



E.V. Williams Center for Real Estate at  
The Harvey Lindsay School of Real Estate



# ODU Real Estate Sentiment Survey

December 2025





# ODU Real Estate Sentiment Survey

- The ODU Real Estate Sentiment Survey is undertaken by the E.V. Williams Center for Real Estate to gauge sentiment about the Hampton Roads real estate market
  - This is the second survey since it was relaunched in the Spring of 2025
- This survey, completed during November 2025, shows that the overall Sentiment Index is virtually unchanged, 57.19 versus 57.31
  - A figure of 50 indicates neutral sentiment
  - The closer the index is to 100 the more positive the sentiment reflected
  - The closer the index is to 0 the more negative the sentiment reflected
- The detailed results highlight that while market participants remain cautious there are some positive signs and indicators in this year-end update



# Headline Findings

- There are improvements in economic sentiment
  - The positive view on 12-month economic momentum increased from 25.93% of respondents to 43.90%, while the negative view halved, from 51.85% to 24.39%
  - However, there was an increase in the number who feel a recession may be imminent
- The latest findings do indicate that a lot of the uncertainty concerning global trade/tariffs and inflation that was captured in the previous survey has settled
  - e.g. concerns about higher inflation has fallen from 66% to 19%
- The reduction in the uncertainty seen earlier in 2025 is also seen in that the proportion of respondents citing supply-chain issues, the global economy and trade as major risk factors has moderated quite considerably



# Headline Findings

- There are also more positive views seen with respect to the financing environment
- Over three quarters of respondents expect mortgage rates to decline over the next 12 months, up from just over half in mid-year
- There has also been a shift in sentiment regarding the availability of both debt and equity capital
  - Moderately positive views about the availability of debt capital increased from 17.92% to 41.46%
  - For equity capital this figure increased from 23.58% to 39.02%



# Headline Findings

- At both a national and regional level the industrial/warehouse and multifamily sectors continue to be viewed as having the best investment potential
  - Multifamily, in particular, is seen as having a positive outlook regionally
- The anticipated bounce in the single-family market when we see mortgage rates fall also remains evident
- Based on the perceived position in the cycle, sentiment appears to view the regional retail sector as having bottomed out and seeing a more positive outlook





# Headline Findings

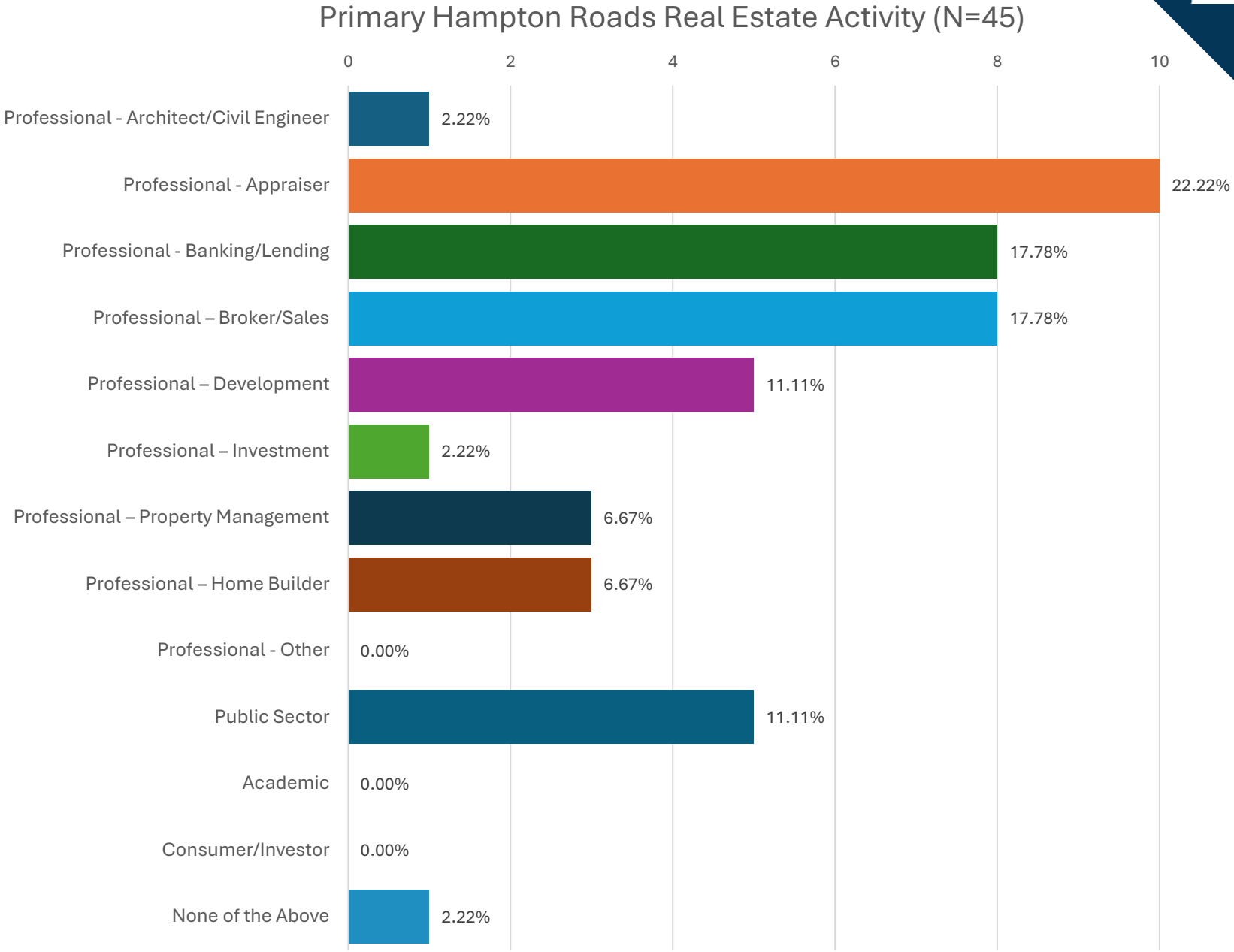
- As with the previous survey, there is generally more positive sentiment evident about the regional market than the national one
- As noted in June, this may reflect a greater willingness to voice stronger opinions about local economic and market conditions that respondents see every day
- However, it may also be capturing the view that the local economy and real estate market is in a relatively robust position compared to other markets across the country
- This is possibly even more evident in this survey given a reduction in the uncertainty regarding global trade, a factor that was especially evident in the last survey



# Section 1 – Background Information



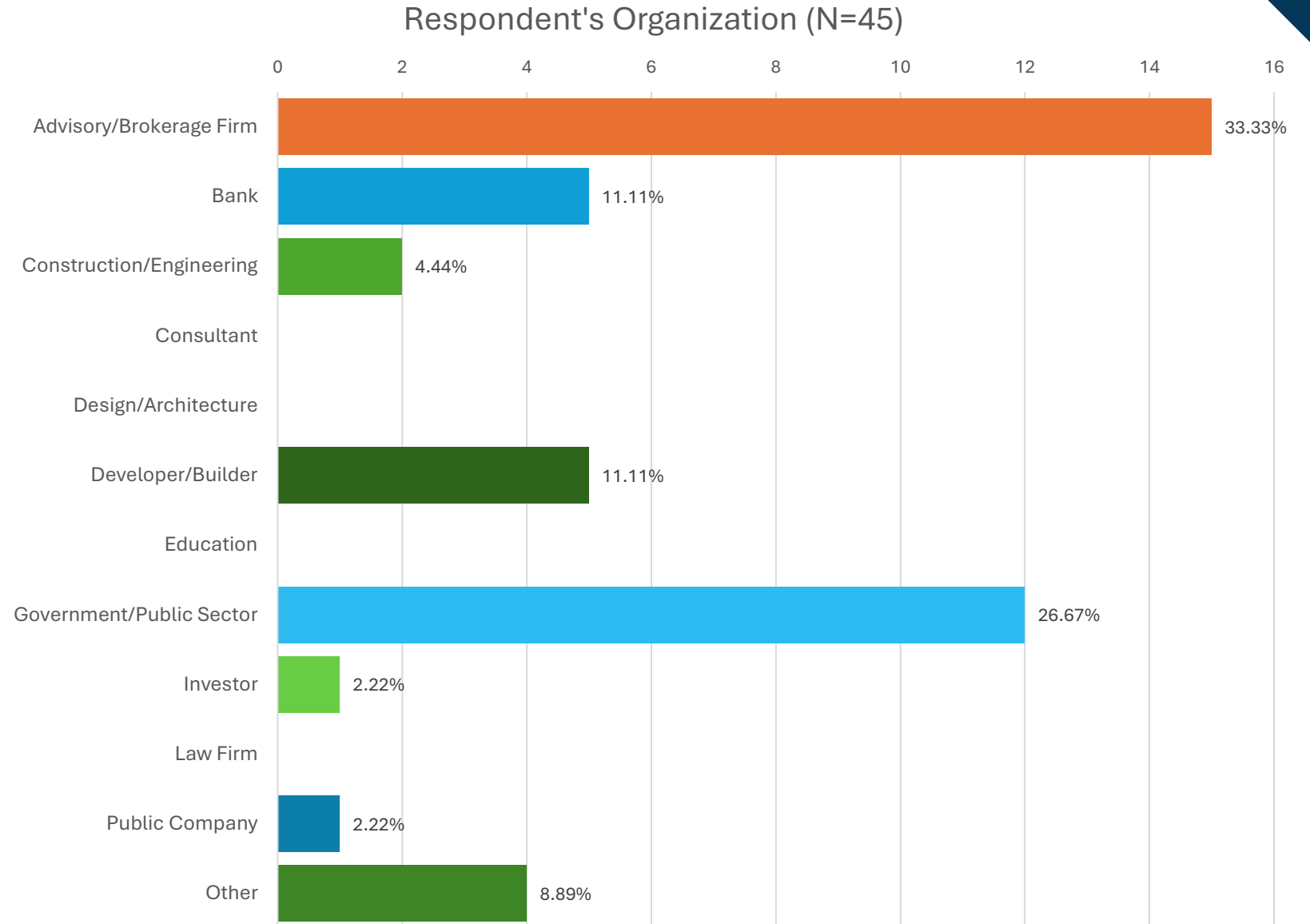
Q1. Please identify your primary Hampton Roads real estate activity (select one)





