



OKLAHOMA CITY, OK MARKET OVERVIEW

AT A GLANCE: OKLAHOMA CITY, OK

KEY INDUSTRIES

Aviation/Aerospace, Biotechnology, Energy, Transportation & Logistics, Government, and Health Care.

MAJOR BUSINESSES

BancFirst, Chesapeake Energy, Continental Resources, Devon Energy, Love's Travel Stops & Country Stores, Paycom, and OGE Energy.

GOOD TO KNOW

- Being the state capital, there's a large budget for cleanliness public safety, transportation, law enforcement and infrastructure. All of this pointing to long-term viability of the real estate market.
- 25% of jobs are government and military, making them economy-proof and providing build in rental demand.
- With abundant oil, natural gas reserves and wind power, OKC is home to the headquarters of Fortune 500 energy companies, and some of the largest energy companies in the state.
- Large concentration of aviation and aerospace firms in the state, employing 38,000 and growing.

[LEARN MORE ABOUT THIS MARKET](#)

1.4M

**METRO
POPULATION**

41.4%

**RENTER
POPULATION**

\$190K - \$250K

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

ABOUT OKLAHOMA CITY

OPPORTUNITY IN THE GREAT PLAINS

Oklahoma's capital city hosts great opportunities for turnkey real estate investors through REI Nation. Bolstered by a diverse economy that has been called "recession-proof" by experts, OKC's affordable market is drawing in new businesses and rental demand.

REI Nation has tapped into what makes this market tick, bringing our thousands of investors the opportunity to grow and expand their portfolios in spectacular secondary markets like Oklahoma City.





OIL. ENERGY. AVIATION.

Oklahoma City, while traditionally a livestock town with some \$2.5 billion in annual farming revenue, has a growing and active hand in the oil and energy sector. With two Fortune 500 energy companies headquartered in the city as well as some of the largest energy companies in the state, oil, gas, and wind energy make up nearly one-quarter of the industry in Oklahoma.

Additionally, Oklahoma City employs nearly 40,000 people in the aviation and aerospace industries thanks to a high concentration of related firms, including the United States Air Force Tinker Air Force Base and Boeing.

At the turn of the 21st century, Oklahoma City began to truly diversify its economy, which led to a 33 percent increase in economic output—leading to a gross metropolitan product of \$73.8 billion in 2016. Though oil, energy, and aviation continue to play a significant role in the Oklahoma City economy, the diversification efforts have continued to hedge against further risk in case of economic downturn.

One of the key advantages of the Oklahoma City market is its designation as a capital city. This benefits both the real estate market and the job market in a variety of ways. First and foremost, government jobs through the State of Oklahoma (accounting for over 40,000 employees) largely kept the city's economy afloat during the 2008 Great Recession. With a full quarter of the market's jobs being government or military, rental demand is built-in, not to mention the inherent job security.

Beyond the advantage of job opportunities provided by a strong government presence, Oklahoma City reaps the benefits of a larger public safety, beautification, infrastructure, law enforcement, and transportation budget. These public services help secure Oklahoma City as a desirable place to live, work, and raise families—sparking not only economic revitalization but population growth for its 1.4 million residents.



IN THE BUSINESS OF JOB CREATION



OPTIMISM IN MARKET DIVERSITY

On the whole, the city has a fairly diverse economy with its strengths in the energy sector, information technology, healthcare, government services, and administration. Building that diversity is key to reducing market risk. If there is a downturn in one sector, the other industries are able to support and maintain it. The efforts that began at the turn of the century to diversify Oklahoma City's economy can be seen in their economic output growth. In between 2001 and 2005, the metropolitan area saw their output grow by 33 percent and has been on the rise ever since: \$43.1 billion in 2005, \$61.1 billion in 2009, and \$73.8 billion in 2016.

What also brings optimism to this market is looking at their unemployment rates. With an unemployment rate tracking beneath the national average (almost a full point behind at the end of 2018, with OKC's unemployment rate at 2.8 percent compared to the United States unemployment rate of 3.7 percent), Oklahoma City has positioned itself as a dark horse market for both business and real estate endeavors.

This economic health combined with affordability has created an ideal environment for real estate investing. With demand growing for rentals by several thousand, there is room for growth in profit margins and investor involvement in the market.

Oklahoma City can be described as a truly unique city for a variety of reasons. First of all, it's the only capital city with an oil well underneath the capital. Its division into 12 very different districts, such as the Asian District or the Adventure District, also provide for a unique experience. With a surprising amount of things to do, it's no wonder the city is attracting growth on so many levels.

HISTORY & TOURISM

The tourism industry in Oklahoma City is strong enough to employ over 30,000 residents in the area. With over 7 million estimated annual visitors, the economic impact of these tourists back in 2015 was \$2.5 billion and has been rising since. The rich Native American history of this area, among other things, helps draw visitors in. Throw in a variety of museums, art galleries, and lots of family friendly attractions and you've got a healthy site for tourism!



SIGHTS & SOUNDS



WHY INVEST IN OKLAHOMA CITY?

Oklahoma City is in a unique position economically. Though it has enormous strength in gas and energy, its diversification and access to government and military employment has created an environment of stable, thriving employment opportunities.

For REI Nation, this economic strength is one of our key criteria in selecting an investment market. For passive real estate investors, the chance to invest in a market that is growing and well-secured by its job market and diverse economic base—as well as its affordability—is too good to pass on.