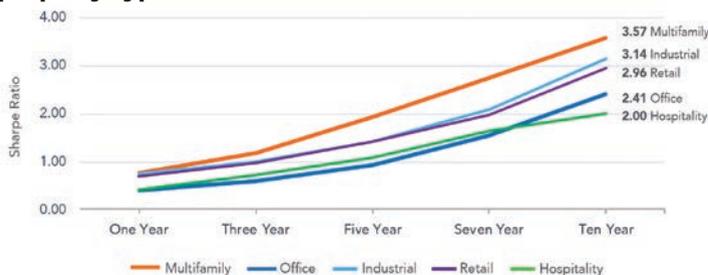


# The continued case for multifamily

The COVID-19 pandemic spurred a series of new trends and widespread rethinking of historical norms. For many real estate investors, such evolutions raise the question as to whether the post-pandemic outlook of different property sectors will change meaningfully from their pre-pandemic performance. While many are left to question the resiliency of sectors like office and retail, one sector appears to be well positioned to continue generating strong risk-adjusted returns: multifamily.

For the past several decades, multifamily investors enjoyed attractive risk-adjusted returns relative to other major property sectors for a variety of reasons, including its necessity-based nature (the need for shelter), greater affordability versus single-family homes, enhanced liquidity relative to other asset classes, the programmatic nature of expenses, the ability to diversify across several tenants and a sustained trend toward delayed household formation amongst younger cohorts. The pandemic not only confirmed these factors but created additional demand drivers, such as the rapid acceleration of single-family home prices and a shift in population mobility toward certain markets that are expected to support multifamily performance for decades to come. These were among the many reasons why average multifamily rent collections remained robust during the pandemic.

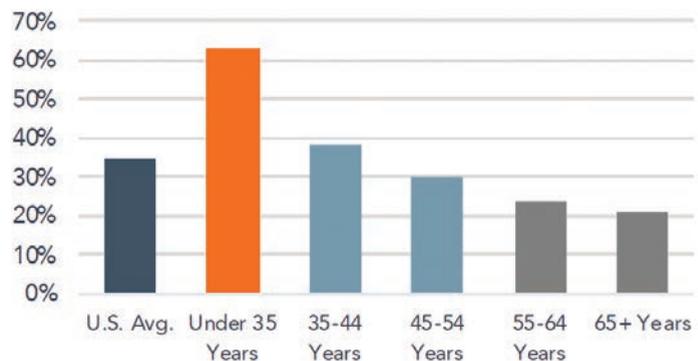
## Comparison of Sharpe ratios over rolling hold periods by property type (1989–2020)



*Sharpe ratio: A ratio used to compare risk-adjusted returns, which shows an investment's excess return (above the risk-free rate) per unit of risk (standard deviation). The higher the ratio, the better the risk-adjusted return. The average three-month U.S. Treasury T-bill auction was used as the risk-free rate in this analysis.*

*Source: National Council of Real Estate Investment Fiduciaries (NCREIF) through 4Q 2020. Returns were calculated as the average for each specified holding period on a rolling quarterly basis between 1Q 1989 and 4Q 2020.*

## Multifamily rentership rate by age



*Sources: U.S. Census Bureau, U.S. Bureau of Labor Statistics, and Zelman & Associates. As of Q1 2021.*

## Demographic trends

While demand for multifamily has long been supported by an inherent need for housing in response to a growing population, it has benefited from additional tailwinds over the past two decades as a result of the shifting preferences of various generations. Most notable is the increasing percentage of young adults that are delaying household formation. Millennials, with a median current age of 32, are the largest age demographic in U.S. history and are overwhelmingly showing a preference to rent, with an average rentership rate of over 60 percent for individuals under 35 years old.

As noted by the Housing Finance and Policy Center, one of the primary reasons these individuals elect to rent is their enhanced desire to delay household formation. For example, in the year 2000, 42.7 percent of individuals aged 18–34 had never been married and 32.0 percent were married with children. By 2015, the percentage of individuals in this age cohort that had never been married increased to 53.9 percent, and the percentage that were married with children shrank to 25.7 percent.<sup>1</sup>

Millennials aren't the only generation showing an increased propensity to rent. Baby boomers, the second-largest age group in U.S. history, are increasingly looking to rent, as well. As noted by U.S. Census Bureau figures, from 2007 to 2017 the number of renters aged 55 and older rose 38 percent, and that of those over the age of 65 rose 43 percent.<sup>2</sup> The combination of rising life expectancies and higher medical costs makes the convenience and affordability of renting an attractive option for those entering their retirement years; with a median age of 66, the majority of baby boomers are either at or near the time when they will need to start evaluating such considerations.

