



COMPANY OVERVIEW

ABOUT REI NATION

As a true turnkey investment company, we purchase and renovate properties. Then, we market each property, qualify applicants to become residents, and, finally, we provide property management—all with exceptional customer service!

Based on many years of experience in this work, we carefully choose each of our markets to ensure we're able to provide the best experience possible for each and every one of our investors and residents alike.

Our current markets include:

Memphis
Little Rock
St. Louis
Dallas-Ft. Worth
Houston
San Antonio

Oklahoma City
Tulsa
Birmingham
Huntsville
Tuscaloosa





2003

Year REI Nation
Began



3,400+

Total Clients



120

Total Employees



30

Employees with 5+ Years of
Experience Working at REI Nation



7

Years Running in Inc. 5000
Fastest Growing Companies

REI NATION: BY THE NUMBERS

PROPERTY MANAGAMENT: BY THE NUMBERS



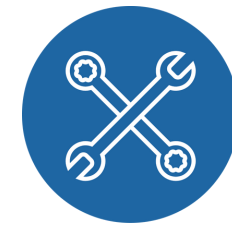
7,600+

Properties Under
Management



<2%

Average Vacancy Rate



<5%

Annual Maintenance Cost



35

Average Days to Rent



6.7

Years Average Resident
Length of Stay



1

Year Minimum
Lease Term



80%

of Residents Renew
Their First Lease



<2%

Eviction Rate

MARKETS BY THE NUMBERS

AVERAGE NET RETURNS FOR INVESTORS:

Net of Insurance, Taxes & Property
Management Fees

Cash Purchase:

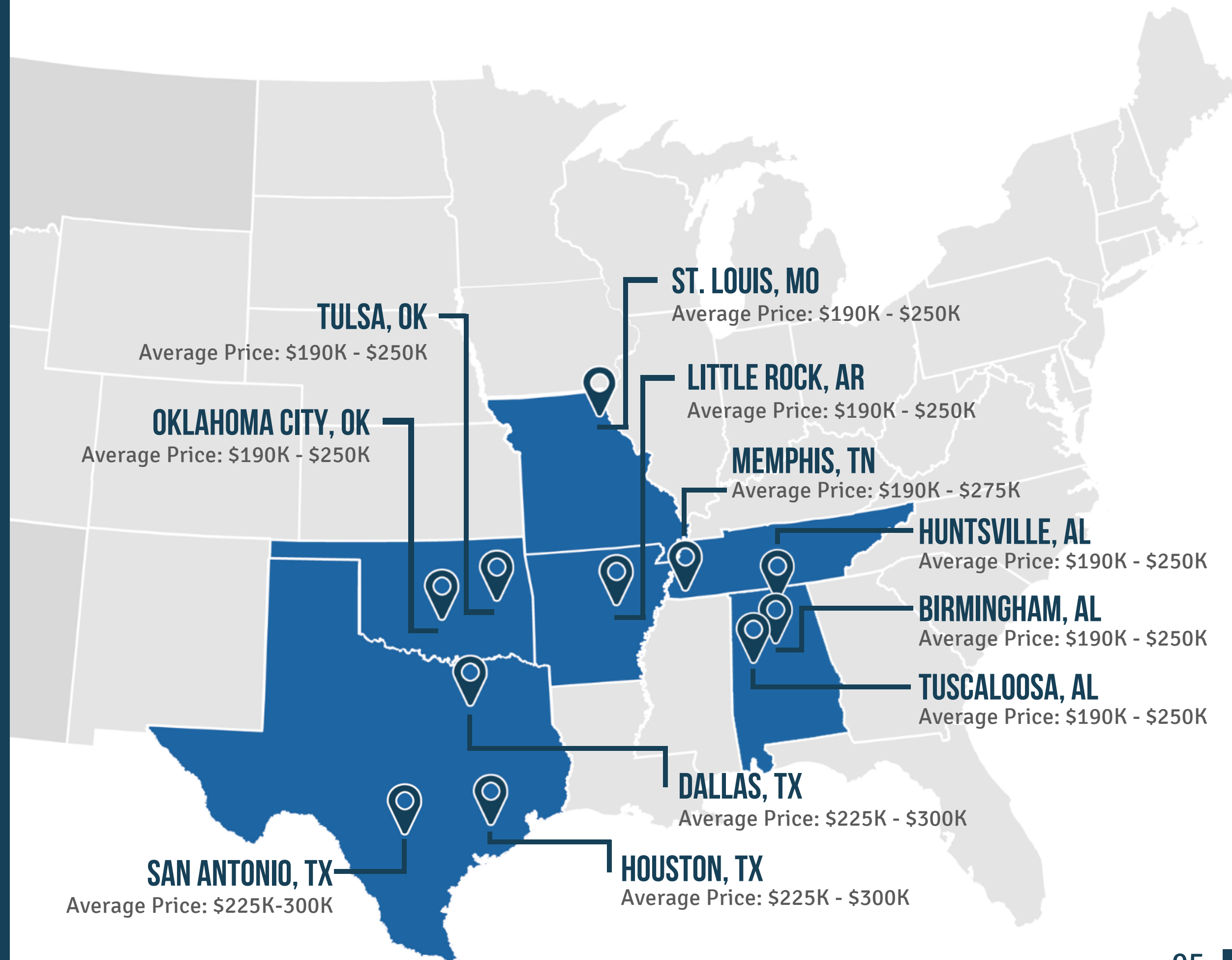
5 - 6%

Leveraged Purchase:

10 - 14%

Average Rent to Price Ratio:

.6% - .7%



AT A GLANCE: MEMPHIS, TN

KEY INDUSTRIES

Manufacturing, Transportation, and Shipping.

MAJOR BUSINESSES

St. Jude's Children's Research Hospital, AutoZone, FedEx, University of Tennessee Health Science Center, Smith & Nephew, First Horizon National Corporation, and International Paper.

GOOD TO KNOW

- Due to its geographic advantage, Memphis is a logistical hotbed including: two major interstates; five out of the seven Class 1 railroads; heavy freight traffic on the Mississippi River; the world's largest cargo airport.
- Using 4 modes of transportation - runway, road, rail and river - ensure that Memphis is the most reliable and cost-effective location for logistics and distribution jobs.
- Low tax rates, an attractive cost of living, and affordable real estate create an ideal business climate.

[LEARN MORE ABOUT THIS MARKET](#)

1.3M

**METRO
POPULATION**

53.1%

**RENTER
POPULATION**

\$190K - 275K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: LITTLE ROCK, AR

KEY INDUSTRIES

Aerospace, Energy, Health Care, Technology, Manufacturing, and Transportation.

MAJOR BUSINESSES

Dillard's, University of Arkansas for Medical Sciences, AT&T, Verizon Wireless, and Baptist Health.

GOOD TO KNOW

- It is located in the center of the country with 40% of the nation's population and buying power within a 550-mile radius.
- Military installations include the Little Rock Air Force Base and Camp Joe T. Robinson, which combine for over \$800 million in annual economic impact for the State of Arkansas.
- Halfway between Canada and Mexico, the Little Rock region offers access to 100 million people within a 550-mile radius. Air, rail, water, and interstates give the region an ideal intermodal network.

[LEARN MORE ABOUT THIS MARKET](#)

900,000

**METRO
POPULATION**

43.9%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: ST. LOUIS, MO

KEY INDUSTRIES

Aviation, Biotechnology, Chemicals, Electrical Utilities, Food & Beverage Manufacturing, Refining, Research, Telecommunications, and Transportation.

COMPANIES THAT CALL ST. LOUIS HOME

Express Scripts, Emerson Electric, Monsanto, Reinsurance Group of America, Jones Financial (Edward Jones), Anheuser-Busch, and Nestlé Purina PetCare.

GOOD TO KNOW

- Nine of the ten Fortune 500 companies based in Missouri are located within the St. Louis metropolitan area.
- Known for its growing medical, pharmaceutical, and research presence due to institutions such as Washington University in St. Louis, Saint Louis University, and Barnes-Jewish Hospital.
- Home to 2 professional sports teams: MLB St. Louis Cardinals and NHL St. Louis Blues.
- The Mississippi River and Missouri River in St. Louis play a large role in moving goods.
- Home to the nation's third-largest railroad hub.

[LEARN MORE ABOUT THIS MARKET](#)

2.8M

**METRO
POPULATION**

56.6%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: DFW METROPLEX

KEY INDUSTRIES

Defense, Financial Services, Information Technology & Data, Semiconductors, Transportation Telecommunications, and Processing.

MAJOR BUSINESSES

Exxon Mobile, AT&T, American Airlines, Toyota Manufacturing, Valero Energy Corp., Texas Instruments, and Lockheed Martin.