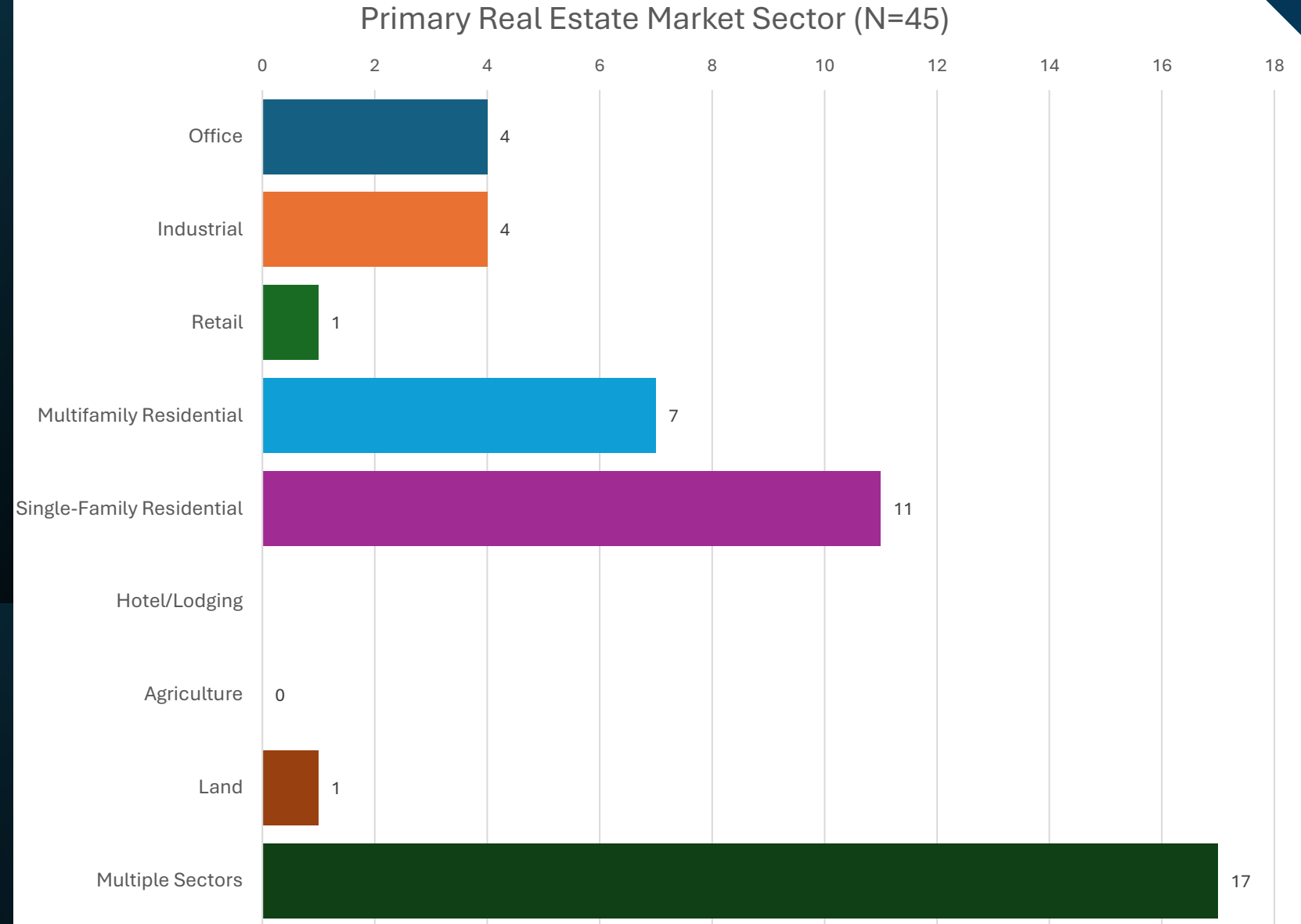


Q2. What organization do you work with?



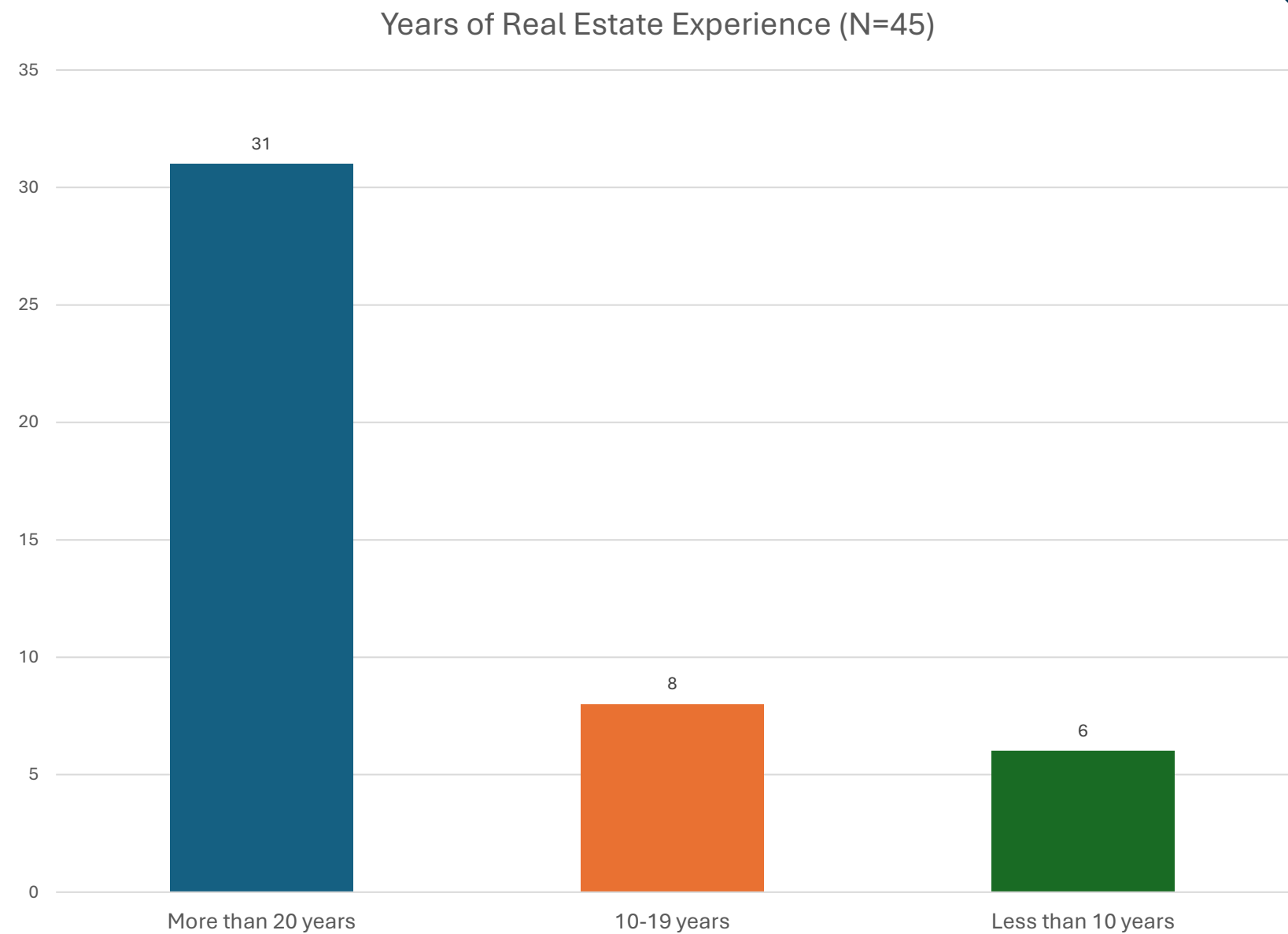


Q3. Please identify your primary real estate market sector (select one)



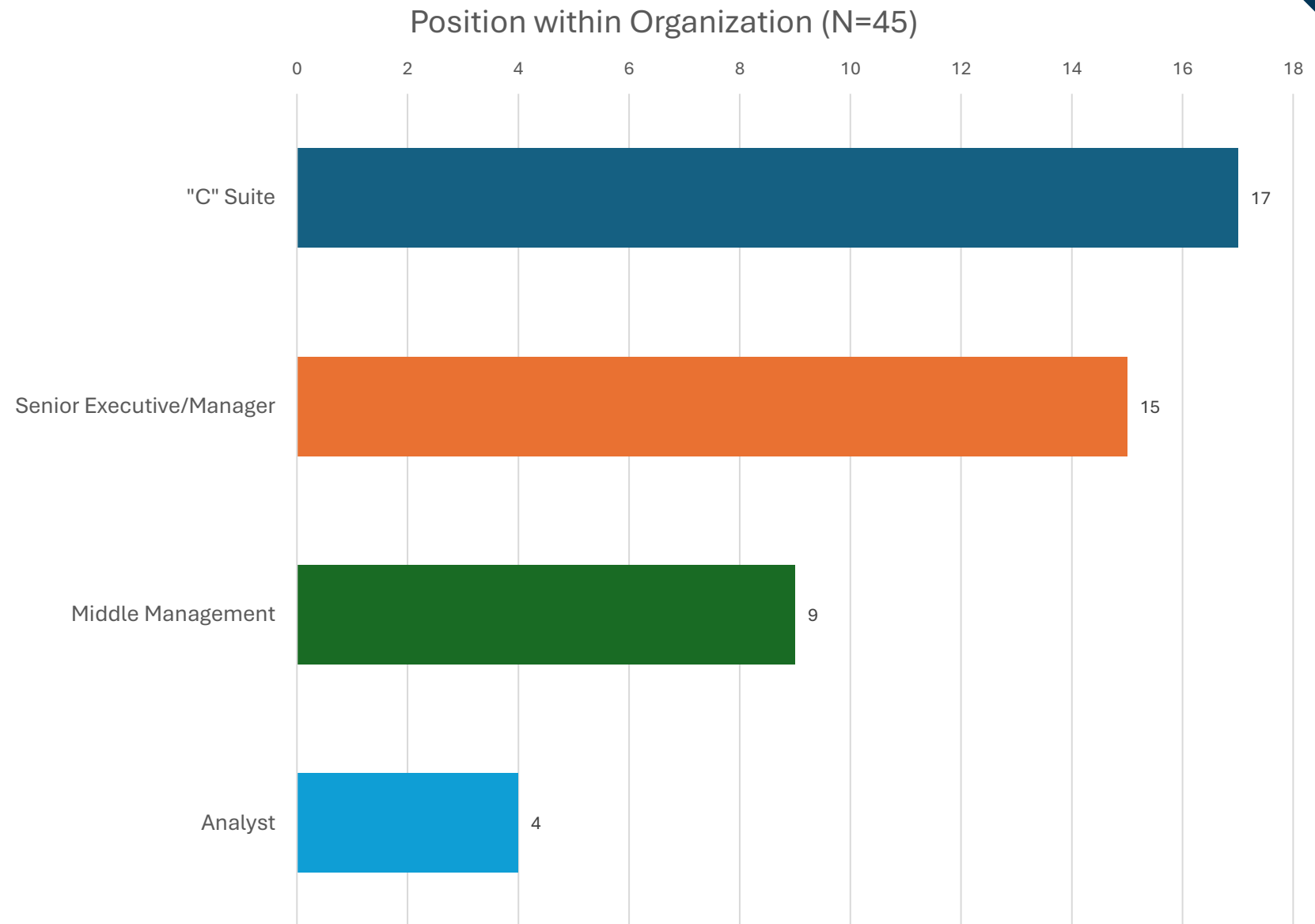


Q4. Please indicate your years of experience in real estate





Q5. What is your position within your organization?

