

St. Louis

Rental Real Estate Overview 2022

The unfortunate reality is that St. Louis has had its fair share of negative press. Between crime statistics to racial division, it can sometimes seem hard to find a piece of news that favors the city. But below the (sometimes over-hyped) negative stories lies a golden opportunity for investors.

Rich with historical significance, affordable, and developing as we speak, this iconic symbol of the Midwest is the perfect location for any investor—whether you’re just getting started or have decades of experience!

If you’re new to the St. Louis housing market and want help navigating the ups and downs of post-Covid real estate investment, [just fill out this form](#) and an expert will be in touch.

About St. Louis

Standing at the crux of the Missouri and Mississippi Rivers, St. Louis is known for many things...The most recognizable is the Gateway Arch; a stunning landmark you can’t forget. Dubbed one of the [“7 Architectural Wonders of the World”](#), the arch stands at a massive 630 feet: *double* the height of the Statue of Liberty!

The arch is part of the reason the city is known as the “Gateway to the West”. But the nickname is also due to St. Louis being the starting point of the Lewis and Clark expedition in 1804. The city was founded by the French in 1764, and sold to the U.S. as part of the Louisiana Purchase: Lewis and Clark’s main scouting ground. Seems like the explorers learned to love St. Louis, as both settled in in the city after their expedition was over.

St. Louis is also home of one of the greatest inventions to ever hit the U.S. – the ice cream cone. During the World's Fair in 1904, one ingenious vendor fashioned waffles into quick to-go cups for the hundreds of hungry customers. The invention worked so well its popularity grew worldwide!

But St. Louis isn't just the home of the ice cream cone. It's also the mother of the iconic American beer company Anheuser-Busch and the birthplace of St. Louis barbecue, a unique style known for spare ribs, pulled pork, burnt ends, snoots, and pork steaks.

While we could spend entire pages talking about the food culture and landmarks of St. Louis, what matters most is the real estate. So, *what makes St. Louis such a great city for investors?*



CITY STATISTICS

Population

292,000 (city proper)
2.8 million (metro area)
 (largest metro area in Missouri)

Median Income

\$31,930 /capita
\$55,183 /household

Median Age

36 years

Area

61.7 sq. mi.

Unemployment rate

3.2%
 (down from 4.3% in January 2022)

GDP

\$171 Billion

Highest Paying Jobs

General internists, anesthesiologists, physicians and surgeons, podiatrists, general dentists, psychiatrists

Highest Paying Non-Medical Jobs

Sales managers, marketing managers, architectural and engineering managers, purchasing managers

Major employers

Ascension Health Alliance, Enterprise Holdings, O'Reilly Auto Parts, Emerson Electric, Edward Jones

ST. LOUIS REAL ESTATE MARKET STATISTICS

79 (city proper)

238 (metro area)

Neighborhoods

2,993

Homes for sale
as of July 2022

\$189K

Median List
Price

\$275K (up 3.8% YoY)

Median Sold
Price

\$147

Median Price per
Square Foot

145%

Sale-to-List
Price Ratio

7

Median Days
on Market

\$780

Median Rent
Price

12.9%

1-Year
Appreciation Rate

29.38

Price-To-Rent
Ratio

7.5%

Rental Vacancy
Rate

4.0%

Homeowner Vacancy
Rate

MOST EXPENSIVE NEIGHBORHOODS

Neighborhood	Median Listing Price
Compton Heights	\$449.9K
Wydown-Skinker	\$374.9K
Central West End	\$362.5K
Lafayette Square	\$339K
Saint Louis Hills	\$314.5K

LEAST EXPENSIVE NEIGHBORHOODS

Neighborhood	Median Listing Price
North Pointe	\$65K
Mark Twain	\$88K
Gravois Park	\$109.5K
Downtown	\$166K
Franz Park	\$168K

LOOKING FOR AN INVESTOR-FRIENDLY AGENT?

From accessing off-market deals, to building a team, to determining the right rental rates, buying properties in a new market can prove tough for any investor. That's why we launched Evernest Brokerage.

Invest in [some of the best real estate markets](#) in the United States. Working with Evernest's in-house brokerage team of investor-friendly Real Estate Agents is the most efficient way to build a local team and grow your rental portfolio.

It's simple. Visit our website, pick your market, fill out the form, and a member of our team will get back to you within 24 hours.

Get started here
TODAY!



FIVE REASONS TO INVEST IN ST. LOUIS REAL ESTATE

You wouldn't be here if you didn't think St. Louis has *some* potential for your investment portfolio. Here's why many other investors choose to place their money in the St. Louis market:

- Diverse Investment Options
- Low Cost of Living
- Established History and Ongoing Development
- Great for Business and Work
- High Quality of Life



1.

