

Richmond's Solid Footing

April 2026



Asking Rent Gains Lead US

Supply Maintains Momentum

New Employment Slows

RICHMOND MULTIFAMILY



Supply Steady, Asking Rents Rise

Richmond's multifamily market started 2026 on solid footing, building on last year's momentum. The average advertised asking rent climbed 0.4%, on a trailing three-month basis through February, to \$1,619, while the national average ticked down 0.1%. Richmond recorded one of the country's highest year-over-year rent improvements, at 3.6% through February. Yet, following two years of strong supply growth, the metro's occupancy rate in stabilized assets slid 30 basis points over 12 months, to 94.8%.

The metro's employment market slowed down, with gains at 0.2% through December, 40 basis points behind the U.S. average. Unemployment was 3.3% at the end of 2025, settling 110 basis points below the U.S. average, according to preliminary data from the Bureau of Labor Statistics. Richmond lost 9,000 net jobs in 2025, as only four sectors recorded growth. Education and health services was among the sectors that added jobs (5,000), while the biggest losses were in the government sector (-6,300 jobs). Several major projects hit milestones in 2025, including the \$2.4 billion Diamond District and Google's 307-acre planned data center campus.

Richmond developers had 8,844 units under construction as of February, following the addition of 6,089 apartments last year. Meanwhile, investors traded \$1.6 billion in multifamily assets in 2025, followed by \$160 million during the first two months of this year.

Market Analysis | April 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

Tudor Scolca-Seuşan

Senior Associate Editor

On the cover: Photo by carlofranco/iStockphoto.com

Recent Richmond Transactions

Everleigh Short Pump



City: Henrico, Va.
Buyer: Capital Square
Purchase Price: \$64 MM
Price per Unit: \$384,848

Innslake Place



City: Glen Allen, Va.
Buyer: Fulton Peak Capital
Purchase Price: \$51 MM
Price per Unit: \$232,954

Village at Town Park



City: Hampton, Va.
Buyer: Walde Enterprises
Purchase Price: \$24 MM
Price per Unit: \$94,444

Forest Hill

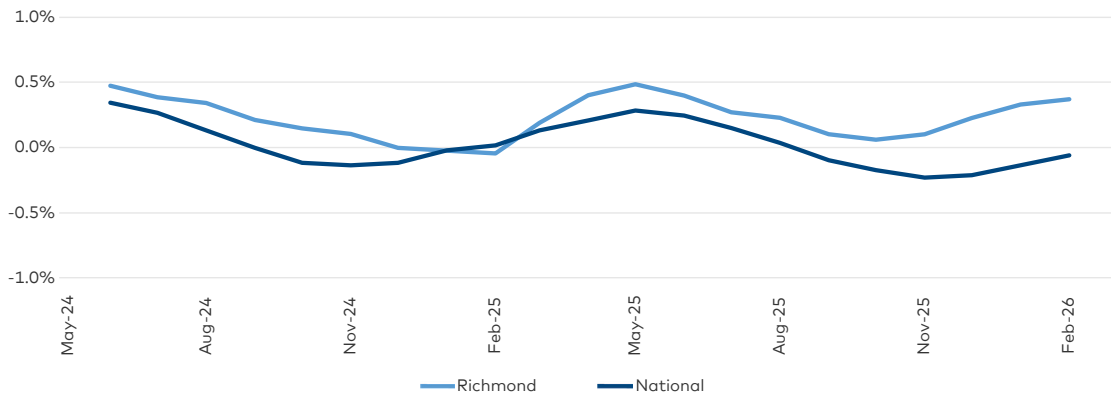


City: Richmond, Va.
Buyer: The Temple Group
Purchase Price: \$9 MM
Price per Unit: \$91,176

