# National Student Housing Report

March 2024

Street Rates Slow, Despite Historically Fast Preleasing

The 2024-2025 leasing season is starting to look more like last year, although it's still moving at a histori-cally fast pace. Rent growth has slowed as we get into the heart of the leasing season. Yardi Matrix will host a webinar April 18 at 1 PM EST with a detailed dive into these trends and more at a market level.

■ Preleasing reached 61.5% in February 2024, 450 basis points ahead of February 2023. The spread in preleasing vs. last year has started to come down as we have verified data from more proper-ties, but is still more than 10% ahead of the average from 2019-2022. This data shows the market is absorbing the more than 46,000 beds coming to market as enrollment growth has created a supply-demand imbalance over the past few years, particularly at the fastest-growing schools.

■ Average rent per bed reached $883 in February, up 5.2% year-over-year. Rents have been consistently growing throughout the 2024-2025 leasing season, although year-over-year growth has slowed from 6.7% in October and 7.3% in February 2023. Still, student housing is outperforming nearly every as-set class, as demand has remained solid and supply has stayed in check.

■ Yardi Matrix has collected fall 2023 enrollment data from 178 schools, and it shows a rebound in enrollment in 2023 after a slight decline in 2022. Total enrollment was up 0.8% year-over-year, com-pared to -0.3% in fall 2022. Fifty universities saw growth of over 2% in fall 2023, and 19 schools had growth greater than 4%, including a few of the schools with the best preleasing and rent growth.

■ Yardi Matrix's supply forecast projects 46,285 new beds will deliver in 2024, a sharp increase from 35,610 beds delivered in 2023 and near the peak years of 2013 and 2014. Over the next five years, supply will drop below the long-term average of 36,322 beds per year going back to 2010.

■ Student housing investment was down notably in 2023, with 78 properties sold, compared to an av-erage of 205 properties sold in 2021 and 2022, and price per bed was also down about 5% to $75,000. So far in 2024, there have been nine recorded sales, which is about even with the sales pace in the first three months of 2023, indicating 2024 could be another slow year for investment sales.

Yardi 200 Prelease Curves

Source: Yardi Matrix
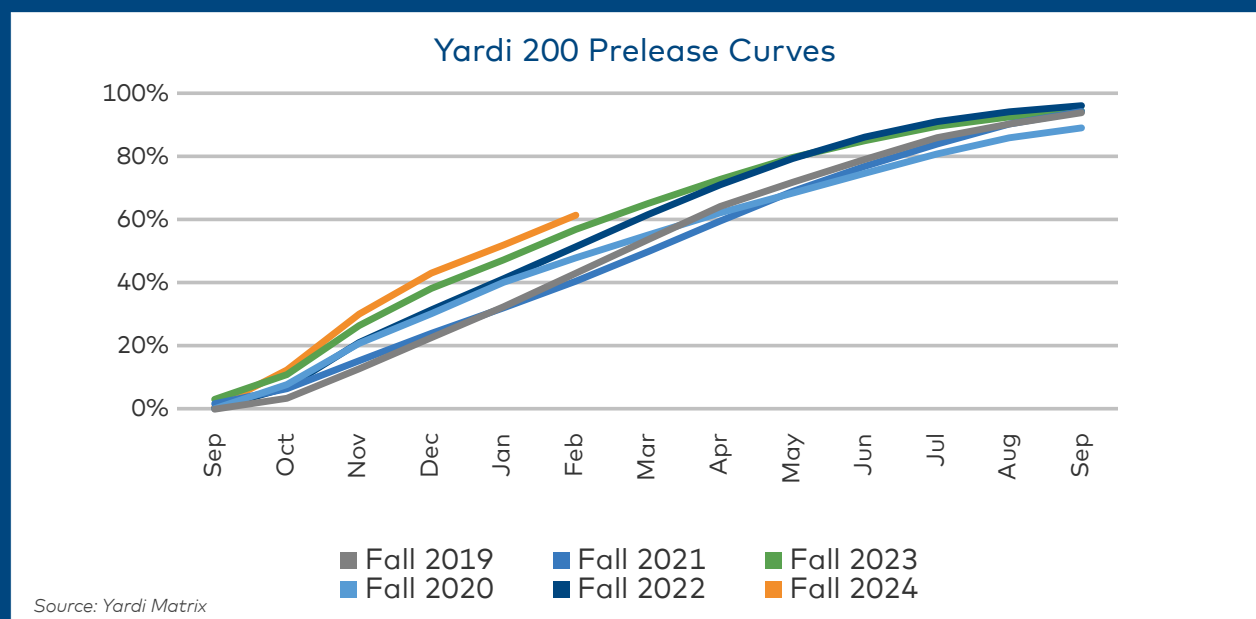
Preleasing in February Ahead of Historic Average

Preleasing reached 61.5% in February 2024 at the Yardi 200 schools, up 4.5% year-over-year and well ahead of the previous five-year average of 48% in February. Preleasing has started earlier each year, as operators take advantage of surging demand from enrollment growth and limited supply delivered in the past few years.