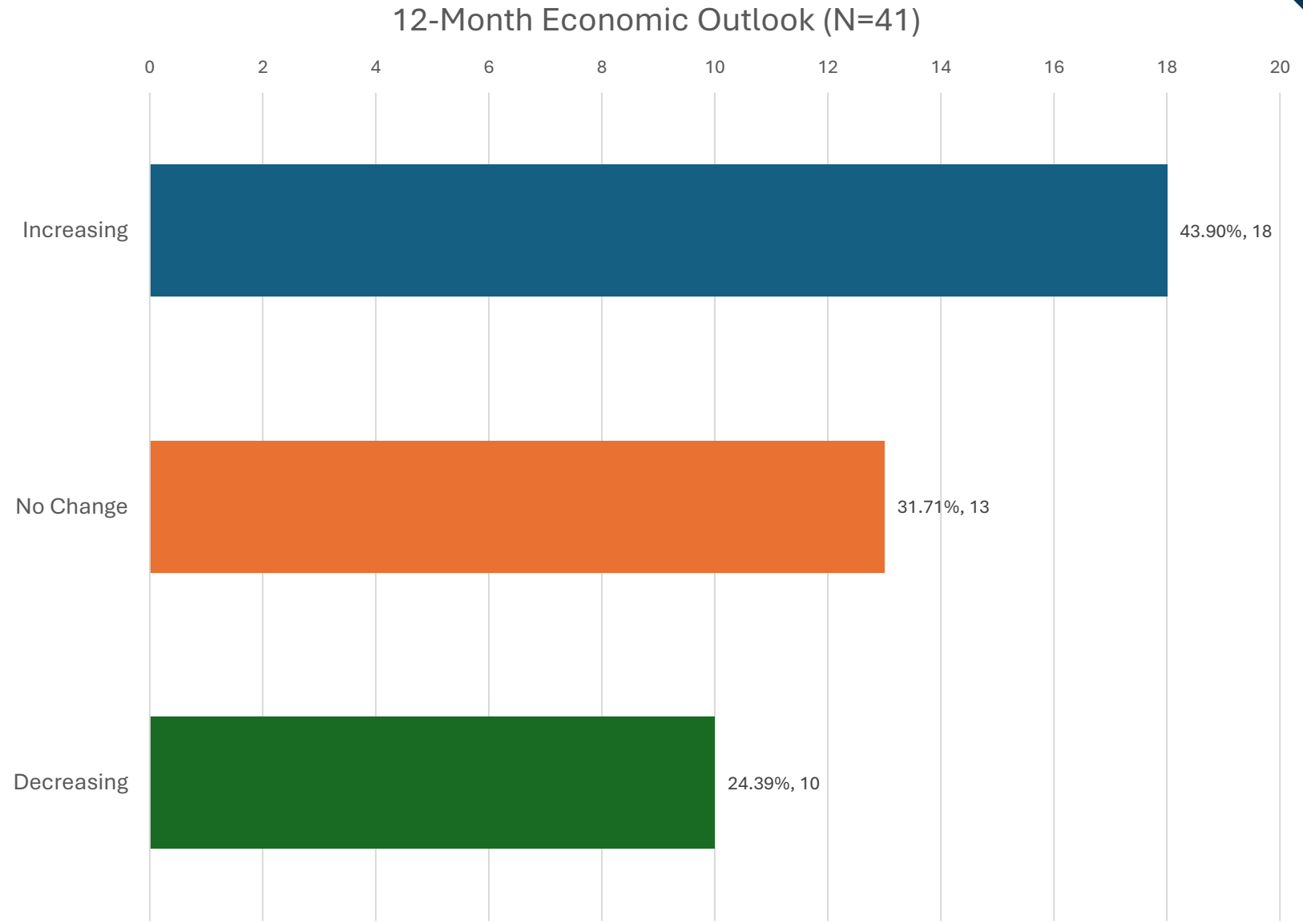




## Section 2 – National Economic & Real Estate Market Conditions



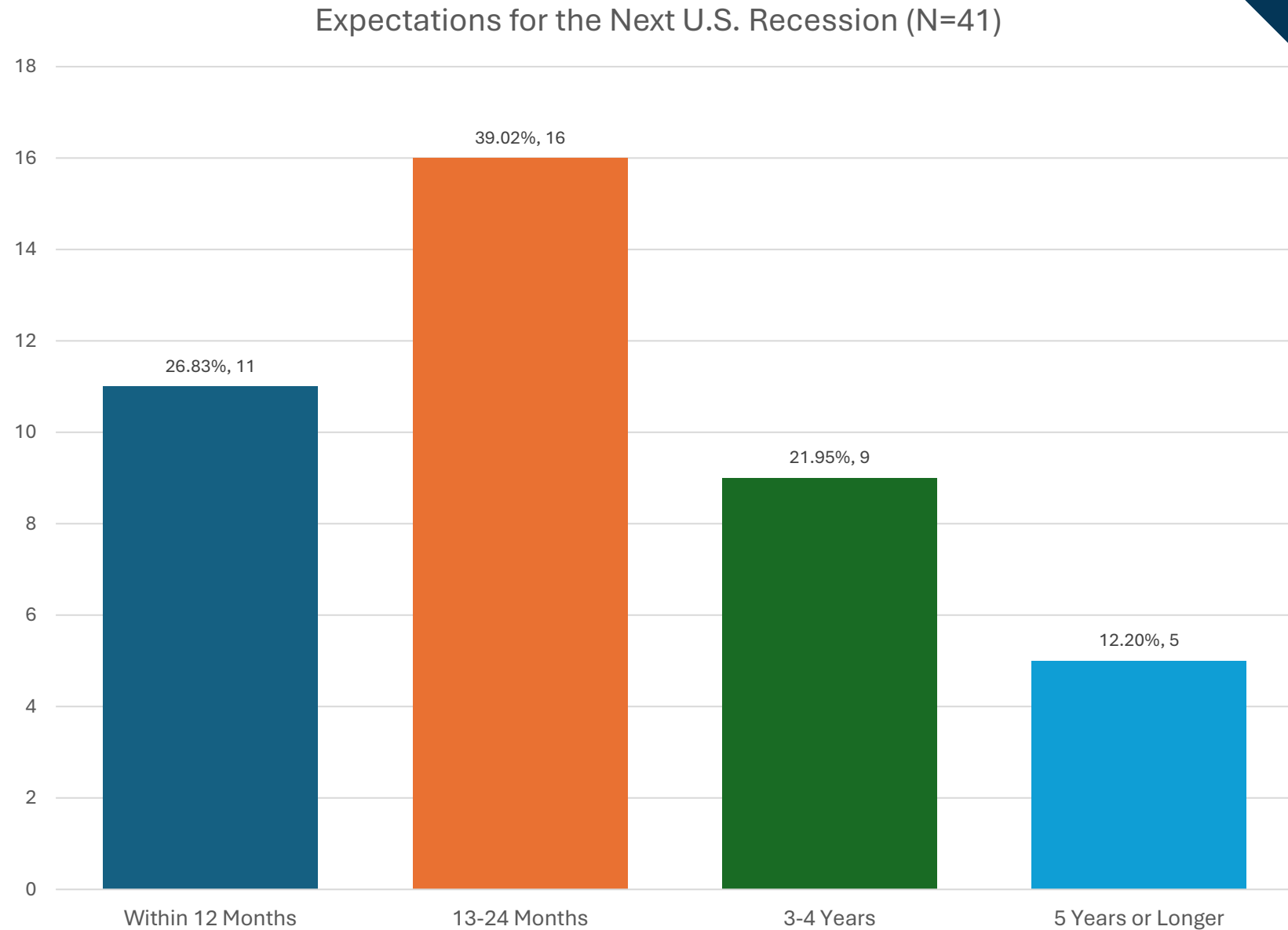
Q6. Over the next 12 months  
what is your overall outlook on  
economic momentum?





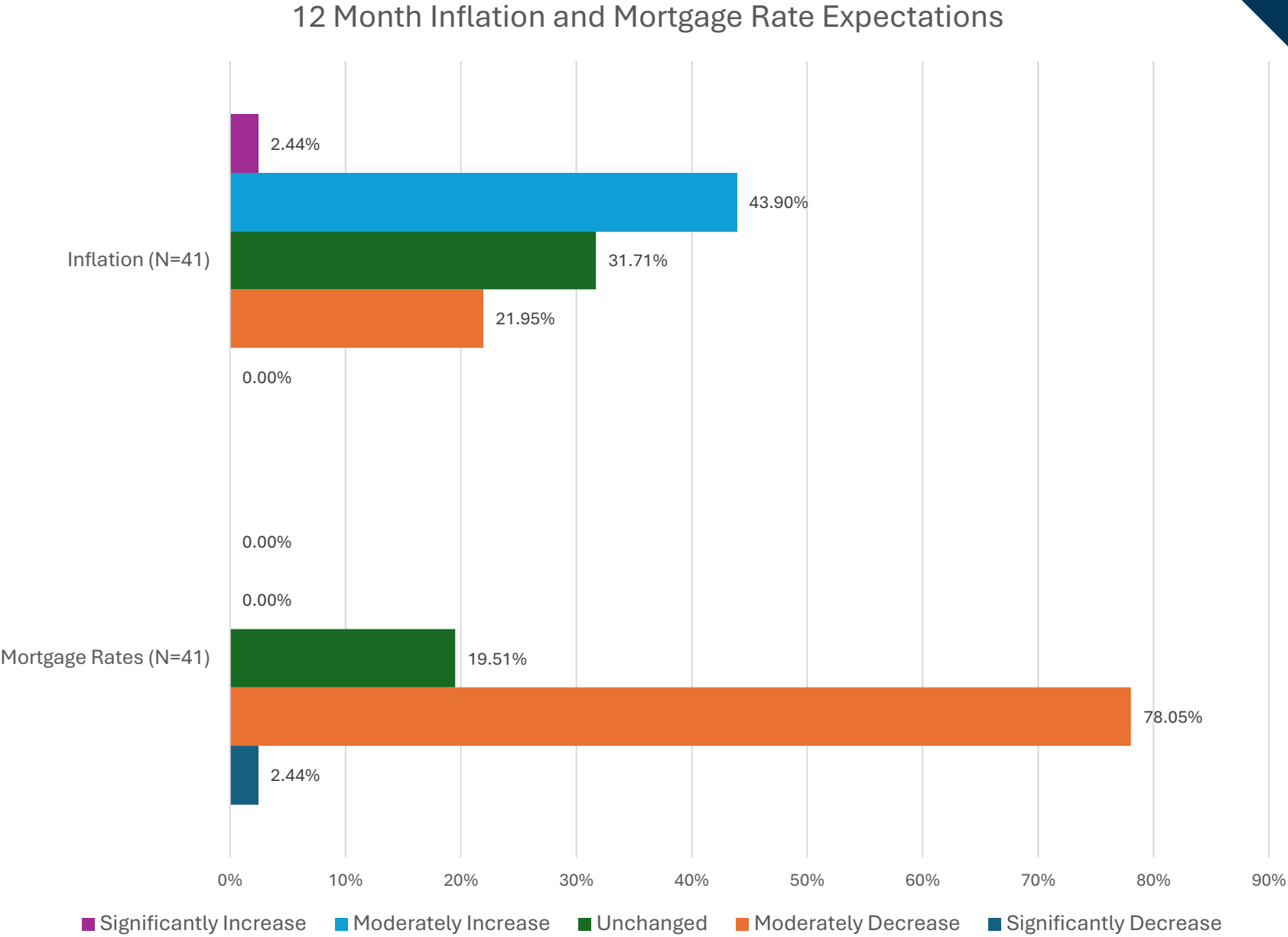


Q7. When do you think that the next U.S. recession will occur?