RENT TRENDS

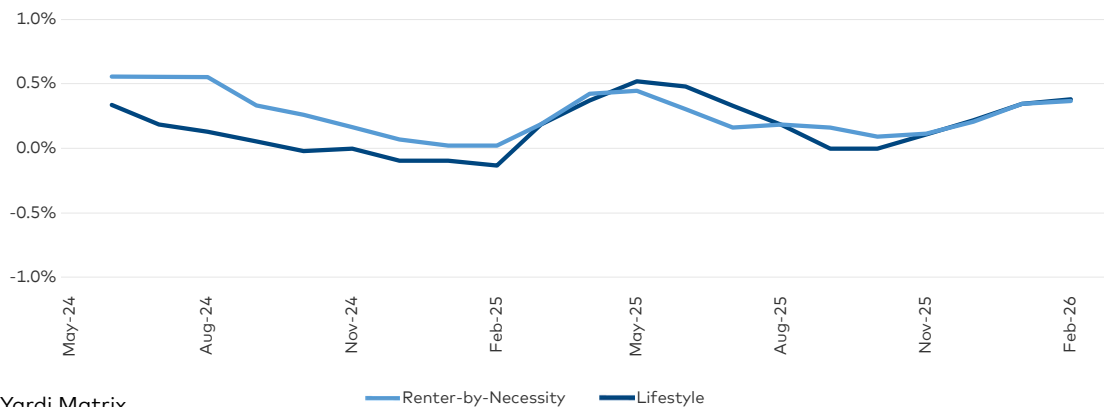
- ▶ Richmond advertised asking rents rose 0.4%, on a trailing three-month (T3) basis through February, 50 basis points above the U.S. figure, to an average of \$1,619. This comes on the heels of consistent performance, with Richmond asking rents up a relatively strong 3.6% year-over-year, while the U.S. figure ticked up just 0.1%, to \$1,740. This puts Richmond in second place among larger metros, second only to New York City.
- ▶ Both quality segments registered the same 0.4% uptick in advertised asking rents on a T3 basis through February. Rates in the Lifestyle segment settled at \$1,843, while the figure for working-class Renter-by-Necessity assets stood at \$1,454. Year-over-year, rates were up 3.7% in Lifestyle assets and 3.4% in the RBN segment.
- ▶ The metro's occupancy rate in stabilized assets slid 30 basis points in the 12 months ending in February, to 94.8%, a relatively small downtick considering the recent wall of deliveries. The figure stood above the 94.3% U.S. average. Occupancy in Richmond's Lifestyle segment actually ticked up 10 basis points, to 95.4%, while the RBN figure decreased 60 basis points, to 94.4%.
- ▶ Year-over-year through February, a few submarkets stood out in asking rent growth, including Richmond-South (13.0% to \$1,292), Norfolk-Central East (12.9% to \$1,229) and Glen Allen (9.7% to \$1,836). Chesapeake-South (6.2% to \$1,928) and Virginia Beach-Bayside (3.9% to \$2,067) remained the area's most expensive submarkets.

Richmond vs. National Rent Growth (Trailing 3 Months)



Source: Yardi Matrix

Richmond Rent Growth by Asset Class (Trailing 3 Months)



Source: Yardi Matrix

ECONOMIC SNAPSHOT

- ▶ Richmond employment gains continued to slow in 2025, with the rate at just 0.2% as of December, 40 basis points behind the U.S. average. The figure contracted the most in the fourth quarter of 2025, sliding 70 basis points from the 0.9% registered in September.
- ▶ Richmond-area unemployment clocked in at 3.3% as of December, 110 basis points lower than the U.S. average, according to preliminary data from the Bureau of Labor Statistics. Similarly, Hampton Roads unemployment stood at 3.6%. Both figures were down compared to December 2024, sliding 70 and 80 basis points, respectively.
- ▶ Metro Richmond lost 9,000 net jobs in 2025, with only four sectors recording growth. Overall losses were partially mitigated by net growth in education and health services (5,000 jobs), financial activities (2,000), professional and business services (1,300) and other services (1,000). The government sector recorded the biggest loss, shedding 6,300 positions.
- ▶ The Diamond District is one of Richmond's largest ongoing megaprojects. The 67-acre redevelopment is estimated to cost \$2.4 billion and will be anchored by the CarMax ballpark, set to come online this year. Last year, Google filed plans for a 307-acre data center campus in Chesterfield, as part of its \$9 billion in investment across the state.