DIVERSE INVESTMENT OPTIONS

Looking for a hundred-year-old home? St. Louis has plenty of historic properties for sale. Want something more modern? Those options are available too. And if you're looking for anything in between, you can probably find it in one of the 238 neighborhoods that make up the greater St. Louis area.

Around the time of the city's founding, substantial clay deposits were found on the east side of the state of Missouri. The clay was especially rich near where the Mississippi and Missouri rivers converge.

Because of this clay and the abundance of coal in the area, St. Louis quickly became a huge producer of brick - the [largest in the world](#) by the 1900s.

This has led to the huge amount of brick homes you'll see if you start looking for property in St. Louis. But while the construction materials may be consistent, the variety in architectural styles will blow your mind. St. Louis homes are influenced by [many architectural styles](#):

- French Colonial
- German
- Early American
- European
- French Second Empire
- Victorian
- Modern
- ...to name a few.

In addition to diversity in architecture, St. Louis real estate offers a variety of investment opportunities. Whether you're looking to buy and rent, flip, sell, or something else, the city offers many options. Because it was founded before the nation was even born, the rich history of the city adds to the types of investments you can make when you're building a portfolio in St. Louis.

The types of homes in St. Louis are yet another way the real estate is diverse. The city and its surrounding areas feature:

- Farms and ranches
- Condos
- Country homes
- Single- and multi-family homes
- Townhomes
- Apartments
- And more!

There aren't many cities offering the diverse types of homes, architecture styles, and years of inventory for every investor. If you're looking for somewhere to build a unique portfolio full of variety, St. Louis is a great place to start!





2.

LOW COST OF LIVING

St. Louis has some of the lowest living costs out of any large city in the U.S. The average cost of living in the city is [6% below the U.S. National Average](#) - a great drawing factor for remote workers looking for a city vibe outside high-cost areas like New York or Los Angeles.

While the average cost of living is low in St. Louis, housing costs are an entire 23% below the U.S. national average. This is a great sign for investors, but it's also a fantastic drawing factor for anyone moving to the city who's concerned about the housing market in general.

But the great cost of living doesn't end with housing. There are dozens of free things to do in St. Louis—in fact, the city [rivals Washington, D.C.](#) for the most free things to do in a single location. Free activities include the St. Louis Zoo, the St. Louis Art Museum, and the St. Louis Science Center. Forest Park, a 1,300-acre green space, is also a favorite of any St. Louis resident.



3.

ESTABLISHED HISTORY AND ONGOING DEVELOPMENT

When you're looking at investing in a new city, it's important to consider the history and the ongoing growth happening in the present. St. Louis is one of Missouri's [oldest continually occupied cities](#). Established in 1764 by the French, St. Louis was sold to the U.S. as part of the Louisiana Purchase.

In 1804, Lewis and Clark set off from the city to follow the Missouri river and explore the new territory. This made St. Louis the literal gateway to the west. The two explorers then settled in the city after their expedition was over.

In the early 1900s, St. Louis hosted both the World's fair and the Olympics, bringing more people, culture, and growth to the city. This popularity set off a few decades of industrialization in the city.

As the automobile became popular, St. Louis was on the front lines of development with this new technology. It became the home of the first gas station and the location of the very first automobile acci-

dent! St. Louis remains one of the biggest producers of automobiles today.

During and after the World Wars, St. Louis remained popular and by 1950, the city's population had grown to 865,000. At this point, the suburbs of the surrounding St. Louis County needed to grow .

This kicked off several decades of revitalization. New interstates were added to the city, as well as streetcar lines and other additions. The building of the Busch Memorial Stadium and the Gateway Arch were the precursors to a huge downtown boom. From there, the business districts got a facelift.

So you can see the established history the city has had. Through the ebbs and flows of wars, inflation, depressions, and many more world-changing events, St. Louis has continued to innovate and update.

Today, there are billions of dollars of innovations still happening in the St. Louis area. Here's a list of a few of the big developments set to take place in the upcoming years:

- [Midtown Developments](#)
- [Garment District Updates](#)
- [Northside Regeneration](#)
- [North St. Louis Developments](#)
- [Downtown Updates](#)

When considering investing in an area, it's important to think about the track record of the city and the current developments happening there. St. Louis' established history opens hundreds of options for investors, and its current updates attract new residents and create a space for more real estate opportunities.





4.

GREAT FOR BUSINESS AND WORK

One of the greatest factors in any real estate investment is the economy. If a city can't attract jobseekers, it's going to be hard to find people to rent or buy houses.

