



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



ODU Real Estate Sentiment Survey

Mid Year 2026





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 third survey since it was relaunched in 2025
- This survey, completed during May/June 2026, shows that the overall Sentiment Index is marginally higher at 57.70 from 57.19 at the end of 2025
 - 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
- However, the impact of the Iran conflict and continued global geo-political uncertainty is evident in the findings



Headline Findings I

- The previous survey had shown some increased positive views on the national economic position, but this has reversed in the latest findings
 - The positive view on 12-month economic momentum fell from 43.90% of respondents to 23.68%, while the negative view halved increased from 24.39% to 36.84%
- In addition, while the fall 2025 survey indicated that some of the concerns about the global economy and supply chain issues were moderating, this has been reversed
 - Concerns about a slowdown in the global economy increased from 14.81% to 22.22%
- Concerns about rising inflation also rose, from 18.52% to 22.22%
 - Over 80% of respondents felt that inflation may rise over the next 12 months
 - In the Fall 2025 survey that figure was less than 50% and over 20% expected a fall in inflation



Headline Findings II

- The heightened uncertainty has also had an impact with respect to the financing environment
- The percentage of respondents expecting to see a fall in mortgage rates fell significantly from over 80% to 30%
- There has also been a shift in sentiment regarding the availability of capital, and this was especially seen with respect to debt
 - Moderately negative views about the availability of debt capital increased from 14.63% to 41.03%
 - Moderating positive views about debt capital fell from 41.46% to 12.82%
 - The corresponding figures for equity capital were 39.02% to 25.64%



Headline Findings III

- The Industrial/Warehouse and Multifamily sectors continue to be viewed as having the best investment potential both nationally and across Hampton Roads
 - Multifamily in particular, continues to be seen as having a positive outlook regionally
- Concerns over inflation and interest rates have moderated expectations about the single-family sector but they remain strong
- There are though positive indications with respect to both the office and retail sectors in Hampton Roads
 - e.g. Expectations about growth in office rents remains strong and investors show increased willingness to invest in the sector



Headline Findings IV

- As with the previous surveys, there is generally more positive sentiment evident about the regional market than the national one
- The overall sentiment index has hardly moved over the last three surveys, highlighting ongoing cautiousness
- However, the results for individual questions do highlight shifting concerns and priorities
- It is especially clear that global geo-political uncertainty has returned
- This is especially evident in increased concerns over inflation, interest rates and the debt markets more generally

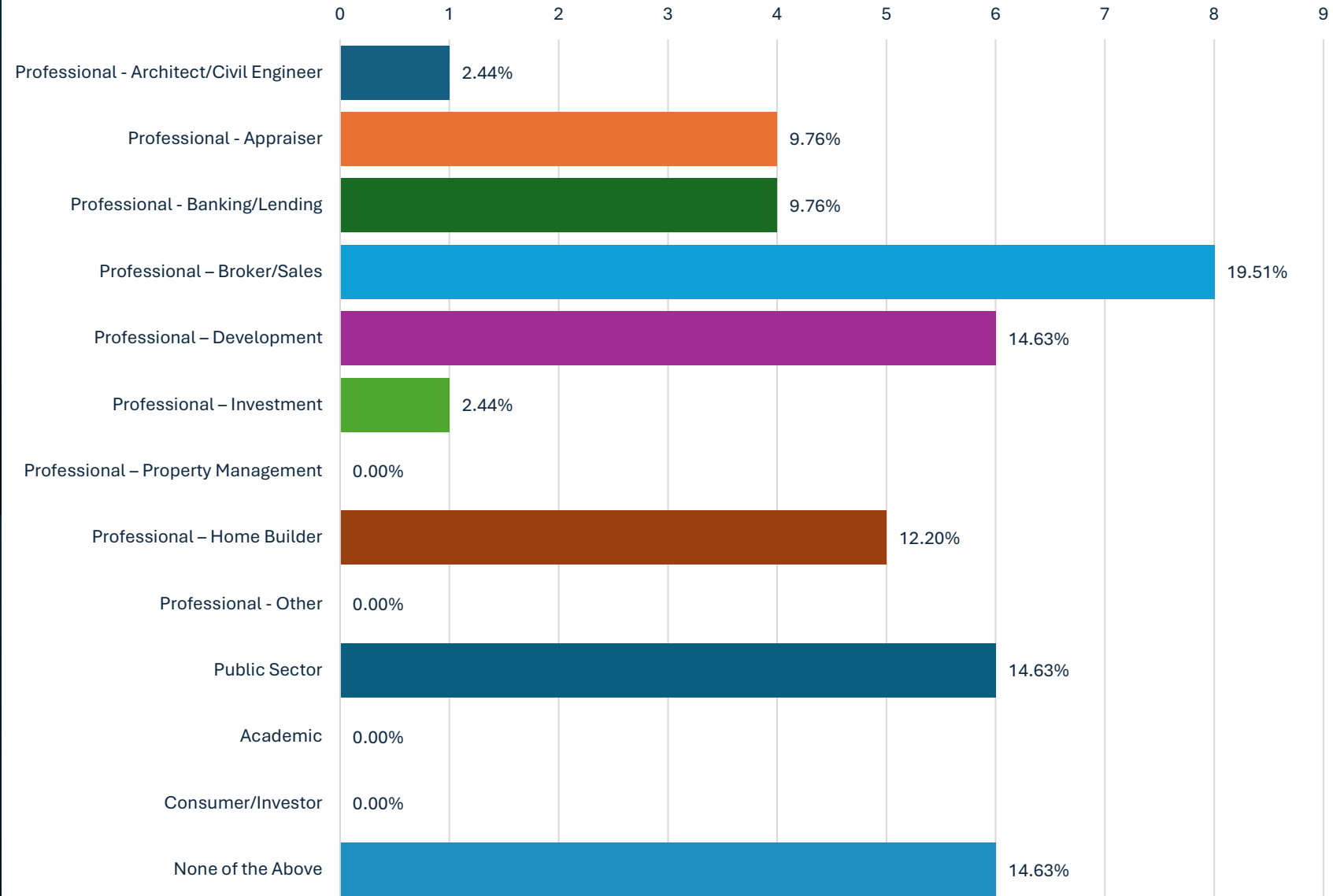


Section 1 – Background Information



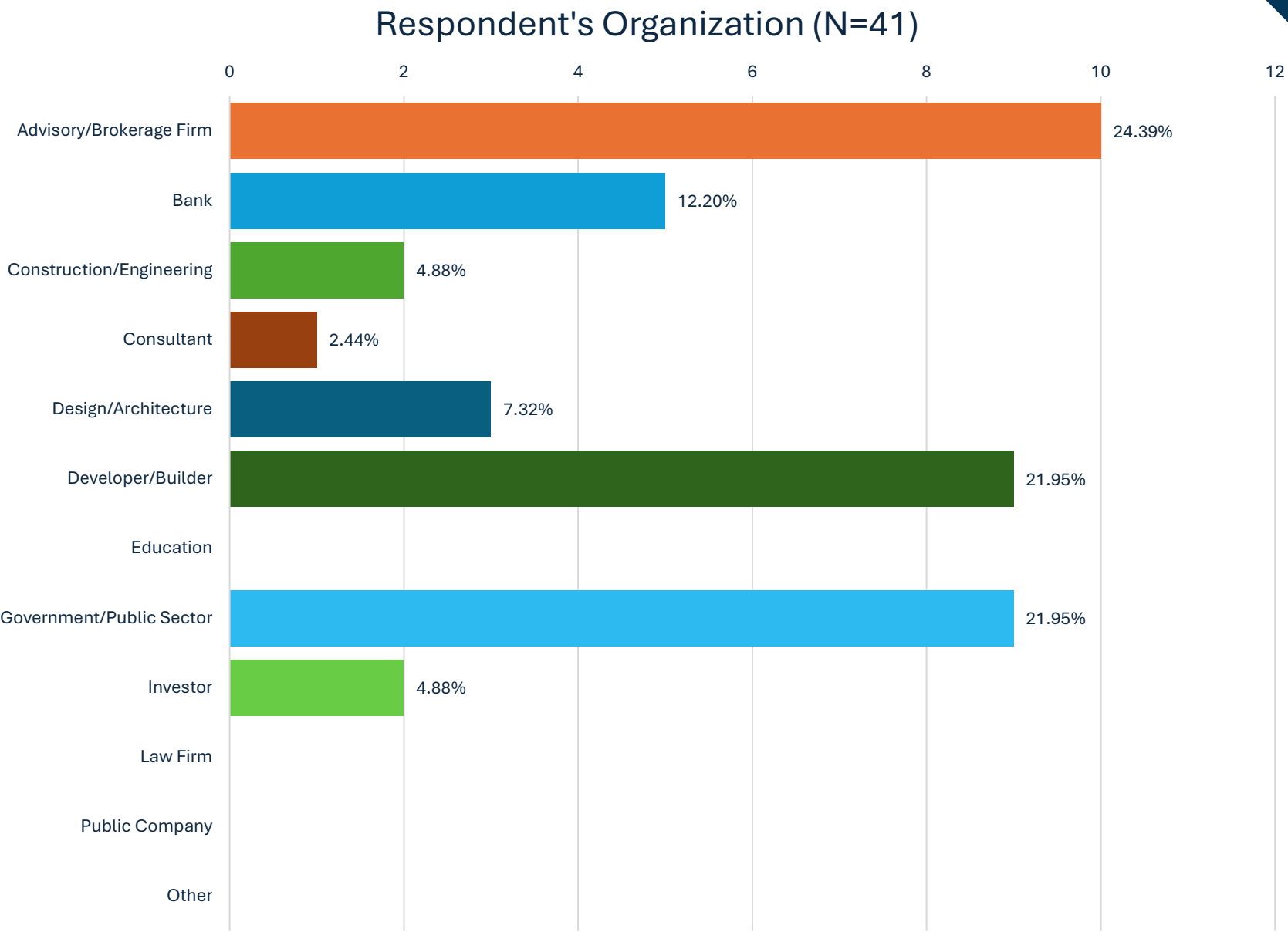
Q1. Please identify your primary Hampton Roads real estate activity (select one)

Primary Hampton Roads Real Estate Activity (N=41)