Richmond Employment Share by Sector

Code	Employment Sector	Current Employment	
		(000)	% Share
65	Education and Health Services	243.8	15.8%
55	Financial Activities	100.3	6.5%
60	Professional and Business Services	247.9	16.0%
80	Other Services	69.9	4.5%
50	Information	14.2	0.9%
15	Mining, Logging and Construction	82.3	5.3%
70	Leisure and Hospitality	156.3	10.1%
40	Trade, Transportation and Utilities	270.2	17.5%
30	Manufacturing	86.8	5.6%
90	Government	274.5	17.8%

Sources: Yardi Matrix, Bureau of Labor Statistics

Population

- ▶ Metro Richmond added 80,780 residents between 2010 and 2022, while the Hampton Roads area gained 134,995 people.
- ▶ The growth momentum continued between 2023 and 2025 for both Richmond (+35,000) and Hampton Roads (+7,888), per recent estimates.

Richmond vs. National Population

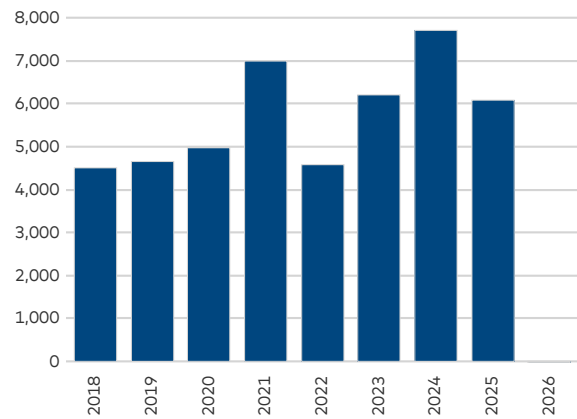
	2019	2020	2021	2022
National	324,697,795	326,569,308	329,725,481	331,097,593
Richmond	1,269,530	1,282,067	1,303,212	1,316,145

Source: U.S. Census

SUPPLY

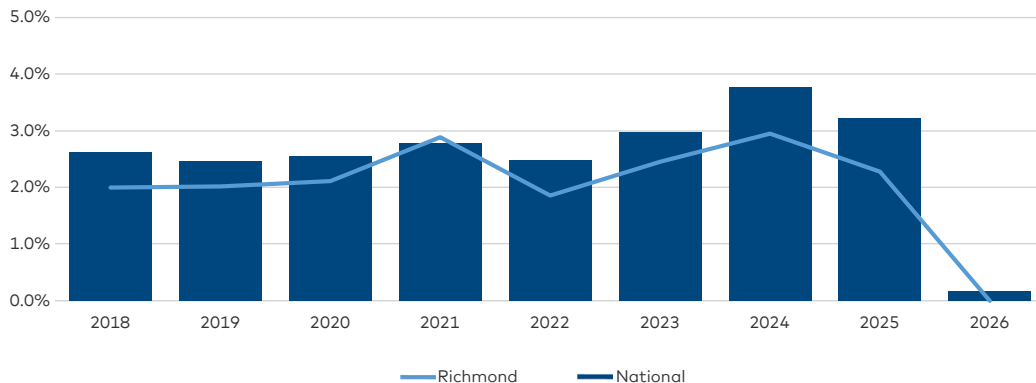
- ▶ Developers had 8,844 units under construction as of February across Richmond-Tidewater, along with another 58,000 units in the planning and permitting stages, which signals the market's sustained momentum. Some three-quarters of units under construction are in Lifestyle projects, while fully affordable developments comprise almost 20% of the pipeline.
- ▶ While no new projects came online in the first two months of 2026, developers added 6,089 units in 2025. That was 2.3% of existing stock and 90 basis points below the national average. Of that total, 84.5% were units in Lifestyle properties and 15.5% in fully affordable projects. While the number of units completed decreased 20% year-over-year, 2025 was still in line with historic performance, as developers added an average of 5,700 units per year since 2018. Last year represented a return to that historic pace following the 7,701 units added in 2024, which marked a decade peak.
- ▶ Last year's construction starts totaled 4,802 units across 27 assets. That marked a significant increase from the 2,946 units and 13 projects that kicked off in 2024. Yardi Matrix expects a little over 5,000 apartments to come online across the metro this year.
- ▶ The Glen Allen submarket had the most units underway (953). The area's proximity to strong retail and employment corridors, paired with suburban demand, kept it attractive. Richmond-North Side (751) and Richmond-South (641) rounded out the top three.
- ▶ The largest project underway as of February was RJ Smith Cos.' 620-unit development, dubbed The Orchards at Central Garage. It is slated to come online by the end of the year.

