

LOCAL ECONOMY REPORT

College Station-Bryan, TX

prepared May 29th, 2025

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Table of Contents

1. [Overview](#)
2. [Population and Income](#)
3. [Business Growth](#)
4. [Employment](#)
5. [Local Business Dynamics](#)
6. [SBA Lending](#)
7. [Residential Real Estate](#)
8. [Home and Rent Price Forecast](#)
9. [Web Links](#)

Overview

Job Growth:

1.94%

0.11% NATIONAL

June 2024

Source: Bureau of Labor Statistics

Home Prices:

4.0%

5% NATIONAL

for 2023

Source: Local Market Monitor

Home Price Forecast:

4%

4% NATIONAL

for 2024

Source: Local Market Monitor

Unemployment:

2.7%

2.6% LAST YEAR

4.1% NATIONAL

December 2024

Source: Bureau of Labor Statistics

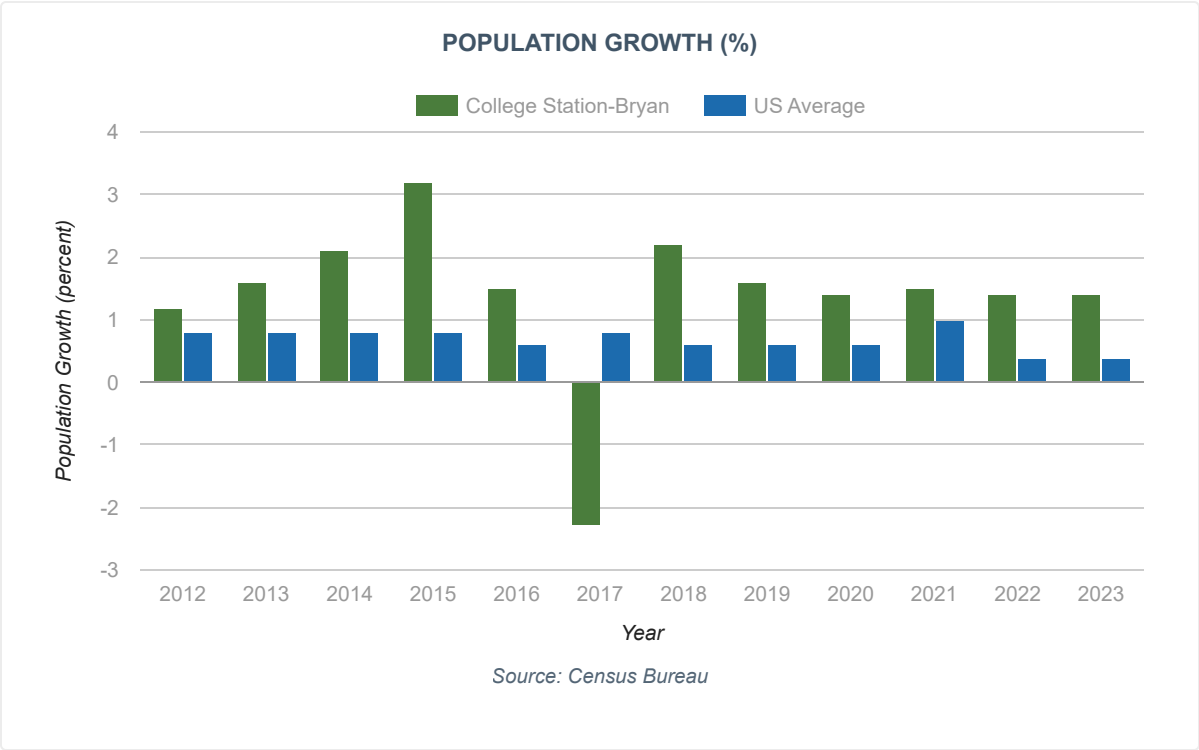
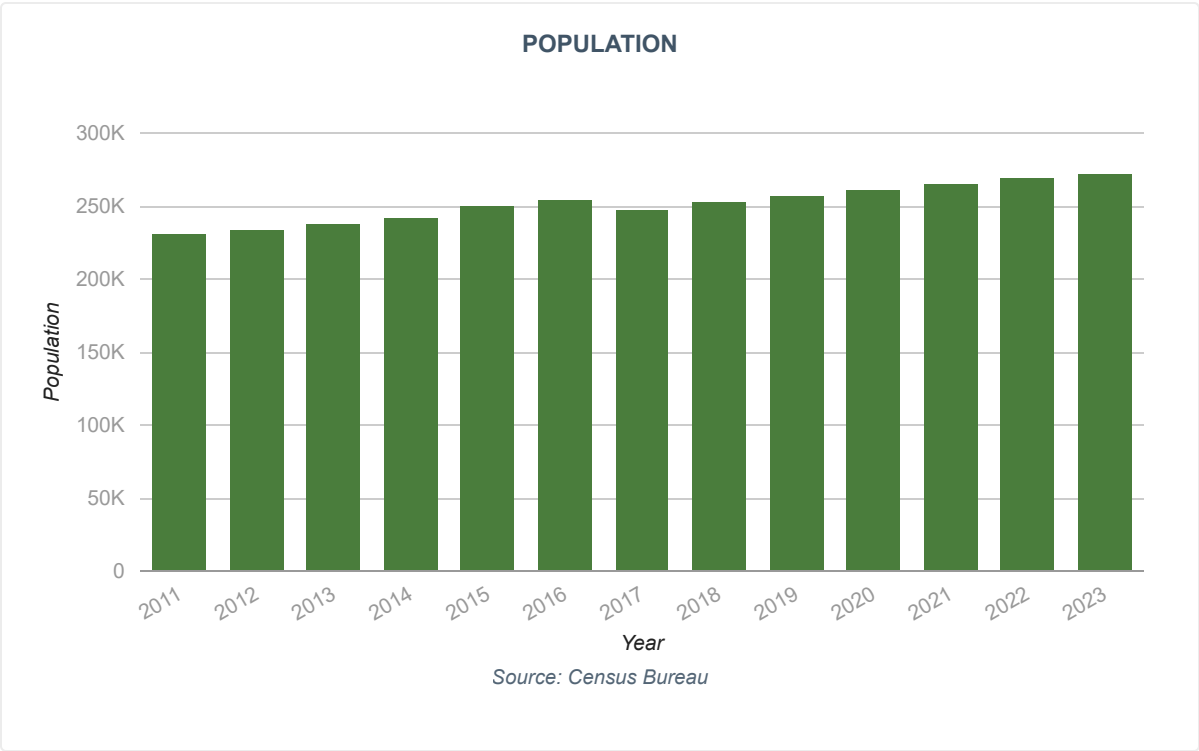
Employment by Industry:

The local economy had a total of 144,700 jobs in December 2023. Finance, Business and Professional and Leisure and Hotels have been the strongest industry sectors over the past 12 months.

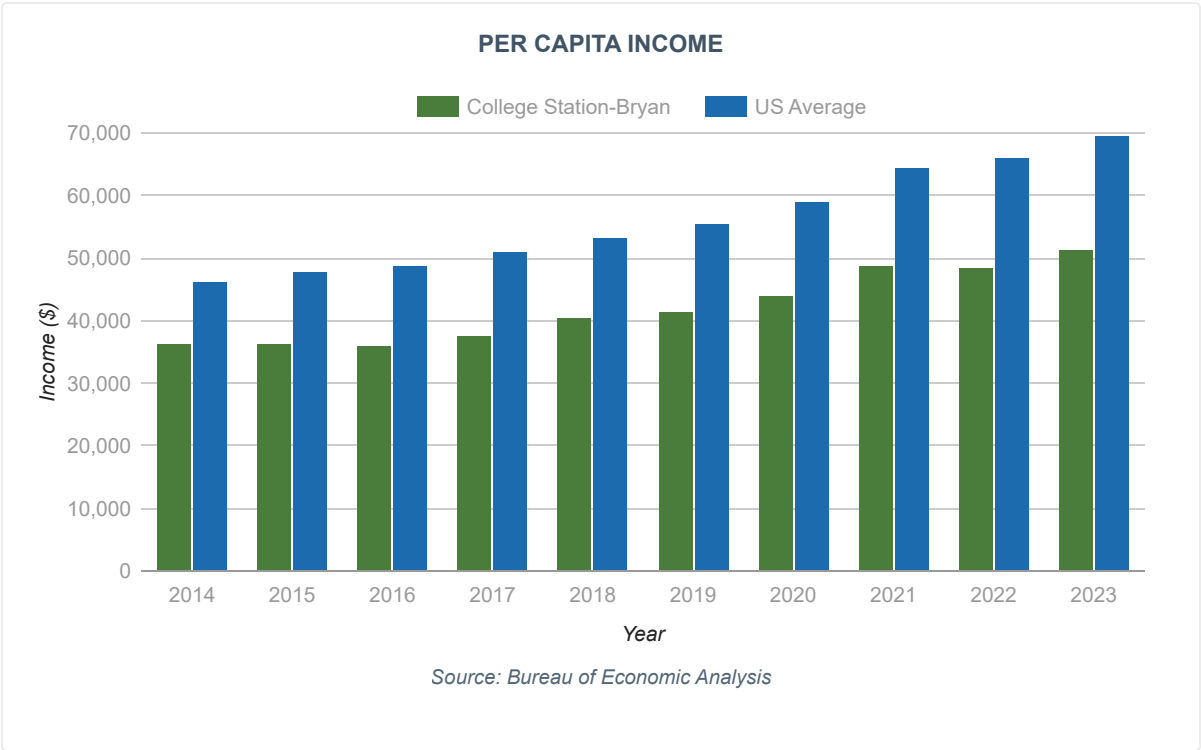
Source: Bureau of Labor Statistics

Population and Income

The local population was 273,280 in 2023, an increase of 1.4% from the previous year. Population has grown 7.3% over the past five years (2019-2023). The local population grew faster than the US average in 2023.



Per capita income in College Station-Bryan was \$51,507, an increase of \$2,869 from the previous year. Per capita income was 74% of the US average in 2023.



Business Growth

The table below shows the number of business locations within this local market for each industry, along with the number of full-time and part-time jobs and job growth over the past year. This data comes from the Bureau of Labor Statistics Quarterly Census of Employment and Wages. Data as of: Q4 2024.