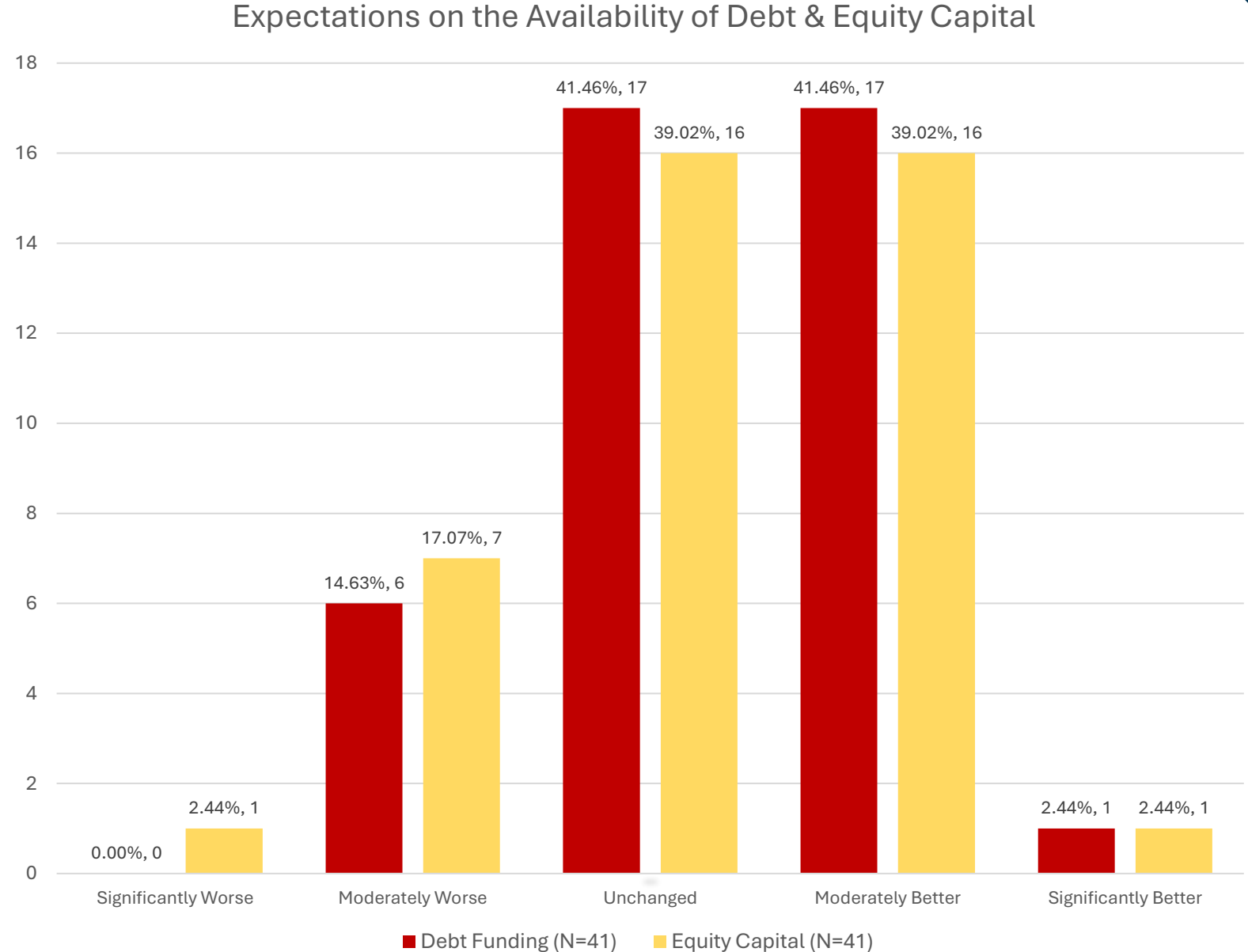


Q8 & Q9. Over the next 12 months what is your expectation for inflation and residential mortgage rates?



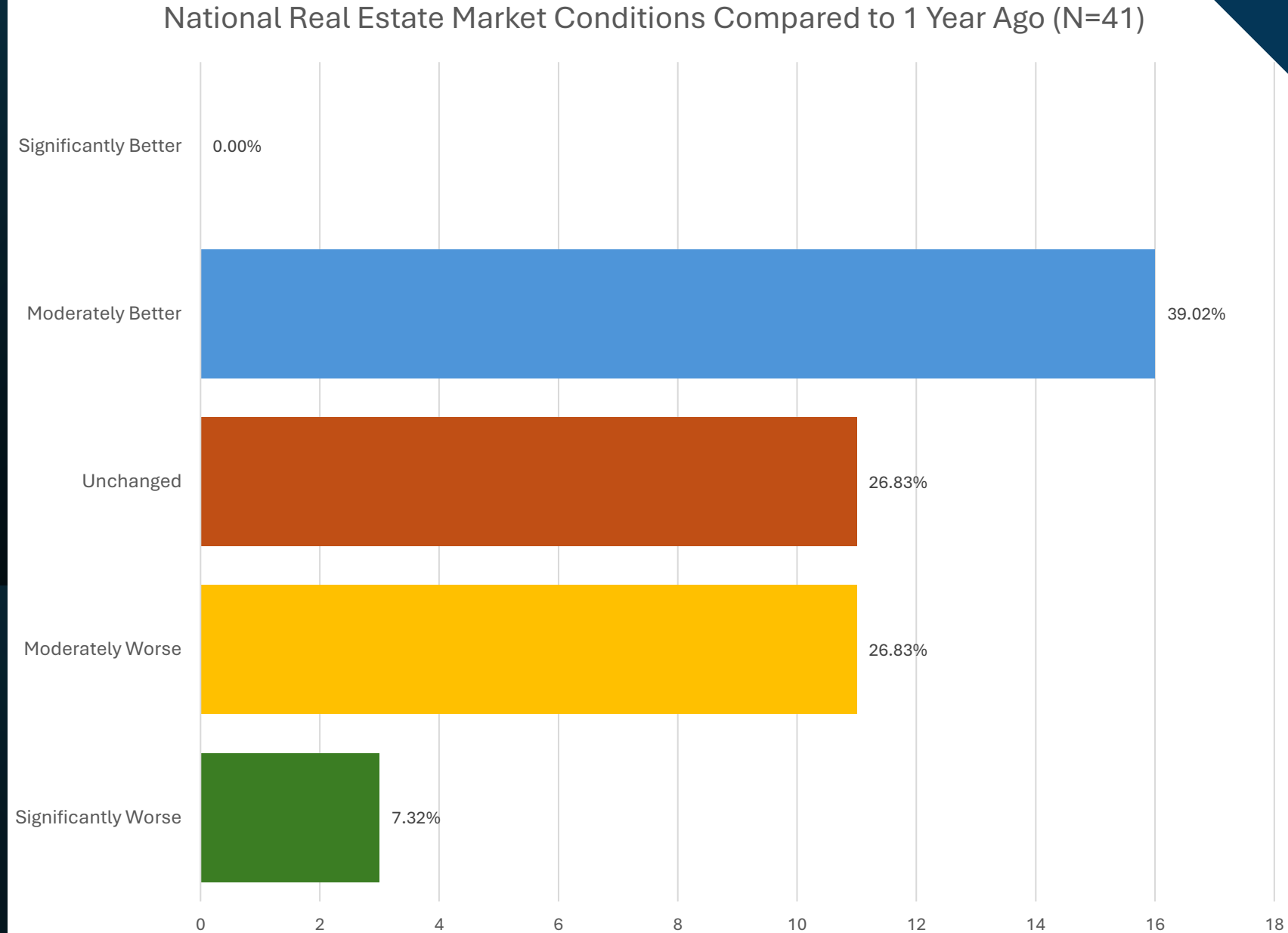


Q10 & Q11. Over the next 12 months what is your outlook regarding the availability of debt funding and equity capital?



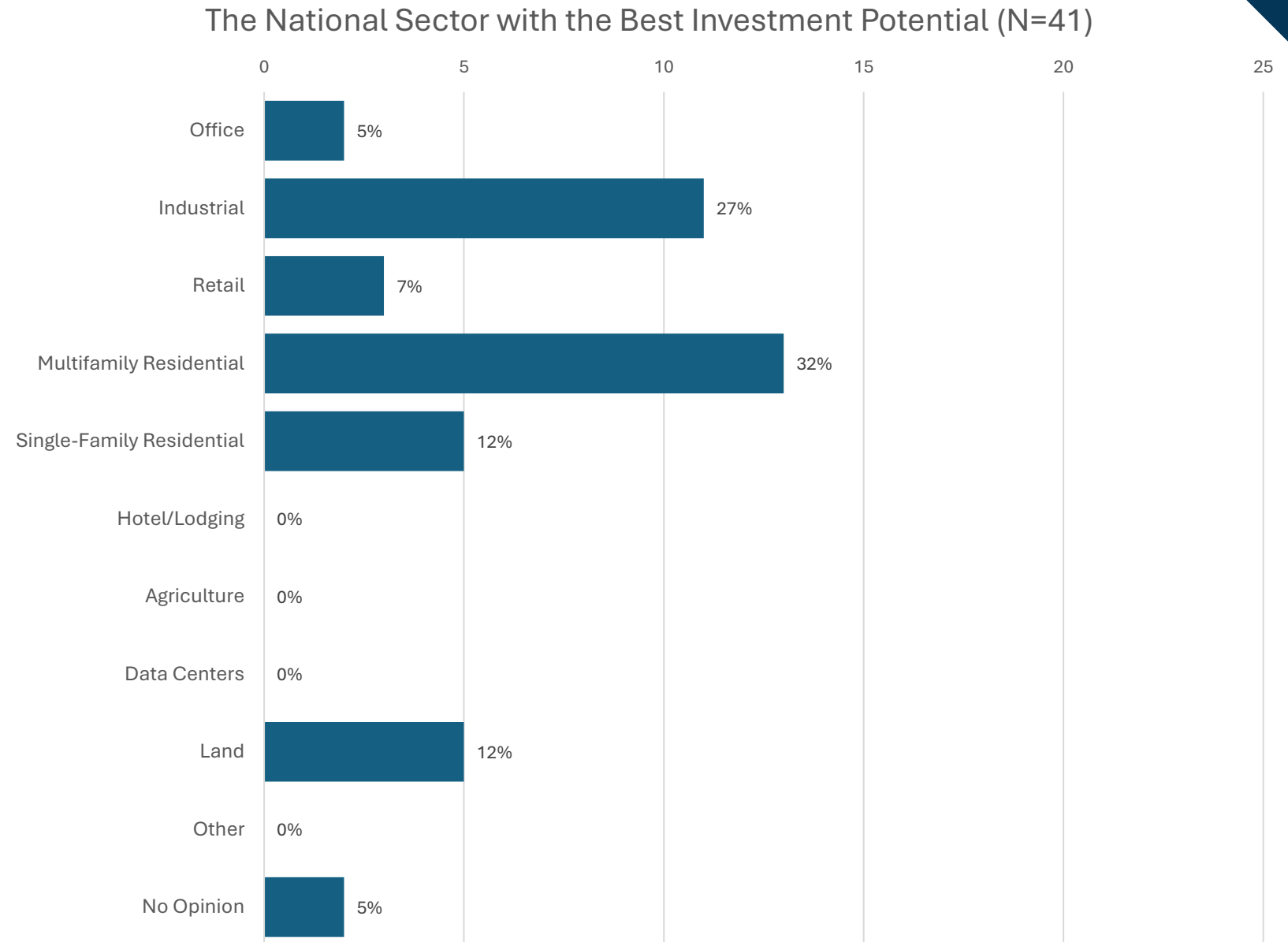


Q12. How would you rate national real estate market conditions compared with 1 year ago?



