



**REINation**  
A Memphis Invest Company

# TUSCALOOSA, AL MARKET OVERVIEW

# AT A GLANCE: TUSCALOOSA

## KEY INDUSTRIES

Automotive, Construction, Chemical/Pharmaceutical, Software Development, Steel, Fiberglass/Aluminum Screening, Media Specialists

## MAJOR BUSINESSES

BFGoodrich Tires/Michelin North America, Inc., DCH Regional Medical Center, Mercedes Benz U.S. International, Inc. Phifer Incorporated

## GOOD TO KNOW

- Throughout the 2000s and 2010s, Tuscaloosa was repeatedly recognized as the "Most Livable City in America", one of America's "100 Best Communities for Young People", one of the "50 Best College Towns", and one of the "Best Places to Launch a Small Business".
- Tuscaloosa is part of the "Sunbelt Surge", a region of the southern United States with markets that are expected to thrive in the coming years.
- Tuscaloosa is home to the Crimson Tide, with one of the most sought after university programs for football in the country, fueling its economy.
- Tuscaloosa is known as the "Druid City" because of its numerous water oaks planted in its downtown streets since the 1840s.

[LEARN MORE ABOUT THIS MARKET](#)

# 239,589

METRO  
POPULATION

# 35.9%

RENTER  
POPULATION

# \$190K - \$250K

AVG. HOME PRICE  
(POST-REHAB)



# ABOUT TUSCALOOSA, AL

## IN THE BUSINESS OF JOB CREATION

Tuscaloosa's steadily growing job market makes it an opportune choice for passive real estate investors. As the University of Alabama retains its ranking as one of the city's highest employers, Tuscaloosa is positioned to expand and diversify its industries with more sectors in the coming years. Its myriad of opportunities allows the job market to not only grow, but also be an attraction for new residents moving to the city, lending it to be a stable market.







# UNIVERSITY OF ALABAMA'S IMPACT

The University of Alabama is at the forefront of Tuscaloosa's thriving economy. The college employs over 7,000 residents, making up roughly 24.6% of the government sector. As the home of the Crimson Tide, the school's football games have an average economic impact of \$20 million per home game. Their top-ranked football program attracts students and visitors alike, contributing to new jobs in the leisure and hospitality sector. Similarly drawn in to the city's energetic atmosphere, retirees are gradually choosing the city to reside in, thus increasing jobs in the health services sector.



Although the University of Alabama is the bedrock for Tuscaloosa's economy, the city also boasts a wealth of opportunities in fields such as manufacturing, retail trade and transportation, and mining and construction. The Mercedes-Benz U.S. International assembly plant doesn't only employ over 4,000 residents, but it also attracts more plants that assemble parts for the German automotive manufacturer. Since 2019, job growth has continued to accelerate, boosted by opportunities in the government, information, mining, and construction service sectors.



# DIVERSE OPPORTUNITIES





# SIGHTS & SOUNDS

Tuscaloosa is so much more than just a football town. Sprawling lakes, awe-inspiring museums, dog parks abound, and rich heritage are just a few of the features that make Tuscaloosa shine. Whether you want to learn more about the city's complex history or enjoy a night on the town, Tuscaloosa has something for everyone.

## HISTORY & TOURISM

Apart from the city's massive appeal to sports fanatics, the city garnered its nickname, the "Druid City," from its multitude of water oaks that were planted in the streets of downtown in the 1840s. Today, Lake Tuscaloosa attracts visitors because of its recreational activities such as fishing and boating, along with the remarkable views of lush trees that surround the body of water. The Tuscaloosa Riverwalk and Lake Nicol are just a few more examples of the beauty Tuscaloosa has to offer.





# WHY INVEST IN TUSCALOOSA?

Tuscaloosa, Alabama, is a city with its eye on the future. While popularly known for its history in college sports and as the home of the Alabama Crimson Tide, Tuscaloosa is carving out a unique name that reaches beyond athletics. Much like its northern cities of Birmingham and Huntsville, Tuscaloosa is ready to compete with national markets for real estate investment success.

The city is an excellent choice for your next investment property for a variety of reasons. For starters, the city's below average vacancy rate combined with its strong economy check the boxes that investors should look for in a city. The average home price and projected equity growth make it a viable investment.

At REI Nation, we have experience managing over 6,300+ properties for more than 3,400 investors across the globe. With our decades of experience in the industry, maximize your buy-and-hold property by partnering with us to get the most out of the Tuscaloosa market.