

Rent

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month's rent.

Here's a closer look at why apartment dwellers will probably see rents go up for a sixth straight year.

MORE JOBS, MORE COMPETITION

During the last recession many workers who lost their jobs moved in with relatives or took on roommates. About 32 percent of U.S. adults were living with roommates or adult family members in 2012, up from 27.4 percent in 2006, according to Zillow, an online real estate firm.

Stepped-up hiring has begun to reverse that trend. About 2.8 million more Ameri-

The three metro areas with the biggest annual increase in rent in January, according to Trulia: Denver (14.2 percent), Oakland, California (12.1 percent), and San Francisco (11.6 percent).

Job growth in each of those cities also eclipsed the national growth rate of 2.3 percent over the 12 months ended in January. Employment grew 3.7 percent in Denver, 2.7 percent in Oakland and 4.5 percent in San Francisco.

HOME BUYING DELAYED

Traditionally, renting has been a stepping stone toward homeownership. When rents rise, tenants are motivated to buy sooner,

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cans have jobs than 12 months ago.

"The share of young adults with jobs has climbed in the past year, and that will help many of them move out of their parents' homes," says Jed Kolko, chief economist at online real estate firm Trulia. "Most of them will be renters first."

More people vying for apartments helps drive rents higher. And metropolitan areas with faster job growth are generally seeing higher-than-average rent hikes as well.

especially when interest rates are near historic lows, as they are now.

But these days, renters are taking longer to buy. The U.S. homeownership rate ended last year at a 19-year low of 64.4 percent.

Between higher rents taking a bigger bite out of the bank account and sharply higher home prices, potential buyers are having more trouble saving for a down payment and qualifying for a mortgage.

And many millennials, or 18- to 34-year-



PHOTO BY JERRY FOSTER

olds, simply prefer renting.

That's true for Alyssa Hankins, a marketing and social media strategist in Los Angeles. She moved in February to a newly opened complex where rents range from \$2,325 for a studio to \$5,920 for a two-bedroom unit. She wants to be able to move quickly if a job opportunity comes up.

"It's less about affordability and more about flexibility," says Hankins, 29.

When renters stay put, fewer apartments are available for new tenants, which in turn drives up rents.

NEW APARTMENTS ARE PRICEY

Developers added 238,000 apartments nationwide last year, a 14-year high, with another 210,000 expected this year, accord-

ing to Marcus & Millichap.

In theory, more apartment construction should help bring down rents because landlords would compete for tenants. But 80 percent of new complexes, Nadji estimates, are high-end projects aimed at renters willing to pay a premium for amenities like gourmet kitchens and concierge service.

How much of a premium? The average rent for apartments completed last year was \$1,721. That's 46 percent higher than the average apartment rent for older units, according to Marcus & Millichap and data provider MPF Research.

"There's very little new supply being added anywhere else," says Nadji, "so that's why there's so much pressure on rents and very little choice for the average renter."

We Are Fair Housing

In honor of National Fair Housing Month | April 2015

We, as housing providers to the people of Oregon, pledge the following:

1. We pledge to provide equal opportunities for rental housing to Oregon residents without regard to race, color, religion, national origin, sex, familial status, disability, source of income, marital status, sexual orientation, gender identity, or victims of domestic violence.
2. We pledge to be open and transparent in all our practices, investigations, and other activities related to fair housing laws.
3. We pledge to provide ongoing training and education in fair housing best practices to all our employees.
4. We pledge to address all fair housing complaints and, if fair housing laws are broken, to hold violators accountable.
5. We pledge to uphold all fair housing laws as our legal and moral obligation to all Oregonians.

Signed,

The Board of Directors of Multifamily NW representing Quantum Residential, Cascade Management, Greystar, Tokola Properties, Mainlander Property Management, Bristol Equities, C&R Real Estate Services, Capital Property Management, GSL Properties, Guardian Management, Home Forward, Income Property Management, Princeton Property Management, Sterling Management Group, Apartment Finder, Background Investigations, Bitner & Hahs, Interstate Roofing, and Kennedy Restoration.

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Save the Date

The 2nd Annual East Portland Housing & Resource Festival

"A Family Fun Event"

Saturday, August 8, 2015

12 noon to 7pm

Lents Park

(SE 92nd & Holgate Streets)

Activities include:

- "Homes for Sale" Bus Tour
- Local Talent Show
- Market/Information/Food Vendors
- Resources for new home buyers, renters and existing homeowners
- Free Giveaway's
- Live Music/Entertainment
- Kids Area with face painting, puppet show, and other activities

Open and FREE to the Public

For additional information or to register as a vendor call 503-595-3517, ext. 301

