



TULSA, OK MARKET OVERVIEW

AT A GLANCE: TULSA, OK

KEY INDUSTRIES

Aerospace Manufacturing & Aviation; Health Care, Energy, Machinery, & Transportation, Distribution, and Logistics.

MAJOR BUSINESSES

ONEOK, Williams Companies, Dollar-Thrifty Automotive Group, BOK Financial Corporation, Plymouth Pharmaceuticals, Explorer Pipeline, and Spirit AeroSystems.

GOOD TO KNOW

- Aircraft and aerospace industry is the region's largest industry.
- The Tulsa Port of Catoosaport provides low-cost shipping to the Mississippi River.
- Items and goods produced: airplane parts, appliances, metal pipes and pumps, fiber optics, meat, feed, boilers, burners, fishing rods, natural gas.
- Cost of living is 8% lower than the national average.
- Tulsa is located in the most densely populated county in Oklahoma.
- Amazon chose Tulsa as the new site of its fulfillment center.

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998,171

**METRO
POPULATION**

49.2%

**RENTER
POPULATION**

\$190K - \$250K

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

ABOUT TULSA, OK

THE RISING STAR OF THE MIDWEST

Oklahoma's second largest city is known for its art deco style, rich history in the oil business, and Midwestern flair. More than that, it's a city on the rise. Under promising leadership, Tulsa has experienced economic growth and capital investment, positioning itself as an up-and-coming real estate market.





IN THE BUSINESS JOB CREATION

Historically called the “Oil Capital of the World,” Tulsa, at one time, relied almost solely on the oil industry for its economic prosperity. After an oil crash in the late 1980s, however, Tulsa’s economy began to diversify and expand into other industries including healthcare, recreation, hospitality, and business services. Aerospace, finance, manufacturing, telecommunications, and technology also play a valued role in the Tulsa economy.

For Tulsa, this time of industrial expansion was critical in strengthening their local economy for the present-day, where diversification is crucial to market stability.

Today, Tulsa is an attractive place to live and do business. With the cost of doing business coming in at 11 percent under the national average and the cost of living coming in at 8 percent under the national average, it's no surprise the entrepreneurs and established firms alike are creating new growth in Tulsa.

The city is bouncing back from an oil glut with a projected job market growth of 1.3 percent according to Forbes. Eighty percent of Tulsa's economy is made up of small businesses, which has been reflected in policy-making designed to attract industry.

Beyond job growth, capital investors have noticed the potential in the Tulsa market, into which they have poured \$2.2 billion since 2011. In 2017 alone, there was \$138 million made in capital investments.



JOB MARKET GROWTH & INVESTOR ATTENTION



FIRM FOOTING FOR TULSA'S MARKET

Rental demand continues to climb year-over-year in Tulsa. The total number of renter households grew by 16,000 between 2010 and 2016 in Tulsa. Overall, Tulsa is considered a seller's market—prices rose by 6.6 percent in 2017, bringing the median home price to \$166,000 according to Forbes. Like many markets, Tulsa has suffered from short inventory, making it difficult to meet the demands of population growth and would-be homebuyers.

Though the oil industry still has a strong impact on the Tulsa, including its real estate, experts are confident that the market has seen a full recovery.

Believe it or not, Tulsa has a surprising amount going on. With a growing arts scene, lively music venues, and a large number of locally-owned restaurants, the city is exhibiting many signs of expansion. Tulsa is home to two world renowned art museums, the Gilcrease Museum and the Philbrook Museum, and is famous for having art-deco architecture that attracts the camera flashes of many visitors.

HISTORY & TOURISM

One of the biggest drivers of tourism in this city is its famous history as the birthplace of Route 66! The iconic stretch of road that connected Chicago to Los Angeles, was thought up by a Tulsa businessman named Cyrus Avery who saw a need for better roads across both his state and the nation. Earning the nickname, “Main Street of America”, the historical road can be found revitalized even though the highway was decommissioned in 1985. Its history and the American interest in the authentic experience of a cross country road trip are what pushes people to come to Tulsa.



SIGHTS & SOUNDS



WHY INVEST IN TULSA?

At REI Nation, we serve over 3,400+ investors who build successful portfolios in each of our turnkey investment markets through our expert advisers, managers, and attention to detail. Our priority is in presenting market opportunities with longevity. Passive investment portfolios function best when populated with investments that are reliable, sustainable, and predictable. This is where a slow-and-steady market like Tulsa is so valuable.

While the Tulsa real estate market may not capture international attention, its diverse and tenacious economy and strategic leadership make it a perfect turnkey investment opportunity. With the help of the expert team at REI Nation, you can get ahead of the curve and take advantage of this growing market.