GOOD TO KNOW

- 300 people move to DFW everyday.
- Dallas job growth is twice the national average.
- There are numerous tax incentive programs for employers that started when George W. Bush became Texas governor. This now brings in tens of thousands of jobs to the local economy.
- Due to its central location and world-class transportation infrastructure, Dallas-Fort Worth is a major international gateway, excelling in passenger air travel and air cargo operations.
- DFW ranks among the top three U.S. metropolitan areas for business expansions, relocations, and employment growth.

[LEARN MORE ABOUT THIS MARKET](#)

6.8 M

**METRO
POPULATION**

58.8%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: HOUSTON, TX

KEY INDUSTRIES

Oil & Gas Exploration, Petroleum Refining, Petrochemical Production, Medical Research, Computer, Aerospace, and Environmental Technology.

MAJOR BUSINESSES

Phillips 66, Sysco Corp, Halliburton, Waste Management Inc., NASA, Marathon Oil, and Dell Inc.

GOOD TO KNOW

- Ranks first among US cities where paychecks stretch the furthest, according to Forbes.
- Houston is home to the 2nd largest concentration of Fortune 1000 companies in the country (49) behind New York (72).
- International trade directly or indirectly supports more than 1/3 of all jobs in the Houston Metro Area.
- Greater Houston area has 14 major institutions of higher learning.
- Home of Johnson Space Center, home to our nation's astronauts and the site of Mission Control, generating annually a \$73M economic impact.

[LEARN MORE ABOUT THIS MARKET](#)

6M

**METRO
POPULATION**

57.1%

**RENTER
POPULATION**

\$235K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: SAN ANTONIO, TX

KEY INDUSTRIES

Oil & Gas Exploration, Petroleum Refining, Petrochemical Production, Manufacturing, Health Care, Government-Civil Service, and Financial Services.

MAJOR BUSINESSES

Biglari Holdings, DaHill Office Technology, H-E-B, iHeartMedia, Valero Energy Corp., USAA, and Whataburger.

GOOD TO KNOW

- The city is home to the famous Alamo, along with five other 18th-century Spanish frontier missions.
- For sports fans, being the home of the five-time NBA champion San Antonio Spurs and San Antonio Stock Show & Rodeo are just more reasons to travel to this unique city.
- The City and State prioritize jobs, investments, and companies with a plethora of financial incentive tools, including tax abatements, development services fee waivers, and state enterprise funds.
- With nearly a 35% rental population, turnkey real estate properties boom.

[LEARN MORE ABOUT THIS MARKET](#)

2.5M

**METRO
POPULATION**

33.8%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: OKLAHOMA CITY, OK

KEY INDUSTRIES

Aviation/Aerospace, Biotechnology, Energy, Transportation & Logistics, Government, and Health Care.

MAJOR BUSINESSES

BancFirst, Chesapeake Energy, Continental Resources, Devon Energy, Love's Travel Stops & Country Stores, Paycom, and OGE Energy.

GOOD TO KNOW

- Being the state capital, there's a large budget for cleanliness public safety, transportation, law enforcement and infrastructure. All of this pointing to long-term viability of the real estate market.
- 25% of jobs are government and military, making them economy-proof and providing build in rental demand.
- With abundant oil, natural gas reserves and wind power, OKC is home to the headquarters of Fortune 500 energy companies, and some of the largest energy companies in the state.
- Large concentration of aviation and aerospace firms in the state, employing 38,000 and growing.

[LEARN MORE ABOUT THIS MARKET](#)

1.4M

**METRO
POPULATION**

38%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: TULSA, OK

KEY INDUSTRIES

Aerospace Manufacturing & Aviation; Health Care, Energy, Machinery, & Transportation, Distribution, and Logistics.

MAJOR BUSINESSES

ONEOK, Williams Companies, Dollar-Thrifty Automotive Group, BOK Financial Corporation, Plymouth Pharmaceuticals, Explorer Pipeline, and Spirit AeroSystems.

GOOD TO KNOW

- Aircraft and aerospace industry is the region's largest industry.
- The Tulsa Port of Catoosaport provides low-cost shipping to the Mississippi River.
- Items and goods produced: airplane parts, appliances, metal pipes and pumps, fiber optics, meat, feed, boilers, burners, fishing rods, natural gas.
- Cost of living is 8% lower than the national average.
- Tulsa is located in the most densely populated county in Oklahoma.
- Amazon chose Tulsa as the new site of its fulfillment center.

[LEARN MORE ABOUT THIS MARKET](#)

998,171

**METRO
POPULATION**

42%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: BIRMINGHAM

KEY INDUSTRIES

Healthcare, Fabricated Metals Manufacturing, Steel, Oil, Financial Services, Life Sciences, Digital Information and Media

MAJOR BUSINESSES

Alabama Power Company, American Cast Iron Pipe Co. Inc., Blue Cross and Blue Shield of Alabama, Regions Financial Corporation, UAB Hospital

GOOD TO KNOW

- Birmingham is known as the founding city for the recognition of Veterans Day and hosts the nation's oldest and largest Veterans Day celebration.
- Birmingham is the only place in the world where all the ingredients for making iron are present—coal, iron ore and limestone, all within a ten-mile radius.
- Birmingham's home values have been steadily increasing and are projected to continue into the coming years.
- Birmingham has consistently been ranked one of the most affordable cities to live in and has low property taxes.

[LEARN MORE ABOUT THIS MARKET](#)

1.2 M

**METRO
POPULATION**

26.3%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: HUNTSVILLE

KEY INDUSTRIES

Aerospace/Defense, Information Technology, Advanced Manufacturing, Bioscience

MAJOR BUSINESSES

ADTRAN, Inc., Advanced Turbine Engine Company, Dynetics, NASA/Marshall Space Flight Center, Redstone Federal Credit Union

GOOD TO KNOW

- Huntsville is known as the "Rocket City" thanks to the rocketeers who settled there in the '50s, and for being the home to NASA's Marshall Space Flight Center and the Army's Redstone Arsenal.
- The city is located in the Tennessee River Valley in the northernmost part of Alabama. It's the 4th largest city in Alabama and part of the 2nd most populated metropolitan area in the state.
- Huntsville is a steadily growing city. The estimated population of the Huntsville metro area is forecast to reach nearly 530,000 by 2030.
- Between 2021 and 2026, the city is forecast to overtake Birmingham as Alabama's largest city.

[LEARN MORE ABOUT THIS MARKET](#)

462,693

**METRO
POPULATION**

26.7%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

AT A GLANCE: TUSCALOOSA

KEY INDUSTRIES

Automotive, Construction, Chemical/Pharmaceutical, Software Development, Steel, Fiberglass/Aluminum Screening, Media Specialists

MAJOR BUSINESSES

BFGoodrich Tires/Michelin North America, Inc., DCH Regional Medical Center, Mercedes Benz U.S. International, Inc. Phifer Incorporated

GOOD TO KNOW

- Throughout the 2000s and 2010s, Tuscaloosa was repeatedly recognized as the "Most Livable City in America", one of America's "100 Best Communities for Young People", one of the "50 Best College Towns", and one of the "Best Places to Launch a Small Business".
- Tuscaloosa is part of the "Sunbelt Surge", a region of the southern United States with markets that are expected to thrive in the coming years.
- Tuscaloosa is home to the Crimson Tide, with one of the most sought after university programs for football in the country, fueling its economy.
- Tuscaloosa is known as the "Druid City" because of its numerous water oaks planted in its downtown streets since the 1840s.

[LEARN MORE ABOUT THIS MARKET](#)

239,589

METRO
POPULATION

35.9%

RENTER
POPULATION

\$190K - \$250K

AVG. HOME PRICE
(POST-REHAB)

SERVICES PROVIDED

PREMIER PROPERTY MANAGEMENT

MARKETING MANAGEMENT

- Properties to residents via website
- Call center
- Signs
- Online ads

MAINTENANCE MANAGEMENT

- Handles all maintenance requests by resident
- Contracts vendors out to complete any repairs needed
- Oversees jobs completed thoroughly to ensure our standards are met

MOVE OUT MANAGEMENT

- Handles all move-out assessment, repair work required, final inspections
- Before & after pictures
- Handles any and all process pertaining to evictions

OTHER SERVICES

- 24 hr. access to owner portal (includes statements, direct deposit, end of yr. tax documents)
- Monthly rent collection
- Monthly customer service call with owner

FEE STRUCTURE

PREMIER PROPERTY MANAGEMENT

Investor

**1 - 4
PROPERTIES**

**10%
MANAGEMENT
FEE**

**\$250
RENEWAL
FEE**

WOW Group Member

**5 - 9
PROPERTIES**

**9%
MANAGEMENT
FEE**

**\$0
RENEWAL
FEE**

Platinum WOW Member

**10 OR MORE
PROPERTIES**

**8%
MANAGEMENT
FEE**

**\$0
RENEWAL
FEE**



BENEFITS PREFERRED OWNER

INVESTORS WHO OWN 5 OR MORE HOUSES

- A designated 24-hour toll-free customer service line
- Reduced monthly management fee
- A single dedicated customer service team member
- Annual portfolio analysis
- Preferred rent payment schedule

REI NATION

WHAT YOU NEED TO KNOW

Prior to our first call, it would be productive to cover a few basics to determine if we would be a good fit for you as a company, and if you would be a good fit for us as a client.

