

# JPMorgan Finances Fundrise's Plan for 35 Single-Family Rental Sites

Credit Facility of \$770 Million Aims To Expand Portfolio of Fast-Growing Property Type



Fundrise is building the 124-home Blue Jay Commons in Rincon, Georgia. (Jonathan Dean/CoStar)

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JPMorgan Chase has provided a \$770 million credit facility to Fundrise for the financing of about 35 build-to-rent single-family developments.

Washington, D.C.-based Fundrise, one of the largest direct-to-consumer alternative asset managers in the country, plans up to 4,000 build-for-rent houses across the Sun Belt with a specific focus on Georgia, the Carolinas and Tennessee.

The investment would nearly double Fundrise’s existing build-to-rent portfolio and would make it one of the largest operators of the asset class in the United States.

Build-to-rent — a relatively new niche multifamily product type — is well positioned to capitalize on several demographic and capital markets tailwinds, according to a report from real estate firm Cushman & Wakefield. This is particularly true now that millennials, who started renting more than 15 years ago, are getting married and having children, necessitating housing that can accommodate a growing family.

“Build-for-rent communities are the next great asset class in real estate,” Fundrise co-founder and CEO Ben Miller said in a statement. “As one of the leading [build-for-rent] platforms, not only are we building much needed housing in high-growth markets, but also our investors will participate in the leading trends of real estate growth.”

While build-to-rent is still a small portion of U.S. single-family housing, accounting for just 1.7%, or 340,000 rental units, according to brokerage CBRE, its numbers are growing. National Rental Home Council data said build-to-rent completions have ballooned 270% since 2019. In 2023, nearly 25,000 build-to-rent houses were completed, a 62% increase over 2022.

The commitment from JPMorgan comes at a time when mortgage rates rest above 7%, driving strong demand for new rental housing in growth markets.

Rather than investing in one-off houses, Fundrise has committed to purpose-built rental developments with diverse amenities akin to modern apartment buildings.

Fundrise’s existing footprint, which is highly concentrated in the Sun Belt, currently comprises 5,000 units valued at \$1.35 billion with a 93% occupancy rate and 4% annual rent growth, according to the company.

Fundrise’s most recent build-for-rent project is [Blue Jay Commons](#) in Rincon, Georgia. The firm acquired the site in July, and by November had completed 25% of the total 124 planned houses.

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