



# EXECUTIVE SUMMARY:

## 2025-2026 RESIDENTIAL DEMAND, TRENDS AND FORECAST - U.S. AND CANADA

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## INTRODUCTION

As members of the Corporate Housing Providers Association (CHPA), understanding residential rent trends and availability is crucial for strategic decision-making. In the dynamic markets of the United States and Canada, rents are influenced by economic factors, demographic shifts and regional development and availability. This executive summary provides a forecast for 2025 and 2026, offering key insights into regional trends, economic influences and the specific dynamics of major U.S. and Canadian cities. The objective is to equip corporate housing providers with the knowledge needed to optimize their inventory and pricing strategies for business travelers.

## REGIONAL RESIDENTIAL RENT TRENDS IN THE U.S.

### Northeast

The Northeast is projected to experience moderate rent increases of 3-5% in 2025 and similar growth into 2026, driven by economic recovery in key cities like New York, Boston and Philadelphia. Factors contributing to this trend include a resurgence in business travel, a return to office work and a continued influx of international professionals. Cities like Boston benefit from growth in tech and biotech, while New York City's diverse economy and cultural draw remain strong drivers (Zillow Economic Research, 2024).

### Midwest

The Midwest remains affordable, with rent growth averaging 1-3%. Cities like Chicago, Minneapolis and Columbus are seeing slower recovery compared to the national average due to stable housing supply and modest demand. Several Fortune 1000 companies are making significant moves to the Midwest or projecting notable growth in 2024-25. For example, Advantage Solutions, a marketing company, is relocating its headquarters from California to St. Louis, due to the city's affordable living and talent pool. The company plans to expand further with a collaboration hub in Chicago. Meanwhile, Omaha, Nebraska, continues to grow as a commercial hub, particularly in finance, healthcare and tech sectors, positioning itself for long-term economic success. In Michigan, General Motors is spearheading a \$7 billion investment to solidify the state's role as an electric

vehicle industry leader, creating thousands of new jobs. These examples highlight the Midwest's growing appeal for both relocations and business expansion. Modest rent growth through 2026 is expected. (U.S. Bureau of Economic Analysis, 2024).

### South

The South is expected to lead the nation in rent growth, with projected increases of 5-7% in 2025 and 2026. Cities such as Atlanta, Dallas, Austin and Miami continue to see robust demand driven by economic expansion, population growth and corporate relocations. Dallas and Austin are particularly attractive for tech startups and business relocations, bolstering demand for corporate housing. Houston, however, may face flat or slightly declining rents due to an oversupply of housing and energy sector fluctuations (RentCafe Market Trends, 2024).

### West

The West presents a mixed forecast. High-cost markets like Los Angeles and San Francisco could see slight rent decreases of 1-2% in 2025, with potential stabilization or minor growth in 2026 due to high costs and resident migration to more affordable areas. Conversely, cities like Phoenix, Denver and Las Vegas are expected to see strong growth of up to 6%, driven by high demand, limited supply and robust job markets in tech, healthcare and entertainment (RentCafe Market Trends, 2024).

## RESIDENTIAL DEVELOPMENT TRENDS

The top cities predicted to see the most investment and growth in residential apartment development are **Austin, Raleigh, Phoenix, Nashville, Charlotte, Tampa and Denver**. These cities attract significant investment due to robust job growth in tech, finance, healthcare, affordable living costs and business-friendly environments (Austin Business Journal, 2024; RentCafe Market Trends, 2024; Forbes, 2024). Population surges from corporate relocations and migration trends will drive demand. Consequently, rents are expected to increase by 5-8% annually through 2026, though new developments might slightly moderate this growth as supply attempts to catch up with demand (Zillow Economic Research, 2024).

## TOP PRIMARY U.S. CITIES FOR EXTENDED BUSINESS TRAVEL

### New York City, NY

New York City remains a global hub for business, finance, media and technology while attracting interns, consultants and business professionals for long-term stays. Its diverse economic base and concentration of high-paying jobs drive demand. However, rising costs and hybrid work models may push demand toward more affordable boroughs or nearby cities (Zillow Economic Research, 2024).

### San Francisco, CA

The San Francisco region, a global leader in technology and innovation, experiences significant demand for business travel driven by tech firms and startups. High living costs may shift demand to surrounding areas like Oakland, San Jose, Berkeley and a continued push to the suburbs, which will continue to provide proximity to the tech ecosystem (RentCafe Market Trends, 2024).

### Washington, D.C.

Washington, D.C. serves as a hub for government, policy, consulting and international affairs, attracting long-term stays for projects and policy advising. Demand for corporate housing near Capitol Hill, downtown and the surrounding Northern Virginia area will likely remain strong due to continued government spending, oversight and regulatory demand (U.S. Bureau of Economic Analysis, 2024).

### Chicago, IL

Chicago's central location, diverse economy and robust business infrastructure make it a prime destination for extended business travel. The city attracts professionals for finance, healthcare, education and logistics-related programs (RentCafe Market Trends, 2024).

### Boston, MA

Boston will continue to be a major hub for education, healthcare, biotech and finance, drawing researchers, interns and consultants for longer stays. Growth in the biotech and healthcare sectors are expected to drive increased demand for corporate housing (U.S. Bureau of Economic Analysis, 2024).