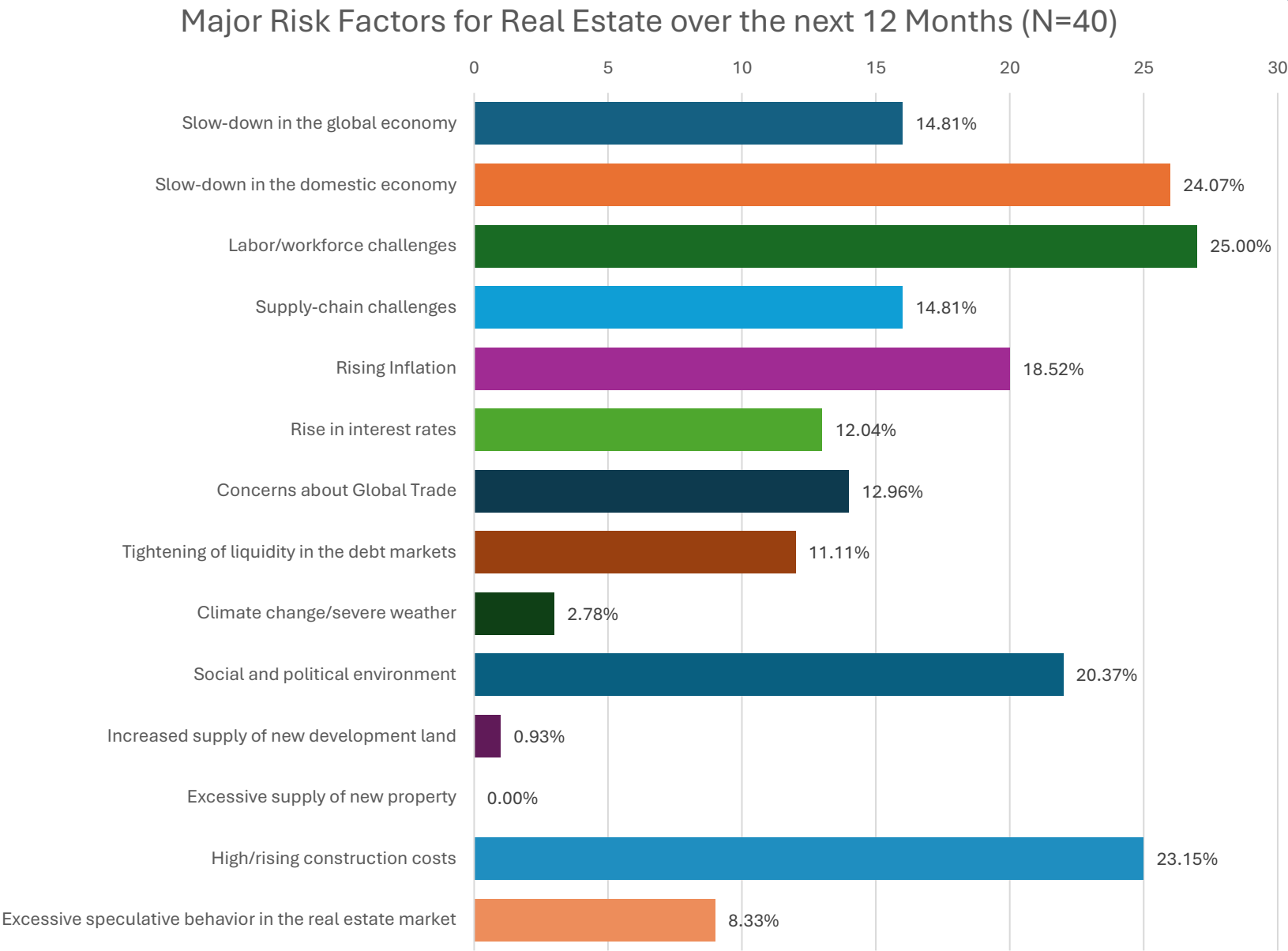


Q13. Over the next 12 months  
which national real estate sector  
has the best investment  
potential?





Q14. Which of the following do you see as major risk factors that may adversely impact the real estate market over the next 12 months?



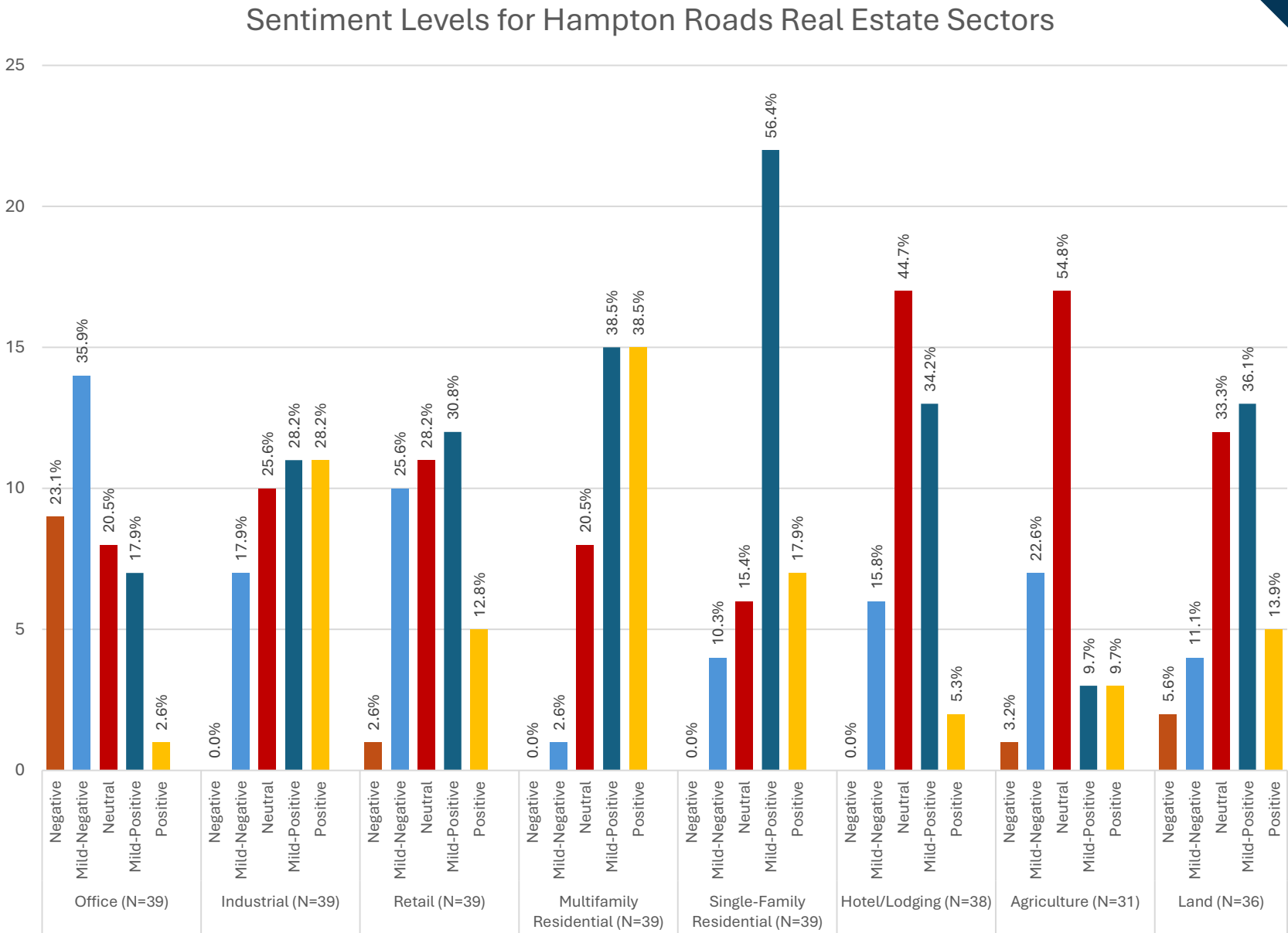




## Section 3 –Real Estate Market Conditions in Hampton Roads

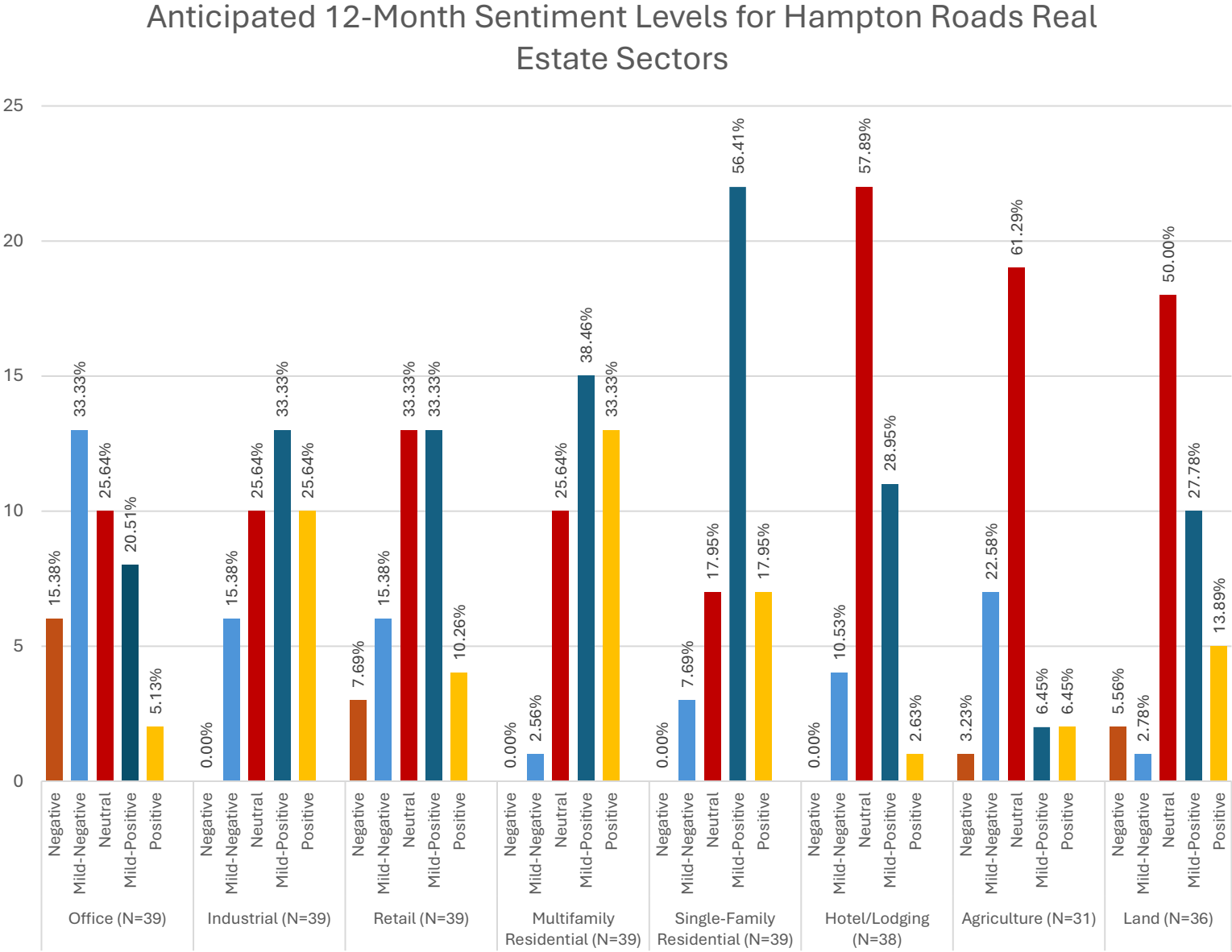


Q15. Please rate your current sentiment levels for the following Hampton Roads real estate sectors



