

WHAT IS BUILD-TO-RENT?

A housing model where new single-family homes, townhomes, or duplexes are built specifically to be rented out, rather than sold to individual homeowners.

The rise of BTR can be traced to several shifts in demographics and preferences. Many desire the space and privacy of a single-family home but do not want the responsibilities of ownership.

Typical BTR participants may include:



Families with young children that would appreciate a yard, a garage, and the ability to live in a neighborhood with quiet streets.



People relocating for work who may not want to buy immediately but still hope for a living environment that feels more substantial than a traditional apartment.



Working professionals who may want a home office, easy parking, and the comfort of a standalone residence without the maintenance costs.



Older residents who are downsizing that may prefer renting because it removes the pressure of upkeep and financial unpredictability.



People who can't afford to buy or save money for a down payment, but can afford a monthly payment.

Many cities across the United States face a shortage of affordable housing options, particularly in the gap between luxury apartments and the cost of purchasing a traditional home. BTR may help provide more options and ease pressure on the housing market, giving residents more choices for how they want to live and often providing amenities like parks, pools, clubhouses, and more.

HERE'S AN EXAMPLE OF A BTR PRODUCT:



SolTerra Luxury Rental Homes
La Quinta, CA

In 2023, Shopoff completed building the SolTerra Luxury Rental Homes, a 131 single-family, BTR home community that features one- and two-story units, with three- and four-bedroom floorplans ranging from 1,520 to 2,441 square feet. With the area attracting vacationers and snowbirds, as well as families seeking more affordable options, the BTR model has been utilized in the Coachella Valley market and reflects current renter preferences. Learn more about the product at liveatsolterrajq.com.

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