## TOP SECONDARY U.S. CITIES FOR EXTENDED BUSINESS TRAVEL

### Nashville, TN

Nashville is emerging as a hub for healthcare, education and tech, attracting corporate relocations and consultants. Its business-friendly environment and downtown development investments enhance its appeal (RentCafe Market Trends, 2024).

### Raleigh, NC

Raleigh, part of the Research Triangle, is a major hub for research, biotech and technology. Its proximity to major universities and comparative

living costs makes it a key destination for long-term business travel (Zillow Economic Research, 2024).

### **Indianapolis, IN**

Indianapolis, with its strengths in healthcare, life sciences and logistics, is becoming a key destination for extended business stays. The city's central location and infrastructure investments attract consultants, trainees and business professionals (U.S. Bureau of Economic Analysis, 2024).

### **Salt Lake City, UT**

Salt Lake City, known as "Silicon Slopes," is a growing tech hub attracting business travelers for consulting and industry projects. Its lower costs compared to coastal tech hubs are a draw for longer-term corporate stays (RentCafe Market Trends, 2024).

### **Charlotte, NC**

Charlotte is a major financial hub and a growing center for energy, healthcare and education. Its strong business climate and lower living costs attract a diverse mix of business travelers for extended stays (Zillow Economic Research, 2024).

## **TOP CANADIAN CITIES FOR EXTENDED BUSINESS TRAVEL**

### **Toronto, ON**

Toronto, Canada's largest city, is a financial, tech and cultural hub, attracting consultants, interns and business professionals for long-term stays. Rising living costs may push some demand to nearby cities like Mississauga and Brampton (Canadian Mortgage and Housing Corporation, 2024).

### **Vancouver, BC**

Vancouver is a key destination for tech, film and international trade, attracting consultants, project

managers and professionals. High living costs will continue to drive demand for corporate housing to surrounding areas like Burnaby and Richmond (Canadian Mortgage and Housing Corporation, 2024).


### **Montreal, QC**

Montreal is known for aerospace, artificial intelligence, video game development and higher education. The city's relatively affordable cost of living will continue to attract business travelers for research projects, internships and consulting (Canadian Mortgage and Housing Corporation, 2024).

## **CONCLUSION**

The demand for extended business stays will rise in tech and healthcare. When researching a particular region, look at how other cities such as San Francisco, Boston, Raleigh and Toronto are driven by major investments in innovation and infrastructure. For example, Boston's Seaport District expansion and Raleigh's Research Triangle Park development (Forbes, 2024) continue to increase demand. As companies aim to reduce costs and spending, there will be increased corporate relocations to more affordable cities like Nashville, Indianapolis and Charlotte, where firms such as Oracle and AllianceBernstein have moved their headquarters (Nashville Business Journal, 2024).

To cater to varying business travel needs, flexible housing solutions such as serviced apartments will grow. With more furnished apartment platforms available, we expect customers to consider simplicity as a contributing factor (RentCafe Market Trends, 2024). There will also be a stronger focus on wellness and sustainability, such as properties offering exceptional design and eco-friendly amenities, which are becoming standard expectations among business travelers (Green Building Advisor, 2024). Rising costs



in primary cities will shift demand to suburban and nearby markets, where more affordable corporate housing options are emerging to accommodate spillover demand (Zillow Economic Research, 2024).

Residential rent trends will be a dynamic landscape shaped by ongoing economic, demographic and regional factors. Corporate housing providers should stay informed of these ever-changing trends to continuously position their offerings strategically, ensuring profitability and growth in a competitive market.

## ABOUT CHPA

Corporate Housing Providers Association (CHPA) is the only trade association dedicated exclusively to the corporate housing industry. The association advances the highest standards in business and professionalism; provides valuable insight, knowledge and resources to the industry; and increases visibility among related industries. Along with networking, education, certification, and information sharing, CHPA members grow their business and expand their reach through an international network of partners. Find out more about corporate or furnished apartments at [www.chpaonline.org](http://www.chpaonline.org).

## ABOUT THE AUTHOR

James Higgins is the founder of Revalant Consulting and Recruiting. Serving as the Senior Partner, Revalant specializes in corporate housing, residential real estate, and the hospitality industry. As a former Vice President and sales leader at BridgeStreet, Oakwood and Convene, he has an expertise in having companies act more strategically, reach their maximum potential, achieve significant revenue growth, and deliver market expansion through sales development, branding, marketing, project management, and talent acquisition.

## ABOUT REVALANT

Revalant works with organizations to successfully sell into the Fortune 1000, vertical markets, and uncover sales and operational advancement. Members of the Revalant team are experts in millennial workforce integration, business development, lead generation and project management. With exceptional leadership and a unique perspective for developing and driving others to fulfill their potential. Revalant delivers results on both the strategic and tactical level by providing executive leadership and direction, targeting sustainable revenue growth and market expansion. Revalant aims to assist businesses that are looking to improve various aspects within their company. Revalant tailors their approach to the company's specific needs and budget, while isolating key areas for development and creating a plan to implement and execute for success.