1. REI Nation purchases distressed properties, rehabs them well beyond your typical rental property, and then we offer them to our clients for purchase. We also do all of our own property management, so as soon as the property is finished with rehab our rental team begins showing the property to prospective residents. Our company gives investors the opportunity to build a portfolio of properties that is balanced across multiple price points as well as geographically diversified.
2. We define ourselves as a “portfolio management company”, and that means that we work exclusively with clients who are building portfolios. To us, building a portfolio means owning at least three properties at a minimum, ideally five properties or more. We have found that clients are more satisfied when they have a larger portfolio.
3. Managing over 6,800 properties, our property management company is one of the best in the United States. Our average resident stays five years after initially signing a two year lease. Almost 76% of our residents extend their lease at least one time beyond the first two years. We devote the same care and attention in our customer service for the residents as we do for our clients, which creates an environment that keeps rentals in place longer.

4. Why do investors choose to invest with us? We have the best reputation and the most experience in the industry. In an area where most other companies are less than five years old, being around since 2003 makes us the “gray hairs” in the room, and that’s a powerful thing. We’ve been through multiple economic cycles and we know exactly what we are doing.

5. Another common reason why clients choose us is that we make it so simple for them to build a passive income portfolio across 11 different markets, all with streamlined communication through one point of contact (us!). Whether you own five properties in one of our markets, or one property in each of our 11 markets, you can almost never tell the difference because of how seamless we make the investment experience.

6. Our price points are almost exclusively between \$190K-300K. Memphis, Little Rock, St. Louis, Oklahoma City, Tulsa, Birmingham, Huntsville, and Tuscaloosa are typically \$190K - \$275K. Houston, San Antonio, and Dallas-Ft.Worth are typically \$225-300K.

REI NATION

WHAT YOU NEED TO KNOW

REI NATION

WHAT YOU NEED TO KNOW

7. The normal cash on cash return on our properties net of insurance, taxes, and property management fees is 5-6%, and the average leveraged net return is between 10-14% depending on the property and the financing structure taken on by the client.
8. Our average vacancy rate is below 2%, and our average maintenance per property is around 5% of gross rents. The industry averages are close to twice as high.
9. Starting with the day a client signs a contract for purchase, our award-winning customer service team is committed to giving them over-the-top and unexpected service. Regular customer calls and constant updates during and after the process have become our trademark. Our clients never feel like they've been ignored, forgotten, or left out. What has been our secret the last few years? Simple. We do what we say we're going to do: provide excellent customer service!



MEMPHIS, TN MARKET OVERVIEW

AT A GLANCE: MEMPHIS, TN

KEY INDUSTRIES

Manufacturing, Transportation, and Shipping.

MAJOR BUSINESSES

St. Jude's Children's Research Hospital, AutoZone, FedEx, University of Tennessee Health Science Center, Smith & Nephew, First Horizon National Corporation, and International Paper.

GOOD TO KNOW

- Due to its geographic advantage, Memphis is a logistical hotbed including: two major interstates; five out of the seven Class 1 railroads; heavy freight traffic on the Mississippi River; the world's largest cargo airport.
- Using 4 modes of transportation - runway, road, rail and river - ensure that Memphis is the most reliable and cost-effective location for logistics and distribution jobs.
- Low tax rates, an attractive cost of living, and affordable real estate create an ideal business climate.

[LEARN MORE ABOUT THIS MARKET](#)

1.3M

**METRO
POPULATION**

53.1%

**RENTER
POPULATION**

\$190K - \$275K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT MEMPHIS, TN

A CITY WITH SOUL, ALIVE WITH OPPORTUNITY

Real investment value in a city like Memphis comes from the city itself and the investment partner you choose to work with. REI Nation works with 2,100+ investors and manages almost 3,500+ properties in the Memphis area. We know what it takes to successfully invest in real estate.



BUSINESS SHINES & INDUSTRY THRIVES

One of the biggest advantages to the Memphis market is its growing economy. Home to an expanding list of Fortune 500 companies and nationally lauded institutions, Memphis is known as one of the best places to own and operate businesses big and small.

Among some of the big-name companies that call Memphis home and employ thousands, are:

- St. Jude's Children's Research Hospital
- AutoZone
- FedEx
- University of Tennessee Health Science Center
- Smith & Nephew
- First Horizon National Corporation
- International Paper

Memphis boasts an affordable cost of living and that of owning and operating a business, which attracts growth. It's a market vibrant with diversity both of people and businesses, an aspect that strengthens its economic base.

With job creation at an all-time high in Memphis, outpacing the 10-year annualized job growth rate of 51 major metropolitan areas, it's clear that the city with soul is moving in the right direction.



DISTRIBUTION HUB OF THE UNITED STATES

Memphis also serves as a major transportation and distribution nexus for the country. With two major interstates, five out of the seven Class 1 railroads, and Mississippi River access, Memphis has long been one of the most cost-effective and reliable locations for distribution and logistics jobs.

With the addition of the country's largest cargo and freight airport in the world, the amount of freight moving through Memphis is unmatched. More markets can be reached overnight by way of Memphis than any other in the world.

Memphis isn't just an industrial hub—in fact, if you know Memphis, it's probably for its rich history of music, art, and soul food. This is the home of the blues, Elvis Presley's Graceland, B.B King, Jerry Lee Lewis, Johnny Cash, and countless other legends from the past and present alike.

HISTORY & TOURISM

This history is most apparent on the famous Beale Street, an iconic location in blues history. Today, it's home to museums, music festivals, and some of the best barbecue the city has to offer.

Tourism is flourishing in Memphis as the city continues to gain accolades as one of the best tourist destinations not only in the region but in the country. This has led to an increasing number of local events, new businesses, downtown expansion and an overall sense of revitalization that has given the city new life, energy, and pride.



SIGHTS & SOUNDS



WHY INVEST IN MEMPHIS?

When we look at the affordability of the market, we see one of Memphis' biggest attractational qualities for investors. With home prices appreciating at a steady rate, we're seeing a market that is growing, steady, and most importantly, sustainable.

Forbes named Memphis among the best cities for real estate investment in 2019, citing its 6% price growth but overall affordability that makes buying single-family homes the best bet.

This alone is exciting enough for one's prospects investing in Memphis. Combine it with REI Nation's unmatched attention to detail, experience, and expertise, and our real estate investors have tools they need to achieve real long-term financial security in a world-class investment market.



LITTLE ROCK, AR MARKET OVERVIEW

AT A GLANCE: LITTLE ROCK, AR

KEY INDUSTRIES

Aerospace, Energy, Health Care, Technology, Manufacturing, and Transportation.

MAJOR BUSINESSES

Dillard's, University of Arkansas for Medical Sciences, AT&T, Verizon Wireless, and Baptist Health.

GOOD TO KNOW

- It is located in the center of the country with 40% of the nation's population and buying power within a 550-mile radius.
- Military installations include the Little Rock Air Force Base and Camp Joe T. Robinson, which combine for over \$800 million in annual economic impact for the State of Arkansas.
- Halfway between Canada and Mexico, the Little Rock region offers access to 100 million people within a 550-mile radius. Air, rail, water, and interstates give the region an ideal intermodal network.

[LEARN MORE ABOUT THIS MARKET](#)

900,000

**METRO
POPULATION**

43.9%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT LITTLE ROCK, AR

THE CENTER OF SOUTHERN INDUSTRY

The Arkansas state capital, once known solely for its agriculture, has steadily grown into a hub of industry, engineering, and yes—real estate investment. With a metro population of over 900K, Little Rock is a sleeping giant of passive investment potential.

REI Nation works with 3,400+ investors across 11 investment markets (and counting). Hand-selected for long-term buy-and-hold investment potential, learn why Little Rock is among our key markets for turnkey real estate investors below.