Of the 178 schools with preleasing data in February, 42 were more than 70% preleased, vs. only 29 at the same time last year, and 16 were more than 80% preleased. This includes a few larger student markets like Ole Miss (98.7%), Purdue (88.7%), Appalachian State (88.6%), Tennessee–Knoxville (87.5%), James Madison (87.2%), Virginia Tech (87.2%) and Arkansas (86.8%).

Only 35 schools were less than 40% preleased in February, compared to 47 in February 2023. Most of these markets are behind last year, but only a few are significantly behind. Notable markets with slower preleasing include Utah Valley (28.8%), BYU (32%), UT–Arlington (34.7%), UNC–Wilmington (36.6%) and UC–Davis (37%). None of these markets are more than 3% behind last year.

Forty-two markets were more than 10% ahead on preleasing compared to last year. This list includes a number of notable markets that failed to reach 90% occupancy last year, including Illinois State, Johns Hopkins, Nebraska, Penn/Drexel, Mississippi State and the University of Southern California.

Twenty markets were more than 10% behind last year's pace, which is a slight increase from last month. This includes mostly smaller markets, but also Tennessee–Knoxville (10.4% behind last year), Clemson (-12.2%) and ASU (-16.2%), which were behind last year but preleased above the national average, and CU–Boulder (-11%), USF (-11%) and Baylor (-11.6%), which were trailing last year and the nation on preleasing.

Top 20 Universities With the Most Year-over-Year Growth in Percentage Preleased

University	YOY Growth in % Preleased
University of Mississippi	32.8%
University of Missouri	22.4%
Central Michigan	20.7%
Bowling Green State	20.2%
University of Kansas	19.0%
Illinois State	17.5%
San Diego State	16.5%
University of Houston	16.3%
Binghamton University	15.3%
Johns Hopkins University	15.3%
University of Louisiana	15.1%
Kent State	15.0%
University of Kentucky	14.3%
University of Nebraska	13.6%
Temple University	13.2%
UC–Riverside	12.8%
Mississippi State	12.8%
Southern California	11.8%
Texas A&M	11.4%
CU-Colorado Springs	11.3%

Note: Prelease rates for universities are based solely on properties that participate in our phone surveys. Universities with fewer than four properties in our coverage have been excluded from this list.
Source: Yardi Matrix, data as of February 2024

Rent Growth Tops All Other CRE Sectors

- Rent per bed for the Yardi 200 averaged $883 in February, continuing its upward trend. This marks a 5.2% increase year-over-year and the 33rd month in a row rent has increased month-over-month, going back to May 2021. Rent growth slowed each month of the leasing season, but is well above the average of 3.5% going back to the beginning of 2018 and well ahead of the general multifamily market, as student housing has proven to have much different demand drivers than other sectors.

- Thirty-two universities posted double-digit rent growth in February, including many of the markets that are leading the nation on preleasing. On the other hand, 26 markets are showing rent declines of 1.0% or lower, including many markets that failed to reach 90% occupancy for fall 2023.

Rent growth trends tend to follow occupancy and preleasing, with the markets with the strongest fall 2023 occupancy and fastest preleasing showing the strongest rent growth. Many of the markets that have experienced rent declines failed to reach 90% occupancy last year and have sacrificed rent for preleasing growth.

Many of the largest markets with double-digit rent growth have also been among the quickest to prelease for the 2024-2025 school year. This includes Tennessee–Knoxville, Ole Miss, Clemson, Purdue, Texas State, Kentucky and NC State, which averaged 82.6% preleased and 14.8% rent

growth in February. A few midsize universities have slower preleasing but strong rent growth, including Boise State, the University of Virginia and UNC–Chapel Hill.

Rent declines have been noticeable at schools trailing the nation in preleasing, which also have enrollment growth and/or supply issues. This is true at USC, UC–Berkeley, Washington State, Nevada-Reno and West Georgia, all of which have failed to increase enrollment in recent years while also struggling to absorb new supply. These markets averaged 43.3% preleased in February vs. 62.5% nationally.

