Evernest

Tulsa, Oklahoma

Real Estate Overview 2022

Two important factors to consider when investing in real estate are steady population growth and a thriving job market. Tulsa, Oklahoma, meets both of these criteria.

Tulsa may often be overlooked when it comes to Midwestern cities, but it is a metro on the rise and holds many opportunities for the right investors.

Keep reading to learn more about Tulsa and decide if this city could be your next investment location.

About Tulsa, Oklahoma

Tulsa is located along the Arkansas River between the foothills of the Ozark Mountains and the Osage Hills. It is the second largest city in Oklahoma, where more than 25% of the state's population resides.

It was first settled in the late 1820s by the Creek Indians after they were removed from their ancestral homes. Throughout the 1800s, Tulsa was used as a central trading point for the ranchers and settlers in the area.

Tulsa became a boomtown after oil was discovered in 1901 in Red Fork, a small community southwest of the city. Investors and oil prospectors flocked to the area, laying the foundation for Tulsa to become a leading city in many things related to oil and gas. Many oil companies also chose Tulsa as their home base, establishing Tulsa as the "Oil Capital of the Nation". Tulsa remains a hub for the oil and gas industry, but has diversified its economy and is now also known for its job market in aerospace, healthcare, and manufacturing industries.

Multiple factors including low cost of living, high quality of life, and diverse culture have contributed to the huge success of the Tulsa real estate market. Here's what you need to know about the city of Tulsa:

CITY STATISTICS

Population
417, 298 (city proper)
1,006,411 (metro area)

Median Income
$31,753 /capita
$49, 474 /household

Median Age
35.2 years

Area
197.5 sq mi (city proper)

Unemployment rate
3.1%

GDP
$53.6934 billion
(up 13 billion since 2010)

Highest Paying Jobs
Internists, physicians/ surgeons, family/general practitioners, nurse anesthetists, geoscientists, lawyers, petroleum engineers

Major employers
American Airlines, Ascension St. John, Hillcrest HealthCare System, Saint Francis Health System, Tulsa Public Schools

TULSA REAL ESTATE MARKET STATISTICS

122 Neighborhoods	1,540 Homes for sale as of September 2022	$239.9K Median List Price	$225K Median Sold Price
$133 Median Price per Square Foot	93% Sale-to-List Price Ratio	45 Median Days on Market	$904 Median Monthly Rent
19.3% 1-Year Appreciation Rate	20.74% Price-To-Rent Ratio	8% Rental Vacancy Rate	2.5% Homeowner Vacancy Rate

Most Expensive Neighborhoods

Neighborhood	Average Monthly Rent	Median Listing Price
Garden District	$2,906	$833,455
Timberlane Hills	$980	$633,785
Ranch Acres	$2,015	$613,867
S Airport Way/W Cessna Dr	$1,413	$579,927
Preston Woods	$1,971	$579,716

Least Expensive Neighborhoods

Neighborhood	Median Monthly Rent	Median Listing Price
Crutchfield	$740	$34,510
Suburban Hills	$810	$49,961
Riverwood Sustainability Network	$716	$53,051
Shady Oaks	$815	$60,054
Park Valley/Red Fork	$919	$65,973