Richmond Completions (as of February 2026)



Source: Yardi Matrix

Richmond vs. National Completions as a Percentage of Total Stock (as of February 2026)

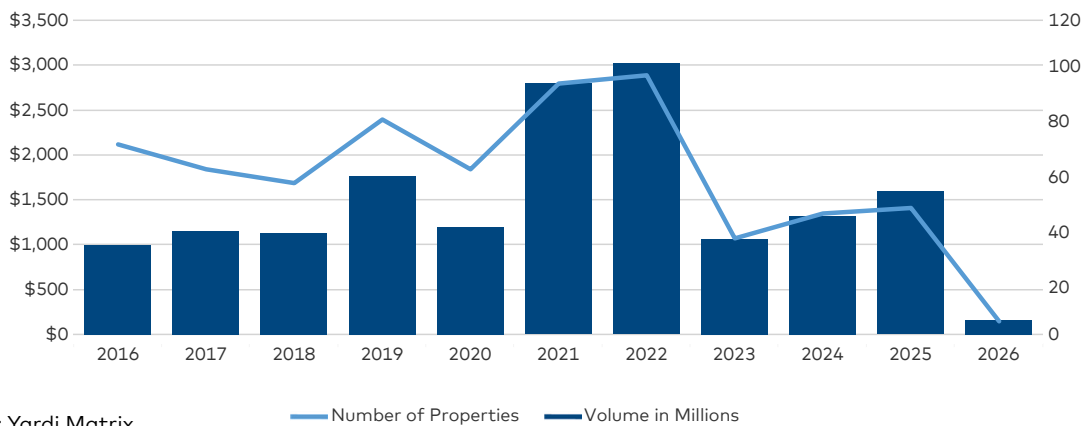


Source: Yardi Matrix

TRANSACTIONS

- ▶ Investors traded eight Richmond-area multi-family assets during the first two months of the year, for a total of \$161 million. This came on the heels of steady performance in 2025, when \$1.6 billion changed hands across 49 transactions. This was the fourth-best year in the past decade, surpassed by 2022 (\$3.0 billion), 2021 (\$2.8 billion) and 2019 (\$1.8 billion). From 2016 to 2025, the average yearly transaction volume clocked in at \$1.6 billion.
- ▶ The area's 2025 average price per unit clocked in at \$187,356, the highest recorded in at least 16 years. Investors traded 32 RBN assets for an average of \$132,179 per unit, and 17 Lifestyle properties for \$256,505 per unit.
- ▶ The largest transaction recorded in the first two months of 2026 was Capital Square's \$64 million acquisition of Everleigh Short Pump in Henrico, Va. Greystar sold the asset through a 1031 tax-deferred exchange, at \$384,848 per unit.

Richmond Sales Volume and Number of Properties Sold (as of February 2026)



Source: Yardi Matrix

Top Submarkets for Transaction Volume¹

Submarket	Volume (\$MM)
Glen Allen	334
Virginia Beach–Northeast	188
Norfolk–Southeast	109
Newport News–Central	108
Chesapeake–Northeast	101
Norfolk–Central West	73
Virginia Beach–Central	70