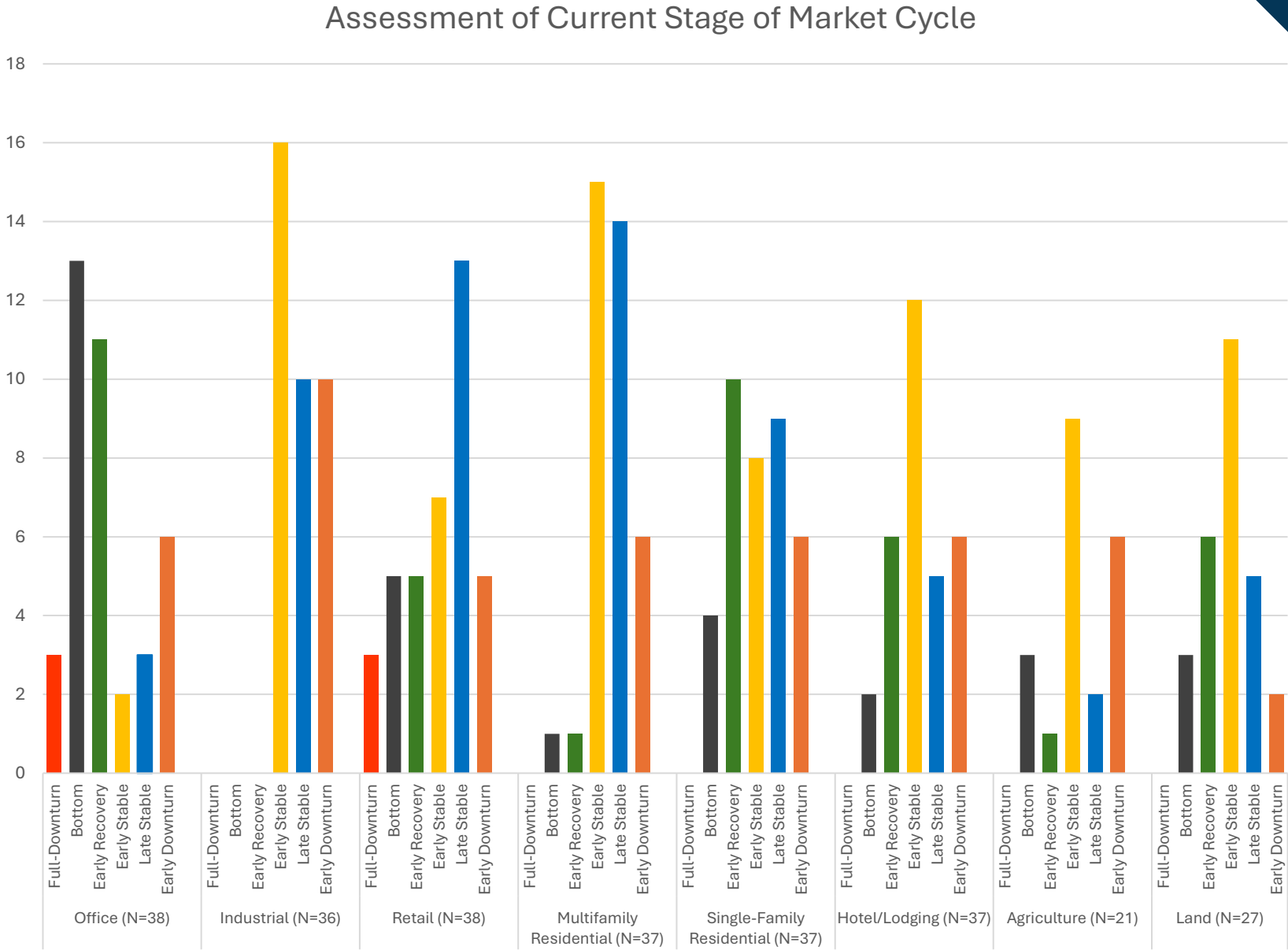


Q16. Please rate your anticipated 12-month sentiment levels for the following Hampton Roads real estate market sectors



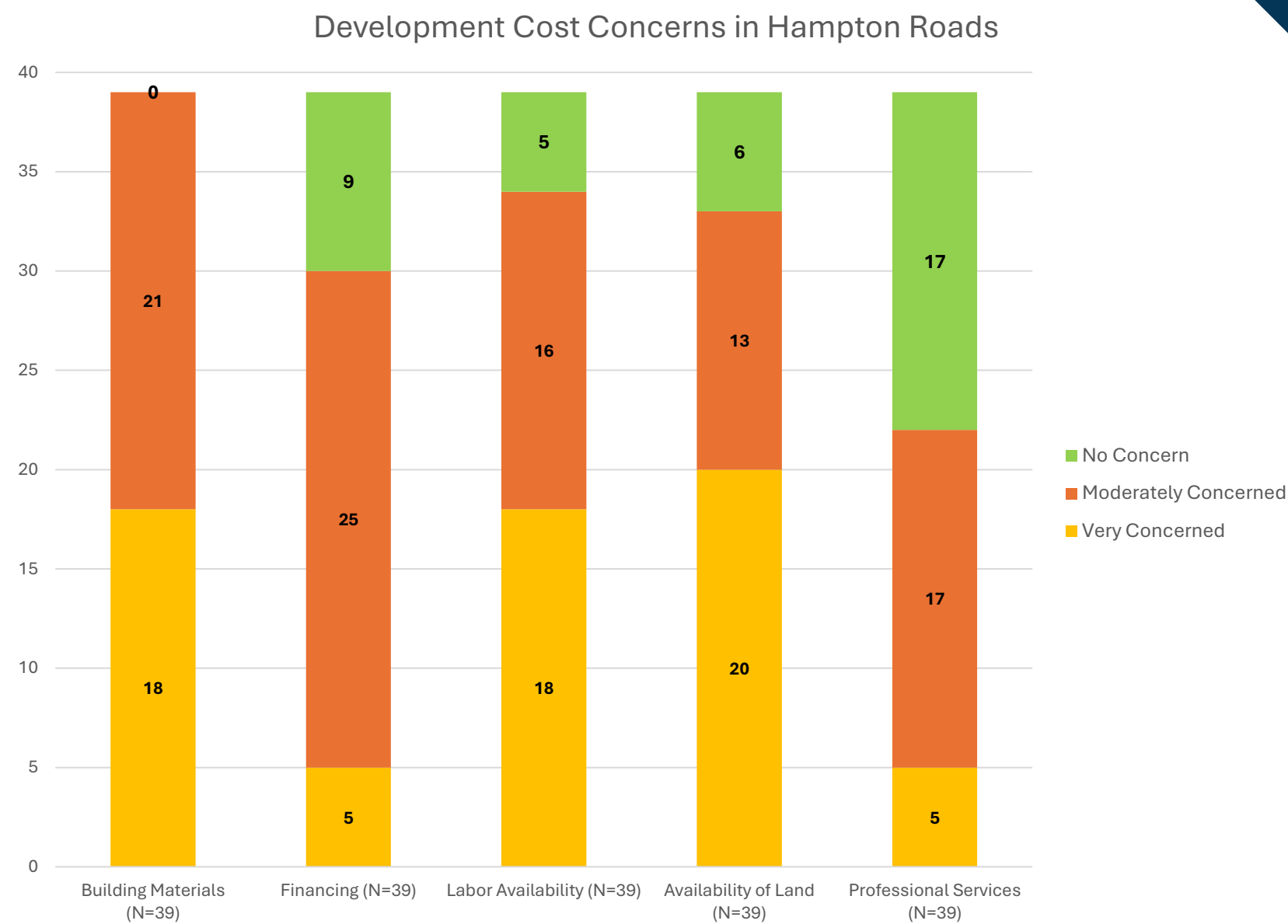


Q17. At what stage of the cycle do you assess the following Hampton Roads real estate market sectors to be currently in?



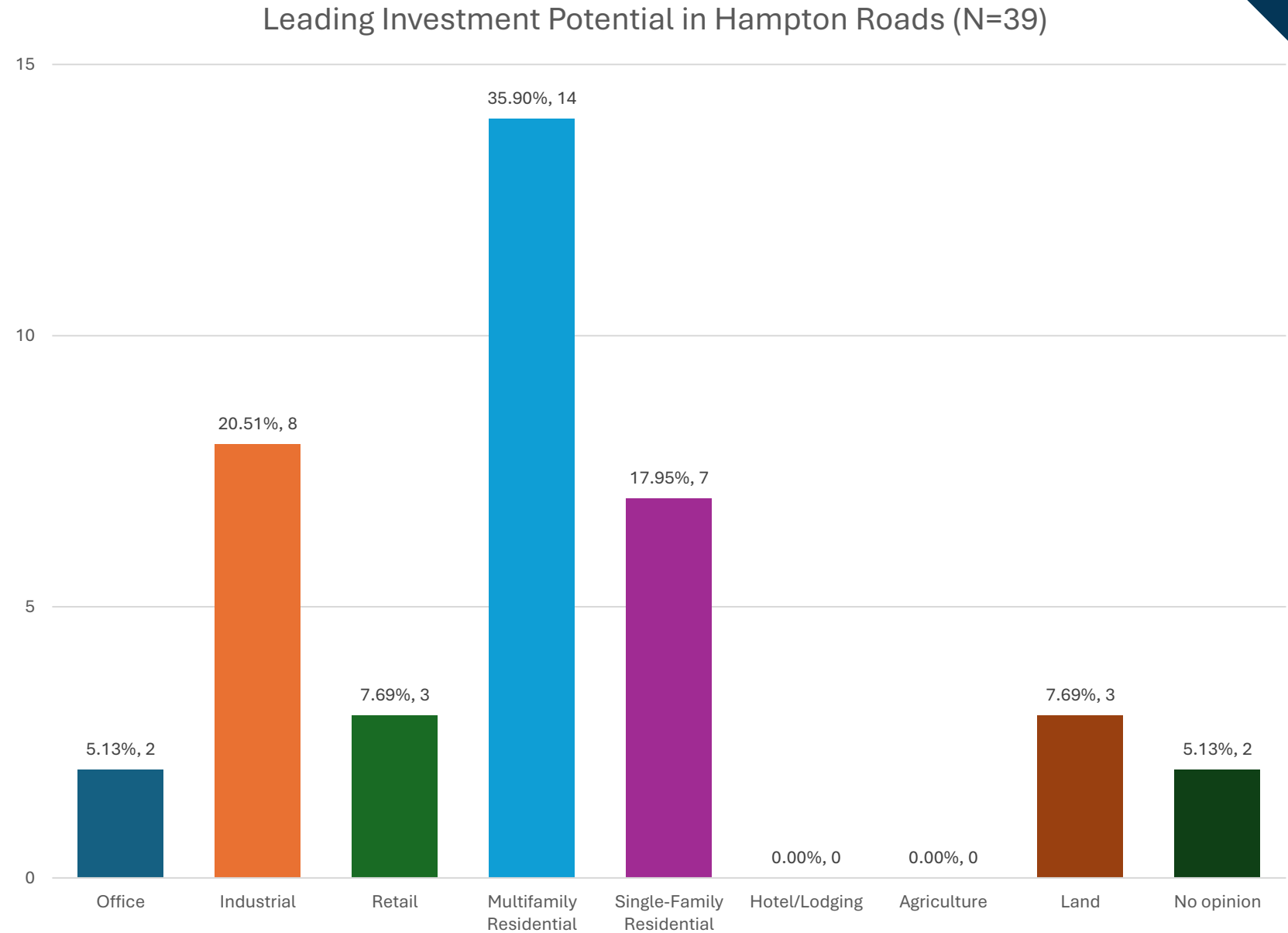


Q18. What is your level of concern relating to development costs in the Hampton Roads Market?





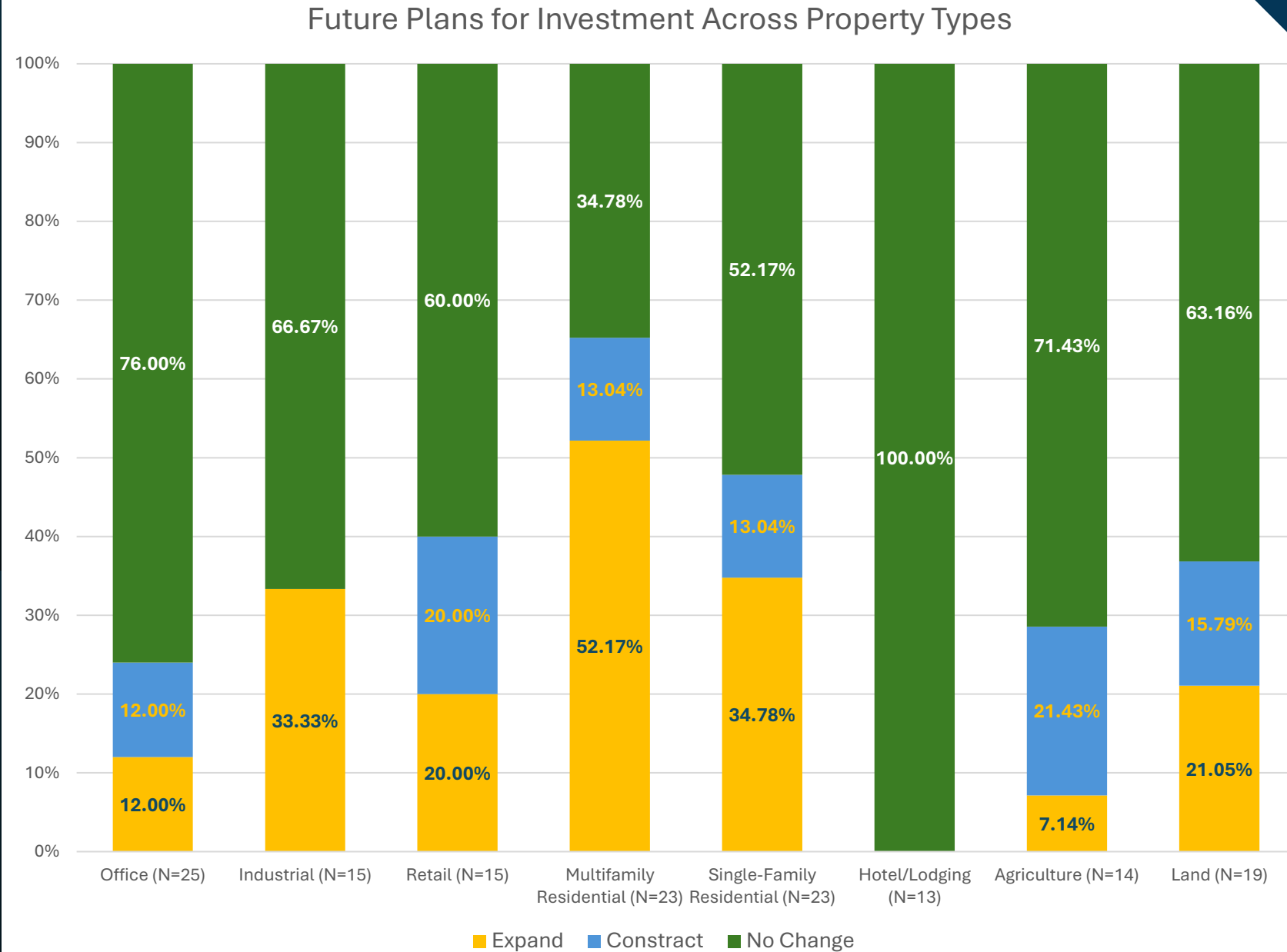
Q19. Over the next 12 months which Hampton Roads real estate sector do you feel has the best investment potential? (select one)







