

Rental Market

The U.S. rental market has shifted decisively into a cooler, more renter-friendly phase as elevated multifamily supply collides with slower demand. As of January 2026, according to Apartment List, the national median rent stands at approximately \$1,353, down 1.4% year over year and marking the sixth consecutive month of rent declines. National rents are now more than 6% below their 2022 peak, reflecting the most sustained period of rent softening since before the pandemic.

US Housing Impact On Transferring Employees

Current housing and rental market conditions are creating a complex, but more flexible environment for relocating employees. Moderating home prices, rising inventory and stabilized mortgage rates in the low 6% range are improving choice and reducing urgency for transferees who can afford to buy. However, affordability remains a constraint for first-time buyers and those relocating from lower-cost markets. At the same time, a cooling rental market has expanded short-term and interim housing options, making renting an attractive option for employees who want to delay purchasing until they are settled in their new location.

Regional differences, however, mean relocation outcomes can vary widely. Employees moving into supply-constrained Midwest and Northeast markets may still face tighter rental conditions and firmer pricing, while those relocating to Sun Belt markets often benefit from greater availability and negotiating leverage.

INSIDER TIP: Mortgage Qualification Best Practice

When you are buying a home, it is tempting to try and save a little money by opening a store credit card to pay for furniture or appliances. But during the mortgage process, even a small credit change can cause issues. New credit cards create hard inquiries and increase your available credit, which lenders may see as added risk, which can lead to additional questions or delays right before closing. Some simple guidelines to keep in mind:

- Avoid opening new credit accounts (store cards, financing offers, "buy now, pay later") until after you close on your home.
- Save big purchases for later. Once the loan is finalized, you can shop and finance with peace of mind.

For more information about how to document funds for a home purchase, or if you have questions, contact your mortgage provider.

Contact Bobbi.maniglia@northamerican.com with questions or for more information