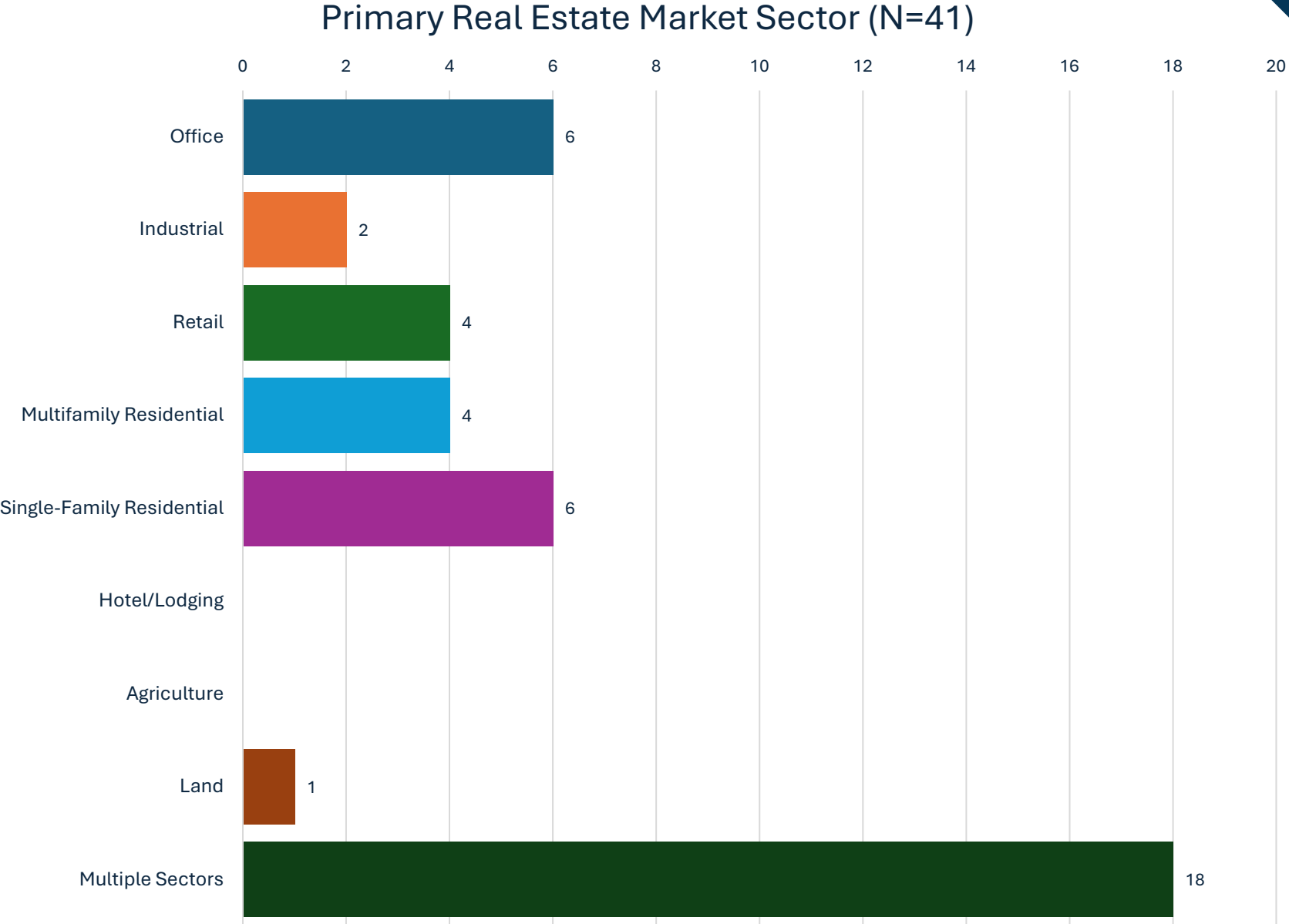


Q2. What organization do you work with?



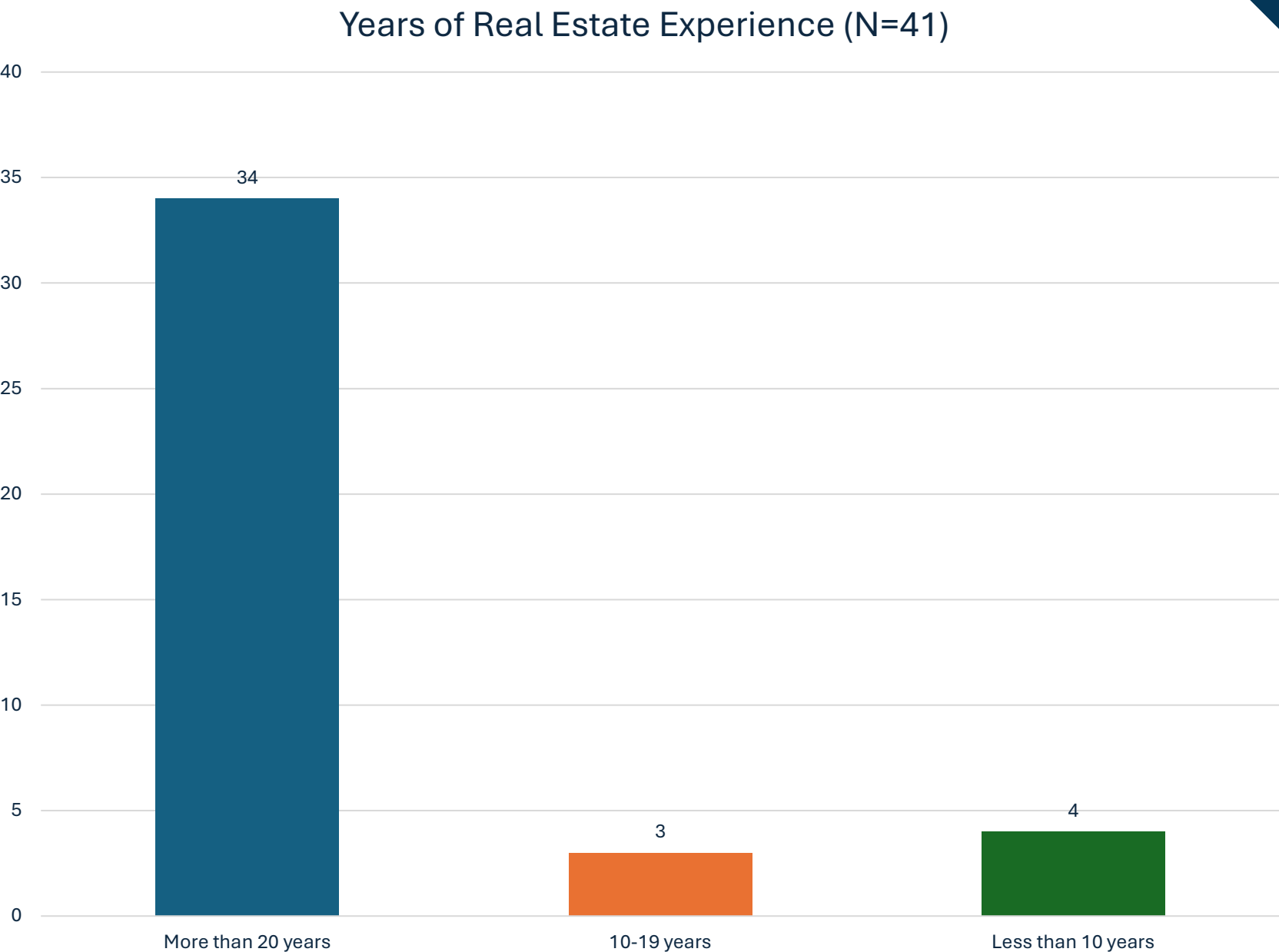


Q3. Please identify your primary real estate market sector (select one)



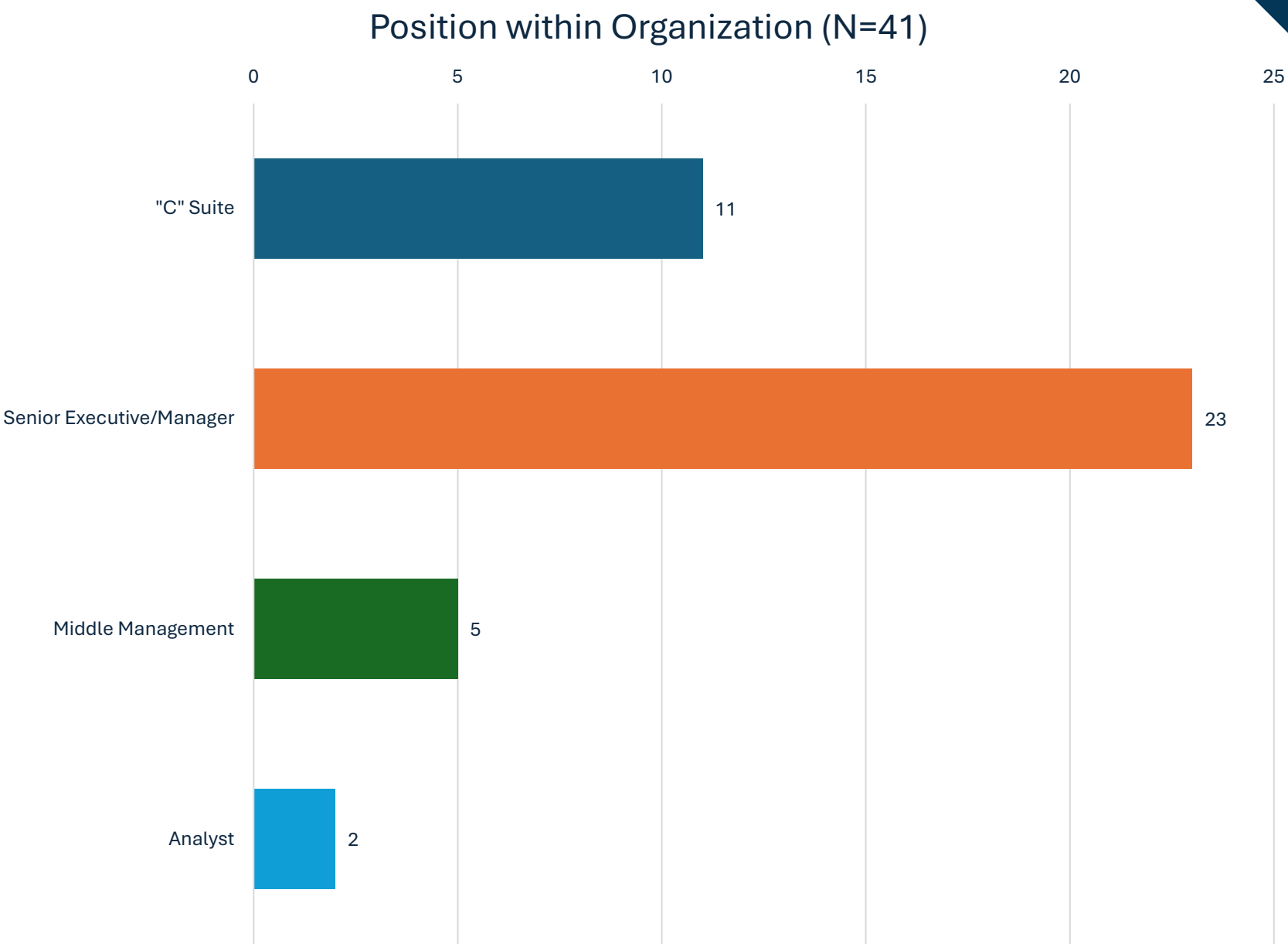


Q4. Please indicate your years of experience in real estate





Q5. What is your position within your organization?

