



HOUSTON, TX MARKET OVERVIEW

AT A GLANCE: HOUSTON, TX

KEY INDUSTRIES

Oil & Gas Exploration, Petroleum Refining, Petrochemical Production, Medical Research, Computer, Aerospace, and Environmental Technology.

MAJOR BUSINESSES

Phillips 66, Sysco Corp, Halliburton, Waste Management Inc., NASA, Marathon Oil, and Dell Inc.

GOOD TO KNOW

- Ranks first among US cities where paychecks stretch the furthest, according to Forbes.
- Houston is home to the 2nd largest concentration of Fortune 1000 companies in the country (49) behind New York (72).
- International trade directly or indirectly supports more than 1/3 of all jobs in the Houston Metro Area.
- Greater Houston area has 14 major institutions of higher learning.
- Home of Johnson Space Center, home to our nation's astronauts and the site of Mission Control, generating annually a \$73M economic impact.

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6M

**METRO
POPULATION**

57.1%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT HOUSTON, TX

REACHING FOR THE STARS IN SPACE CITY

Whether you know it as the home of the Astros, oil tycoons, or the Johnson Space Center, Houston is a city pushing the limits of possibility. Ranking 4th in U.S. city population with 2.3 million residents in the city proper and 6 million residing in the greater metropolitan area, Houston is alive not only with people, but with opportunity.

While the Houston real estate market can be highly competitive and tricky for investors, with a partnership with REI Nation, turnkey real estate investors can rest easy in the security of our expertise in property acquisition, rehabilitation, and management. With us, you can build a passive investment portfolio that includes some of the best investment markets for buy-and-hold investing, bar none.





IN THE BUSINESS OF JOB CREATION

Behind New York City, Houston hosts the largest concentration of Fortune 1000 companies. While this in itself is impressive, what is more compelling is that Houston is one of the biggest job creators in the nation. With 3.2 million jobs and a net increase of 600,000 jobs over the last decade, experts in Houston only expect the jobs to keep coming in Houston with projections of some 71,000 new jobs over the next year.

More than pure job creation alone, Houston is home to a highly diversified local market with a strong small business sector. In fact, Houston has nearly 93 startups per 1000 businesses and ranks among one of the friendliest cities for small businesses.

While traditionally Houston has relied on the oil and gas industries to make up the bulk of its economy, we've seen a surge in economic diversification including international trade, manufacturing, education, healthcare, and a vibrant food and arts scene. This diversification has been enormously beneficial in strengthening the economy beyond what anyone could have imagined, turning Houston into a powerhouse market where others floundered to find their footing over the last decade.

Just in international trade alone, Houston handled \$233.3 billion in foreign trade in 2018 in the Houston/Galveston Customs District, a 21.5 percent increase of the previous year. Houston is a market that has commanded the interest of domestic and global investors alike. With its diverse and robust economy, Houston has proven itself to have the tenacity to withstand economic twists and turns not only in theory but in practice.



OPTIMISM
IN MARKET
DIVERSITY



EXPLOSIVE POPULATION GROWTH

The job and industry diversification we've seen in Houston largely stems from consistent population growth. The facts are clear: people want to live and work in Houston.

In the wake of economic recovery post-Great Recession, Houston saw a surge of 34,000 new residents in a single year. While population growth has slowed to a rate of 1.67 percent per year, this is still above the Texas average of 1.47 percent and leaps and bounds above the national average of 0.71 percent.

OIL HUB OF THE US

Despite any setbacks in the past few years, the oil industry still runs this massive city. Employing what is estimated to be over 250,000 people, the oil economy survived the downturn and is steadily coming back. Experience has proved those wrong that feared that the slow recovery would drive the skilled workers into other industries. The best part about them coming back is that the industry is set to rely upon digital technologies more and more. The sheer size and scale of these oil and gas companies set the stage for a lot of technical talent to come into town.





SIGHTS & SOUNDS

It is almost impossible to run out of things to do in Houston, TX. Whether it's shopping, attending a professional sports game, or exploring the over 25,000 acres of green park space, the city boasts a wide variety of activities and places to go for all ages. It's no wonder that WalletHub ranked it among the 2018s' Most Fun Cities in America!

ARTS & TOURISM

Visitors flock to Houston for a number of reasons, a large one being the arts. This massive metroplex has five of the 20 cultural districts in the state of Texas. The cultural events and exhibitions alone bring in a reported 9.2 million visitors annually. As a major supporter of the city economy, the attraction of tourists by Houston's nonprofit arts and culture industry helped generate over \$1.1 billion in total economic activity for 2017. Supporting over 25,000 full-time jobs, the industry generates \$801.6 million in household income for Houston-area residents and delivers \$119.1 million in local state and government revenue!



WHY INVEST IN HOUSTON?

Houston has faced its fair share of trials. The oil industry has had bumps in the road that many thought would cause calamity for the market. With economists predicting that its pace of growth could not last, Hurricane Harvey struck. While this was undoubtedly a devastating blow on both a personal and an economic level, Houston demonstrated enormous resilience in the face of adversity.

With a strong, diverse economic backbone it didn't take long for the city to bounce back. For the real estate investor, seeing a market that can bear the burden of both natural and economic disaster and stand strong on the other side is encouraging in a long-term investment.