THE GEOGRAPHY OF OPPORTUNITY

Part of Little Rock's appeal has to do with its ideal location. The city is central to the country, so it has ideal access to a robust 40 percent of the nation's population and, subsequently, its buying power, within a 550-mile radius. For a city that has a strong rail, interstate, aerospace, and port presence, that means that Little Rock has an intermodal network with access to some 900,000 people.

Little Rock, Arkansas rests in unique geography, central to the country and accessible by every major manner of transportation, which poses the market as a regional power player in industry, export, and trade.

Though Arkansas was and is still largely an agricultural state, efforts to develop and industrialize Little Rock lead to the emergence of many manufacturing, healthcare, and service industries. More recently, biotechnology research has been a growing industry in the market as well. However, Little Rock's largest export remains air and spacecraft—bringing in hundreds of billions in revenue each year.



Little Rock's active and ambitious Chamber of Commerce has led to over \$2.5 billion in economic development in the past 25 years, crafting a business-friendly environment through strong tax incentives. Commercial development has also kept the Little Rock economy buzzing, with shopping attractions exploding in growth in 2015 and onward, leading to a surge of both commercial and residential development.

At the heart of Little Rock's economic strategy is sustainability. With record-low unemployment, rising wages, and an increase in consumer spending, Little Rock fosters an environment of stable economics through policy and the private sector.

GOVERNMENT JOBS STABILIZE THE MARKET

The advantages of the Little Rock market are similar to that of Oklahoma City in that, being a capital city, its access to a wealth of government jobs means that there is stability to the job market. These jobs will never evaporate in economic crisis, as there's little that can "crash" government jobs. When we look at the breakdown of top employers in Little Rock, we see that the government tops the list:

- State Government (35,200)
- Local Government (26,500)
- Federal Government (10,200)
- University of Arkansas for Medical Sciences (9,100)
- Baptist Health (6,590)
- Little Rock Air Force Base (4,500)
- Arkansas Children's Hospital (4,000)



ECONOMICS OF SUSTAINABILITY



REVITALIZATION & REAL ESTATE

Beyond the promise of Little Rock's economic strength is the city's revitalization efforts. The downtown area has seen aggressive revitalization over the last twenty years that have effectively doubled the market for retailers, manufacturers, services, and other industries. Even with revitalization efforts bringing in a swath of new businesses, jobs, and residents, Little Rock real estate is among the most affordable in the nation.

This is one of the primary benefits of the Little Rock market. With a 43.5 percent renter population, real estate investors have the opportunity to capitalize on the steady, modest growth under leadership that has long kept its focus on long-term sustainability for the city as a whole.

WHY INVEST IN LITTLE ROCK?

The Little Rock real estate market benefits turnkey investors by several key indicators. Through insightful leadership, the Little Rock economy has flourished and expanded. Overall market stability is increased with access to local, state, and federal government jobs.

The affordability of the market attracts both population growth and makes it accessible for real estate investors. Though inventory has been squeezed, turnkey investors can easily navigate the market with REI Nation. Our dedication to service, attention to detail, and customer experience have helped thousands of investors build successful passive investment portfolios.





REINation
A Memphis Invest Company

DFW METROPLEX, TX MARKET OVERVIEW

AT A GLANCE: DFW METROPLEX

KEY INDUSTRIES

Defense, Financial Services, Information Technology & Data, Semiconductors, Transportation Telecommunications, and Processing.

MAJOR BUSINESSES

Exxon Mobile, AT&T, American Airlines, Toyota Manufacturing, Valero Energy Corp., Texas Instruments, and Lockheed Martin.

GOOD TO KNOW

- 600 people move to DFW everyday.
- Dallas job growth is twice the national average.
- There are numerous tax incentive programs for employers that started when George W. Bush became Texas governor. This now brings in tens of thousands of jobs to the local economy.
- Due to its central location and world-class transportation infrastructure, Dallas-Fort Worth is a major international gateway, excelling in passenger air travel and air cargo operations.
- DFW ranks among the top three U.S. metropolitan areas for business expansions, relocations, and employment growth.

[LEARN MORE ABOUT THIS MARKET](#)

6.8 M

**METRO
POPULATION**

58.8%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT DFW METROPLEX, TX

AN INTERNATIONAL METROPLEX OF INNOVATION

Investors would be hard-pressed not to see the value in DFW real estate. Bustling with energy, innovation, and exponential job and population growth, this is an investment market that continues to defy odds with its strength. REI Nation strives to bring key opportunities to investors in markets with long-term buy-and-hold potential, not headline buzz.





INCREDIBLE MARKET DIVERSITY

Dallas-Ft. Worth ranks among the top three U.S. metropolitan areas for employment growth, business expansions, and relocations. In fact, it is home to nine Fortune 500 companies in the city limits alone, with more located in the greater DFW Metroplex. These include names like American Airlines, JCPenney, and ExxonMobil.

For years, like many large Texas cities, the Dallas economy was driven by the oil and energy industry. However, Dallas boasts one of the most vibrant and diverse economic environments in the United States. Featuring a wealth of startups and small business, a large presence in the defense, financial services, information technology, transportation, and telecommunications sectors, this diversification has mitigated market risk overall.

Thanks to tax incentive programs that have been in place for two decades, employers flood to Dallas, bringing in jobs by the tens of thousands. In fact, Dallas has a job growth rate twice that of the national rate. The city has been among the top 50 on Inc's list of best places in America to start a small business.

With 600 people moving to Dallas every day, it's no surprise that rental demand is high—with a 58.8 percent renter population in its 6.8 million metro population, the need for rental properties is high.

One of the biggest challenges facing the Dallas market over the last several years has been that unprecedented demand. This squeezed home prices and inventory while home building, as in much of the country, lagged. As the market evens out, however, we're seeing a return of inventory and the balancing of rising market prices. For investors, this means more options at better prices and an overall sense of stability to the market.

That said, Dallas is consistently named among other cities for best places for business, best places to invest, markets to watch, and even powering the world's economy. The Texas Triangle: Dallas, Houston, and San Antonio, together with Austin, have a combined economic output of \$1.2 trillion with just under 20 million people.

There's no doubt that Dallas is an economic powerhouse, and that leads to real estate investment potential for the long-term.



UNPARALLELED
BUY & HOLD
POTENTIAL



SIGHTS & SOUNDS

This bustling metroplex has an amazing amount to do. From a large number of major sports venues to watch elite competition to many world-renowned museums, there is plenty to attract visitors to the Dallas area. The city offers a lot of family oriented fun with its Zoo, Aquarium, Six Flags theme park, and much more!

HISTORY & TOURISM

As the site of many historical events, such as the Kennedy Assassination in Dealey Plaza, Dallas attracts all kinds of history buffs to add to their tourism numbers. As more and more people flood to the area, the industry grows more and more. When VisitDallas, the organization that promotes events and tourism in North Texas, closed its books in 2018, they saw record numbers. The area received over 27 million tourists that spent \$4.7 billion which resulted in a \$8 billion economic impact for the local area! The city is booming and the evidence is quite clear, making this a great market for investors.



WHY INVEST IN DFW?

Dallas is one of the most vibrant and significant markets not only in the country but in the world. As a massive hub for global trade, energy, technology, and countless other valuable industries contributing to a strong local economy, Dallas has the economic tenacity buy-and-hold investors need.

For turnkey investors with REI Nation, navigating the energetic Dallas real estate market is effortless. With access to our wealth of experience, you lay the foundation for lasting financial security in a market with infinite potential.



HOUSTON, TX MARKET OVERVIEW

AT A GLANCE: HOUSTON, TX

KEY INDUSTRIES

Oil & Gas Exploration, Petroleum Refining, Petrochemical Production, Medical Research, Computer, Aerospace, and Environmental Technology.

MAJOR BUSINESSES

Phillips 66, Sysco Corp, Halliburton, Waste Management Inc., NASA, Marathon Oil, and Dell Inc.

GOOD TO KNOW

- Ranks first among US cities where paychecks stretch the furthest, according to Forbes.
- Houston is home to the 2nd largest concentration of Fortune 1000 companies in the country (49) behind New York (72).
- International trade directly or indirectly supports more than 1/3 of all jobs in the Houston Metro Area.
- Greater Houston area has 14 major institutions of higher learning.
- Home of Johnson Space Center, home to our nation's astronauts and the site of Mission Control, generating annually a \$73M economic impact.

[LEARN MORE ABOUT THIS MARKET](#)

6M

**METRO
POPULATION**

57.1%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT HOUSTON, TX

REACHING FOR THE STARS IN SPACE CITY

Whether you know it as the home of the Astros, oil tycoons, or the Johnson Space Center, Houston is a city pushing the limits of possibility. Ranking 4th in U.S. city population with 2.3 million residents in the city proper and 6 million residing in the greater metropolitan area, Houston is alive not only with people, but with opportunity.

