

## KELOWNA'S HOT "OKANAGAN URBAN" HOUSING MARKET

*"There has been an air of optimism in this city that hasn't been felt in a long time - maybe if ever." - Colin Basran, 39, Kelowna's youngest-ever Mayor (quoted in The Globe and Mail, September 2016)*

Kelowna's economy, population and lifestyle are transforming the city, and new housing is being built to accommodate it.

- Kelowna is one of the fastest going cities in Canada due to a number of trends all converging at the same time, which have collectively, and suddenly, ignited the city's potential.
- The high price of housing in cities like Vancouver and Calgary is prompting people to sell their homes at a profit to relocate to the Okanagan.
- Many young professionals, retirees and families are leaving the hefty price tags and long commutes of the bigger cities behind in favour of sophisticated, urban living in BC's interior. (It's estimated 40 per cent of the people moving out of Vancouver are moving to the Okanagan.)
- Millennials are bringing their talents and young families to create a whole new generation of residents where housing is more affordable. They are settling down in Kelowna and becoming fixtures that will drive the economy into the future.
- Foreign students are opting to attend university in Kelowna universities, Okanagan College and UBC Okanagan (UBCO), instead of the Lower Mainland, with increasing numbers of them choosing to stay in the area after graduation and put down roots in the Okanagan.
- Many new residents are coming to be a part of Kelowna's growing tech and animation industry, in addition to its well-established tourism, agriculture and wine sectors. (7,600 people work in the Kelowna region's tech sector. More than half are 35 or younger.)
- In the Canada 2016 Census, the Kelowna region's population grew by 8.6 per cent to 127,380. Kelowna is the sixth fastest-growing city in Canada.

### KELOWNA'S GROWING ECONOMY

- [Western Investor](#) magazine has named Kelowna Canada's number one pick for real estate investors. (October 2017).
- In November 2016, the [Canadian Federation of Independent Business](#) named Kelowna Canada's top place to start and grow businesses.
- The Kelowna region is home to 633 technology companies, and the tech sector in the Okanagan contributed \$1.3 billion to the local economy in 2015, up almost one-third compared to two years ago. (Central Okanagan Economic Development Commission)
- During 2017, Kelowna's unemployment was cut from 8.5 per cent to 6.4 per cent. (Central Okanagan Economic Development Commission)

### KELOWNA'S HOT HOUSING MARKET

- The overall average price of a single detached home in Kelowna surged 12.6 per cent year over year to \$696,650 in 2017. Condominium prices increased 19.3 per cent. (Okanagan Mainline Real Estate Board statistics for December 2017).
- The reason for Kelowna's fast-rising housing prices are: a steadily growing population, rising demand from everyone from first-time buyers to retirees, and an extreme lack of inventory across all housing types.
- There were 3,577 housing starts in Kelowna in 2017, up 63 per cent over 2016 (CMHC January 2018).
- Kelowna's vacancy rates remain among the lowest in the country, bottoming out at just 0.2 per cent in fall 2017 (CMHC January 2018).
- Apartment website PadMapper says Kelowna remains among the top 10 most expensive rental markets in Canada. The average monthly rent for a one-bedroom unit is \$1,150, up 15 per cent over the past year. The average monthly rent for a two-bedroom unit is \$1,610, up 15.8 per cent year over year (December 2017 Rent Report).