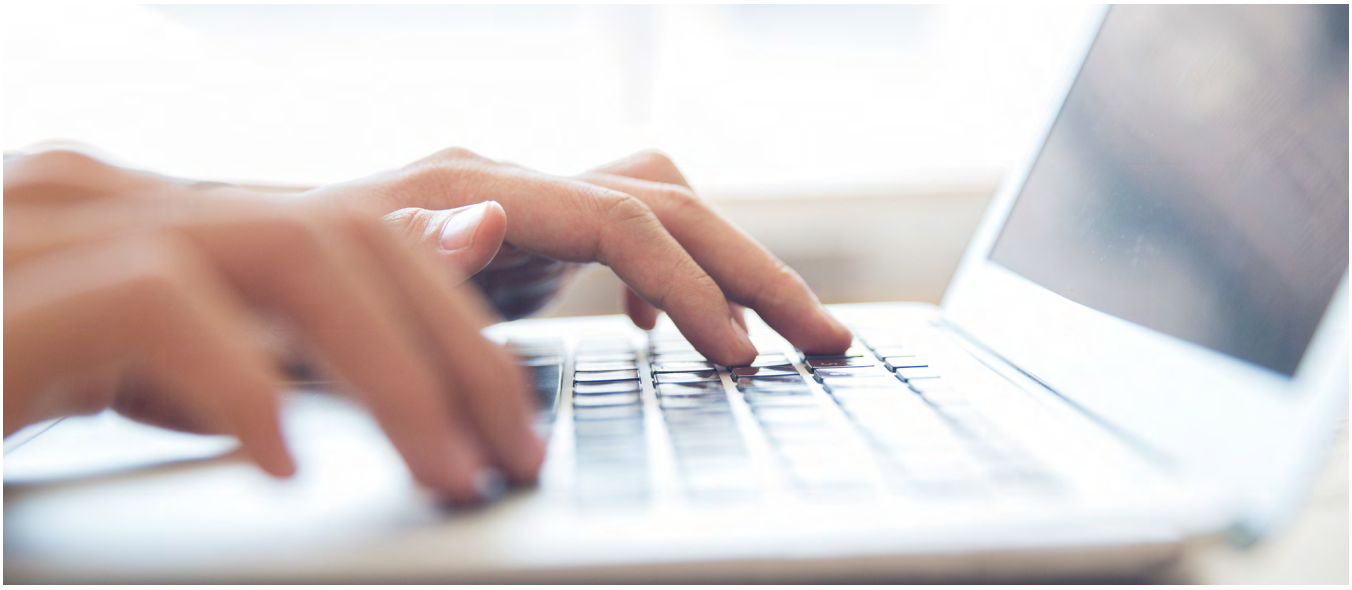
LOOKING FOR AN INVESTOR-FRIENDLY AGENT?

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!



AT-A-GLANCE PROS AND CONS
TO INVESTING IN TULSA

When looking at any new real estate market, it's important to consider all aspects of investing in the area. Considerations like quality of life, overall affordability, and school choice will impact your long-term investment even if they aren't a direct factor in your buying decision.

Here are a few pros and cons of investing in Tulsa, Oklahoma. These will have a different impact on you depending on your risk tolerance and investment strategy. Don't have an investment strategy yet? No worries - just get in touch with our team to put together a solid plan today.

Pros of Tulsa, Oklahoma

- Central location
- International airport
- Established job market
- Affordable cost of living
- Low unemployment rate
- Strong highway system
- Racial diversity
- Convenient commutes
- Outdoor environment and accessibility
- Endless entertainment

Cons of Tulsa, Oklahoma

- Has a reputation for being dangerous
- Poor public transportation
- Extreme weather
- Higher-than-average sales tax

FIVE REASONS
TO INVEST IN TULSA REAL ESTATE

As with any city, a potential investor needs to weigh the pros and cons to make the best decision. While there are many perks of investing in the Tulsa housing market, here are the top five:

1. Affordability
2. High Quality of Life
3. Economic Stability
4. Attractive Renters' Market
5. Accessibility and Convenient Commutes

1. AFFORDABILITY

Oklahoma is known as one of the cheapest states in the US to live, second only to Mississippi when it comes to affordability. Tulsa is no exception, with the overall cost of living sitting at 14% lower than the average US city. That is a valuable quality for a city to have, especially when inflation is at a 40-year high.

Many people are attracted to Tulsa because of the affordable house prices when compared to other metro areas. In fact, with a median home price of $225,000 and a median rent of $904, the housing costs in Tulsa are 35% lower than the national average.

Not only are housing costs in Tulsa lower than average, other costs such as groceries, utilities and transportation are also more affordable. Below is a breakdown of the cost of living in comparison to the national average:

Category	Comparison
Housing	35% below average
Utilities	3% below average
Transportation	5% below average
Food and Grocery	5% below average

2. HIGH QUALITY OF LIFE

While the low cost of living may bring people to Tulsa, they often choose to stay due to everything the metro area has to offer. Tulsa has a vibrant, distinct culture that is a mixture of the South, Southwest, and Midwest's characteristics, in addition to Native American heritage. Its diversity allows Tulsa to offer a wide range of opportunities to every individual, regardless of their phase of life.