Source: Yardi Matrix

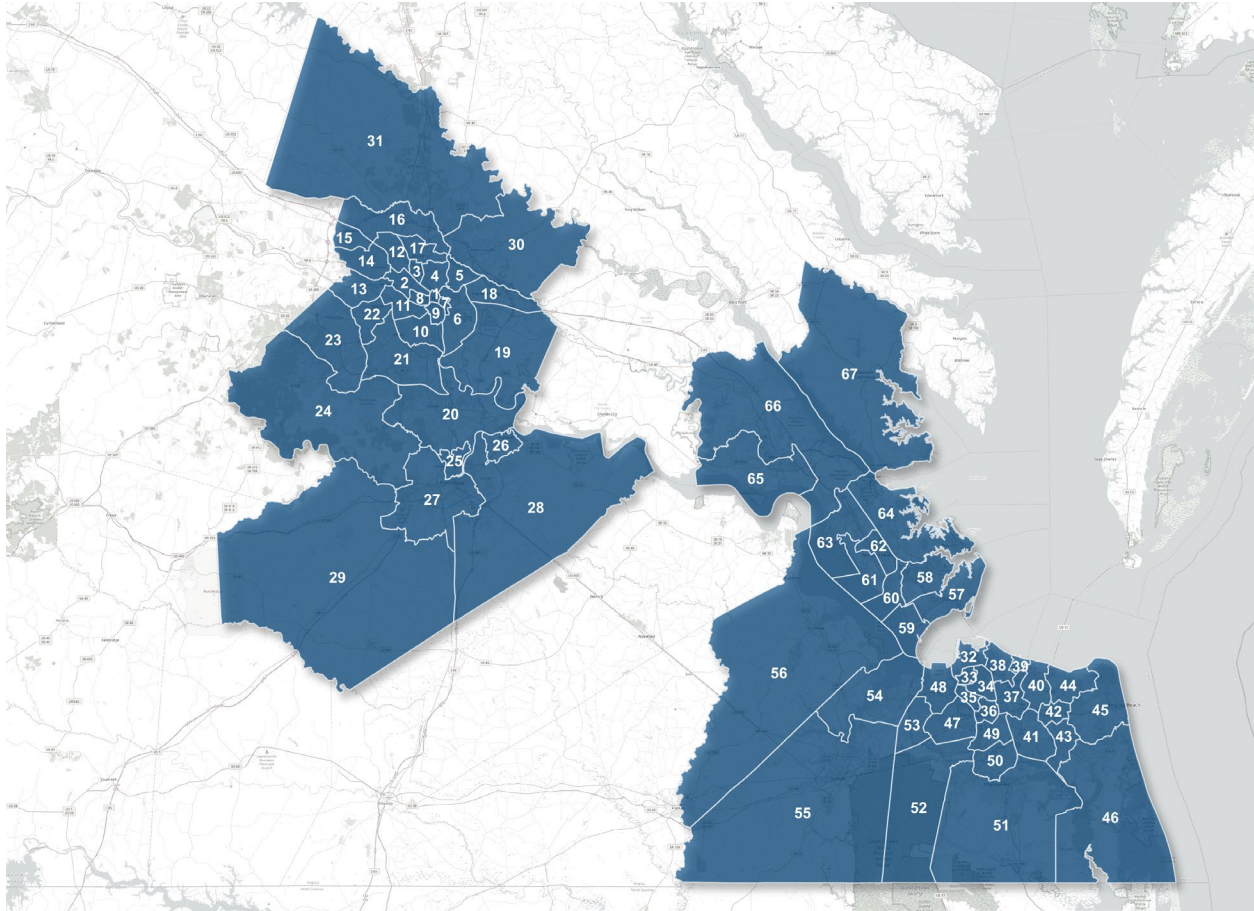
¹ From March 2025 to February 2026

Richmond vs. National Sales Price per Unit



Source: Yardi Matrix

RICHMOND SUBMARKETS



Area No.	Submarket
1	Richmond–City Center
2	Richmond–Fan District
3	Richmond–Scott’s Addition
4	Richmond–North Side
5	Richmond–East Highland Park
6	Richmond–East End
7	Richmond–Church Hill
8	Richmond–Randolph
9	Richmond–Manchester
10	Richmond–South
11	Richmond–West
12	Richmond–West End
13	Richmond–Stony Point
14	Tuckahoe
15	Three Chopt
16	Glen Allen
17	Lakeside
18	Highland Springs
19	Sandston–Airport
20	Chester
21	North Chesterfield
22	Bon Air
23	Midlothian

Area No.	Submarket
24	Chesterfield County
25	Colonial Heights
26	Hopewell
27	Petersburg
28	Prince George County
29	Dinwiddie County
30	Mechanicsville
31	Hanover County
32	Norfolk–Navy Base
33	Norfolk–Lochhaven
34	Norfolk–Lafayette River
35	Norfolk–Central West
36	Norfolk–Central East
37	Norfolk–Southeast
38	Norfolk–Northeast
39	Norfolk–East Beach
40	Virginia Beach–Northwest
41	Virginia Beach–West
42	Virginia Beach–Town Center
43	Virginia Beach–Central
44	Virginia Beach–Bayside
45	Virginia Beach–Northeast
46	Virginia Beach–South

Area No.	Submarket
47	Portsmouth–Central
48	Portsmouth–North
49	Chesapeake–Northeast
50	Chesapeake–Central
51	Chesapeake–South
52	Chesapeake–Deep Creek
53	Chesapeake–Northwest
54	Suffolk–North
55	Suffolk–Central
56	Isle of Wight County
57	Hampton–South
58	Hampton–North
59	Newport News–Far South
60	Newport News–South
61	Newport News–West
62	Newport News–Central
63	Newport News–North
64	Yorktown
65	Williamsburg–South
66	Williamsburg–North
67	Gloucester

DEFINITIONS

Lifestyle households (renters by choice) have wealth sufficient to own but have chosen to rent. Discretionary households, most typically a retired couple or single professional, have chosen the flexibility associated with renting over the obligations of ownership.