## Growth rate of median home prices vs. median household incomes vs. average rents nationwide



Source: Retrieved from FRED, Federal Reserve Bank of St. Louis, <https://fred.stlouisfed.org>

### Housing

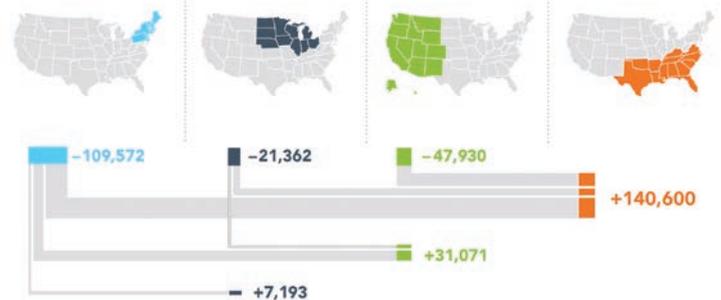
Single-family home prices have grown significantly relative to wages, driving the American dream of homeownership farther out of reach for many younger Americans. Work from home and a desire for more space caused buyers to flee high-cost urban nodes, such as San Francisco and New York, and purchase homes in lower-cost states and suburbs. This, in turn, drove home prices to record highs, culminating most recently with the Federal Housing Finance Agency's (FHFA), seasonally adjusted home price index booking its highest trailing one-year increase on record at 12.63 percent.

As home prices have risen, incomes have failed to keep up. When combined with the increasing burden of student debt that many face, renting becomes not just one of the options available, but the most attractive option.

### Population mobility

Population mobility has increased significantly through the pandemic across multiple age demographics. Similar to the rise in single-family home prices, the widespread adoption of work-from-home caused a surge of movement not only within states, but also across states. While some speculate this trend may reverse as offices reopen, the rapid adoption of remote-work technology and other factors have granted workers increased flexibility to dictate where they want to live and work. They are choosing markets that are lower cost, that

## 2020 net flow of households between regions



Source: The Wall Street Journal, <https://www.wsj.com/articles/pandemic-supercharged-changes-in-where-americans-live-11619536399>

provide better opportunities for a work/life balance, where they can spend more time recreating outdoors and keep more of what they earn. Baby boomers similarly are moving to lower-tax states with better weather and lower costs of living. Employers have followed suit in pursuit of this migrating talent pool, while also enjoying lower operating costs. Growth markets such as Nashville, Tampa, Dallas, Austin, Phoenix and Denver, as well as other markets across the Southeast and Southwest, have been the beneficiaries of population mobility, fueling some of the strongest rental growth in the country as demand exceeds supply.

### Conclusion

The result of rising home prices, population mobility, and strong demographic-driven pent-up demand portends a very constructive outlook for multifamily developers and owners. There is a housing shortage, a housing affordability issue, and a changing view on what is most important to individuals when it comes to location desirability, fueling secular demand for rental housing, specifically in growth markets across the southern United States that is likely to endure. The speed by which demand is shifting to many markets has made it difficult for supply to keep up. Therefore, experienced and knowledgeable developers and investors are well positioned to take advantage of the opportunity.



Griffin Capital is a privately held alternative investment asset manager headquartered in Los Angeles. Founded in 1995, Griffin Capital has owned, managed, sponsored or co-sponsored investment programs encompassing over \$20 billion in assets. The company's senior executives and employees have co-invested over \$300 million in its various investment verticals, aligning Griffin's interest with those of its more than 200,000 investors.

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**Eric Kaplan**, president of Griffin Capital Private Equity, has over 30 years of hands-on experience in commercial real estate, encompassing more than 100 transactions totaling over \$4 billion throughout North America. His career has focused on property acquisition, ownership, asset management, and debt and equity financing.

<sup>1</sup> [https://www.urban.org/sites/default/files/publication/98729/millennial\\_homeownership.pdf](https://www.urban.org/sites/default/files/publication/98729/millennial_homeownership.pdf)

<sup>2</sup> <https://www.forbes.com/sites/nextavenue/2019/10/22/moving-back-to-the-city-in-mid-life/?sh=383e63457db9>

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