Yardi 200 Annual Rent Growth

Legend: ■ Fall 2019 ■ Fall 2021 ■ Fall 2023

Source: Yardi Matrix

Top Student Housing Markets Fundamentals

University	Off-Campus Student Housing		Preleasing		Rent Per Bed	
	Beds Completed	Beds Under Construciton	Feb-24	Y-o-Y	Feb-24	Y-o-Y
Purdue University	9,761	2,080	88.7%	-1.7%	$921	12.7%
University of Tennessee	8,220	3,961	87.5%	-10.4%	$1,136	22.5%
Virginia Tech	9,331	0	87.2%	9.2%	$968	5.4%
University of Arkansas	10,063	0	86.8%	-2.5%	$860	8.6%
University of Missouri	14,534	0	79.1%	22.4%	$703	3.4%
Iowa State	8,046	0	76.2%	7.2%	$626	5.4%
North Carolina State	9,501	0	76.1%	3.8%	$985	11.8%
Clemson University	10,748	601	74.1%	-12.2%	$964	15.9%
Penn State	15,377	856	73.8%	4.7%	$991	5.1%
Indiana University	10,740	1,105	72.7%	7.3%	$992	9.7%
University of Alabama	13,154	0	72.2%	9.4%	$857	7.3%
University of Arizona	8,068	596	71.8%	-0.3%	$1,114	6.7%
University of Georgia	12,903	2,445	71.1%	1.1%	$877	11.2%
University of Texas	21,038	3,460	71.0%	0.1%	$1,161	3.3%
Auburn University	13,369	0	70.3%	9.5%	$828	8.4%
University of Central Florida	15,267	1,849	70.1%	-3.4%	$1,020	9.4%
Texas A&M	32,331	1,657	69.8%	11.4%	$777	9.0%
Florida State University	26,859	3,167	69.3%	7.0%	$840	7.1%
Michigan State	13,927	0	68.7%	6.2%	$794	5.6%
University of South Carolina	12,470	902	65.0%	10.2%	$862	6.6%
University of Illinois	15,866	215	64.9%	8.2%	$880	7.3%
University of Oklahoma	6,974	0	64.0%	-4.2%	$679	7.8%
Arizona State University	11,693	0	63.2%	-16.2%	$1,259	4.7%
Louisiana State University	11,837	0	62.9%	5.7%	$700	7.0%
University of Michigan	7,653	1,103	59.1%	-5.6%	$1,502	5.0%
University of Florida	29,906	996	56.6%	1.5%	$798	4.3%
University of South Florida	16,138	759	54.2%	-11.0%	$905	7.1%
University of Minnesota	12,722	2,709	52.5%	5.1%	$1,024	2.9%
Ohio State University	6,963	1,463	51.8%	-0.9%	$1,067	14.2%
Texas Tech	16,586	679	51.4%	1.3%	$642	2.1%
University of Maryland	9,165	989	49.9%	2.5%	$1,241	1.1%
University of Oregon	8,163	618	46.2%	-4.0%	$979	5.2%

Note: Top 32 Power 5 schools with enrollment over 25,000 with the most dedicated off-campus student housing beds
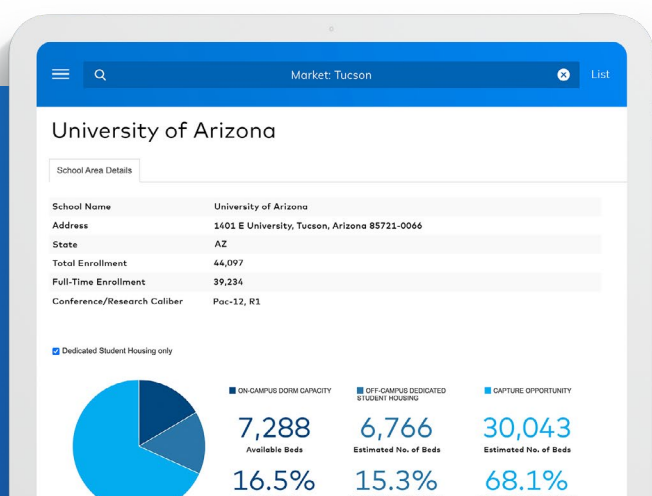Source: Yardi Matrix

Yardi® Matrix

Power your business with the industry's leading data provider

STUDENT HOUSING KEY FEATURES

- Search by school, conference or state in quarter-mile increments from campus
- Gain new supply information at the asset, competitive set and market levels

- Leverage data for both purpose-built and shadow market properties
- Access school year leasing and preleasing curve reports
- Produce reports on transaction, rent and portfolio data

University of Arizona

School Area Details

School Name	University of Arizona
Address	1401 E University, Tucson, Arizona 85721-0066
State	AZ
Total Enrollment	44,097
Full-Time Enrollment	39,234
Conference/Research Caliber	Pac-12, R1

☑ Dedicated Student Housing only

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7,288 Available Beds
16.5% Capture Rate

■ OFF-CAMPUS DEDICATED STUDENT HOUSING
6,766 Estimated No. of Beds
15.3% Estimated Capture Rate

■ CAPTURE OPPORTUNITY
30,043 Estimated No. of Beds
68.1% Estimated Capture Rate

Yardi Matrix Student covers markets across the U.S., with a data set of over **2,000 colleges and universities** including the top 200 of every major athletic conference.

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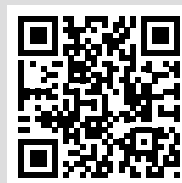
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