



**FOR  
RENT**

# Rental Market Update

# The Agenda

- ▶ State of the rental market
- ▶ Impact of new inventory downtown
- ▶ Action Steps
- ▶ Opportunities



## Market Checkup

- ▶ CMHC Rate - 3.5% (October 2015)
- ▶ City of Edmonton - 4.2%
- ▶ Calgary - 5.3%
- ▶ Fort Macmurray - 29.4%

# Rent getting cheaper and more apartments available in Edmonton: report

By Phil Heidenreich Global News

## ► Data from RentFaster.ca

### ► Apartments

- Rental listings have surged to 1,550; up from 1,088 last year
- Rent prices slid from \$1,280 to \$1,252

# Edmonton rental market cooling as new units come online

Experts believe new downtown units will still do well, but some landlords will struggle to fill vacancies



[Tweet](#)

[G+1](#)

0



[reddit this!](#)



# Downtown Apartment Rental Market Very Competitive

- ▶ Incentives from new purpose-built apartments
  - ▶ Grocery store credits
  - ▶ Free use of on-site gyms
  - ▶ Free months of rent
  - ▶ One company is even offering to enter renters into a contest where they can win free rent for a year
- ▶ Downtown likely to remain competitive until new stock is absorbed

# Renting is Popular in Uncertain Markets

- ▶ Renters have to live somewhere
- ▶ Rental Market is Re-balancing
  - ▶ In-migration is lower, but still positive
- ▶ New inventory is likely to slow if in-migration remains low



- ▶ Be on one of the 96%
- ▶ Marketing
  - Paid sites, better pictures
- ▶ Incentives
  - Lower security deposits, half month rent
- ▶ Renovate
  - Safe, clean, bright, updated suites will perform
- ▶ Keep them rented
  - Do what it takes, don't take vacancies



# Struggling Landlords = Opportunity



- ▶ Look for properties that you can add value
  - ▶ Renovation opportunities, add a suite, manage professionally
- ▶ Buy Properties that make sense right now