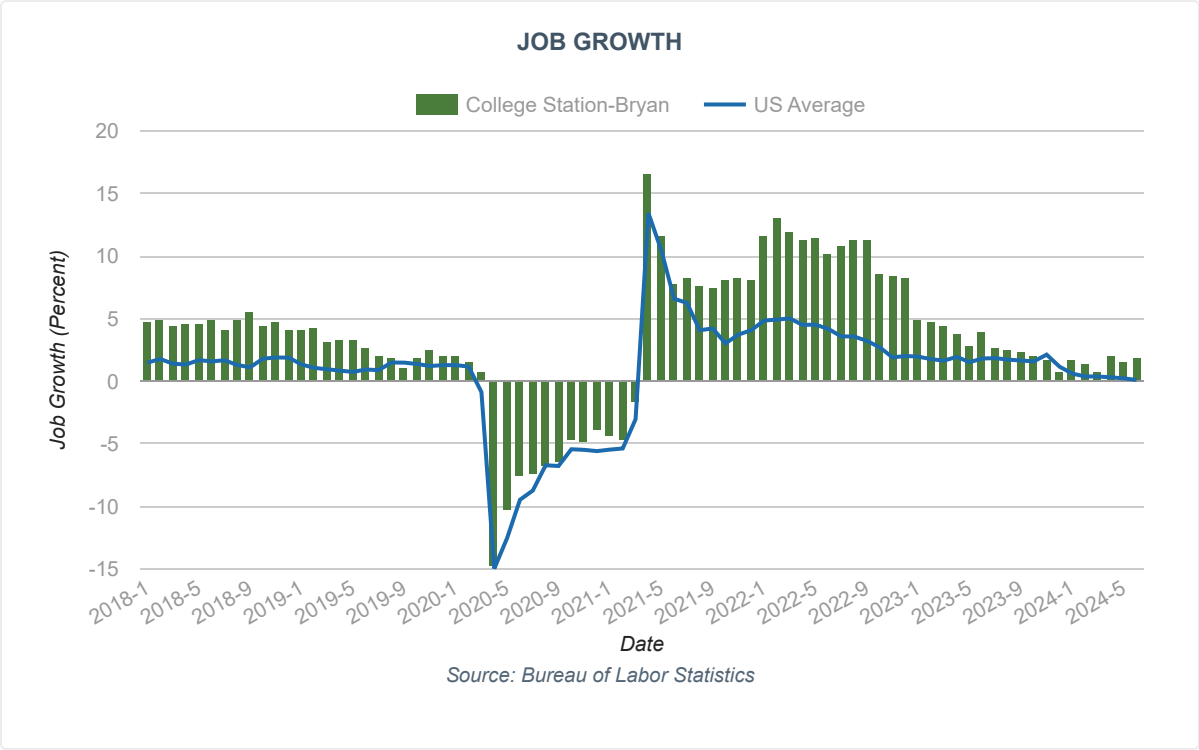
NAICS	INDUSTRY	LOCATIONS	JOBS	GROWTH
7211	Hotels & Motels	64	1382	2129.03%
5311	Real Estate Lessors	125	558	1228.57%
5417	Scientific R&D Services	30	1011	539.87%
5413	Architecture & Engineering	111	1180	397.89%
6241	Social Services	66	560	391.23%
4842	Specialized Freight Trucking	35	339	323.75%
4442	Lawn & Garden Stores	23	423	136.31%
8139	Professional Organizations	27	76	130.3%
4244	Grocery Wholesalers	10	131	81.94%
4841	General Freight Trucking	45	206	40.14%
2371	Utility System Construction	23	718	21.49%
312	Beverage & Tobacco Mfg	11	184	21.05%
3121	Beverage Mfg	11	184	21.05%
111	Crop Production	28	239	16.02%
316	Leather Mfg	3	16	14.29%
3331	Heavy Machinery Mfg	9	90	12.5%
4248	Beer & Wine Wholesalers	5	375	7.45%
4236	Electronic & Appliance Stores	16	144	5.88%
2383	Wall, Paint, Floor, Carpentry Contractors	48	343	4.26%
4238	Machinery Wholesalers	34	425	4.17%
4247	Petroleum Wholesalers	10	207	4.02%
4413	Car Parts Stores	45	450	2.97%
3261	Plastic Product Mfg	4	141	2.92%
112	Animal Production & Aquaculture	61	923	2.56%
337	Furniture Mfg	13	748	2.47%
4231	Car & Truck Parts Wholesalers	12	281	2.18%
1121	Cattle Production	40	149	0.68%

2362	Nonresidential Building Construction	39	331	0.61%
3345	Measuring & Control Instruments Mfg	6	105	-0.94%
238	Specialty Trade Contractors	345	3607	-1.5%
2382	Electric, Plumbing, HVAC Contractors	158	1961	-1.7%
4245	Farm Product Wholesalers	5	101	-1.94%
4233	Lumber Wholesalers	16	318	-2.75%
3391	Medical Equipment & Supplies Mfg	6	29	-3.33%
334	Computer & Electronics Mfg	11	168	-4.0%
4232	Furniture Wholesalers	3	29	-6.45%
4237	Hardware, Plumbing & HVAC Wholesalers	14	66	-7.04%
3231	Commercial Printing	15	483	-7.65%
2211	Electric Companies	8	102	-20.93%
484	Truck Transport	80	545	-22.48%
325	Chemical Mfg	13	161	-28.12%
1114	Greenhouses & Nurseries	4	19	-38.71%
6214	Outpatient Care Centers	35	318	-52.18%
5418	Advertising & Public Relations	16	69	-56.33%
4453	Beer, Wine, & Liquor Stores	21	108	-72.45%
6242	Community & Relief Services	10	78	-95.49%
6215	Medical & Diagnostic Laboratories	12	40	-96.47%