While the Houston real estate market can be highly competitive and tricky for investors, with a partnership with REI Nation, turnkey real estate investors can rest easy in the security of our expertise in property acquisition, rehabilitation, and management. With us, you can build a passive investment portfolio that includes some of the best investment markets for buy-and-hold investing, bar none.





IN THE BUSINESS OF JOB CREATION

Behind New York City, Houston hosts the largest concentration of Fortune 1000 companies. While this in itself is impressive, what is more compelling is that Houston is one of the biggest job creators in the nation. With 3.2 million jobs and a net increase of 600,000 jobs over the last decade, experts in Houston only expect the jobs to keep coming in Houston with projections of some 71,000 new jobs over the next year.

More than pure job creation alone, Houston is home to a highly diversified local market with a strong small business sector. In fact, Houston has nearly 93 startups per 1000 businesses and ranks among one of the friendliest cities for small businesses.

While traditionally Houston has relied on the oil and gas industries to make up the bulk of its economy, we've seen a surge in economic diversification including international trade, manufacturing, education, healthcare, and a vibrant food and arts scene. This diversification has been enormously beneficial in strengthening the economy beyond what anyone could have imagined, turning Houston into a powerhouse market where others floundered to find their footing over the last decade.

Just in international trade alone, Houston handled \$233.3 billion in foreign trade in 2018 in the Houston/Galveston Customs District, a 21.5 percent increase of the previous year. Houston is a market that has commanded the interest of domestic and global investors alike. With its diverse and robust economy, Houston has proven itself to have the tenacity to withstand economic twists and turns not only in theory but in practice.



OPTIMISM
IN MARKET
DIVERSITY



EXPLOSIVE POPULATION GROWTH

The job and industry diversification we've seen in Houston largely stems from consistent population growth. The facts are clear: people want to live and work in Houston.

In the wake of economic recovery post-Great Recession, Houston saw a surge of 34,000 new residents in a single year. While population growth has slowed to a rate of 1.67 percent per year, this is still above the Texas average of 1.47 percent and leaps and bounds above the national average of 0.71 percent.

OIL HUB OF THE US

Despite any setbacks in the past few years, the oil industry still runs this massive city. Employing what is estimated to be over 250,000 people, the oil economy survived the downturn and is steadily coming back. Experience has proved those wrong that feared that the slow recovery would drive the skilled workers into other industries. The best part about them coming back is that the industry is set to rely upon digital technologies more and more. The sheer size and scale of these oil and gas companies set the stage for a lot of technical talent to come into town.





SIGHTS & SOUNDS

It is almost impossible to run out of things to do in Houston, TX. Whether it's shopping, attending a professional sports game, or exploring the over 25,000 acres of green park space, the city boasts a wide variety of activities and places to go for all ages. It's no wonder that WalletHub ranked it among the 2018s' Most Fun Cities in America!

ARTS & TOURISM

Visitors flock to Houston for a number of reasons, a large one being the arts. This massive metroplex has five of the 20 cultural districts in the state of Texas. The cultural events and exhibitions alone bring in a reported 9.2 million visitors annually. As a major supporter of the city economy, the attraction of tourists by Houston's nonprofit arts and culture industry helped generate over \$1.1 billion in total economic activity for 2017. Supporting over 25,000 full-time jobs, the industry generates \$801.6 million in household income for Houston-area residents and delivers \$119.1 million in local state and government revenue!



WHY INVEST IN HOUSTON?

Houston has faced its fair share of trials. The oil industry has had bumps in the road that many thought would cause calamity for the market. With economists predicting that its pace of growth could not last, Hurricane Harvey struck. While this was undoubtedly a devastating blow on both a personal and an economic level, Houston demonstrated enormous resilience in the face of adversity.

With a strong, diverse economic backbone it didn't take long for the city to bounce back. For the real estate investor, seeing a market that can bear the burden of both natural and economic disaster and stand strong on the other side is encouraging in a long-term investment.



SAN ANTONIO, TX MARKET OVERVIEW

AT A GLANCE: SAN ANTONIO, TX

KEY INDUSTRIES

Oil & Gas Exploration, Petroleum Refining, Petrochemical Production, Manufacturing, Health Care, Government-Civil Service, and Financial Services.

MAJOR BUSINESSES

Biglari Holdings, DaHill Office Technology, H-E-B, iHeartMedia, Valero Energy Corp., USAA, and Whataburger.

GOOD TO KNOW

- The city is home to the famous Alamo, along with five other 18th-century Spanish frontier missions.
- For sports fans, being the home of the five-time NBA champion San Antonio Spurs and San Antonio Stock Show & Rodeo are just more reasons to travel to this unique city.
- The City and State prioritize jobs, investments, and companies with a plethora of financial incentive tools, including tax abatements, development services fee waivers, and state enterprise funds.
- With nearly a 35% rental population, turnkey real estate properties boom.

[LEARN MORE ABOUT THIS MARKET](#)

2.5M

**METRO
POPULATION**

33.8%

**RENTER
POPULATION**

\$225K - \$300K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT SAN ANTONIO, TX

IN THE BUSINESS OF JOB CREATION

The “Alamo City” has made a name for itself in the modern-day by offering one of the most attractive environments for business in the country. San Antonio’s educated workforce paired with its business-friendly climate has made it a hotspot for companies on the rise. Its accessibility to the east and west coast and the Gulf of Mexico is yet another feature cementing it as a prime destination for up and coming businesses.





BOOMING POPULATION GROWTH

San Antonio's population growth has been steadily on the rise, ranking at the second largest in the nation in 2019. With its low unemployment rate, low cost of living, and a plethora of single-family homes, duplexes, and fourplexes, the location attracts thousands of new residents a year with its strong and diverse economy. With nearly a 50% rental population, turnkey real estate properties boom.

Much like its neighboring city of Dallas, the San Antonio market has faced unprecedented demand for houses. Yet, as the market has evened out, the city is seeing a return of inventory and the balancing of rising market prices. For investors, this marks an excellent opportunity to utilize a buy and hold strategy, and ultimately maintain a sense of stability in the market.

One major contribution to the city's growth is its multitude of industry offerings. San Antonio's economy is primarily supported by the military, health care, government-civil service, financial services — and like many Texas cities — oil and gas. Manufacturing has also skyrocketed in recent years, along with American-based call centers. The City and State prioritize jobs, investments, and companies with a plethora of financial incentive tools, including tax abatements, development services fee waivers, and state enterprise funds. The city's low taxes compared with its accessible location instill a supreme workforce.



DEDICATION
TO INDUSTRIES



SIGHTS & SOUNDS

San Antonio's rich history is still thriving in the city today. From its ancient architecture to its UNESCO World Heritage sites, San Antonio provides locals and tourists alike with a unique blend of the past intermingled with the modern world. As the most visited city in Texas, it's not hard to spot the endless attractions this city offers.

HISTORY & TOURISM

The city is home to the famous Alamo, along with five other 18th-century Spanish frontier missions. In addition to the iconic Spanish fortress, the River Walk nestled in Downtown San Antonio ranks in as the city's second most popular attraction. Cathedrals, theaters, and a Guinness World Record-breaking hotel can also be found in the city's metropolitan sector. For sports fans, being the home of the five-time NBA champion San Antonio Spurs and San Antonio Stock Show & Rodeo are just more reasons to travel to this unique city.



WHY INVEST IN SAN ANTONIO?

San Antonio is most famously known for The Alamo, but for real estate investors looking towards the future in a pandemic-stricken world, Texas's second-largest city is an undeniable beacon on a passive investor's radar.

Over the past few years the city has seen a sharp incline in population, and despite COVID-19, continues to illustrate a positive trajectory. The city is a key pillar in the Texas Triangle with Dallas and Houston, creating an economic output of \$1.2 trillion with just under 20 million people.

Passive investment portfolios function best when populated with investments that are in markets with high population rates, diversity in infrastructure, and positive trends of more of the same. That's why we've carefully chosen the City of San Antonio for our investors to further diversify and expand their portfolio.



REI Nation
A Memphis Invest Company

ST. LOUIS, MO MARKET OVERVIEW

AT A GLANCE: ST. LOUIS, MO

KEY INDUSTRIES

Aviation, Biotechnology, Chemicals, Electrical Utilities, Food & Beverage Manufacturing, Refining, Research, Telecommunications, and Transportation.

COMPANIES THAT CALL ST. LOUIS HOME

Express Scripts, Emerson Electric, Monsanto, Reinsurance Group of America, Jones Financial (Edward Jones), Anheuser-Busch, and Nestlé Purina PetCare.