Q20. Do you plan to expand or contract your use or ownership/investment of space?



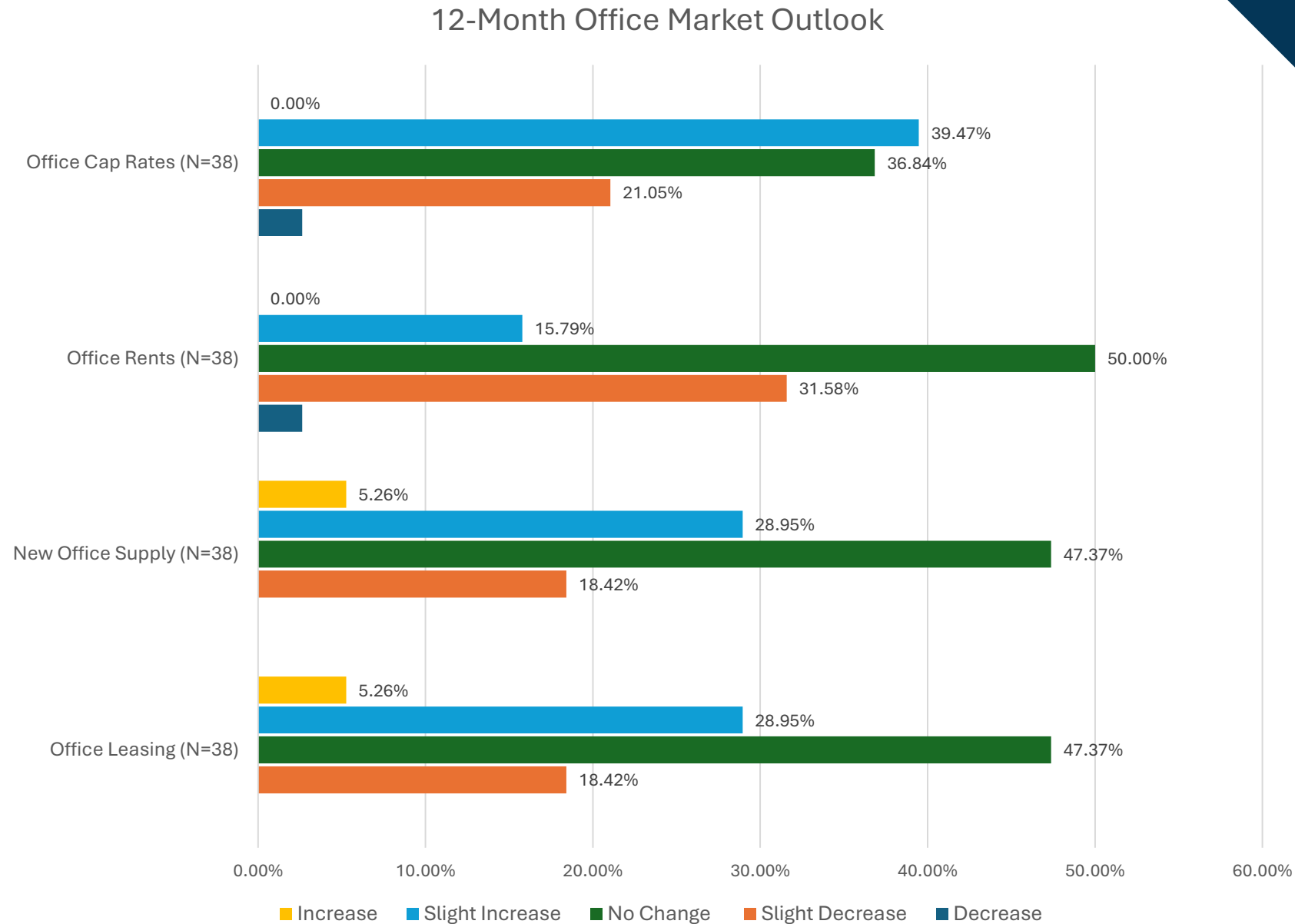


## Section 4 – Sector Specific Viewpoints



Q21-24. Over the next 12 months what is your outlook about the following for the Hampton Roads Office Market?

- a) Office Leasing
- b) New Office Supply
- c) Office Rents
- d) Office Cap Rates

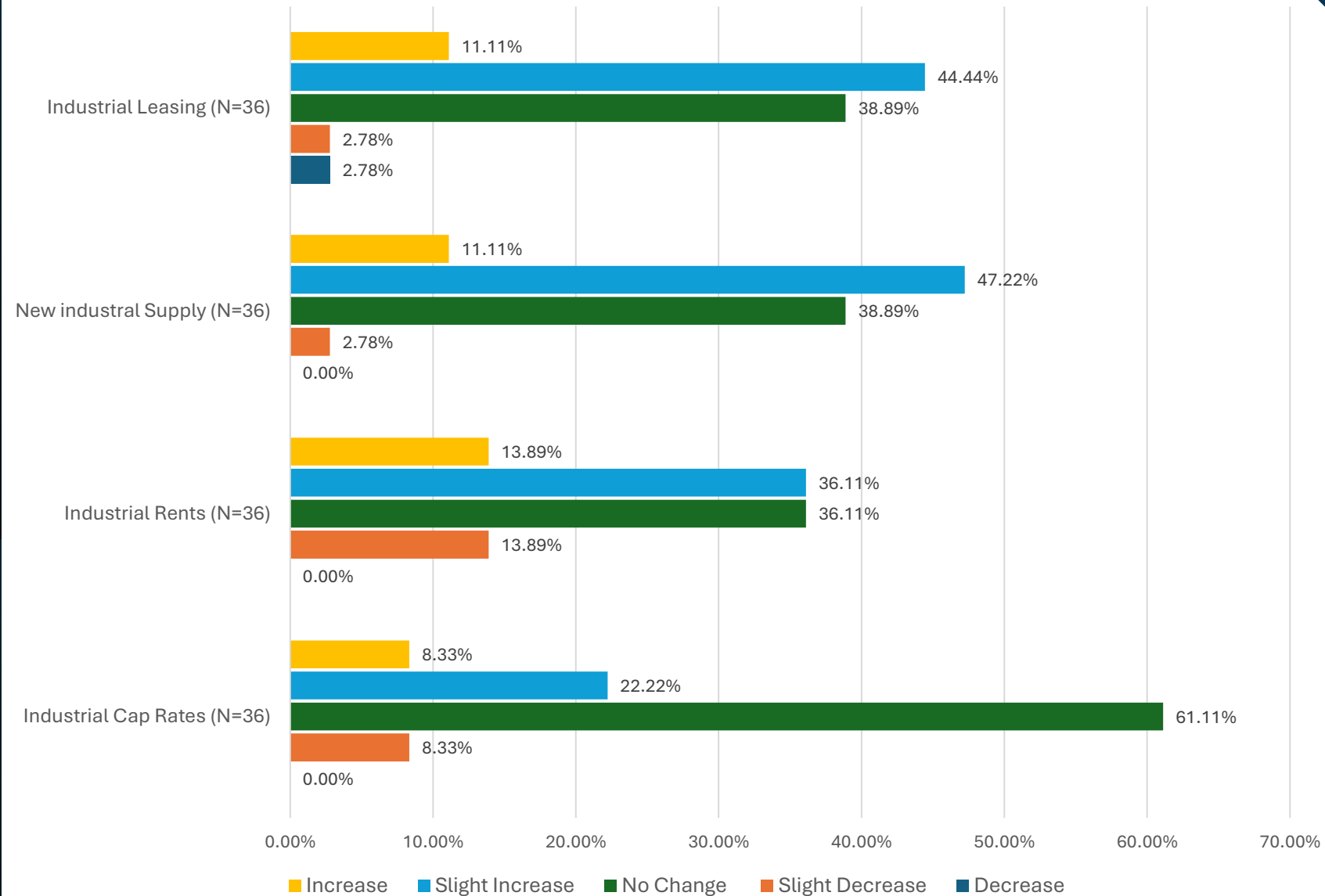




Q25-28. Over the next 12 months what is your outlook about the following for the Hampton Roads Industrial Market?

- a) Industrial Leasing
- b) New Industrial Supply
- c) Industrial Rents
- d) Industrial Cap Rates