Let's dive into more detail on a few of the attractive things Tulsa has to offer:

ART AND ARCHITECTURE

Tulsa is known for its vibrant art scene and is home to one of largest art collections in the nation. The city has two major art museums, the Philbrook Museum of Art and the Gilcrease Museum, both of which contain an extensive collection of Native American art.

Because of the influx of wealth that accompanied the oil boom in the 1900s, many of the buildings in downtown Tulsa have the signature geometric patterns and bold designs of the Art Deco movement. This unique area of Tulsa is now known as the Deco District.

ENTERTAINMENT

Tulsa is known for its incredible, diverse music scene that attracts some of the best musicians from around the world. Tulsa has a propensity for jazz and western swing, but has a wide variety of music venues that feature every musical genre. Popular venues include:

- Cain's Ballroom
- Tulsa Theater
- The BOK Center
- Guthrie Green

Tulsa has a variety of festivals occurring year-round, meaning that there is always a party to be found. Popular must-see festivals in Tulsa include:

- **First Friday Art Crawl**: Voted as one of the Best Public Entertainment Events in Tulsa, where the first weekend of every month all galleries, studios, and museums open their doors at a reduced cost.
- **Germanfest** is an example of the city's diversity, in which anyone can experience German culture, including live music, beer, and food.

- **Tulsa Water Lantern Festival**: A festival celebrating life and those close to you by floating personalized messages on paper lanterns down the river.
- **Pow Wow of Champions** is hosted by the Intertribal Indian Club of Tulsa and features traditional food, ceremonies, and dances.

For those who prefer outdoor activities, there are over 130 parks with more than 50 miles of hiking trails. Because of its proximity to the Arkansas River, Tulsa also offers waterfront recreation including paddle boating and kayaking.

OUTDOOR ENVIRONMENT

While Tulsa is the second largest metro area in OK, it still has its fair share of outdoor activities. There are over 50 miles of trails in Tulsa, many of which give incredible views of the Arkansas River. Close proximity to the river also provides waterfront recreational options, including paddle boating and kayaking.

Tulsa has over 130 parks, including the River West Festival Park and Turkey Mountain Urban Wilderness Area. However, one of the most popular parks is the Gathering Place. The goal for this park was to create a space for the Tulsa community to gather. The countless activities, special events, and dining options ensure that people of all ages can find something to do. The Gathering Place was voted USA Today's Best City Park in 2021.

ATTRACTS REMOTE WORKERS

Tulsa recognizes that remote workers are a relatively untapped source of economic growth and is proactively offering incentives for remote workers to relocate to the metro area.

Tulsa Remote is a nonprofit organization that is giving out between $11 million and $15 million in grants to remote workers this year alone. Since they were founded in 2018, they have awarded over 1,800 grants. Grants include not only $10,000 to help with relocation expenses, but also a year's membership to a local co-working space.

PERFECT FOR RETIREES

Tulsa is not only an affordable place to live, it is a wonderful place for retirees to spend their golden years. The many restaurants, outdoor recreation, and entertainment options that Tulsa has to offer definitely contribute to it being a great place for retirees. But wait, there's more! The city has a great healthcare system, and is home to the best hospital in Oklahoma, Saint Francis Hospital. Furthermore, Oklahoma offers a full exemption for Social Security retirement benefits as well as deductions toward a pension or 401(k).

3. STRONG ECONOMY

The oil industry is what initially put Tulsa on the map, and has driven the city's economic success for decades. The United States Oil and Gas Association was founded in Tulsa and has provided thousands of jobs for locals for generations. Other energy producers in Tulsa include Williams Companies, ONE Gas, WPX Energy, and Excel Energy.

While the oil industry is still a huge part of the job market in Tulsa today, due to industry-wide unpredictability, many residents have expanded to other sectors. Entrepreneurial businesses and startups are booming, with small businesses making up 80% of LLCs in the city. Other major industries in Tulsa include aerospace, finance, technology, telecommunications, and manufacturing.

The job market in Tulsa has consistently grown over the past number of years despite the setbacks caused by a global pandemic. The GDP of Tulsa is more than $53.6 billion and has grown almost 29% over that past 10 years.