GOOD TO KNOW

- Nine of the ten Fortune 500 companies based in Missouri are located within the St. Louis metropolitan area.
- Known for its growing medical, pharmaceutical, and research presence due to institutions such as Washington University in St. Louis, Saint Louis University, and Barnes-Jewish Hospital.
- Home to 2 professional sports teams: MLB St. Louis Cardinals and NHL St. Louis Blues.
- The Mississippi River and Missouri River in St. Louis play a large role in moving goods.
- Home to the nation's third-largest railroad hub.

[LEARN MORE ABOUT THIS MARKET](#)

2.8M

**METRO
POPULATION**

56.6%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT ST. LOUIS, MO

THE GATEWAY TO THE WEST

At REI Nation, we continually push forward to offer our investors new opportunities in new investment markets. When you partner with REI Nation, you know that you're not only getting the best in services and advisers, but you receive to world-class markets on the rise, like St. Louis, Missouri.





IN THE BUSINESS OF JOB CREATION

St. Louis has seen a surge of grassroots efforts to improve the city. What this has created is an environment that encourages “disruptors” and innovators—from small business owners and craftsmen to city officials and students. Volunteer programs and public-private partnerships have led to the clean-up and reconstruction of areas of the city, fostering a renewed sense of pride in St. Louis.

This doesn’t begin to cover the renewed tourism efforts in St. Louis, including a \$380 million dollar renovation project in the Gateway Arch National Park, in addition to the \$8 billion poured into development citywide.

HISTORY OF EXPANSION

Nicknamed as the Gateway to the West, this city has a history deeply rooted in exploration and expansion. Acquired in the historic Louisiana Purchase, St. Louis served as the jumping off point for many Americans pushing westward including the Lewis and Clark expedition and later the building of the transcontinental railroad.

TOURISM

St. Louis has a booming tourism industry and hosts more than 25 million visitors each year and generates over \$1 billion in local, state, and federal taxes annually. The amount of visitors is enough to support the hospitality industry which employs more than 88,000 residents of the St. Louis area. One of the biggest factors that drives this high volume of tourism is that the city offers more free major attractions than any U.S. city outside of the nation's capital. St. Louis' long list of free attractions include: The Saint Louis Zoo, Saint Louis Art Museum, Saint Louis Science Center, Missouri History Museum, Anheuser-Busch InBev Brewery, The Old Courthouse, Cahokia Mounds, Laumeier Sculpture Park, Lewis & Clark State Historic Site, Purina Farms, and The Grant's Farm Animal Preserve.



SITES &
SOUNDS



TECHNOLOGY SURGE

The growth in St. Louis is not due to aesthetic improvements alone. Through the rise of tech career opportunities with employers like Boeing, Unisys, and the Scott Air Force Base, the quality of living and job opportunities has risen. Such opportunities, as well as jobs in the healthcare and education sectors, are attracting young professionals.

These technology companies, however, in many respects, set the stage for revitalization by settling in St. Louis and bringing new, higher-paying jobs into the region.

RENTER NATION

Beyond the growing job market, we have to note the specific benefits of the St. Louis real estate market. With a surge of 21,000 new jobs in 2017 thanks to startup growth, rental demand has grown with it. The opportunities are attracting a growing population, and that population needs housing. With over half of St. Louis renting (only 43.6 percent were owner-occupants between 2013 and 2017 according to the U.S. Census Bureau), it's safe to say that rental demand will continue to climb with population growth.





WHY INVEST IN ST. LOUIS?

The St. Louis, Missouri market is full of vast potential for real estate investors. With its budding tech and startup scene bringing in population growth and rental demand while revitalization efforts surge, turnkey real estate investors have much to gain in the St. Louis real estate market.

Partnering with REI Nation yields the expertise and attention to detail in management and service to grow your portfolio and your bottom line in the up-and-coming St. Louis market.



OKLAHOMA CITY, OK MARKET OVERVIEW

AT A GLANCE: OKLAHOMA CITY, OK

KEY INDUSTRIES

Aviation/Aerospace, Biotechnology, Energy, Transportation & Logistics, Government, and Health Care.

MAJOR BUSINESSES

BancFirst, Chesapeake Energy, Continental Resources, Devon Energy, Love's Travel Stops & Country Stores, Paycom, and OGE Energy.

GOOD TO KNOW

- Being the state capital, there's a large budget for cleanliness public safety, transportation, law enforcement and infrastructure. All of this pointing to long-term viability of the real estate market.
- 25% of jobs are government and military, making them economy-proof and providing build in rental demand.
- With abundant oil, natural gas reserves and wind power, OKC is home to the headquarters of Fortune 500 energy companies, and some of the largest energy companies in the state.
- Large concentration of aviation and aerospace firms in the state, employing 38,000 and growing.

[LEARN MORE ABOUT THIS MARKET](#)

1.4M

**METRO
POPULATION**

41.4%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT OKLAHOMA CITY

OPPORTUNITY IN THE GREAT PLAINS

Oklahoma's capital city hosts great opportunities for turnkey real estate investors through REI Nation. Bolstered by a diverse economy that has been called "recession-proof" by experts, OKC's affordable market is drawing in new businesses and rental demand.

REI Nation has tapped into what makes this market tick, bringing our thousands of investors the opportunity to grow and expand their portfolios in spectacular secondary markets like Oklahoma City.





OIL. ENERGY. AVIATION.

Oklahoma City, while traditionally a livestock town with some \$2.5 billion in annual farming revenue, has a growing and active hand in the oil and energy sector. With two Fortune 500 energy companies headquartered in the city as well as some of the largest energy companies in the state, oil, gas, and wind energy make up nearly one-quarter of the industry in Oklahoma.

Additionally, Oklahoma City employs nearly 40,000 people in the aviation and aerospace industries thanks to a high concentration of related firms, including the United States Air Force Tinker Air Force Base and Boeing.

At the turn of the 21st century, Oklahoma City began to truly diversify its economy, which led to a 33 percent increase in economic output—leading to a gross metropolitan product of \$73.8 billion in 2016. Though oil, energy, and aviation continue to play a significant role in the Oklahoma City economy, the diversification efforts have continued to hedge against further risk in case of economic downturn.

One of the key advantages of the Oklahoma City market is its designation as a capital city. This benefits both the real estate market and the job market in a variety of ways. First and foremost, government jobs through the State of Oklahoma (accounting for over 40,000 employees) largely kept the city's economy afloat during the 2008 Great Recession. With a full quarter of the market's jobs being government or military, rental demand is built-in, not to mention the inherent job security.

Beyond the advantage of job opportunities provided by a strong government presence, Oklahoma City reaps the benefits of a larger public safety, beautification, infrastructure, law enforcement, and transportation budget. These public services help secure Oklahoma City as a desirable place to live, work, and raise families—sparking not only economic revitalization but population growth for its 1.4 million residents.



**IN THE BUSINESS OF
JOB CREATION**



OPTIMISM IN MARKET DIVERSITY

On the whole, the city has a fairly diverse economy with its strengths in the energy sector, information technology, healthcare, government services, and administration. Building that diversity is key to reducing market risk. If there is a downturn in one sector, the other industries are able to support and maintain it. The efforts that began at the turn of the century to diversify Oklahoma City's economy can be seen in their economic output growth. In between 2001 and 2005, the metropolitan area saw their output grow by 33 percent and has been on the rise ever since: \$43.1 billion in 2005, \$61.1 billion in 2009, and \$73.8 billion in 2016.

What also brings optimism to this market is looking at their unemployment rates. With an unemployment rate tracking beneath the national average (almost a full point behind at the end of 2018, with OKC's unemployment rate at 2.8 percent compared to the United States unemployment rate of 3.7 percent), Oklahoma City has positioned itself as a dark horse market for both business and real estate endeavors.

This economic health combined with affordability has created an ideal environment for real estate investing. With demand growing for rentals by several thousand, there is room for growth in profit margins and investor involvement in the market.

Oklahoma City can be described as a truly unique city for a variety of reasons. First of all, it's the only capital city with an oil well underneath the capital. Its division into 12 very different districts, such as the Asian District or the Adventure District, also provide for a unique experience. With a surprising amount of things to do, it's no wonder the city is attracting growth on so many levels.

HISTORY & TOURISM

The tourism industry in Oklahoma City is strong enough to employ over 30,000 residents in the area. With over 7 million estimated annual visitors, the economic impact of these tourists back in 2015 was \$2.5 billion and has been rising since. The rich Native American history of this area, among other things, helps draw visitors in. Throw in a variety of museums, art galleries, and lots of family friendly attractions and you've got a healthy site for tourism!