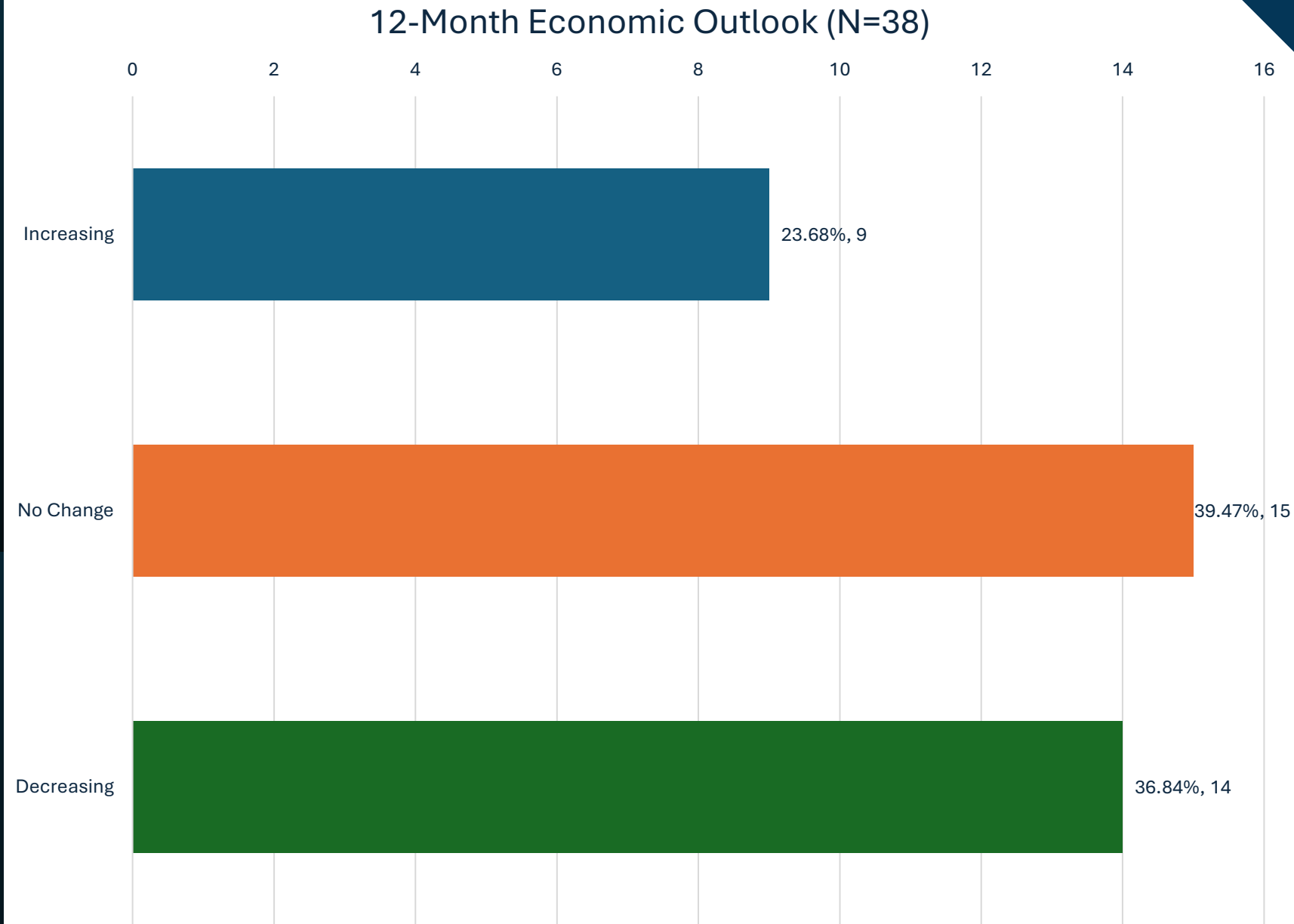




Section 2 – National Economic & Real Estate Market Conditions

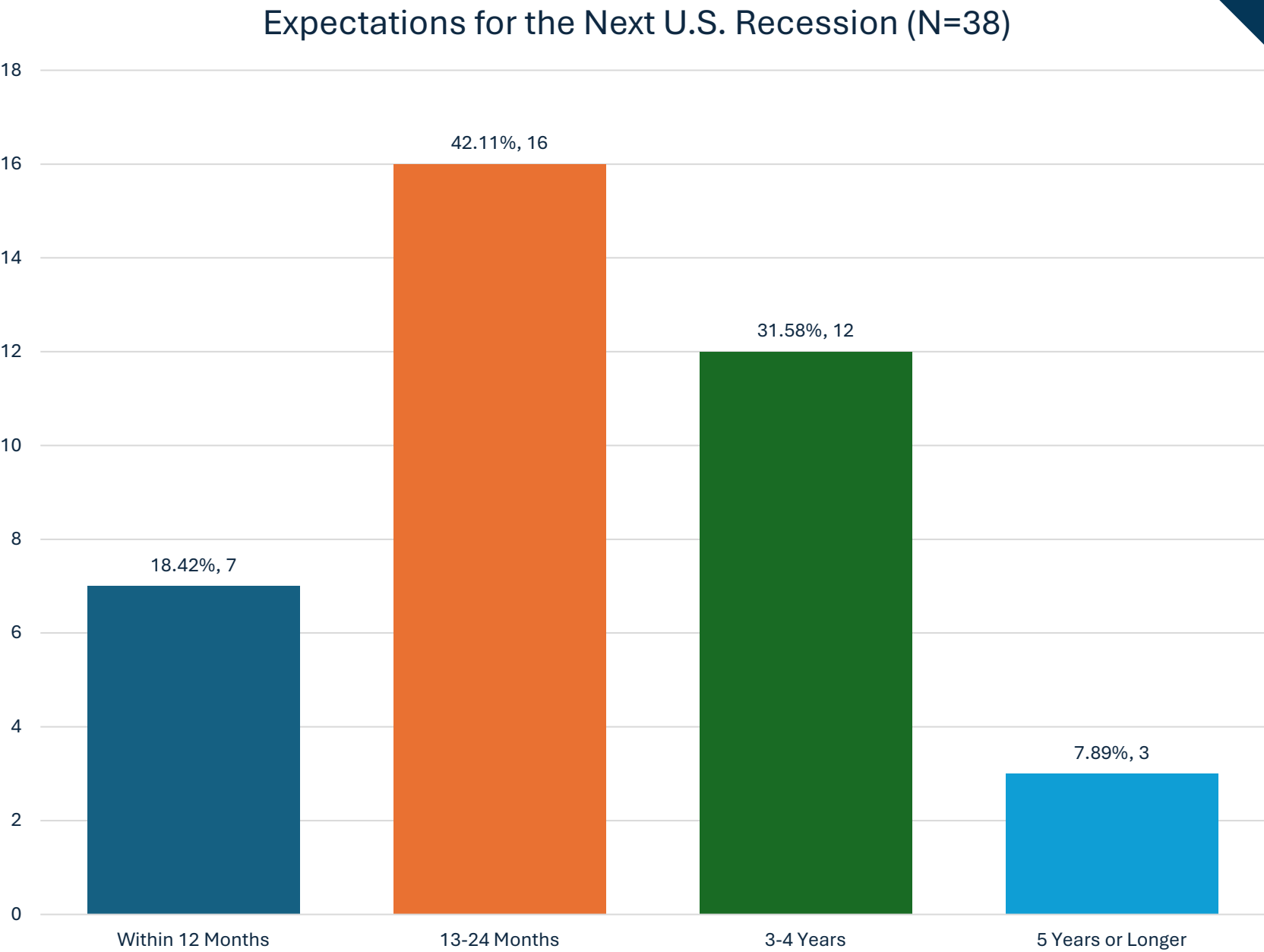


Q6. Over the next 12 months
what is your overall outlook on
economic momentum?



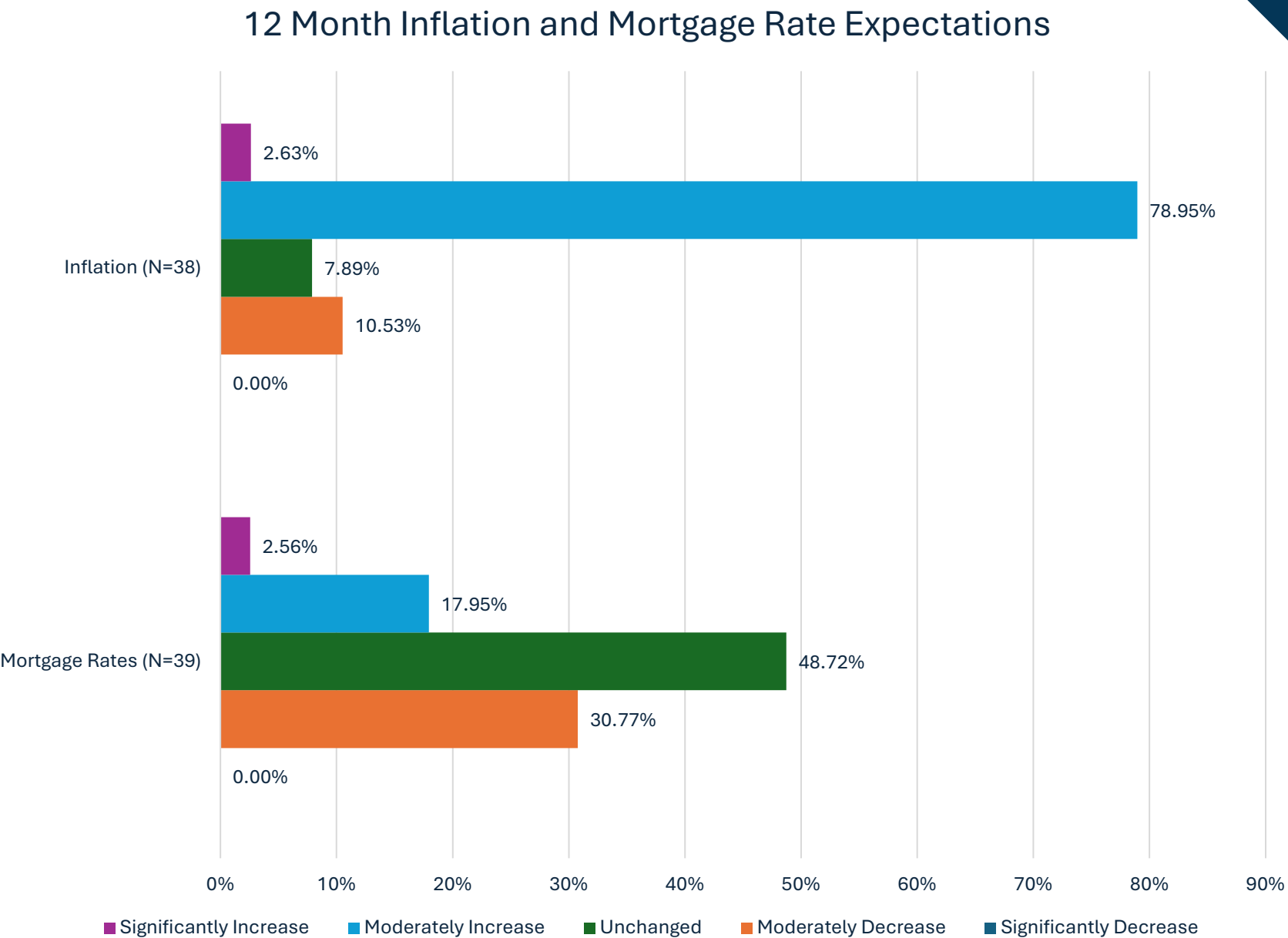


Q7. When do you think that the next U.S. recession will occur?