Renter-by-Necessity households span a range. In descending order, household types can be:

- *A young-professional*, double-income-no-kids household with substantial income but without wealth needed to acquire a home or condominium;
- *Students*, who also span a range of income capability, extending from affluent to barely getting by;
- *Lower-middle-income ("gray-collar") households*, composed of office workers, policemen, firemen, technical workers, teachers, etc.;
- *Blue-collar households*, which barely meet rent demands each month and likely pay a disproportionate share of their income toward rent;
- *Subsidized households*, which pay a percentage of household income in rent, with the balance of rent paid through a governmental agency subsidy. Subsidized households, while typically low income, extend to middle-income households in some high-cost markets, such as New York City;
- *Military households*, subject to frequency of relocation.

These differences can weigh heavily in determining a property's ability to attract specific renter market segments. The five-star resort serves a very different market than the down-and-outer motel. Apartments are distinguished similarly, but distinctions are often not clearly definitive without investigation. The Yardi® Matrix Context rating eliminates that requirement, designating property market positions as:

Market Position	Improvements Ratings
Discretionary	A+ / A
High Mid-Range	A- / B+
Low Mid-Range	B / B-
Workforce	C+ / C / C- / D

The value in application of the Yardi® Matrix Context rating is that standardized data provides consistency; information is more meaningful because there is less uncertainty. The user can move faster and more efficiently, with more accurate end results.

The Yardi® Matrix Context rating is not intended as a final word concerning a property's status—either improvements or location. Rather, the result provides reasonable consistency for comparing one property with another through reference to a consistently applied standard.

To learn more about Yardi® Matrix and subscribing, please visit www.yardimatrix.com or call Ron Brock, Jr., at 480-663-1149 x14006.



Yardi® Matrix

Power your business
with the industry's
leading data provider



MULTIFAMILY KEY FEATURES

- Pierce the LLC every time with true ownership and contact details
- Leverage improvement and location ratings, unit mix, occupancy and manager info
- Gain complete new supply pipeline information from concept to completion
- Find acquisition prospects based on in-place loans, maturity dates, lenders and originators
- Access aggregated and anonymized residential revenue and expense comps



Yardi Matrix Multifamily
provides accurate data on
nearly **23.5 million** units,
covering over **92%** of the
U.S. population.



(800) 866-1144

Learn more at yardimatrix.com/multifamily

Contact
US



DISCLAIMER

Although every effort is made to ensure the accuracy, timeliness and completeness of the information provided in this publication, the information is provided "AS IS" and Yardi Matrix does not guarantee, warrant, represent or undertake that the information provided is correct, accurate, current or complete. Yardi Matrix is not liable for any loss, claim, or demand arising directly or indirectly from any use or reliance upon the information contained herein.

COPYRIGHT NOTICE

This document, publication and/or presentation (collectively, "document") is protected by copyright, trademark and other intellectual property laws. Use of this document is subject to the terms and conditions of Yardi Systems, LLC dba Yardi Matrix's Terms of Use (<http://www.yardimatrix.com/Terms>) or other agreement including, but not limited to, restrictions on its use, copying, disclosure, distribution and decompilation. No part of this document may be disclosed or reproduced in any form by any means without the prior written authorization of Yardi Systems, LLC. This document may contain proprietary information about software and service processes, algorithms, and data models which is confidential and constitutes trade secrets. This document is intended for utilization solely in connection with Yardi Matrix publications and for no other purpose.

Yardi®, Yardi Systems, LLC, the Yardi Logo, Yardi Matrix, and the names of Yardi products and services are trademarks or registered trademarks of Yardi Systems, LLC in the United States and may be protected as trademarks in other countries. All other product, service, or company names mentioned in this document are claimed as trademarks and trade names by their respective companies.

© 2026 Yardi Systems, LLC. All Rights Reserved.