Employment

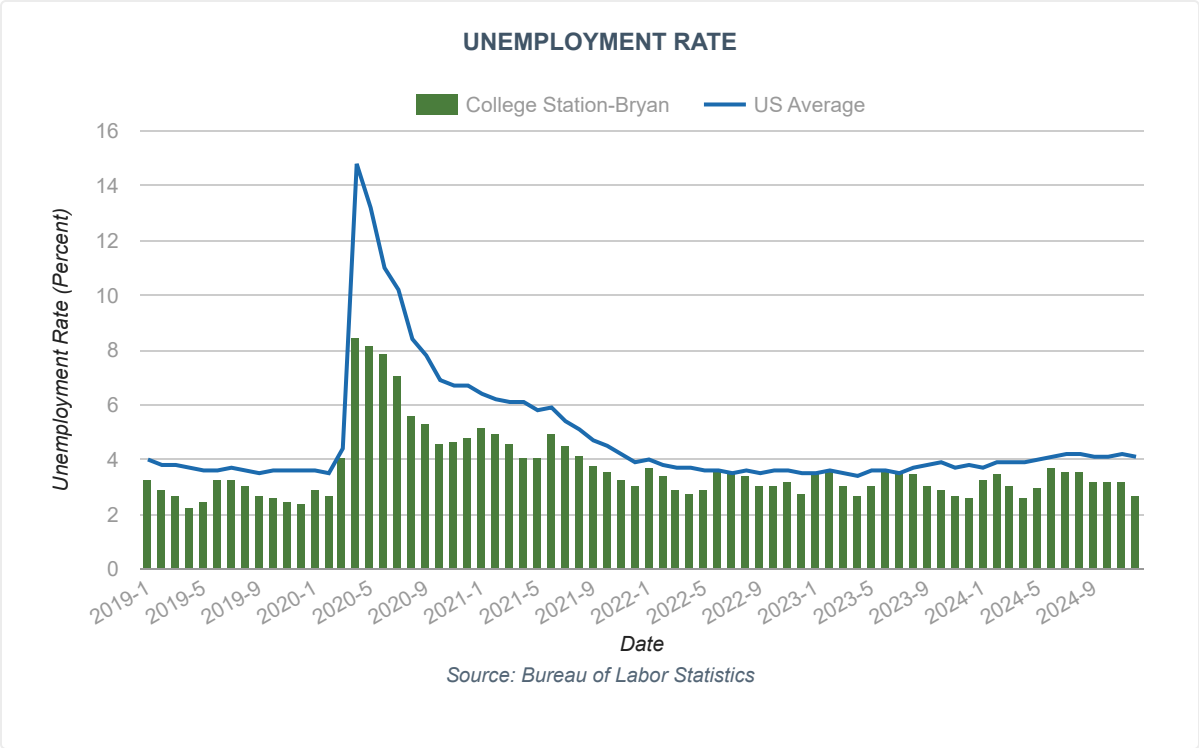
Job Growth

Job growth in this market was 1.94% in June 2024 compared to a year ago. This compares to a national rate of 0.11% during the same time period.



Unemployment

The unemployment rate for College Station-Bryan in December 2024 was 2.7% versus 2.6% a year ago and a national rate of 4.1%.



Employment by Sector

The local economy had a total of 144,700 jobs in December 2023. Finance, Business and Professional and Leisure and Hotels have been the strongest industry sectors over the past 12 months.

INDUSTRY SECTOR	% OF LOCAL TOTAL	% OF US TOTAL	LATEST MONTH LOCAL JOB DATA	12-MONTH LOCAL JOB GROWTH	12-MONTH US JOB GROWTH
Government	35%	17%	50,200	4.8%	1.88%
Retail	10%	11%	14,000	1.45%	0.43%
Mining/Construction	5%	5%	7,800	1.3%	2.87%
Manufacturing	4%	14%	6,200	0.0%	0.32%
Finance	3%	5%	4,800	6.67%	-1.18%
Business and Professional	9%	13%	13,700	3.79%	-1.73%
Health and Education	11%	12%	16,100	1.26%	0.66%
Leisure and Hotels	14%	10%	20,600	2.49%	-1.18%
Other	9%	13%	11,300	-	-
Total:	100%	100%	144,700	3.0%	1.4%