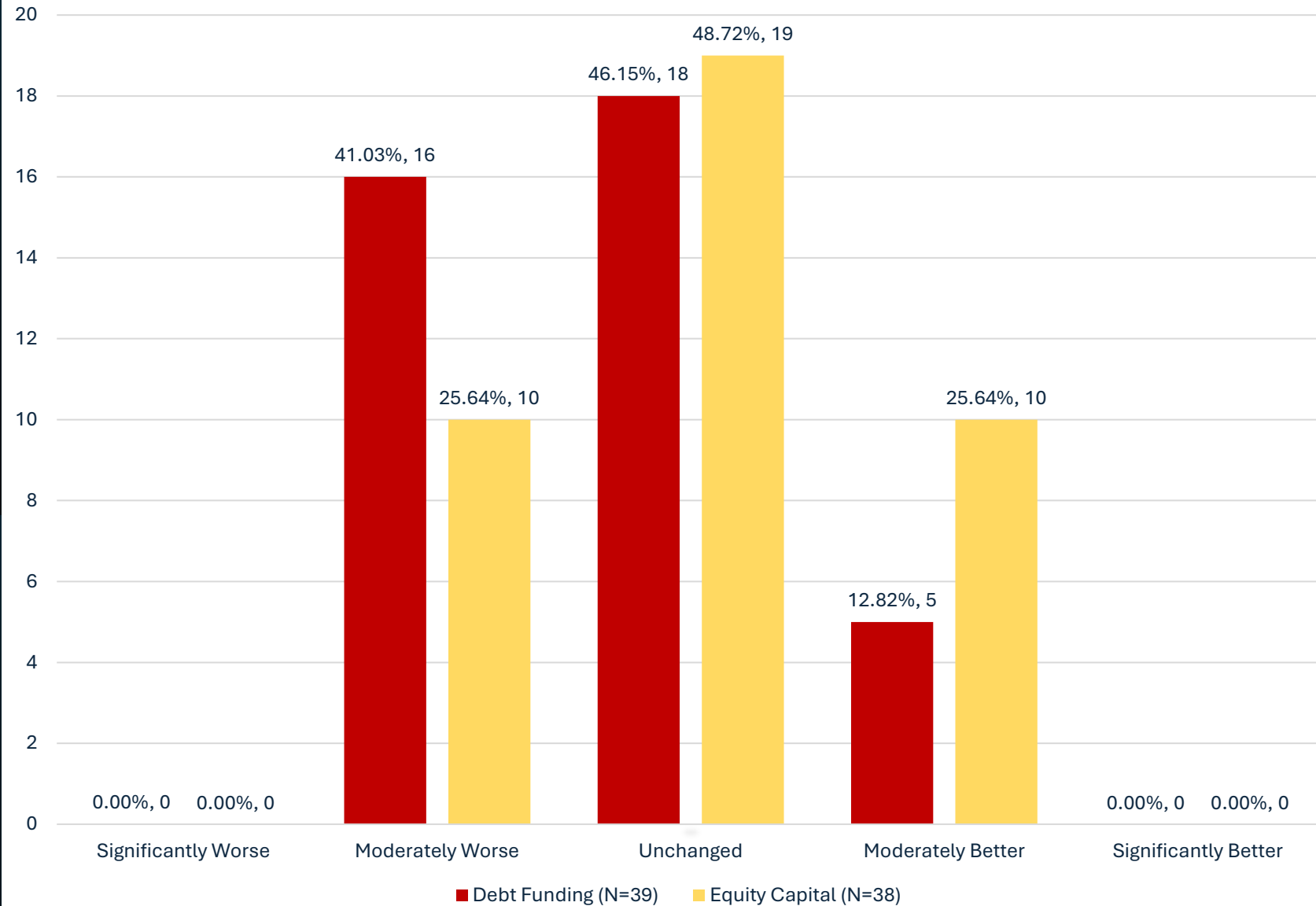
Q8 & Q9. Over the next 12 months what is your expectation for inflation and residential mortgage rates?





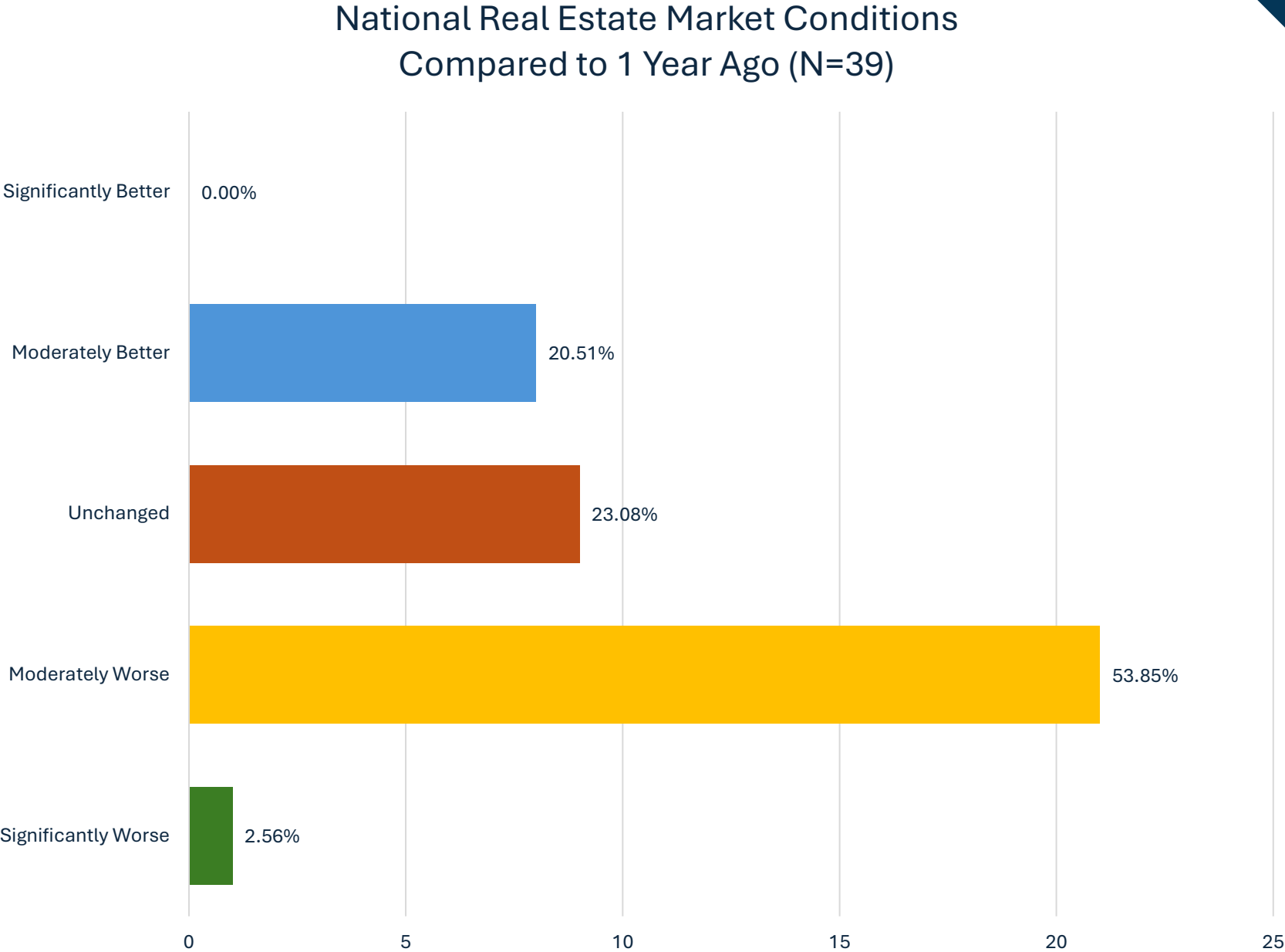
Q10 & Q11. Over the next 12 months what is your outlook regarding the availability of debt funding and equity capital?

Expectations on the Availability of Debt & Equity Capital



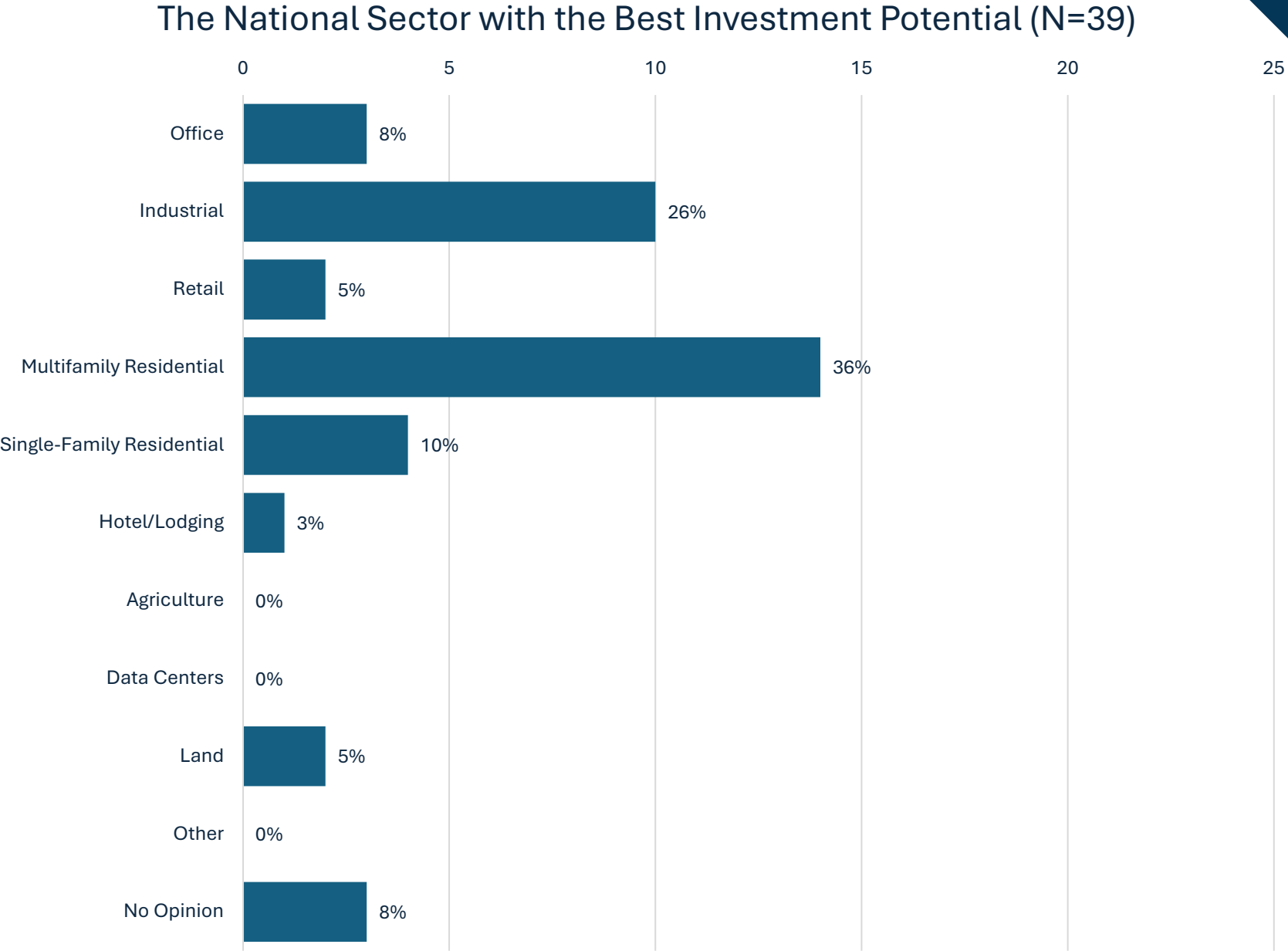


Q12. How would you rate national real estate market conditions compared with 1 year ago?



