



MULTIFAMILY REPORT

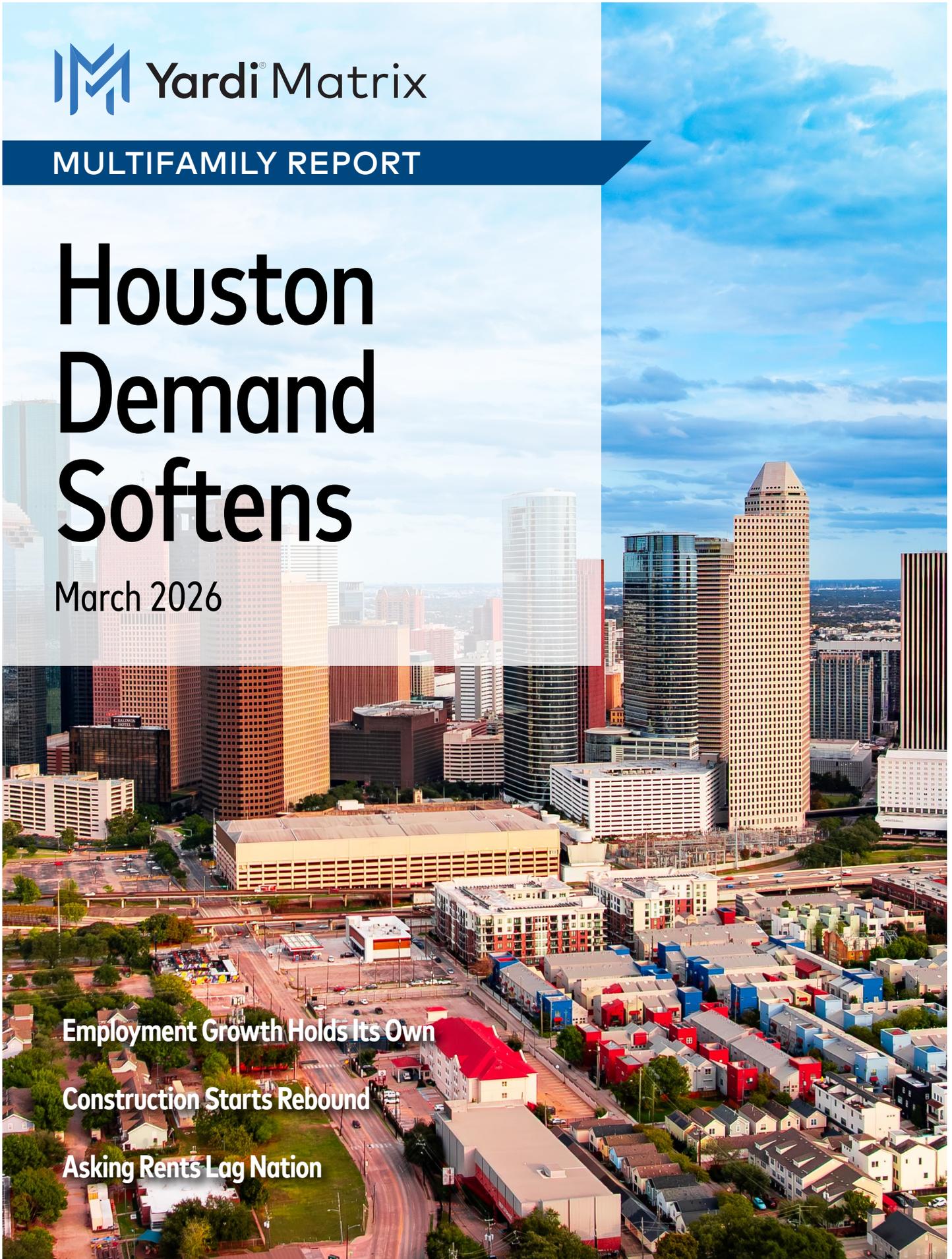
Houston Demand Softens

March 2026

Employment Growth Holds Its Own

Construction Starts Rebound

Asking Rents Lag Nation



HOUSTON MULTIFAMILY



Supply Cools, But Fundamentals Slip

Houston multifamily started 2026 on a softer note, registering declined in asking rents and occupancy. The average advertised asking rent fell 1.2% year-over-year, to \$1,353 in January, while the U.S. rate rose 0.2%, to \$1,741. Meanwhile, the occupancy rate in stabilized properties dropped 50 basis points last year, to 92.2%.

Employment growth held steady, at 1.1% through September, 30 basis points above the U.S. rate. Meanwhile, unemployment stood at 4.2% at the end of last year, just below Texas (4.3%) and the U.S. (4.4%). Houston added 30,700 net jobs in the 12 months ending in September, sustained by gains in seven sectors, led by education and health services (15,100 jobs) and government (11,100). Three sectors shed 16,300 jobs combined, driven by professional and business services (-13,700). Major demand catalysts include the George R. Brown Convention District expansion and the Terminal B overhaul at the George Bush Intercontinental Airport, supporting downtown hospitality and airport-area logistics.

Deliveries moderated to 14,563 units in 2025, with another 24,782 units underway as of January. Meanwhile, construction starts rose 37.7% last year, to 13,203 units. Investment volume increased 32.2% in 2025, to \$3.4 billion, while the average price per unit stood virtually flat. Houston apartments traded at an average of \$136,423 in 2025, well below the \$203,810 U.S. figure.

Market Analysis | March 2026

Contacts

Jeff Adler

Vice President & General Manager of Yardi Matrix
Jeff.Adler@Yardi.com
 (303) 615-3676

Ron Brock, Jr.

Industry Principal, Matrix
JR.Brock@Yardi.com
 (480) 663-1149 x14006

Doug Ressler

Media Contact
Doug.Ressler@Yardi.com
 (480) 695-3365

Author

Anca Gagiuc

Senior Associate Editor

Recent Houston Transactions

Haverstock Hill



City: Houston
 Buyer: Fairstead
 Purchase Price: \$242 MM
 Price per Unit: \$345,714

Parkside



City: Katy, Texas
 Buyer: Hilltop Residential
 Purchase Price: \$65 MM
 Price per Unit: \$183,051

Lincoln Heights



City: Houston
 Buyer: Hilltop Residential
 Purchase Price: \$52 MM
 Price per Unit: \$176,712

Canfield Lakes



City: Houston
 Buyer: Nazar Invest
 Purchase Price: \$45 MM
 Price per Unit: \$102,153