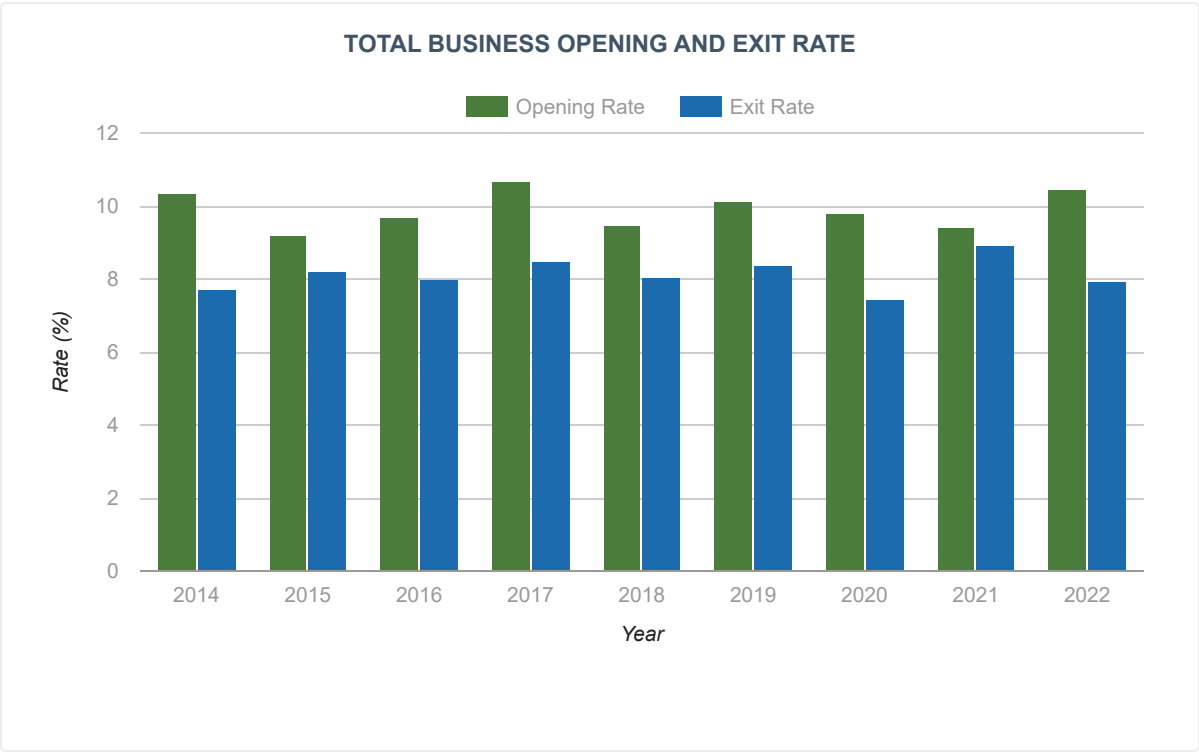
Source: Bureau of Labor Statistics

Local Business Dynamics

Here is the latest data available from the Census Bureau on business establishment openings and exits for this geographic area.

Business Openings and Exits by Sector: 2021

NAICS	SECTOR	NO. OF ESTABLISHMENTS	ESTAB OPENINGS	ESTAB OPENING RATE %	ESTAB EXITS	ESTAB EXIT RATE %
	ALL	4860	468	0.0%	358	22.22%
11	Agriculture	17	0	0.0%	4	22.22%
21	Mining	73	8	11.11%	6	8.33%
22	Utilities	15	0	0.0%	0	0.0%
23	Construction	452	59	13.35%	39	8.82%
31-33	Manufacturing	129	8	6.18%	9	6.95%
42	Wholesale Trade	187	8	4.29%	7	3.75%
44-45	Retail Trade	743	41	5.52%	40	5.39%
48-49	Transportation/Warehousing	120	16	13.5%	13	10.97%
51	Information	79	4	5.06%	4	5.06%
52	Finance and Insurance	278	27	9.98%	12	4.44%
53	Real Estate and Leasing	327	39	12.17%	26	8.11%
54	Professional Services	438	48	11.05%	41	9.44%
55	Management of Companies	35	0	0.0%	4	10.96%
56	Administrative Services	261	32	12.45%	24	9.34%
61	Educational Services	65	7	11.02%	4	6.3%
62	Health Care and Social Assistance	484	62	12.96%	51	10.66%
71	Arts, Entertainment & Recreation	77	5	6.54%	4	5.23%
72	Accommodation and Food Services	605	56	9.37%	42	7.02%
81	Other Services	475	48	10.32%	28	6.02%