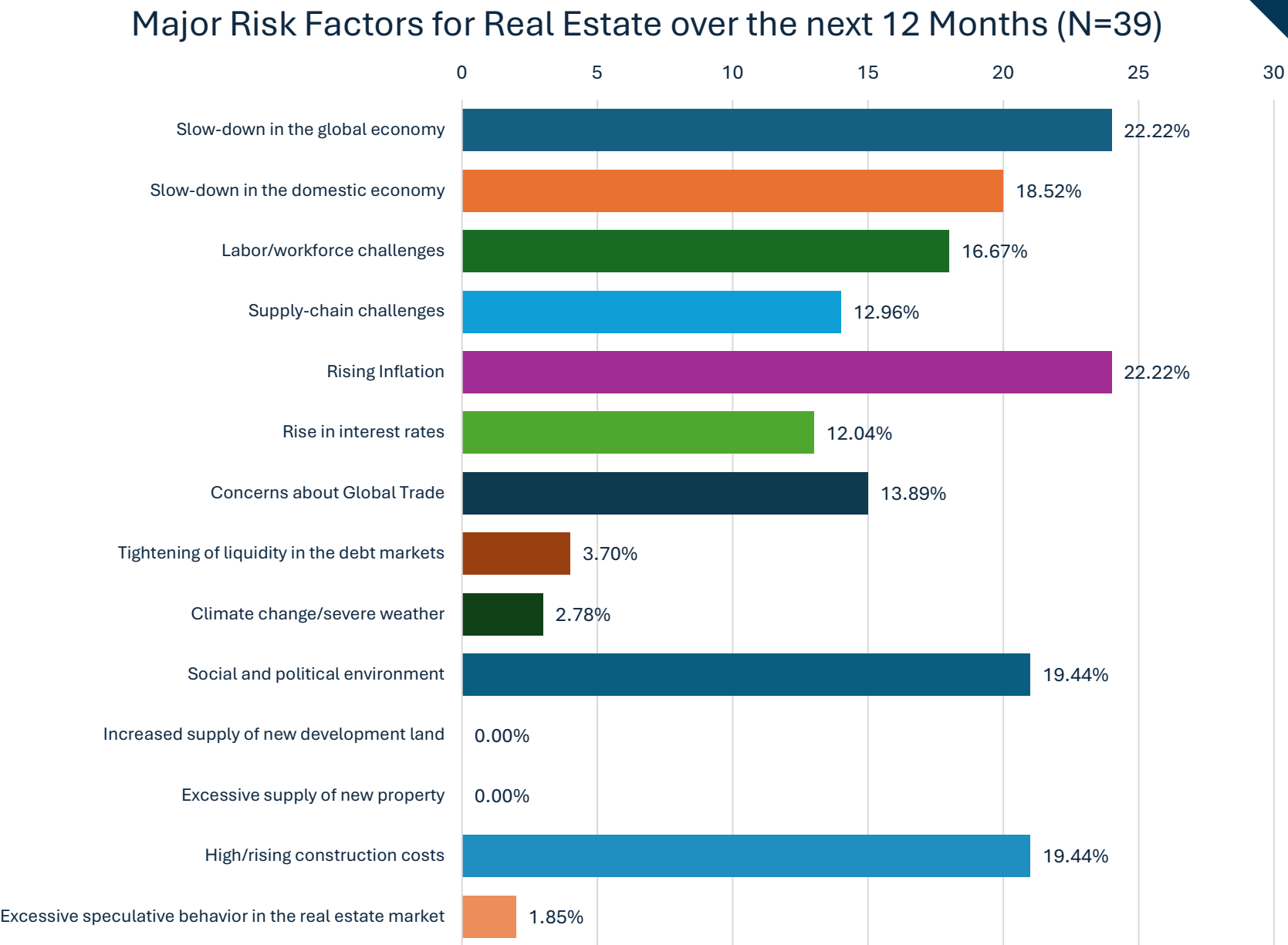


Q13. Over the next 12 months which national real estate sector has the best investment potential?





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?



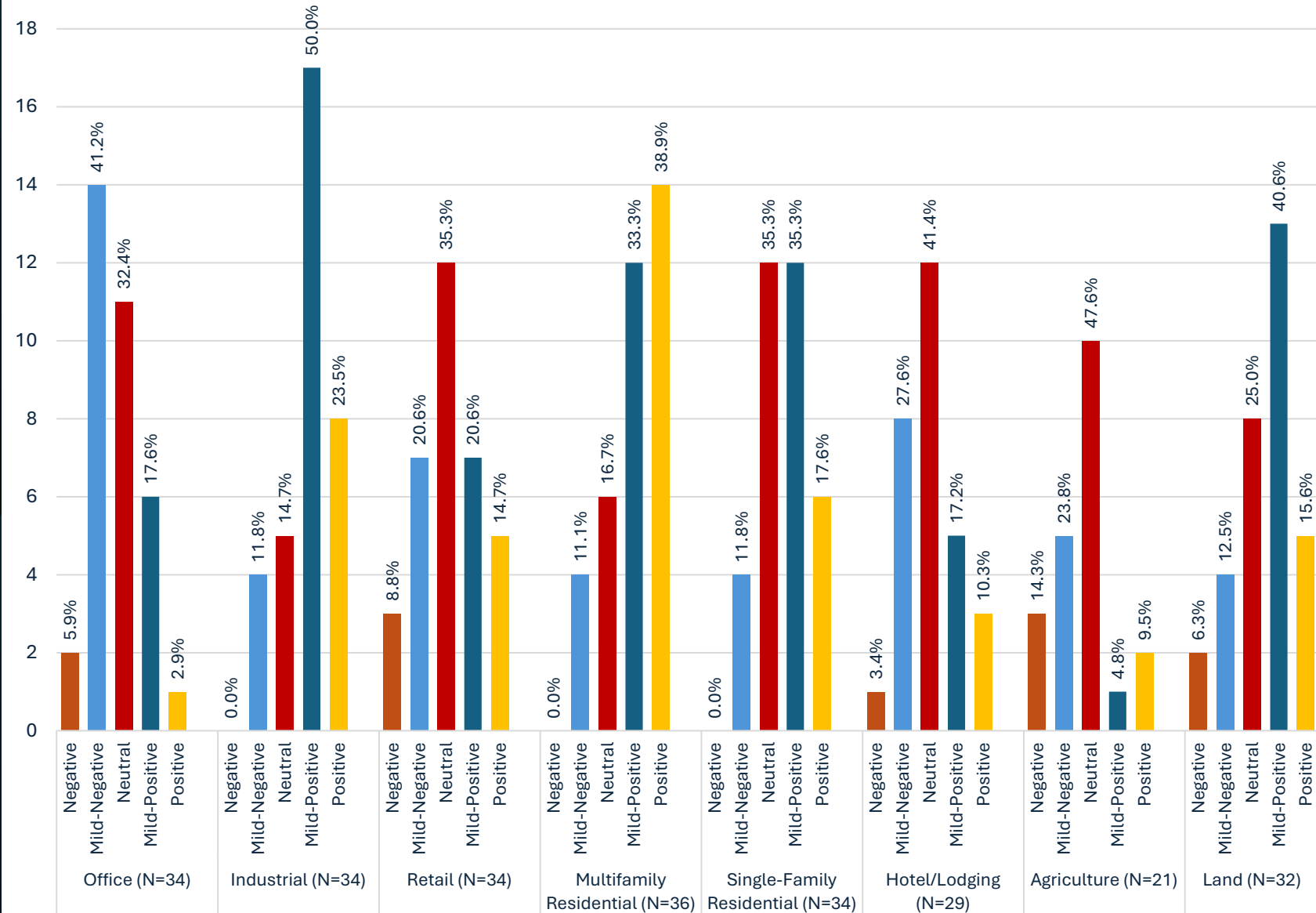


Section 3 –Real Estate Market Conditions in Hampton Roads



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

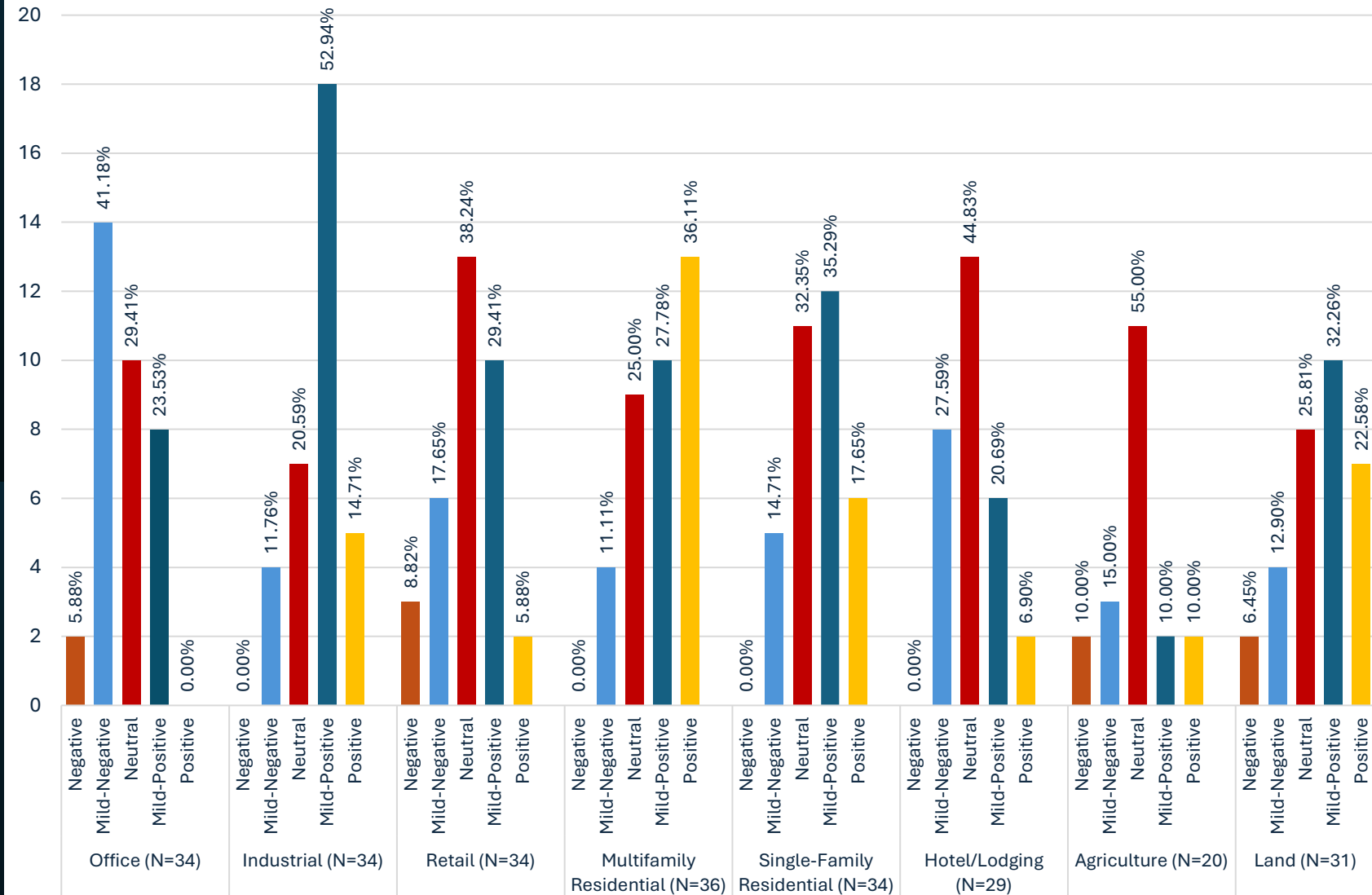
Sentiment Levels for Hampton Roads Real Estate Sectors