SIGHTS & SOUNDS



WHY INVEST IN OKLAHOMA CITY?

Oklahoma City is in a unique position economically. Though it has enormous strength in gas and energy, its diversification and access to government and military employment has created an environment of stable, thriving employment opportunities.

For REI Nation, this economic strength is one of our key criteria in selecting an investment market. For passive real estate investors, the chance to invest in a market that is growing and well-secured by its job market and diverse economic base—as well as its affordability—is too good to pass on.



TULSA, OK MARKET OVERVIEW

AT A GLANCE: TULSA, OK

KEY INDUSTRIES

Aerospace Manufacturing & Aviation; Health Care, Energy, Machinery, & Transportation, Distribution, and Logistics.

MAJOR BUSINESSES

ONEOK, Williams Companies, Dollar-Thrifty Automotive Group, BOK Financial Corporation, Plymouth Pharmaceuticals, Explorer Pipeline, and Spirit AeroSystems.

GOOD TO KNOW

- Aircraft and aerospace industry is the region's largest industry.
- The Tulsa Port of Catoosaport provides low-cost shipping to the Mississippi River.
- Items and goods produced: airplane parts, appliances, metal pipes and pumps, fiber optics, meat, feed, boilers, burners, fishing rods, natural gas.
- Cost of living is 8% lower than the national average.
- Tulsa is located in the most densely populated county in Oklahoma.
- Amazon chose Tulsa as the new site of its fulfillment center.

[LEARN MORE ABOUT THIS MARKET](#)

998,171

**METRO
POPULATION**

49.2%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT TULSA, OK

THE RISING STAR OF THE MIDWEST

Oklahoma's second largest city is known for its art deco style, rich history in the oil business, and Midwestern flair. More than that, it's a city on the rise. Under promising leadership, Tulsa has experienced economic growth and capital investment, positioning itself as an up-and-coming real estate market.





IN THE BUSINESS JOB CREATION

Historically called the “Oil Capital of the World,” Tulsa, at one time, relied almost solely on the oil industry for its economic prosperity. After an oil crash in the late 1980s, however, Tulsa’s economy began to diversify and expand into other industries including healthcare, recreation, hospitality, and business services. Aerospace, finance, manufacturing, telecommunications, and technology also play a valued role in the Tulsa economy.

For Tulsa, this time of industrial expansion was critical in strengthening their local economy for the present-day, where diversification is crucial to market stability.

Today, Tulsa is an attractive place to live and do business. With the cost of doing business coming in at 11 percent under the national average and the cost of living coming in at 8 percent under the national average, it's no surprise the entrepreneurs and established firms alike are creating new growth in Tulsa.

The city is bouncing back from an oil glut with a projected job market growth of 1.3 percent according to Forbes. Eighty percent of Tulsa's economy is made up of small businesses, which has been reflected in policy-making designed to attract industry.

Beyond job growth, capital investors have noticed the potential in the Tulsa market, into which they have poured \$2.2 billion since 2011. In 2017 alone, there was \$138 million made in capital investments.



**JOB MARKET
GROWTH &
INVESTOR
ATTENTION**



FIRM FOOTING FOR TULSA'S MARKET

Rental demand continues to climb year-over-year in Tulsa. The total number of renter households grew by 16,000 between 2010 and 2016 in Tulsa. Overall, Tulsa is considered a seller's market—prices rose by 6.6 percent in 2017, bringing the median home price to \$166,000 according to Forbes. Like many markets, Tulsa has suffered from short inventory, making it difficult to meet the demands of population growth and would-be homebuyers.

Though the oil industry still has a strong impact on the Tulsa, including its real estate, experts are confident that the market has seen a full recovery.

Believe it or not, Tulsa has a surprising amount going on. With a growing arts scene, lively music venues, and a large number of locally-owned restaurants, the city is exhibiting many signs of expansion. Tulsa is home to two world renowned art museums, the Gilcrease Museum and the Philbrook Museum, and is famous for having art-deco architecture that attracts the camera flashes of many visitors.

HISTORY & TOURISM

One of the biggest drivers of tourism in this city is its famous history as the birthplace of Route 66! The iconic stretch of road that connected Chicago to Los Angeles, was thought up by a Tulsa businessman named Cyrus Avery who saw a need for better roads across both his state and the nation. Earning the nickname, “Main Street of America”, the historical road can be found revitalized even though the highway was decommissioned in 1985. Its history and the American interest in the authentic experience of a cross country road trip are what pushes people to come to Tulsa.



SIGHTS & SOUNDS



WHY INVEST IN TULSA?

At REI Nation, we serve over 3,400+ investors who build successful portfolios in each of our turnkey investment markets through our expert advisers, managers, and attention to detail. Our priority is in presenting market opportunities with longevity. Passive investment portfolios function best when populated with investments that are reliable, sustainable, and predictable. This is where a slow-and-steady market like Tulsa is so valuable.

While the Tulsa real estate market may not capture international attention, its diverse and tenacious economy and strategic leadership make it a perfect turnkey investment opportunity. With the help of the expert team at REI Nation, you can get ahead of the curve and take advantage of this growing market.



BIRMINGHAM, AL MARKET OVERVIEW

AT A GLANCE: BIRMINGHAM

KEY INDUSTRIES

Healthcare, Fabricated Metals Manufacturing, Steel, Oil, Financial Services, Life Sciences, Digital Information and Media

MAJOR BUSINESSES

Alabama Power Company, American Cast Iron Pipe Co. Inc., Blue Cross and Blue Shield of Alabama, Regions Financial Corporation, UAB Hospital

GOOD TO KNOW

- Birmingham is known as the founding city for the recognition of Veterans Day and hosts the nation's oldest and largest Veterans Day celebration.
- Birmingham is the only place in the world where all the ingredients for making iron are present—coal, iron ore and limestone, all within a ten-mile radius.
- Birmingham's home values have been steadily increasing and are projected to continue into the coming years.
- Birmingham has consistently been ranked one of the most affordable cities to live in and has low property taxes.

[LEARN MORE ABOUT THIS MARKET](#)

1.2 M

**METRO
POPULATION**

26.3%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT BIRMINGHAM, AL

IN THE BUSINESS OF JOB CREATION

The Birmingham job market is one of the best in the country. In 2020, Forbes included the city in its top 10 most promising job markets and the city is only projected to expand further into the new decade. In addition, the industrial job market is preparing to launch a series of massive projects in conjunction with a few speculative projects on the horizon as well. To top it off, Alabama's business climate was ranked as one of the best in the nation.





INDUSTRY DIVERSITY

Gone are the days that Birmingham relies solely on the iron and steel industry for economic progress. Today, the medical industry, finance, research, and government sectors all contribute to the city's bustling economy. UAB is the area's largest employer and the second largest in Alabama, with a workforce of over 23,000. With leading banking centers like Regions and BBVA Compass, and construction firm powerhouses like BE&K and B.L. Harbert International, it's no surprise that the city continues to attract new residents with its many ample opportunities.

There's more to Birmingham's abundant job opportunities — Birmingham has one of the highest qualities of life. Throughout the years, Birmingham has time and time again been ranked as one of the nation's best places to work and it's not hard to see why. A low cost of living paired with a competitive salary is one of the predominant reasons the city's population continues to skyrocket.



QUALITY
OF LIFE



SIGHTS & SOUNDS

Birmingham is a vibrant city with a distinctly Deep South culture juxtaposed with a complex Upper South influence that has shaped the city for centuries. The result is a diverse, culturally rich hotspot with a multicultural metropolitan area that's hard to ignore. Lovingly referred to as “Dinner Table of the South,” Birmingham also offers unique dining experiences with a reputation of being one of the best.

HISTORY & TOURISM

As the stomping grounds of Dr. Martin Luther King Jr. during the Birmingham Campaign in 1963, Birmingham holds an important place in history that attracts visitors from all over the world today. The Birmingham Civil Rights Institute is an educational and cultural research center that is one of the city's most visited locations. In addition, the city is home to many other historical landmarks within the Birmingham Civil Rights District. Botanical gardens, art museums, and the Railroad Park are just a few more exceptional attractions Birmingham has to offer.



WHY INVEST IN BIRMINGHAM?

Birmingham, Alabama, is one of the nation's fastest-growing markets for real estate investors. Beyond its rich cultural history as the starting point for the American Civil Rights Movement, the city has grown into a state-of-the-art medical research hub. REI Nation is pleased to have a stake in the Birmingham buy-and-hold market and to help investors get the most out of its longtime potential.

