



TMG Northwest MARKET PULSE

A Snapshot of the Pacific Northwest Single Family Property Management Market

As the year 2024 wrapped up, single family property values rose 6% across the year. In contrast, multifamily properties may not see the same level of appreciation or rent growth, especially in densely populated urban areas where supply is higher, competition is more intense, and rents are more regulated. This nationwide trend is clearly illustrated in the Vancouver/Portland-metro area as single family housing continues to be built at a steady pace. In Vancouver, the growth potential is greater due to less restrictions on development of single-family housing compared to Portland.

The demand among renters for single family homes remains high and is rewarded: on average a TMG single family home rents for \$317/month more than higher density models. Renters are willing to pay more for the added benefits of a detached home, such as larger living areas, yards, and the perception of higher quality.

As property values continue to increase for single family homes, the lock-in effect continues to influence the sales and rental markets. Homeowners (or, inversely, renters) are reluctant to sell (or buy) because fixed rate mortgages are lower than current market rates (or they're reluctant to purchase at high rates and wait in the hopes for rates to drop). Despite the twists and turns of the last 2 years, the market forces remain strong and single family properties continue to do well in terms of tenancy length and monthly rent values over high-density property formats.

LEGAL KNOWLEDGE: RENT INCREASES

Washington State: A bill that would limit the amount of rent and fee increases Washington landlords can charge in a 12-month period passed out of the House Housing Committee on Monday during executive session.

House Bill 1217 would cap the amount of rent and fee increases a landlord can impose on tenants to 7% in any 12-month period, while also prohibiting increases in the first 12 months of a tenant's lease. The bill requires rent and fee increase notices, and adds limits to move-in fees, security deposits and late fees. Additionally, violations of the bill would be enforceable by the state attorney general under the Consumer Protection Act. addressing rent pricing. Rent may only be increased once per 12 month period in Washington with 60 days' notice.

This Market Pulse is brought to you by **TMG Northwest**, an AMO accredited property management company providing a full suite of management services for single family and multifamily rental properties. TMG specializes in the leasing and maintenance of single family homes, condos, and plexes, offering unrivaled personal attention to our property owners. Locally owned and regionally focused, TMG has been helping clients reach their financial goals for more than 30 years.



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QUARTERLY FACT: The demand for single family rental housing in both suburban and urban areas is ongoing. In 2024, 41% of renters in the United States lived in single family rentals, a number that is expected to rise, as housing affordability is near an all-time low.



Vancouver/Clark County
7710 NE Vancouver Mall Drive
Vancouver, WA 98662

Portland-Metro
16250 SW Upper Boones Ferry Rd, Ste 250
Portland, OR 97224

Salem
698 12th Street SE, Ste. 240A
Salem, OR 97301

Tri-Cities
30 S Louisiana Street
Kennewick, WA 99336



SW WASHINGTON Rental Market

- ▶ Average rent in SWWA has increased slightly since Q3, and on average runs about \$100 above last year's average, continuing to outpace the the national average by \$150 month-over-month.
- ▶ The average days on the market rose slightly, from the 37.5 days in Q3 to 48 days in Q4. This aligns with seasonal trends and still sits well below the national average of 63 days.
- ▶ Delinquency rates for SWWA dropped by an entire percentage in Q4, now sitting at less than 1%, signaling a stable rental environment and consistent tenant payments in the TMG SWWA market.
- ▶ TMG tenants in SWWA continue to show stability, with an average tenancy length of over 4.5 years in the same home, compared to the national average of 3 years.

[Read the Full SWWA Zillow Report](#)

Average Market Rent	Average Days on Market	TMG Average Length of Tenancy (Years)	Delinquency
\$2,400	48	4.62	0.52%



PORTLAND Rental Market

- ▶ Portland rents did not change significantly in Q4, remaining stable at \$2,645/month.
- ▶ At 58.5 days, the time to rent a single family home in Portland has risen, and they continue to remain on the market longer than other regions, though still below the national average of 63 days on market.
- ▶ Portland-metro's delinquency rates reduced significantly in Q4, dropping below 0.5%, demonstrating tenant reliability and effective rent control in a market with higher than average rental prices.
- ▶ TMG tenants in PDX stay about 3.79 years, slightly higher than the national average of 3 years.

[Read the Full Portland Zillow Report](#)

Average Market Rent	Average Days on Market	TMG Average Length of Tenancy (Years)	Delinquency
\$2,645	58.5	3.79	0.34%



TRI-CITIES Rental Market

- ▶ Average rent in the Tri-Cities dropped by nearly \$100 in Q4 compared to Q3, falling slightly below last years' benchmark before rising above in December. Currently, rents in the Tri-Cities are on par with the national average of \$2,250.
- ▶ While the Tri-Cities notably sees the shortest average time to rent, the average days on the market rose in Q4.
- ▶ The Tri Cities region boasts the lowest delinquency rate, currently sitting at 0%. This number is expected to rise, though delinquency in the Tri-Cities will remain low.
- ▶ *Average length of tenancy is low in Tri-Cities. TMG has only operated in this market for a few years. Tenancy length is expected to eventually match or outpace other TMG markets in addition to the national average.

[Read the Full Tri-Cities Zillow Report](#)

Average Market Rent	Average Days on Market	TMG Average Length of Tenancy (Years)	Delinquency
\$2,248	36.6	1.80*	0%



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