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

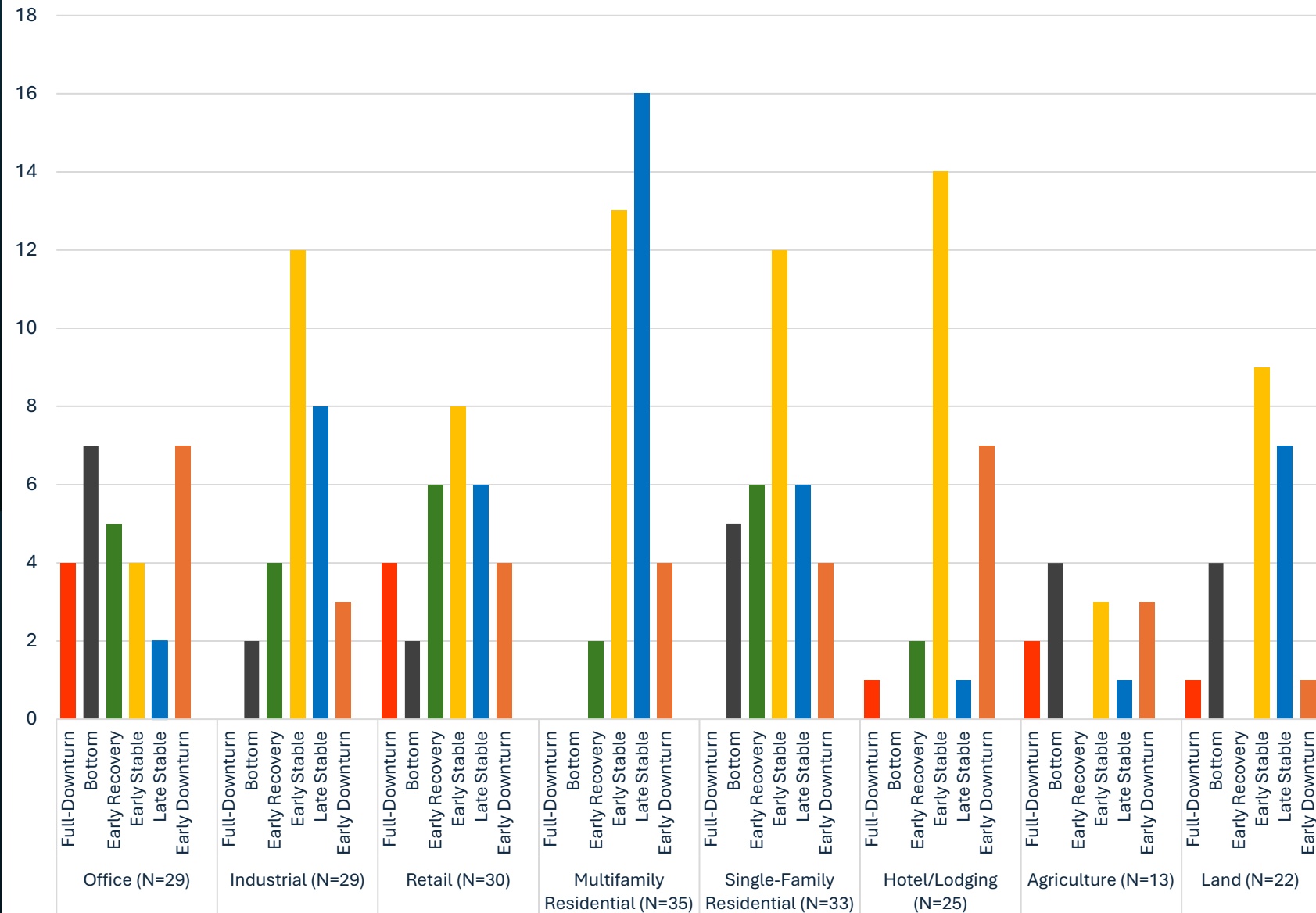
Anticipated 12-Month Sentiment for Hampton Roads Real Estate Sectors





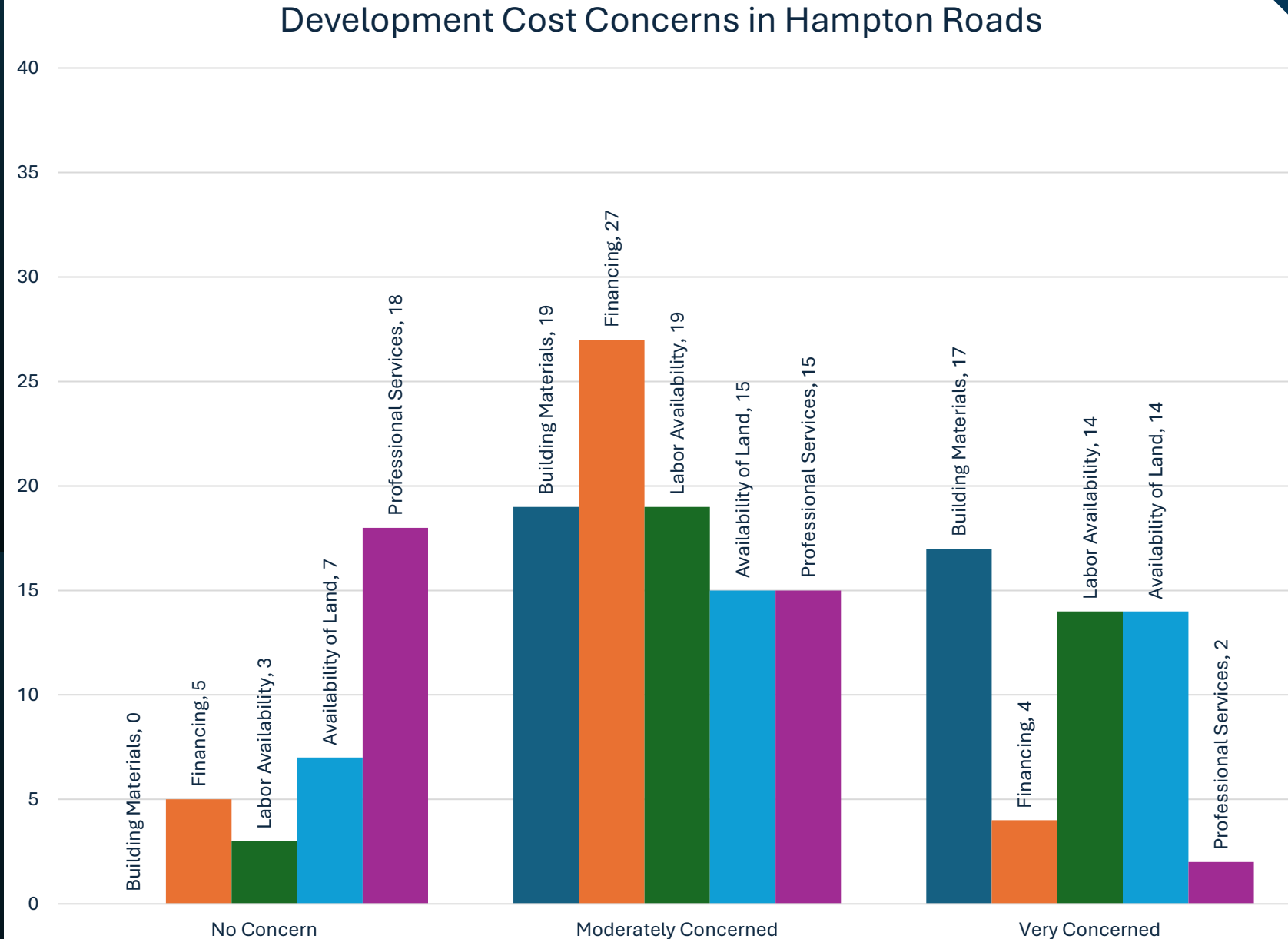
Q17. At what stage of the cycle do you assess the following Hampton Roads real estate market sectors to be currently in?

