

Memphis

Rental Real Estate Overview 2022

Located along the Mississippi River, Memphis, Tennessee, has been an iconic American city since its foundation in 1819. From music to barbecue to rich civil rights history, the city is full of opportunities for everyone... including investors.

About Memphis

The Memphis metro area is the second most populous in the entire state of Tennessee, next to Nashville. And it's for good reason.

Conveniently situated on the Mississippi river, Memphis has one of the busiest ports in the entire United States. The city has also earned the nickname "America's Distribution Center" since it features the [busiest cargo airport](#) in all of North America (second-busiest in the entire world). In fact, FedEx was founded in Memphis in 1971, and still employs more than 30,000 employees in the state. UPS also has a large distribution center at the Memphis airport.

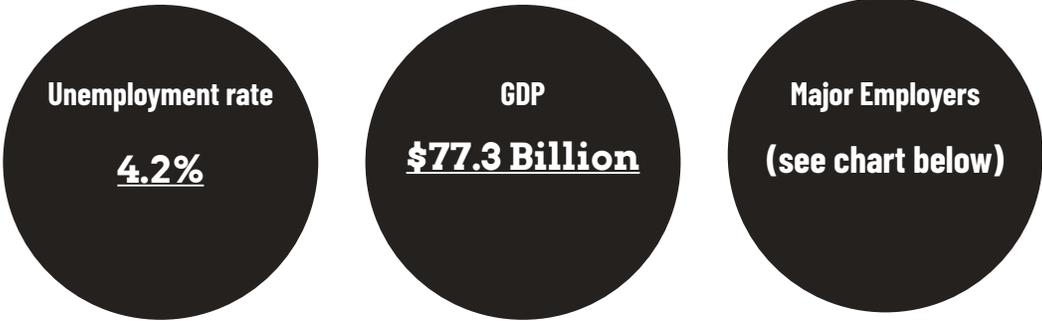
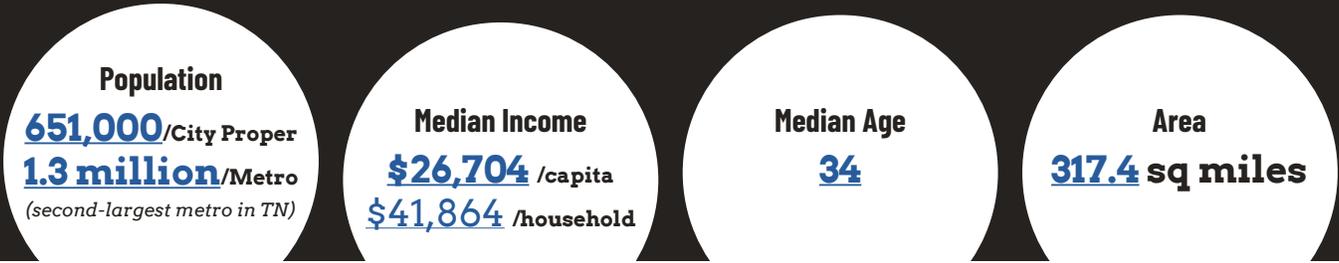
Memphis, Elvis Presley's chosen home, is known worldwide as the "Home of the Blues" and the "Birthplace of Rock 'n' Roll". But Elvis wasn't the only artist to bring music to the city. In fact, 24 out of 97 early inductees into the Rock 'n' Roll Hall of Fame come from within 100 miles of the city. Memphis is also home to prominent gospel, jazz, R&B, rap, and soul artists.

To this day, the musical influence of these artists permeates the culture of the city. Beale Street, a 3-block section downtown, is "America's Most Iconic Street" and "Tennessee's Top Tourism Attraction". On Beale Street, thousands of visitors can eat, drink, and listen to live music at dozens of blues bars and other music clubs.

But Memphis isn't just a music attraction and a busy cargo hub. Memphis has a beautiful mild-Southern climate and features 238 sunny days every year. A true iconic Southern town, it also features some of the United States' [best barbecue](#) - rivaling Texas and Kansas City for the top flavors.

Still, culture isn't all Memphis is known for...it's also one of the hottest housing markets in the U.S. today. Read on to find out how this hidden gem may be the perfect place to expand to as a real estate investor.

