SUMMER 2026 EDITION

The Roanoke
Rental Market Update

A homeowner-friendly guide to what your summer rental market actually did — and what it means for you.

MEDIAN RENT (SUMMER 2026)	$2,397
YEAR-OVER-YEAR CHANGE	–3.9%
MEDIAN DAYS ON MARKET	35
SALE-TO-LIST RATIO	100%
CLOSED LEASES ANALYZED	44

Prepared by Matthew Salsberry — Salsberry Property Management & Realty, LLC
Data pulled August 18, 2026 — salsberrypropertymanagement.com

What This Is

Every summer, Roanoke homeowners quietly wonder the same thing: **if I turned my house into a rental — or if I renewed my current tenant — what would it actually rent for right now, and is that different from last year?**

This report answers that question. Written for you — not for investors with spreadsheets. No jargon. Just the real numbers, pulled straight from the MLS.

Everything below is real closed leases in the greater Roanoke area (5-mile radius) over two matching windows:

- **Summer 2026:** June 1 – August 17, 2026 (44 leases)
- **Summer 2025:** June 1 – August 17, 2025 (53 leases)

The Big Picture, In One Line

Median rent softened about 4% at the headline number — but the headline hides the real story. Single-family homes held their ground and modestly rose. Newer small apartment and condo units downtown softened. And across every segment, homes are taking about a week longer to lease.

The Headline Numbers

Metric	Summer 2025	Summer 2026	Change
Median rent	$2,495	$2,397	–3.9%
Average rent	$2,628	$2,662	+1.3%
Median days on market	27	35	+8 days
Median $/sqft	$1.32	$1.47	+11.4%
Sale-to-list ratio	100%	100%	Unchanged
Total leases closed	53	44	–17%

The most important number: sale-to-list ratio held at 100%. The median home leased for exactly what the owner was asking. Owners aren't giving discounts — the market is just taking a beat longer to arrive.

The Two Different Roanokes

The Roanoke rental market isn't one thing. Two very different products are leasing here — and they're behaving very differently this summer.

Single-Family Homes: +5.2% YoY

Most Roanoke homeowners own a single-family home — three or four bedrooms on a suburban lot. Here's how they did:

Metric	Summer 2025	Summer 2026
Median rent	$2,495	$2,624 (+5.2%)
Median days on market	18	32
Median home size	~2,266 sqft	~2,418 sqft
Homes leased	23	16

What it means for you: if you own a 3-4 bedroom single-family home in Roanoke, your rent is likely modestly higher than a year ago. Budget a slightly longer marketing window — homes that would have leased in 3 weeks last year are taking about a month now.

Small Units Downtown: –9.1% YoY

Newer developments at 601 N Oak Street and 108 N US 377 have added studio, 1-bed, and 2-bed units to Roanoke's inventory over the past few years. That segment softened this summer as new supply worked through:

Metric	Summer 2025	Summer 2026
Median rent	$2,200	$1,999 (–9.1%)
Median days on market	34	56
Median unit size	~1,268 sqft	~1,087 sqft

What it means for you: if you own a smaller unit or condo in downtown Roanoke, this summer was more competitive. Your unit likely still leased at or near asking, but it took longer.

Trophy Club Premium: +27.5%

Right next door to Roanoke, premium homes in Trophy Club had a strong summer:

- Median rent: $2,745 → $3,500 (+27.5%)
- Median days on market: 17 → 13 (faster)
- Median home size: ~2,983 sqft

What You Should Actually Do With This

If you're planning to rent out your home in the next few months:

• Price to summer 2026 leased comps, not summer 2025. The market moved — direction depends on your specific home type.

• Expect a slightly longer marketing window than a year ago — plan for 30-45 days rather than the 3-week rush of last summer.

• The 100% sale-to-list ratio means accurate pricing still works. Overpricing shows up as vacancy, not as negotiation.

If you have a tenant on renewal:

• For single-family homes, there's a modest case for a rent increase. Not automatic, but the market supports it.

• For smaller units, holding your current rent (or a very modest adjustment) is probably the right call.

• Retention matters more when the market is a beat slower. Losing a good tenant costs more this summer than it did last summer.

If you're thinking about buying a rental in the area:

• The numbers still work. 100% sale-to-list ratio, active leasing at both ends of the price band, Alliance corridor demand still strong.

• Go in with realistic expectations on time-to-lease.

• Choose your submarket carefully — Trophy Club premium and Roanoke single-family both worked. Small downtown units are more competitive.

Your Free Rental Analysis

The medians and averages here are useful. They aren't the same thing as the number your specific home should rent for. If you own a home in Roanoke — or you're wondering what yours would rent for right now — we're happy to give you a **free, no-obligation rental analysis** with:

• Real comparable leases from your specific street and home type

• An honest read on what your home should rent for this fall

• The improvements most likely to move the number

• A realistic expectation on how long it'll take to lease

Request one anytime at salsberrypropertymanagement.com or reply to the email this report came with.

Methodology

Data pulled from NTREIS MLS on August 18, 2026. Filter: Property Type = Residential Lease, MLS Status = Closed, geographic radius around latitude 32.99 / longitude −97.26 (approximately 5 miles centered on Roanoke). Summer 2026 window: 06/02/2026 – 08/18/2026 (44 records). Summer 2025 window: 06/02/2025 – 08/18/2025 (53 records). All statistics are medians unless otherwise labeled. Data represents actual signed leases, not asking rents.

Matt Salsberry — Salsberry Property Management & Realty, LLC.
P.O. Box 1547, Roanoke, TX 76262
304-878-8629 — Matt@SalsberryPropertyManagement.com
salsberrypropertymanagement.com