Assessment of Current Stage of Market Cycle



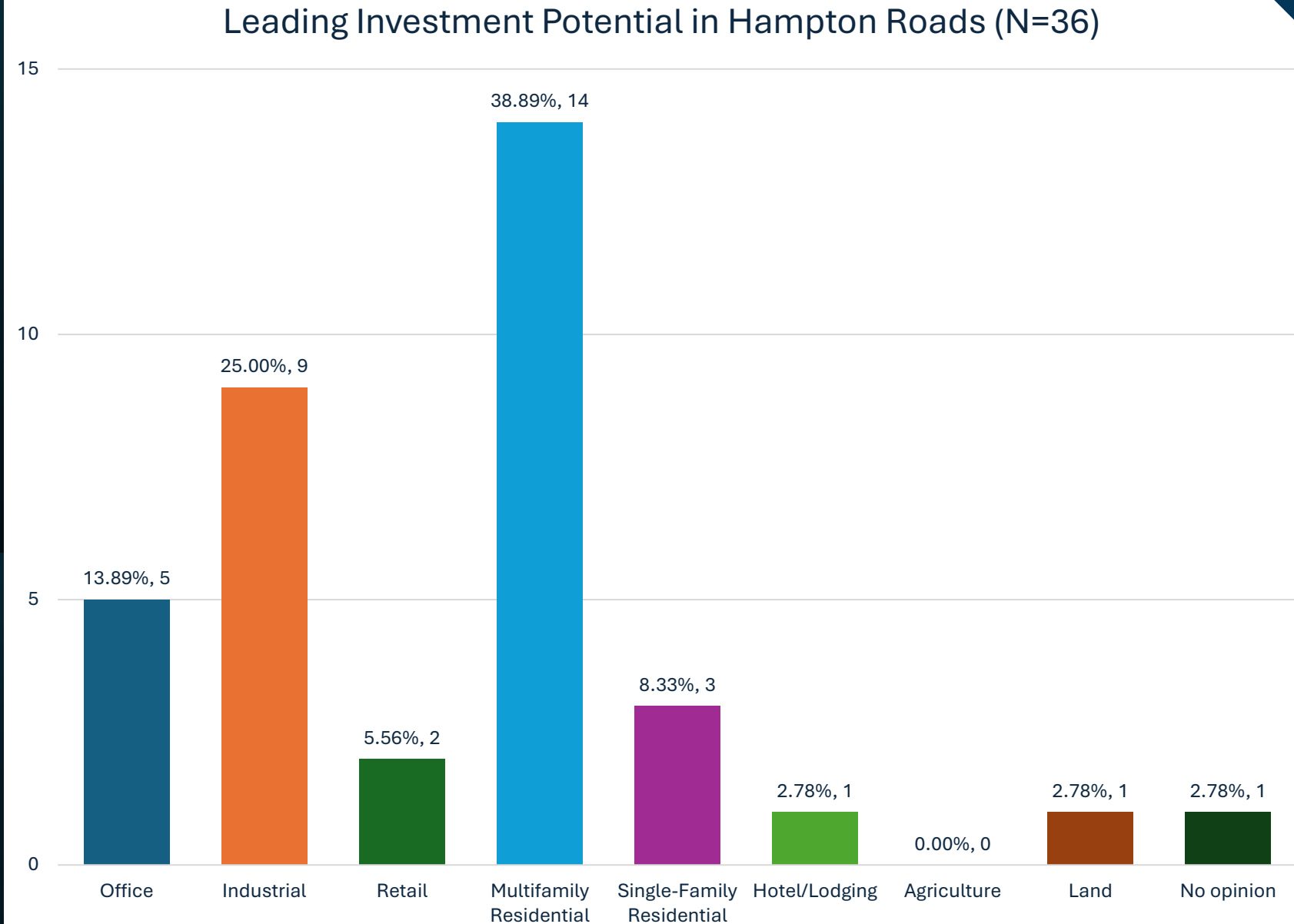


Q18. What is your level of concern relating to development costs in the Hampton Roads Market?





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?

Future Plans for Investment across Property Types

	Expand	Contract	No Change
Office (N=21)	14.29%	23.81%	61.90%
Industrial (N=15)	33.33%	0.00%	66.67%
Retail (N=12)	25.00%	33.33%	41.67%
Multifamily Residential (N=19)	68.42%	10.53%	21.05%
Single-Family Residential (N=19)	47.37%	10.53%	42.11%
Hotel/Lodging (N=10)	10.00%	10.00%	80.00%
Agriculture (N=8)	0.00%	12.50%	87.50%
Land (N=16)	50.00%	0.00%	50.00%

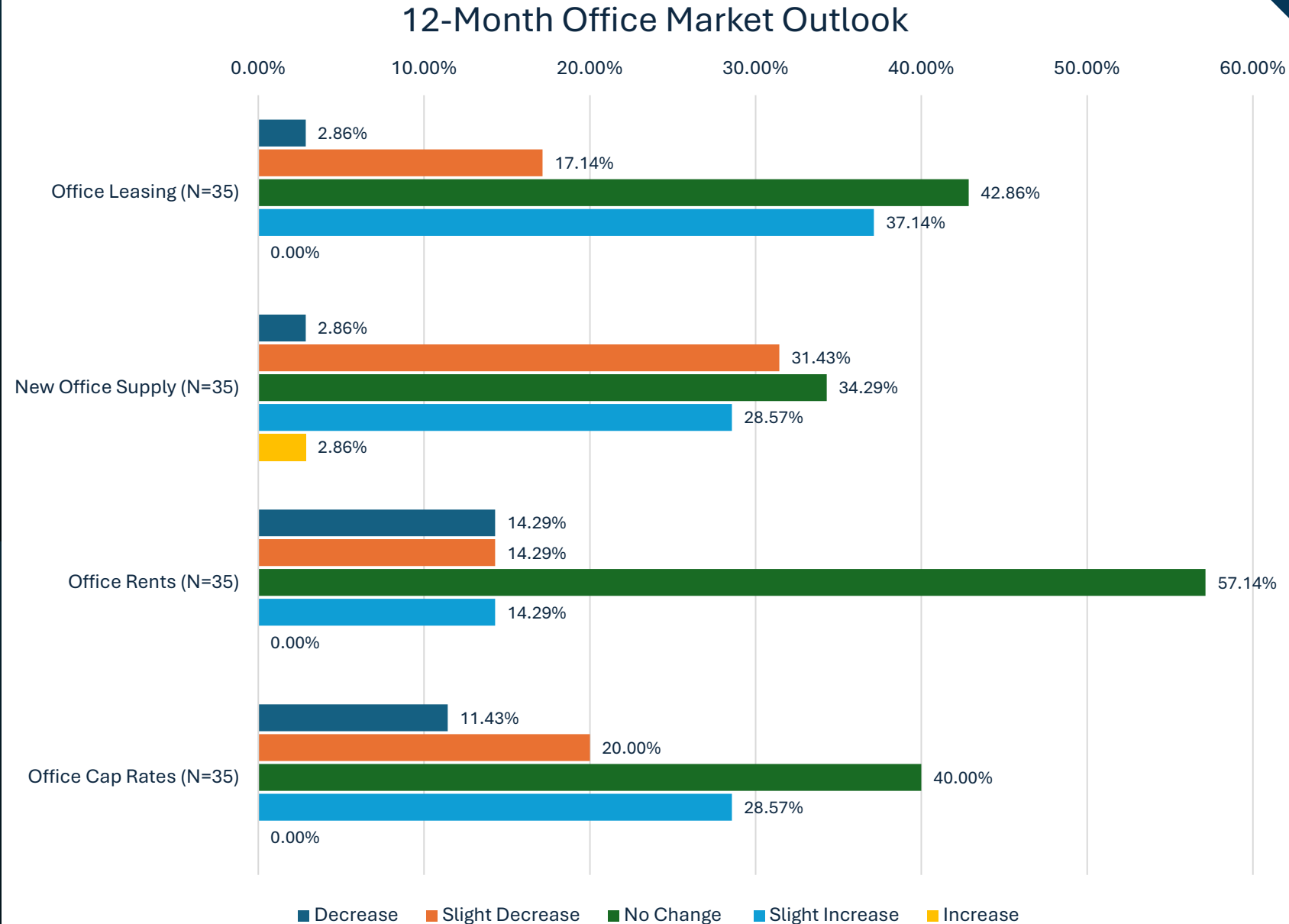


Section 4 – Sector Specific Viewpoints



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

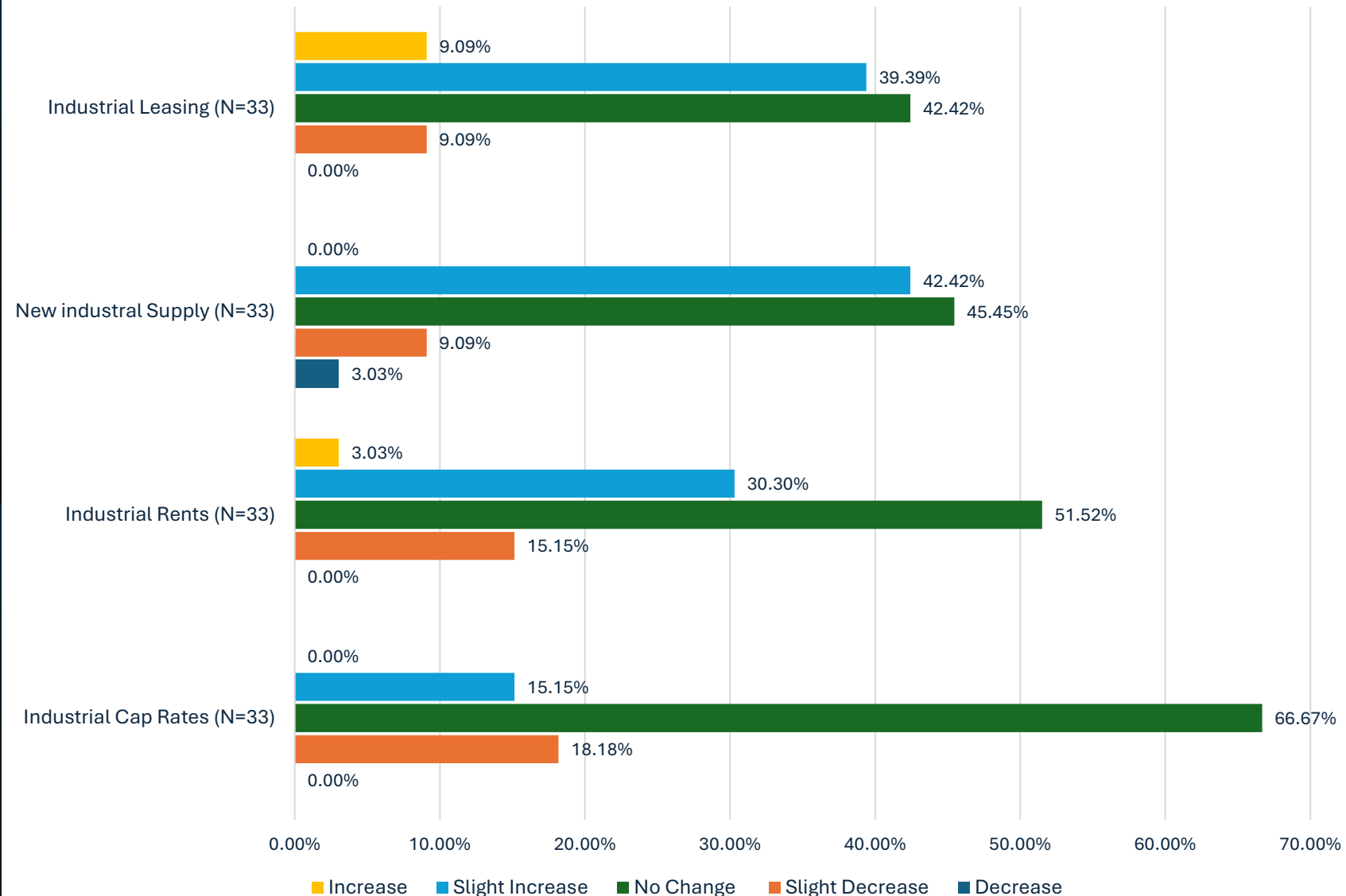




Q25-28. Over the next 12 months what is your outlook about the following for the Hampton Roads Industrial Market?

