

Why El Reno, Oklahoma?

The investment case for Oklahoma's most overlooked submarket

When most investors evaluate the Oklahoma City metro, El Reno rarely makes the shortlist. That's a mistake. Situated 25 miles west of downtown OKC on I-40, El Reno is the county seat of Canadian County — the fastest-growing county in the state — and offers an investment profile anchored by institutional employment, strong rental demand, and pricing that hasn't caught up to the fundamentals.

17%+

Population Growth
Since 2020

182,000+

Canadian County
Population

#1

Fastest Growing
County in OK

\$1,500/mo

Newer Duplex
Rents Achieved

Canadian County: Oklahoma's Growth Engine

Canadian County's population has surged over 17% since 2020, now exceeding 182,000 residents. It ranks as the fastest-growing county in Oklahoma and the 27th fastest in the nation. The eastern communities of Yukon, Mustang, and Piedmont have absorbed the majority of this growth — all three school districts have passed bonds to build new schools just to keep up.

As prices climb on the east side of the county, the growth trajectory follows the path of least resistance westward toward El Reno, where the infrastructure is already in place and the price gap remains significant.

Three Recession-Resistant Employment Anchors

- Federal Correctional Institution

Operating since 1933 on 2,600 acres with approximately 900 inmates and a substantial staff of correctional officers, medical professionals, and administrators. One of only two federal prison facilities in the country with a working farm operation. Federal employment that is insulated from private-sector economic cycles.
- USDA Grazinglands Research Laboratory

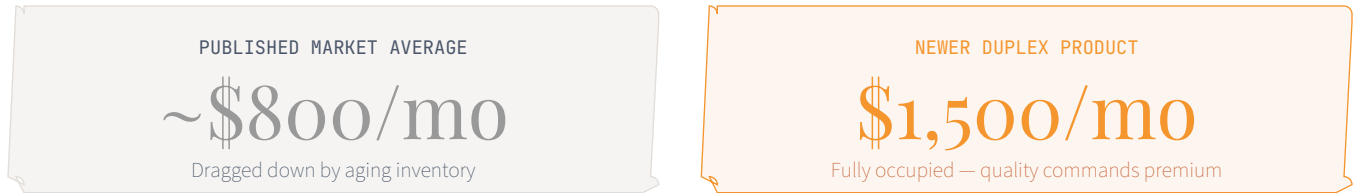
Nearly 7,000 acres at the historic Fort Reno site. Designated as one of 18 Long-Term Agroecosystem Research sites nationally and a USDA Southern Plains Climate Hub. Scientists, engineers, and support staff maintain year-round operations with over 50 years of continuous research data collection.
- Canadian County Government

As the county seat, El Reno hosts the Canadian County Courthouse and all associated government offices, law enforcement, and public works. As the county's population continues to grow, the government workforce and associated payroll expand in lockstep.

Combined, these three institutions generate hundreds of stable, federally funded W-2 paychecks every month — tenants who can document income on a lease application without hesitation.

The Rent Gap: Published Averages vs. Quality Product

Published average rents for El Reno sit around \$800 per month. That figure is misleading — it is heavily weighted by a large inventory of older homes, some of which are decades past their useful life. The reality on the ground tells a different story.



Tenants employed by federal and county government agencies can afford higher rents and are willing to pay for newer, well-maintained space with modern finishes. The limited supply of recently built rental product in El Reno means quality units experience strong demand and minimal vacancy.

Built-In Rental Demand Pipeline

Beyond the institutional employment base, El Reno's rental market benefits from two significant educational institutions. Redlands Community College serves nearly 5,000 credit students annually with limited on-campus housing. The Canadian Valley Career Technology Center carries an enrollment of approximately 11,000 students. Together, these institutions create a consistent pipeline of students, working adults, and young professionals who need affordable, quality rental housing — and find very little of it built in the last decade.

Forward-Looking Indicators

- Active Tax Increment Financing district channeling investment into new commercial development along the I-40 corridor
- City-adopted comprehensive plan ("Route to the Future") guiding strategic growth through 2040
- University of Oklahoma partnership on a Route 66 corridor revitalization study for El Reno's Sunset Drive
- El Reno's cost of living runs approximately 24% below the national average, supporting strong cash-on-cash returns relative to the broader OKC metro

El Reno offers what sophisticated investors look for: stable, government-anchored employment, a demonstrated rent premium for quality product, and a price point that reflects where the market has been — not where it's going.

For additional information on this portfolio or to discuss investment opportunities in the OKC metro:

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