

A photograph of the Houston skyline at night, featuring several illuminated skyscrapers against a dark sky. The city lights are visible in the foreground and middle ground.

Walton®

HOUSTON

REGIONAL MARKET REPORT • Q2 2023

2023

Houston is a lively city made up of ethnic and cultural diversity with nearly 1 out of every 4 residents born from another country. A genuine melting pot, the region's global influences are reflected in the many activities and events held throughout the year. Low cost of living, a mild climate and zero income tax has helped the city become the 4th largest city in the nation and highly ranked for quality of life. ⁽¹⁾



Low Cost of Living



Affordable Housing



Strong Job Market



No Individual or Corporate Tax

PEOPLE

Population	7,516,640
Projected % Change in 2023	1.4%
Median Age	38 y/o
Households	2,720,450
Median Household Income	\$77,058

Zonda - Market Report

JOBS

Unemployment Rate	4.5% (as of June 2023)
Total Jobs	3,360,800
Jobs Added Q2 2023	28,700

Bureau of Labor Statistics

TOP EMPLOYERS

Houston Methodist	34,411
HEB	8,730
Walmart	6,575
HCA Houston Healthcare	6,391
United Airlines	5,089

JBREC

NEW & NOTABLE EMPLOYERS

Coca-Cola Southwest
Phillips 66 (HQ)
Waste Management, Inc. (HQ)

Houston Chronicle

LOCAL ECONOMY ⁽²⁾

The Houston metro is an epicenter for global industries including energy, manufacturing, medical, logistics and aerospace. Home to 26 Fortune 500 headquarters, the NASA Johnson Space Center and Texas Medical Center, the region is known for its innovation, competitive cost of doing business and pro-growth culture. Through one of the largest ports in the country, Port of Houston, and two international airports, Houston is one of the largest global trading hubs in North America that seamlessly connects companies to the world. The city welcomed 760+ expansion and relocation projects in the past two years making it a great place for employment opportunities.

RANK

- #1 - Most Diverse Metropolitan Area in the U.S.
- #5 - Most Populous Metro in the U.S.
- #7 - Largest Metro Economy in the U.S.

U.S. News & World Report

ECONOMIC DEVELOPMENT UPDATE

May '23 – Drax Group, a U.K.-based renewable energy company will establish its North American headquarters in Houston. The company's new office will serve as the hub for Bioenergy with Carbon Capture and Storage or BECCS projects intended for the U.S. and Canada. Drax has already started hiring and will eventually create over 100 new jobs in the area.

[Click here to read more](#)

May '23 - Atilar Pharma, a local pharmaceutical startup, plans on investing \$7.15 million into upgrading their Houston site over the next five years. The company's investment will go into building improvements, machinery and equipment and startup costs. The company is expected to bring 495 new jobs to Houston.

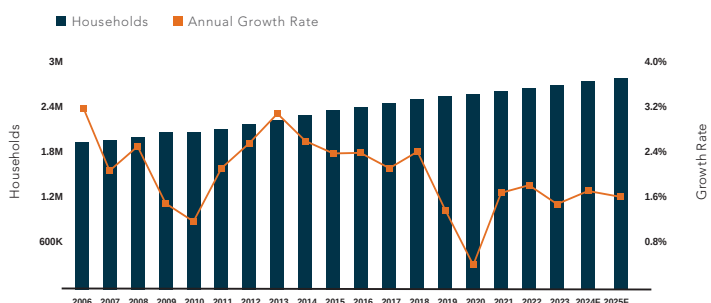
[Click here to read more](#)

Drax Group | Houston Business Journal

GROWTH TRENDS

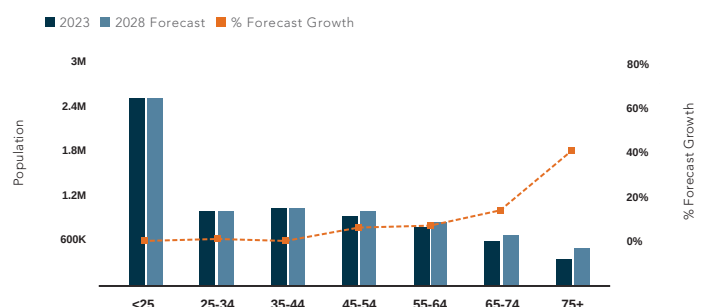
HOUSEHOLD GROWTH

Zonda - Market Report



POPULATION GROWTH BY AGE

Zonda - Market Report





HOUSING MARKET

The Houston housing market new median home prices slowed in Q2, falling by almost 2% year-over-year. Single-family permits increased by just over 1% year-over-year and made a jump of more than 3,000 permits from the quarter prior. Despite falling by over 12% year-over-year, single-family home starts in the area were up by 44% compared to Q1.

