



HOUSTON

TEXAS BIG HEART

State	Texas	Time Zone	Central (UTC-6)
Population	2,328,419	Climate	Humid Subtropical
Area	637.4 sq mi	Market Cycle	Recovery



TOP REASONS TO INVEST IN HOUSTON

Houston is the only market in the recovery phase of the Multifamily Market Cycle. In addition, Houston leads the nation in job creation (120,000 jobs 2018; 110,000 jobs expected in 2019).

Job Creation

Houston is expected to **lead** the nation in job creation for a second consecutive year, as the economy bounces back from a slowdown in the oil and gas industry

Rent Growth

According to Marcus & Millichap's 2019 Multifamily Investment Forecast, Houston's rent growth is expected to be **up** by 3% in 2019

Population Growth

As the **most** populous state in TX and 4th most populous in America, Houston continues to see strong population growth

Economy

Houston MSA's in 2016 was **\$478 billion**, making it the sixth-largest of any metropolitan area in the United States

Employers

After New York, Houston is home to 24 Fortune 500 companies, and to a variety of universities and colleges.

Recognition

Houston was named one of the "Top 3 American cities of the future" by the Financial Times (2017) and ranked #1 by Forbes in the "Fastest-Growing Cities" (2016).



HOUSTON FUN FACTS

Houston ranks **first** among U.S. cities where paychecks stretch the furthest, according to Forbes



Houston's GDP was about \$490 billion in 2017. In fact, only 21 countries in the world have a GDP larger than Houston

Houston has the third largest number of languages (145) spoken in the U.S. behind New York and LA



The Texas Medical Center, the largest medical center in the world, sees 7.2 million patient visits per year [3x Houston's population]