When looking at potential investment options, it is important to consider the local job market. Job seekers will continue to relocate to an area with a strong economy, which in turn has a positive impact on the real estate market.

4. ATTRACTIVE RENTER'S MARKET

Factors to consider when determining whether a location is favorable for rental property include:

- Economic success
- Population growth
- High demand for rental properties
- Real estate appreciation

Tulsa has all the earmarks for success when it comes to rental property. We've already covered the area's economic success that shows no signs of slowing, so let's look at some other factors.

Population growth in Tulsa is at an all-time high, and that fact is not likely to change anytime soon. Tulsa is currently growing at a rate of 0.51% per year.

Currently, approximately 44% of total occupied housing units in Tulsa are renters, but demand for rentals in the metro area appears to still be climbing. In the past, it was typical for 10% of rental units in Tulsa to be vacant, however this year, the rental vacancy has dropped to approximately 5%.

Rental rates in Tulsa have climbed 12% in the last year and will likely hold steady or continue to climb. Furthermore, average household income is on the rise which, when combined with the other factors discussed, makes rental property in Tulsa a solid investment.

5. ACCESSIBILITY AND CONVENIENT COMMUTES

One reason that Tulsa has been able to maintain such a stable economy is the accessibility that the city's transportation network provides. Tulsa's infrastructure includes:

- **Roadways**: Interstate 44 enters Tulsa from the southwest and bypasses downtown Tulsa to the south, while Interstate 244 and Interstate 444 pass directly through downtown. Tulsa also has access to Interstate 40 and Interstate 35. Other major roadways include four federal highways and one state highway.

- **Air**: Tulsa is home to the Tulsa International Airport, which offers direct flights to 17 cities with over 55 departures per day.

- **Rail**: Two mainline railroads and three short line carriers serve major industrial parks, including the Tulsa Port of Catoosa.

- **Water**: The Tulsa Port of Catoosa offers year-round, ice-free barge service.

Essentially, Tulsa has the infrastructure needed to support its growing economy. Despite an enormous size of 201.8 square miles and exponential population growth, Tulsa still boasts the second-fastest commute time for a major city. You can drive anywhere in the city in approximately 20 minutes!

TULSA REAL ESTATE MARKET
PREDICTIONS

While it is impossible to predict the future, analyzing statistics and trends of the past can assist investors in making educated decisions. Here are a few factors that will affect the future of Tulsa's housing market.

Tulsa will likely remain affordable.

As prices across the country rise, people will continue to move to locations with relative affordability. Tulsa has been featured on US News' Most Affordable Cities to Live list consistently over the past few years, and that is not likely to change.

Rental rates will hold steady or continue to rise.

This can be primarily attributed to two main factors:

1. Population growth in Tulsa. The city has seen population growth over 8.3% since 2010, and numbers officially hit the 1 million mark in the 2020 census. Since the pandemic, Tulsa has seen a rise in out-of-state homebuyers moving in, primarily in search of a better quality of life.
2. Rental demand is climbing. Tulsa's diverse job market, low cost of living, high quality of life, and continued population increase all point to a consistent number of renters in Tulsa. Furthermore, as mortgage rates rise, people will be more likely to opt to rent instead of buying their own home.

Businesses will continue to move to Tulsa.

Now that Tulsa's population has officially passed the 1 million mark, large companies are now more likely to consider the area for a relocation or expansion. Furthermore, the low rent rates, energy costs, and taxes that Tulsa offers make the cost of doing business 11% less than the US average. This means that Tulsa is the perfect place to start a business.

INVEST WITH **EVERNEST**

Every investment opportunity comes with risk, but it's even harder to know what to do when the whole world fears a recession. With every news source calling for a "collapse" of some sort or predicting "another bubble," how can you sort through the fluff and find the most valuable markets for your money?

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, *even in the most unpredictable markets.*)

Here at Evernest, we've been investing in markets across the United States since 2008. And not only that—we've also been analyzing and sharing our information about these opportunity-filled markets, in good times and bad, for other investors to study.

Our local team can be your eyes and ears in the Tulsa 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 Tulsa or Oklahoma? 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.

*Make the best investments in the most attractive markets with Evernest.....**in good times and bad.***

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