St. Louis is great for the work world — both the traditional in-person jobs and the new remote work culture arising in the past decade.

To begin, St. Louis has [many institutions of higher education](#). Universities fuel the job market with young energy, so this is a great sign for business in the areas surrounding St. Louis.

St. Louis has dozens of well-established companies that call the city their headquarters - including eight Fortune 500 companies.

1. Centene
2. Emerson Electric
3. Reinsurance Group of America
4. Edward Jones Investments
5. Graybar Electric
6. Olin
7. Ameren
8. Post Holdings

The GDP of St. Louis has increased by [23%](#) over the past 10 years (even though the population has [only risen 1.2%](#) over the same time period). This shows that the economy can still handle people moving to the area.

As inflation and interest rates rise, many people are turning their eyes toward areas with a low cost of living. Now that remote work is a large part of the economy, it's possible for many workers to live anywhere. Since St. Louis is a large city that also has a relatively low cost of living, it should be an easy pick as remote workers look for lower-cost places to live.

When investing, it's important to consider the impact of the city's job market. If the economy is established and there's still a reason for new job seekers to move to the area, you can know it's going to have a positive trickle-down effect on the real estate market!



5.

HIGH QUALITY OF LIFE

Many things make the quality of life in St. Louis a wonderful bet. To begin, the people of St. Louis are incredibly friendly. It's a home full of midwestern charm.

Three professional sports teams call St. Louis their home: the St. Louis Cardinals of Major League Baseball, the St. Louis Blues of the National Hockey League, and the St. Louis Rams of the National Football League. These teams make the sports culture of St. Louis friendly and competitive.

In addition, the city is very family friendly. Dozens of free activities and outdoor opportunities create a space for kids of any age to explore and find fun things to do. St. Louis also has mild midwest weather, boasting a full four seasons every year.

Because the weather's nice, the cost of living is low, and there are dozens of free things to do, St. Louis is one of the best places to live for anyone who wants city vibes with a low cost of living.

ST. LOUIS REAL ESTATE MARKET PREDICTIONS

While much of the nation fears the long-term effects of a potential recession, smart investors are waiting quietly and continuing to look for the wise investment opportunities. Because of the low cost of real estate and the established economy, St. Louis could prove to be one of the best investments for anyone looking to spend their money wisely during a fearful period in the market.

Here's what you can expect from the St. Louis housing market over the next few months:

1. **Buyer competition will stay steady or decrease.**

As interest rates continue to rise in the United States, many buyers will be naturally cut out of the market. And if prices continue to rise, we could see even more inventory added to the market as people decide to consolidate debt and minimize expenses.

While it's impossible to predict exactly where the housing market will go, there are signs that competition in the St. Louis market is [starting to cool down a bit](#).

1. **Rentals will be in-demand.**

The low cost of living in St. Louis combined with its establishment as a city are the perfect drawing factor for people who want to spend less but have the amenities and culture a big city has to offer. There's a reason St. Louis made Wallethub's [list of best cities for renters](#)!

For this reason, St. Louis is perfectly poised for investors looking to rent out their properties. With some of the [lowest rental prices in the country](#), many online workers and other people looking for a change will be eyeing St. Louis as a potential haven during trying monetary times.

INVEST WITH EVERNEST

Every investment opportunity comes with risk, but it's even harder to know what to do when the whole world fears a recession. With every news source calling for a "collapse" of some sort or predicting "another bubble," how can you sort through the fluff and find the most valuable markets for your money?

That's why it's crucial to have a team surrounding you as you build wealth and make investment decisions. Knowledgeable investment teams can help you avoid the common mistakes most investors make (and give you the extra boost of confidence to know you're making a smart investment decision, *even in the most unpredictable markets.*)

Here at [Evernest](#), we've been investing in markets all across the United States since 2008. And not only that—we've also been [analyzing and sharing our information](#) about these opportunity-filled markets, in good times and bad, for other investors to study.

Our local team can be your eyes and ears in the St. Louis real estate world, saving you hours of time (and a few headaches as well). We'll connect you with investor-friendly real estate agents and advisors to make your wealth-building journey smooth and successful.

Ready to invest with the help of a qualified team?

Let's talk.

Are you an investor not just limited to St. Louis or Missouri? You can invest in [some of the best real estate markets](#) in the United States by working with Evernest's in-house Brokerage team of investor-friendly Real Estate Agents. All you have to do is fill out this [form](#) and one of our agents will reach out within 24 hours.

*Make the best investments in the most attractive markets
with Evernest.....in good times and bad.*

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