MEMPHIS CITY STATISTICS



MAJOR CAREER

Employer
FedEx
Methodist Le Bonheur Healthcare
St. Jude Children’s Research Hospital
First Horizon National Corporation
AutoZone
International Paper
ServiceMaster

HIGHEST PAYING JOBS

Employer
General internal medicine physicians
Psychiatrists
Chief executives
General dentists
Physicists

MEMPHIS REAL ESTATE MARKET STATISTICS

113 Neighborhoods	2,122 as of June 2022 Homes for sale	\$180K Median List Price	\$207K Median Sold Price <i>(up 10.9% YoY)</i>
115.0% Median Price per Square Foot	\$148 Median Price per Square Foot	27 Median Days on Market	\$862 Median Rent Price
12.9% 1-Year Appreciation Rate	10.5% Rental Vacancy Rate	1.9% Homeowner Vacancy Rate	25.8 Price-to-Rent Ratio

Most Expensive Neighborhoods

Neighborhood	Median Real Estate Price
Eads-Fisherville	\$560K
Cordova-Appling	\$300K
River Oaks-Kirby-Balmoral	\$419K
East Memphis-Colonial-Yorkshire	\$275K
Windyke-Southwind	\$272K

Least Expensive Neighborhoods

Neighborhood	Median Real Estate Price
Hickory Ridge-South Riverdale	\$92K
Parkway Village-Oakhaven	\$140K
Berclair-Highland Heights	\$149K
Raleigh	\$150K
White Haven-Coro Lake	\$199K

LOOKING FOR AN INVESTOR-FRIENDLY AGENT?

From accessing off-market deals, to building a team, to determining the right rental rates, buying properties in a new market can prove tough for any investor. That's why we launched Evernest Brokerage.

You no longer need in-depth expertise to invest in [some of the best real estate markets](#) in the United States. Working with Evernest's in-house brokerage team of investor-friendly real estate agents is the most efficient way to build a local team and grow your rental portfolio.

It's simple. Visit our website, pick your market, fill out the form, and a member of our team will get back to you within 24 hours.

[Get started here](#)
[TODAY!](#)



FIVE REASONS TO INVEST IN MEMPHIS REAL ESTATE

While many investors may look to markets like Nashville or Columbus, Memphis is a hidden gem for anyone looking for an affordable market with huge upside potential.

Here are our top five reasons to invest in the Memphis real estate market:

1. Low Cost of Living
2. Stable Economy
3. Great Rental Prospects
4. Quality of Life
5. Investor-Friendly Market



1.

LOW COST OF LIVING

In today's inflated economy, many cities boast a "low cost of living". But most of them can't compare to Memphis' rate at [15% below the national average!](#)

Here's the breakdown of that figure:

- **Housing:** 23% below average
- **Utilities:** 13% below average
- **Groceries:** 9% below average
- **Transportation:** 12% below average

These incredible numbers have helped Memphis rank on multiple lists of [the](#)

[United States' most affordable metro areas...](#) and if compared only to **big** cities, [Memphis ranks #1!](#)

Another hidden cost of living in any location is the tax rate. Since Tennessee has no individual income tax, residents can keep an average of 4.5% more of the money they earn than U.S. citizens in other states. Property taxes are also some of the [lowest in the nation](#), making it a great bet for property investment.



2.

STABLE ECONOMY

Memphis has the [highest GDP in the state of Tennessee](#) next to Nashville. But this isn't a one-time achievement. Memphis has maintained a stable economy for years. When average employment rates across the U.S. are compared over the past 10 years, Memphis ranks #1 for most stable job creation across time, [according to Bloomberg](#).

[Three Fortune 500 companies](#) also call Memphis their home: FedEx Corp., Autozone Inc., and International Paper Co. FedEx employs around 30,000 employees in the city alone, earning Memphis the nickname "America's Distribution Center", since the company was founded locally in 1971.

Part of the reason Memphis has been able to maintain a stable economy is the major connection points the city features. Memphis' infrastructure includes:

- [Busiest cargo airport in the North America](#) (MEM)
- [Fifth-largest inland port in the U.S.](#) (Port of Memphis)
- Eight federal highways
- Three interstate highways
- Seven state highways



3.

GREAT RENTAL PROSPECTS

With interest rates on the rise, more renters are piling into the U.S. market. While this is a great sign for investors, it's important to invest where rental prices show signs of continuing to grow.