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

12-Month Industrial Market Outlook

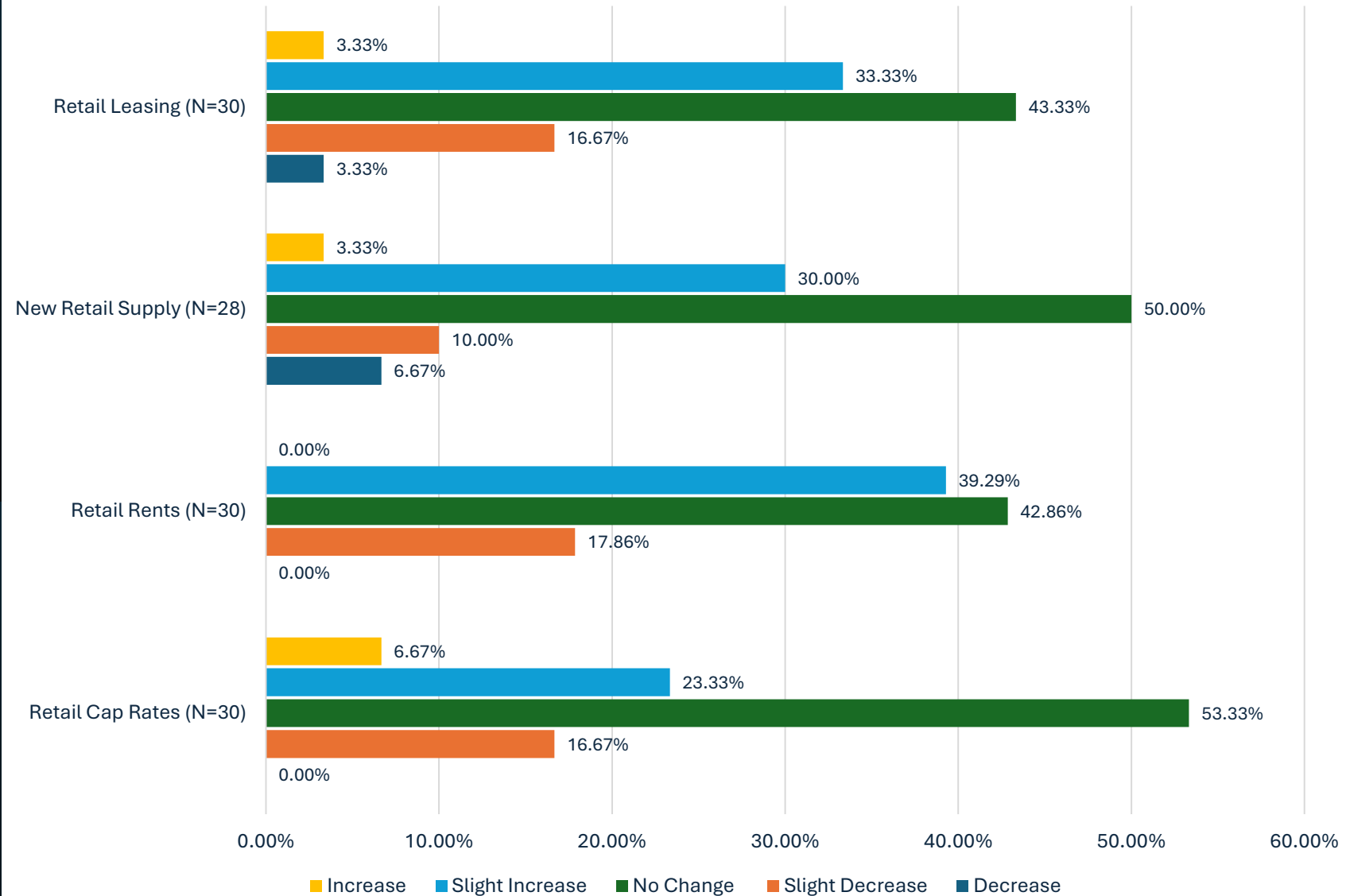




Q29-32. Over the next 12 months what is your outlook about the following for the Hampton Roads Retail Market?

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

12-Month Retail Market Outlook

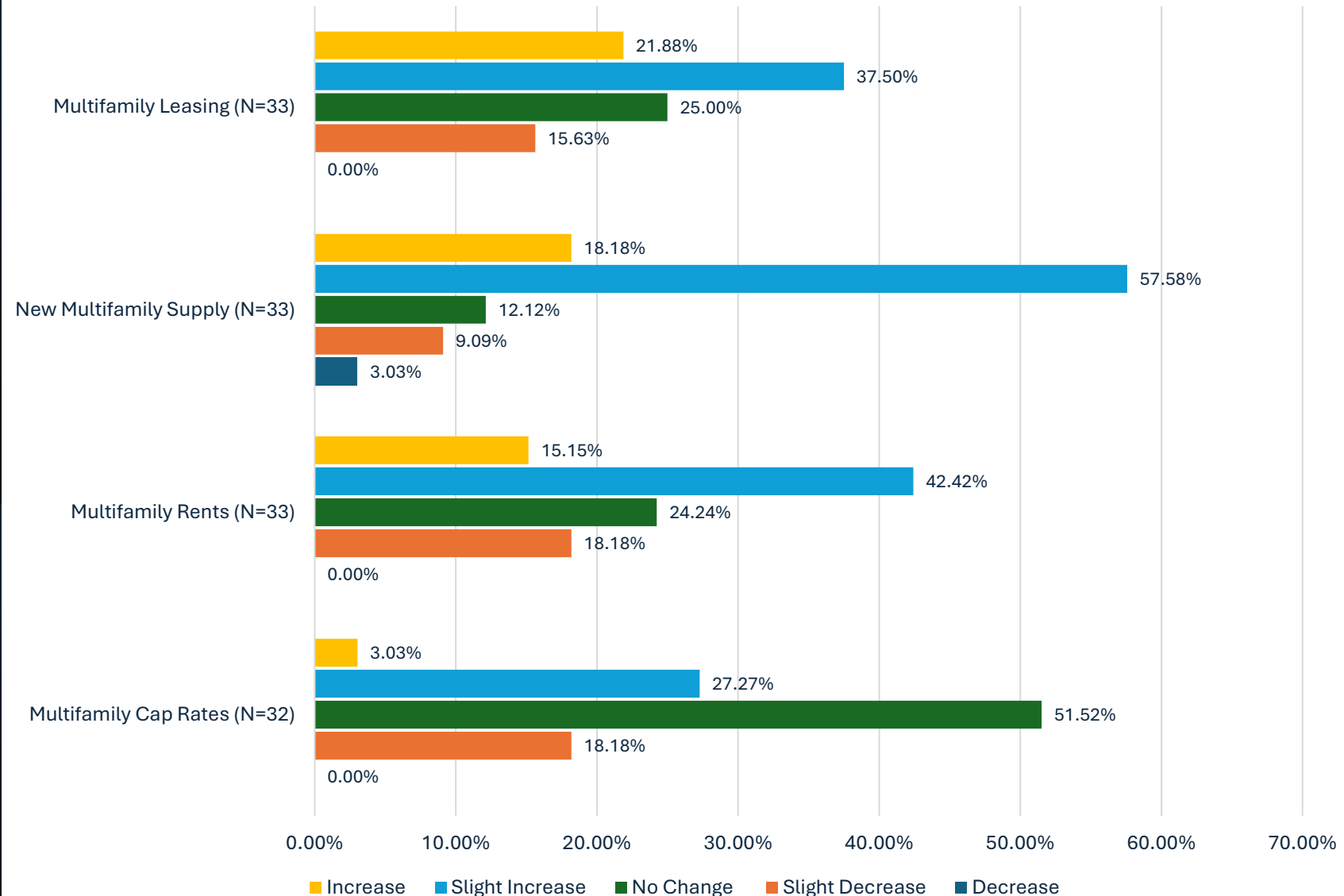




Q33-36. Over the next 12 months what is your outlook about the following for the Hampton Roads Multifamily Market?

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

12-Month Multifamily Market Outlook

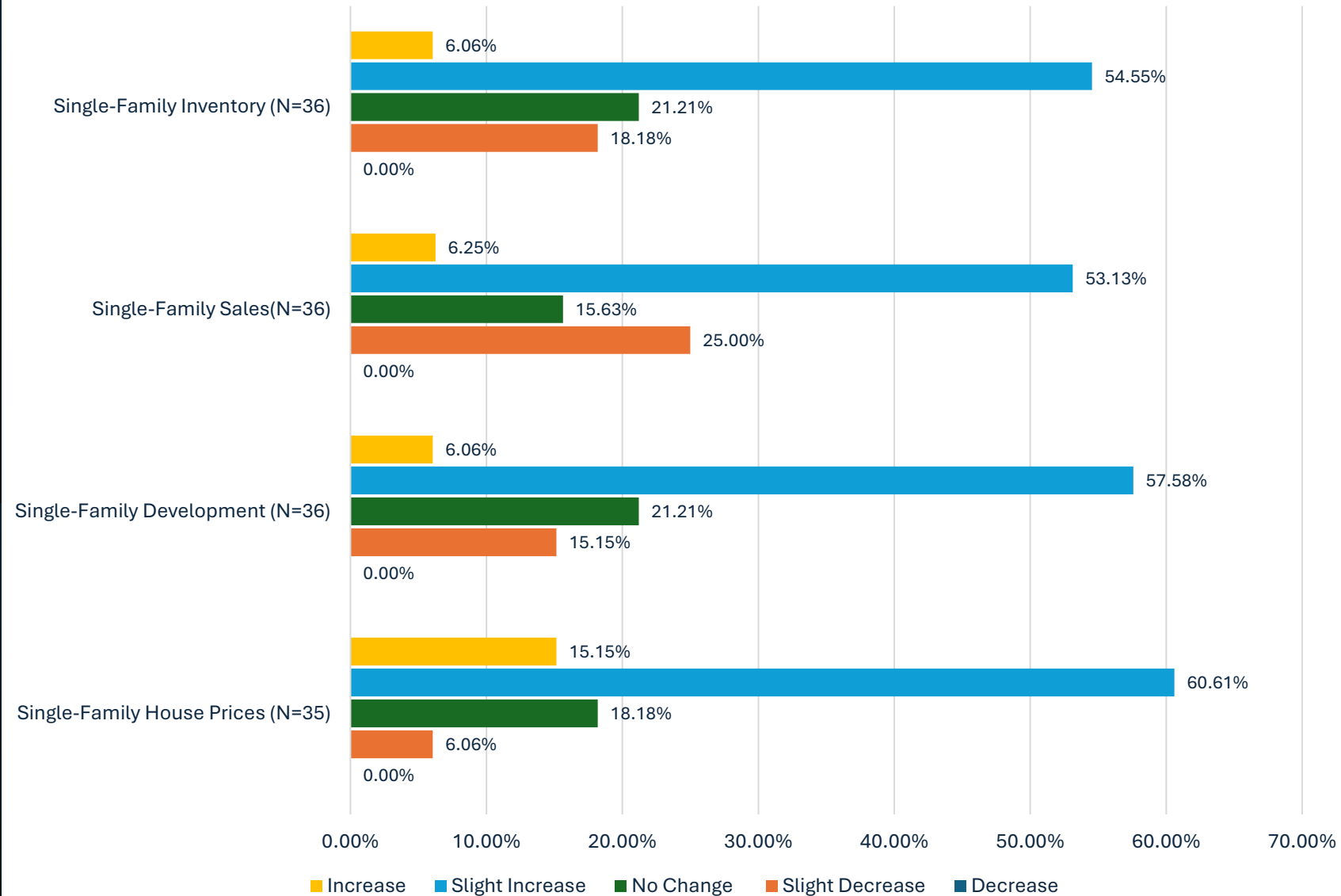




Q37-40. Over the next 12 months what is your outlook about the following for the Hampton Roads Single-Family Market?

- 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 57.70, slightly higher than the previous survey (57.19)
- 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
- While the positive outlook is being primarily driven by more market sentiment regionally, continued uncertainty nationally and globally is moderating that



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

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