



Yardi Matrix

Single-Family Build-to-Rent National Report

September 2026



Single-Family Build-to-Rent Segment: SFR Rent Growth Falls Despite Steady Occupancy

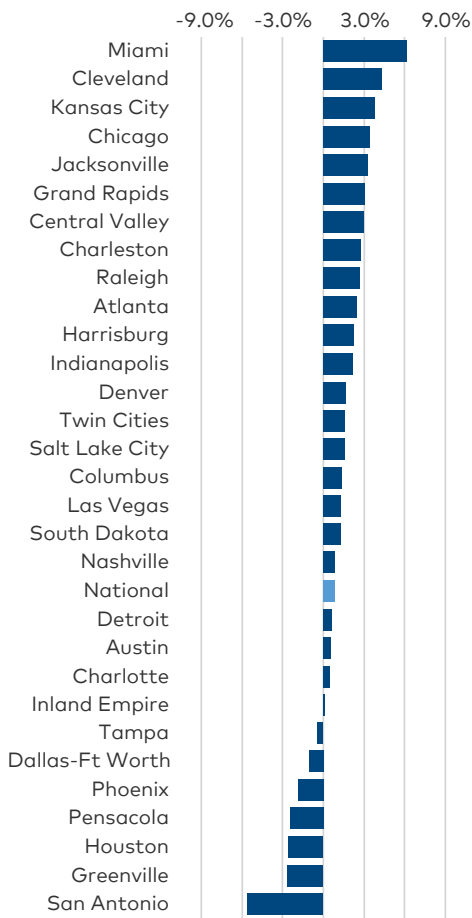
- Nationally, advertised rates for single-family build-to-rent units fell \$4 to \$2,245 in September, but are up 0.8% year-over-year.
- U.S. single-family rental occupancy rates were solid at 94.9% in August, but down 20 basis points year-over-year. Occupancy was 96.6% for RBN and 94.6% at Lifestyle properties.

SFR rent growth continues to modestly outperform multifamily, with annual growth of 0.8% nationally compared with 0.7% for multifamily. SFR also outperformed in most of Matrix's top 30 markets, with the widest gaps in Miami (6.2% SFR versus 0.6% multifamily), Denver (1.7% ver-

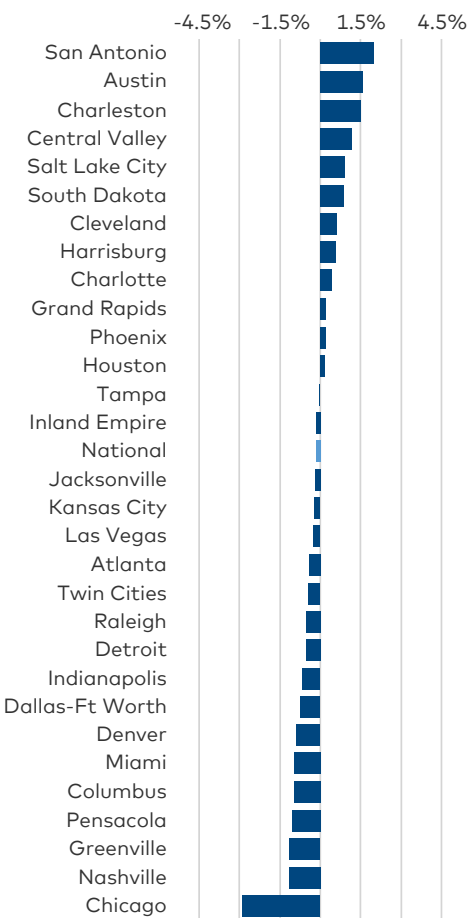
sus -1.6%), Austin (0.6% versus -2.5%), Raleigh-Durham (2.7% versus 0.1%) and Jacksonville (3.3% versus 0.8%). The divergence is particularly pronounced in several high-supply multifamily markets, where SFR appears less affected by recent apartment deliveries. However, multifamily outperformed SFR by at least 2 percentage points in Greenville (-2.6% SFR versus -3.3% multifamily), San Antonio (-5.6% versus -3.3%) and Pensacola (-2.4% versus -0.4%). Meanwhile, home mortgage rates near 7% continue to constrain homeownership affordability, extending renter tenure and supporting SFR demand.

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