[According to Realtor.com](#), Memphis is #1 on the list of cities with high homeowner/investor competition. While Memphis still has fantastic rental prices in comparison to the rest of the country, rental prices have gone up 72% in the last year alone.

Currently, renters make up over 53% of total units in Memphis - and this number has stayed above 50% consistently, earning Memphis a place on the [list of cities with the highest percentage of renters](#).

And yet, Memphis still has some of the [lowest rental prices in the country](#), meaning there's still room for growth in rental rates. With prices rising across the U.S., these rates are a great sign for investors as more and more people will continue moving to places with a low cost of living.



4.

QUALITY OF LIFE

In addition to the low cost of living, Memphis has a lot to offer to both prospective residents and investors.

To begin, the "Home of the Blues" and the "Birthplace of Rock 'n' Roll" is home to many musicians and other performers. Music festivals often attract visitors to the city. A favorite destination is Beale Street: the three-block entertainment district featuring live music, bars, and delicious southern food.

In addition to music, Memphis features incredible history. Graceland, Elvis Presley's Memphis home, welcomes more than 500,000 visitors each year. The National Civil Rights Museum is another common attraction.

Memphis also features beautiful southern "patio weather", with mild winters and average summer temperatures. It also has an average of 238 sunny days per year, well above the U.S. average of 205.



5.

INVESTOR-FRIENDLY MARKET

Currently, Memphis' real estate market is ranked as one of the [five fastest-selling markets](#) in the United States. But there's still massive opportunity for investors in Memphis. In fact, the city is [still ranked on WalletHub's list](#) of the best real estate markets.

In addition to being one of the most affordable markets in the United States, Memphis has a few other qualities that make it a perfect location for investment.

Tennessee has some of the [lowest property taxes in the entire U.S.](#) In fact, the median yearly amount paid by property owners is only \$1,220; half the national average! This means that any investment you make now won't drain your bank account with continual costs after the purchase.

In addition, Tennessee has several laws that protect landlords.

- The state doesn't limit the [amount you can charge](#) as a security deposit.
- Tennessee has no rent control laws.
- No notice is required before raising rent.

There are many markets that boast landlord-friendly perks and benefits, but they don't come close to matching the low taxes, friendly laws, and affordability that Memphis features!

MEMPHIS REAL ESTATE PREDICTIONS

Interest rates are rising. This is a good sign that mortgage rates will continue to rise, meaning many otherwise prospective homebuyers will start looking for rentals. This poses the perfect opportunity for investors, since the Memphis' rental market is already competitive.

Because of more renters entering the market, rental prices should stay steady or continue to rise. Since rental prices are so low in comparison to the rest of the U.S., there's plenty of room for price growth. It's also possible that with inflation driving costs up nationwide, people from out of state will look for areas like Memphis with a great cost of living and low taxes.

These facts make Memphis one of the cities with the greatest opportunity for investors in the U.S. for 2022-2023. So, what are you waiting for?



INVEST WITH EVERNEST

For the investor looking for a “hidden gem” in the real estate world, Memphis is a great place to start. However, every investment opportunity comes with risk, which is even greater when you’re breaking into a new market.

That’s why it’s crucial to have a team surrounding you as you build wealth and make investment decisions. Knowledgeable investment teams can help you avoid the common mistakes most investors make (and give you the extra boost of confidence to know you’re making a smart investment decision).

Here at [Evernest](#), we have extensive, boots-on-the-ground experience when it comes to investing in Tennessee. And not only that—we’ve also been [analyzing and sharing our information](#) about this opportunity-filled market for other investors to study.

Our local team can be your eyes and ears in the Memphis real estate world, saving you hours of time (and a few headaches as well). We’ll connect you with investor-friendly real estate agents and advisors to make your wealth-building journey smooth and successful.



Ready to invest with the help of a qualified team?
[LET'S TALK.](#)

Are you an investor not just limited to Memphis or Tennessee? You can invest in [some of the best real estate markets](#) in the United States by working with Evernest’s in-house Brokerage team of investor-friendly Real Estate Agents. All you have to do is fill out this [form](#) and one of our agents will reach out within 24 hours.

WWW.EVERNEST.CO

Evernest is here to help you make the smartest investments in the most attractive markets.

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