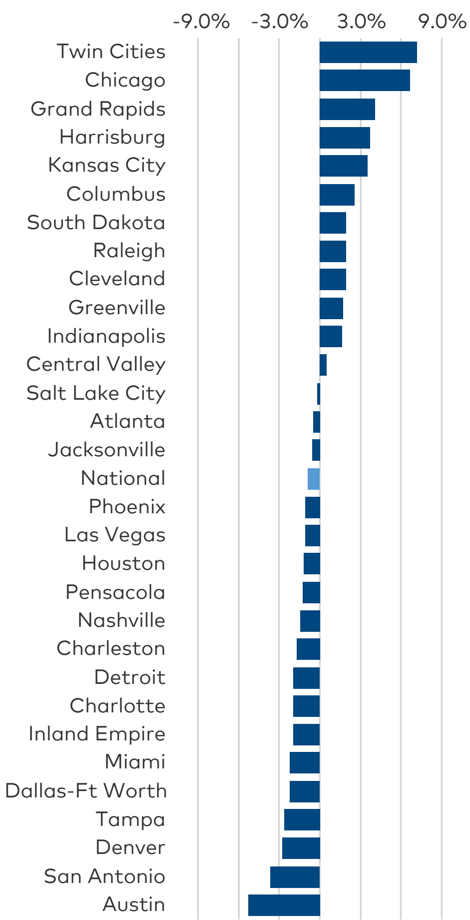
- U.S. single-family rental occupancy rates were solid at 94.9% in December, unchanged year-over-year. Occupancy was 96.3% at RBN and 94.6% at Lifestyle properties.

The White House recently issued an executive order restricting institutional purchases of single-family homes, though such a measure is unlikely to improve affordability in a supply-constrained market. Institutional investors tend to expand rental inventory, placing downward pressure on both SFR rents and for-sale home prices.

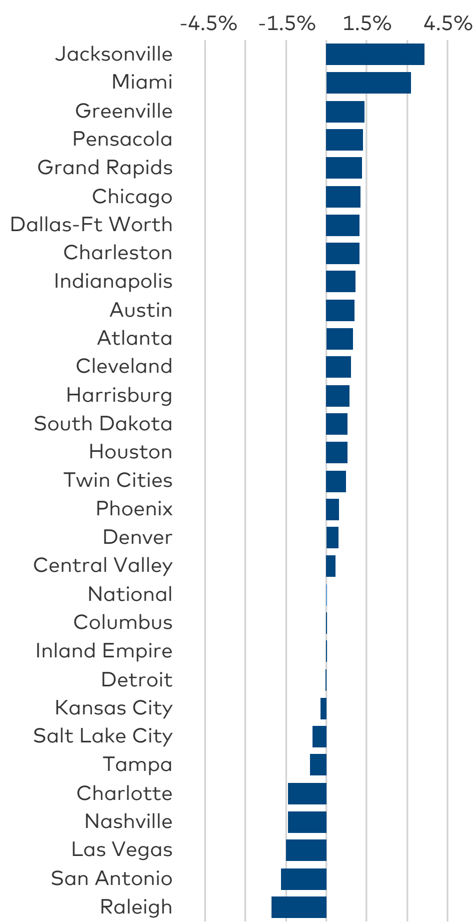
Markets with a high institutional investor presence illustrate this dynamic. Tampa (-2.7% SFR rents per Matrix; -2.1% median sales price per Redfin), Houston (-1.2%; -5.4%) and Atlanta (-0.5%; -5.7%) have all recorded year-over-year declines across both sectors. By contrast, markets with limited institutional investment like the Twin Cities (7.2%; 9.2%), Chicago (6.7%; 4.3%) and South Dakota (2.0%; 4.7%) have all posted annual increases.

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