Choosing REI Nation to be your turnkey investing company affords you the opportunity to truly soak in the Birmingham real estate market for all its worth. With access to portfolio advisors with over twenty years of experience and our own property management team, you can have all of the services you need under one roof — and know that you won't be steered in the wrong direction.



REINation
A Memphis Invest Company

TUSCALOOSA, AL MARKET OVERVIEW

AT A GLANCE: TUSCALOOSA

KEY INDUSTRIES

Automotive, Construction, Chemical/Pharmaceutical, Software Development, Steel, Fiberglass/Aluminum Screening, Media Specialists

MAJOR BUSINESSES

BFGoodrich Tires/Michelin North America, Inc., DCH Regional Medical Center, Mercedes Benz U.S. International, Inc. Phifer Incorporated

GOOD TO KNOW

- Throughout the 2000s and 2010s, Tuscaloosa was repeatedly recognized as the "Most Livable City in America", one of America's "100 Best Communities for Young People", one of the "50 Best College Towns", and one of the "Best Places to Launch a Small Business".
- Tuscaloosa is part of the "Sunbelt Surge", a region of the southern United States with markets that are expected to thrive in the coming years.
- Tuscaloosa is home to the Crimson Tide, with one of the most sought after university programs for football in the country, fueling its economy.
- Tuscaloosa is known as the "Druid City" because of its numerous water oaks planted in its downtown streets since the 1840s.

[LEARN MORE ABOUT THIS MARKET](#)

239,589

METRO
POPULATION

35.9%

RENTER
POPULATION

\$190K - \$250K

AVG. HOME PRICE
(POST-REHAB)

ABOUT TUSCALOOSA, AL

IN THE BUSINESS OF JOB CREATION

Tuscaloosa's steadily growing job market makes it an opportune choice for passive real estate investors. As the University of Alabama retains its ranking as one of the city's highest employers, Tuscaloosa is positioned to expand and diversify its industries with more sectors in the coming years. Its myriad of opportunities allows the job market to not only grow, but also be an attraction for new residents moving to the city, lending it to be a stable market.





UNIVERSITY OF ALABAMA'S IMPACT

The University of Alabama is at the forefront of Tuscaloosa's thriving economy. The college employs over 7,000 residents, making up roughly 24.6% of the government sector. As the home of the Crimson Tide, the school's football games have an average economic impact of \$20 million per home game. Their top-ranked football program attracts students and visitors alike, contributing to new jobs in the leisure and hospitality sector. Similarly drawn in to the city's energetic atmosphere, retirees are gradually choosing the city to reside in, thus increasing jobs in the health services sector.

Although the University of Alabama is the bedrock for Tuscaloosa's economy, the city also boasts a wealth of opportunities in fields such as manufacturing, retail trade and transportation, and mining and construction. The Mercedes-Benz U.S. International assembly plant doesn't only employ over 4,000 residents, but it also attracts more plants that assemble parts for the German automotive manufacturer. Since 2019, job growth has continued to accelerate, boosted by opportunities in the government, information, mining, and construction service sectors.



DIVERSE
OPPORTUNITIES



SIGHTS & SOUNDS

Tuscaloosa is so much more than just a football town. Sprawling lakes, awe-inspiring museums, dog parks abound, and rich heritage are just a few of the features that make Tuscaloosa shine. Whether you want to learn more about the city's complex history or enjoy a night on the town, Tuscaloosa has something for everyone.

HISTORY & TOURISM

Apart from the city's massive appeal to sports fanatics, the city garnered its nickname, the "Druid City," from its multitude of water oaks that were planted in the streets of downtown in the 1840s. Today, Lake Tuscaloosa attracts visitors because of its recreational activities such as fishing and boating, along with the remarkable views of lush trees that surround the body of water. The Tuscaloosa Riverwalk and Lake Nicol are just a few more examples of the beauty Tuscaloosa has to offer.



WHY INVEST IN TUSCALOOSA?

Tuscaloosa, Alabama, is a city with its eye on the future. While popularly known for its history in college sports and as the home of the Alabama Crimson Tide, Tuscaloosa is carving out a unique name that reaches beyond athletics. Much like its northern cities of Birmingham and Huntsville, Tuscaloosa is ready to compete with national markets for real estate investment success.

The city is an excellent choice for your next investment property for a variety of reasons. For starters, the city's below average vacancy rate combined with its strong economy check the boxes that investors should look for in a city. The average home price and projected equity growth make it a viable investment.

At REI Nation, we have experience managing over 6,300+ properties for more than 3,400 investors across the globe. With our decades of experience in the industry, maximize your buy-and-hold property by partnering with us to get the most out of the Tuscaloosa market.



HUNTSVILLE, AL MARKET OVERVIEW

AT A GLANCE: HUNTSVILLE

KEY INDUSTRIES

Aerospace/Defense, Information Technology, Advanced Manufacturing, Bioscience

MAJOR BUSINESSES

ADTRAN, Inc., Advanced Turbine Engine Company, Dynetics, NASA/Marshall Space Flight Center, Redstone Federal Credit Union

GOOD TO KNOW

- Huntsville is known as the "Rocket City" thanks to the rocketeers who settled there in the '50s, and for being the home to NASA's Marshall Space Flight Center and the Army's Redstone Arsenal.
- The city is located in the Tennessee River Valley in the northernmost part of Alabama. It's the 4th largest city in Alabama and part of the 2nd most populated metropolitan area in the state.
- Huntsville is a steadily growing city. The estimated population of the Huntsville metro area is forecast to reach nearly 530,000 by 2030.
- Between 2021 and 2026, the city is forecast to overtake Birmingham as Alabama's largest city.

[LEARN MORE ABOUT THIS MARKET](#)

462,693

**METRO
POPULATION**

26.7%

**RENTER
POPULATION**

\$190K - \$250K

**AVG. HOME PRICE
(POST-REHAB)**

ABOUT HUNTSVILLE, AL

IN THE BUSINESS OF JOB CREATION

The northern city of Huntsville, Alabama, is fueled by a zestful mix of both private and public industry sectors. From education and aerospace, to defense and technology, it isn't without ample fields and opportunities for those moving to the city. In addition, the University of Alabama at Huntsville attracts hundreds of students opting in for off-campus housing.

Ultimately, Huntsville is still a “young” market compared to some. The city is projected to see billions of dollars poured into its economic growth, making it an excellent contender for passive turnkey investors for many years to come.





STEM JOBS SOAR

STEM (Science, Technology, Engineering, and Mathematics) careers have a multitude of places to thrive in Huntsville, Alabama. Because the city positioned itself as an integral part of space travel years ago, it continues to be a leading center for future endeavors today. It has a growing technology research and biotech sector. These high-paying jobs attract talent worldwide, many of whom are looking to rent rather than buy, which keeps home values high.

Huntsville hosts a large number of enlisted personnel who most commonly choose to rent rather than buy their homes when stationed. The Redstone Arsenal, Marshall Flight Center, Missile Defense Agency, and the Army's Missile Command are just a few of the places in Huntsville that employ thousands who need a place to live. Because their stationing is temporary, these people do not want to buy a home and be forced to become long-distance landlords; therefore, the abundance of military stations keeps the Huntsville real estate market bustling.



MILITARY MARKET



SIGHTS & SOUNDS

Huntsville, Alabama, offers a unique experience to its visitors. While the city is predominantly known for its history with NASA, there are many hidden gems to be found in the city. Huntsville is also home to the largest, privately-owned center for the arts in the South: Lowe Mill ARTS & Entertainment. In addition to the arts and sciences, the city is also bustling with farmers markets, hiking trails, and more.

HISTORY & TOURISM

It's for good reason that Huntsville is endearingly referred to as the "Rocket City." The world's largest space museum, the U.S. Space & Rocket Center, is located inside the city. In addition, it's where men and women developed the original space program that sent astronauts to the moon. With a penchant for all things space, technology, engineering, and mathematics, you may be surprised to know that the city also offers beautiful botanical gardens for those looking to keep their feet on the ground.



WHY INVEST IN HUNTSVILLE?

Huntsville, Alabama, is a viable market for passive turnkey real estate investors through REI Nation. As the state's fourth-largest city and home to NASA's Marshall Space Flight Center, this aerospace and manufacturing hub is only aimed to grow even more. Its bustling economy paired with its abundant higher education opportunities support the city's projected growth.

A few of the key factors that make it clear Huntsville is a wise investment include its low cost of living combined with its high quality of life and a steady job and population growth. Students, post-graduates, and adults alike are flocking to the city for both its stability and opportunities.

The best way to leverage Huntsville's promising investment opportunities is to have the right partner. REI Nation has over 20 years of experience with a keen eye for markets that have the stats required to benefit investors and deliver steady, positive cashflow.