NEW MEDIAN CLOSING PRICE

\$313,000 — YoY **-1.8%**

JBREC

SINGLE-FAMILY PERMITS

Q2 2022
13,912

Q2 2023
14,097

1.3%

U.S. Census Bureau



TOP HOMEBUILDERS BY RANK

1.	D.R. Horton, Inc.	14.7%
2.	Lennar Homes	11.1%
3.	Perry Homes	5.1%
4.	Meritage Homes	4.6%
5.	Legend Homes	3.6%
6.	KB Home	3.0%
7.	Centex Homes	3.0%
8.	David Weekley Homes	2.9%
9.	Taylor Morrison	2.7%
10.	Long Lake Ltd	2.5%

MARKET SHARE

HOME STARTS

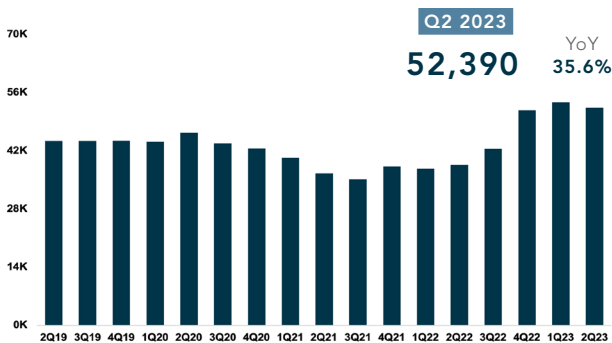
10,058 — YoY **-12.2%**

Zonda - Metrostudy

Zonda - Metrostudy

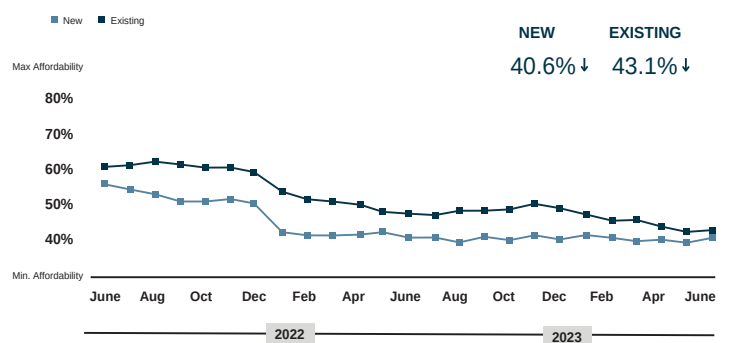
VACANT DEVELOPED LOTS

Zonda - Metrostudy



AFFORDABILITY RATIO

Zonda - Market Report



RENTAL MARKET

Median rental prices remained elevated but showed signs of slowing, increasing by just over 2% on a year-on-year basis. Multifamily permits issued in Q2 fell by 37% compared to last year. Renter occupancy rates hit 93% in Q2, down from 94% last year.

MULTIFAMILY PERMITS

Q2 2022
6,923

Q2 2023
4,363

-37.0%



U.S. Census Bureau

HOUSEHOLD OCCUPANCY



JBREC

MEDIAN RENTAL PRICE

as of June 2023 — YoY **2.2%**
\$1,369

JBREC



REGIONAL MARKET REPORTS • Q2 2023

ALABAMA

HUNTSVILLE

ARIZONA

MARICOPA COUNTY
PINAL COUNTY

CALIFORNIA

NORTHERN CALIFORNIA
SOUTHERN CALIFORNIA
CENTRAL CALIFORNIA

COLORADO

DENVER
COLORADO SPRINGS

FLORIDA

CENTRAL FLORIDA
SOUTHEAST FLORIDA
NORTHEAST FLORIDA

GEORGIA

ATLANTA
SOUTHEAST GEORGIA

D.C. - VA - MD

MARYLAND
RICHMOND

NEVADA

LAS VEGAS

NORTH CAROLINA

CHARLOTTE

SOUTH CAROLINA

UPSTATE - SPARTANBURG

TENNESSEE

CHATTANOOGA
KNOXVILLE
NASHVILLE

TEXAS

DALLAS-FORT WORTH
AUSTIN
HOUSTON

UTAH

ST. GEORGE

WASHINGTON

SEATTLE
SPOKANE

NEW LAND ACQUISITIONS

For U.S.-based land sellers searching for a buyer contact us:

BARRY DLUZEN, Executive Vice President, Land Acquisitions | infousa@walton.com

Information and data contained herein is derived from sources believed to be reliable and accurate at the time of publication. However, you are responsible for making your own assessment of the information provided and you are advised to verify all relevant information and data.