### 12-Month Industrial Market Outlook

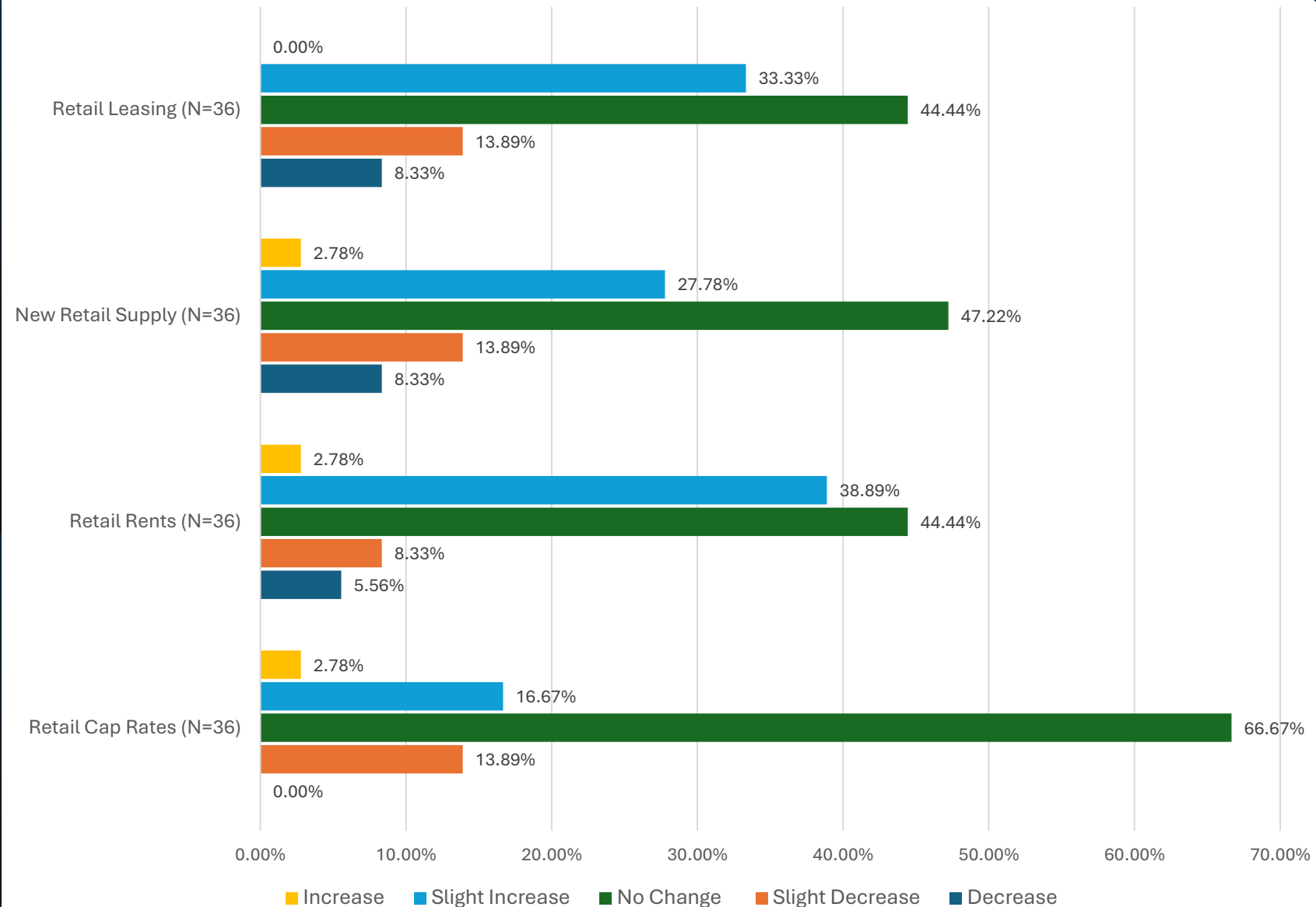




Q29-32. Over the next 12 months what is your outlook about the following for the Hampton Roads Retail Market?

- a) Retail Leasing
- b) New Retail Supply
- c) Retail Rents
- d) Retail Cap Rates

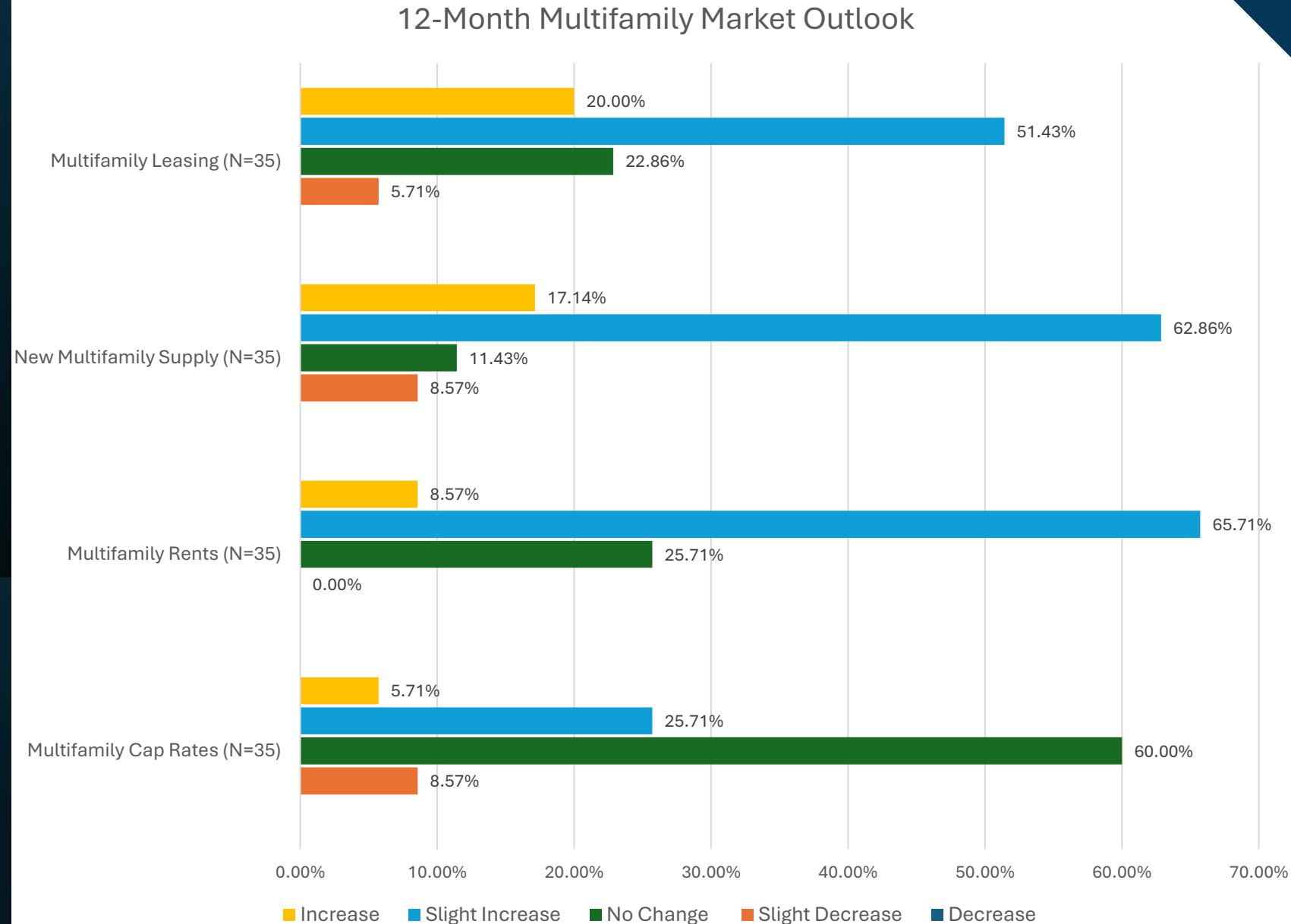
### 12-Month Retail Market Outlook





Q33-36. Over the next 12 months what is your outlook about the following for the Hampton Roads Multifamily Market?

- a) Multifamily Leasing
- b) New Multifamily supply
- c) Multifamily Rents
- d) Multifamily Cap Rates

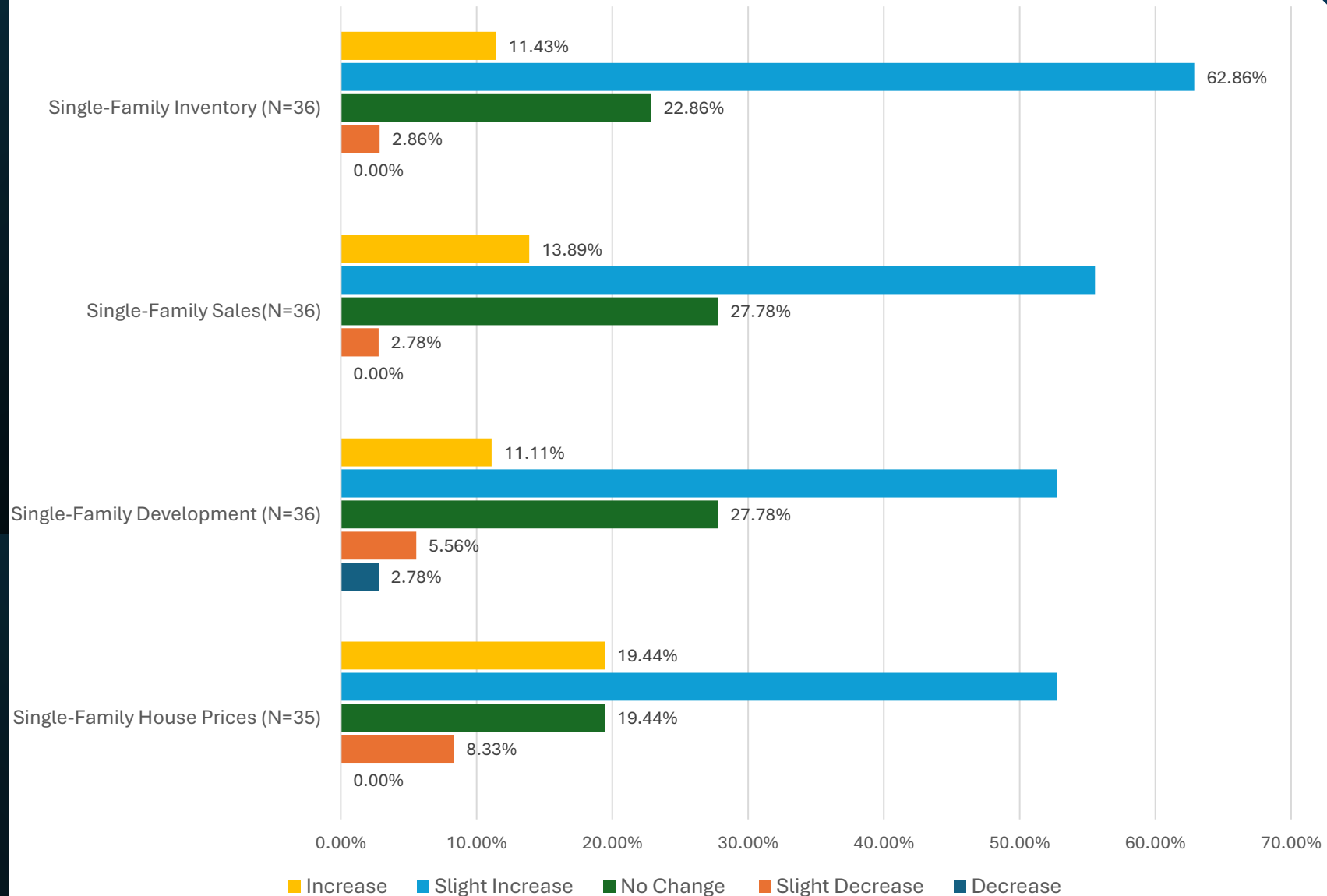




Q37-40. Over the next 12 months what is your outlook about the following for the Hampton Roads Single-Family Market?

- a) Single-Family Inventory
- b) Single-Family Sales
- c) Single-Family Development
- d) Single-Family House Prices

12-Month Single-Family Market Outlook





## Section 5 – Sentiment Index





# ODU Real Estate Sentiment Index

- The overall Sentiment Index stands at 57.19, virtually unaltered since the previous survey (57.31)
- This continues to highlight the generally cautious sentiment currently present in the Hampton Roads market
  - A figure of 50 indicates neutral sentiment
  - The closer the index is to 100 the more positive the sentiment reflected, the closer to zero the more negative the sentiment reflected
- As in June, while the positive outlook is being primarily driven by more positive sentiment at a regional level, the detailed results also indicate that some of the uncertainty present in the spring is being moderated



# ODU Real Estate Sentiment Index Methodology

- The Sentiment Index is calculated by taking the average score from Questions 12, 15, 16, 21, 23, 24, 25, 27, 28, 29, 31, 32, 33, 35, 36, 38 & 40
- Higher scores are attributed to more positive views
  - For all questions except 24, 28, 32 & 36 the scores are assigned as;

• Negative/Decrease	0 points
• Mild-Negative/Slight Decrease	25 points
• Neutral/Unchanged	50 points
• Mild-Positive/Slight Increase	75 points
• Positive/Increase	100 points
  - For questions 24, 28, 32 & 36 the scores are assigned as;

• Increase	0 points
• Slight Increase	25 points
• No Change	50 points
• Slight Decrease	75 points
• Decrease	100 points



*Thank you to everyone who contributed who contributed to this survey*

For more information about the ODU Real Estate Sentiment Survey and the E.V. Williams Center for Real Estate, please contact the Center's Director, Dr. Simon Stevenson at [sasteven@odu.edu](mailto:sasteven@odu.edu)

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