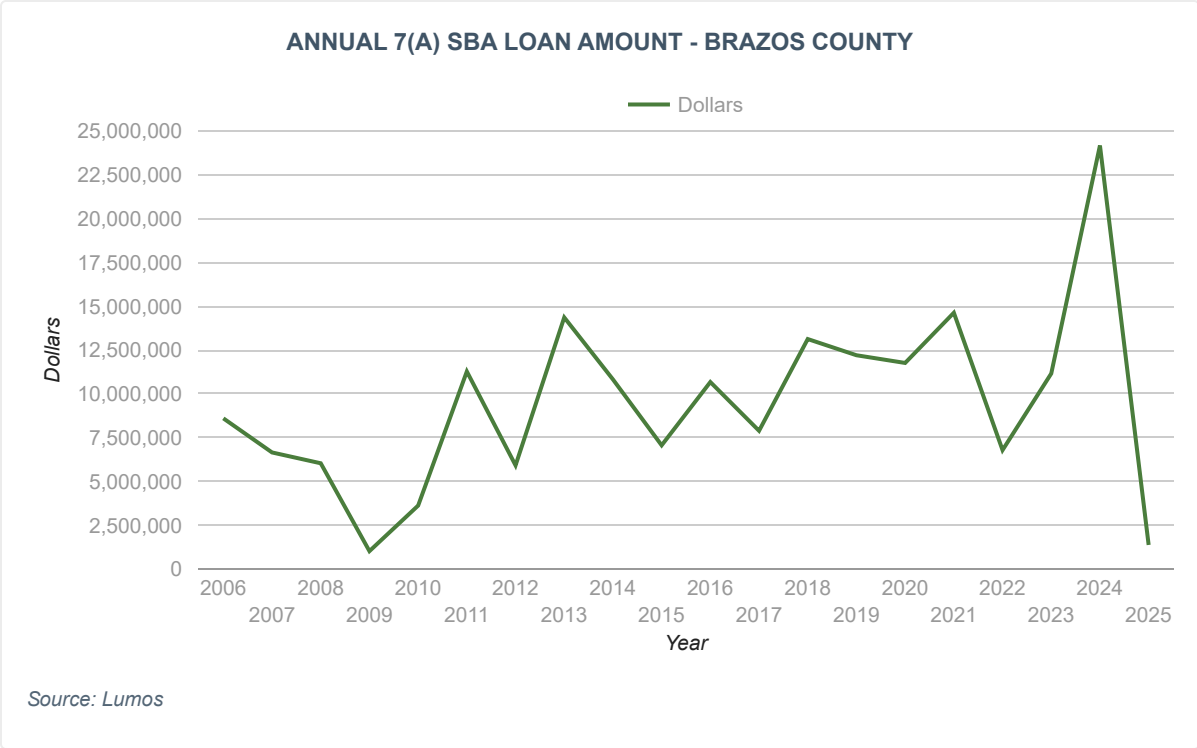


SBA Lending

7(a) Loans

Showing data for Brazos County. SBA Lending in Brazos County topped \$189.1 million in the last 20 years. See the annual trend below, along with the top industries in the last 20 years, and the top lenders in the last 5 years. The SBA's fiscal year runs from Oct 1 to Sept 30; annual references are for the completed fiscal year and year-to-date otherwise.

Transactions since 2006. Updated through December 31, 2024



Top Industries (last 20 years)

INDUSTRY	TOTAL LOAN AMOUNT	NUMBER OF LOANS
HOTELS (EXCEPT CASINO HOTELS) AND MOTELS	\$31,429,100	11
LIMITED-SERVICE RESTAURANTS	\$18,908,700	29
FULL-SERVICE RESTAURANTS	\$9,215,300	19
FITNESS AND RECREATIONAL SPORTS CENTERS	\$7,982,300	12
ALL OTHER SPECIALTY TRADE CONTRACTORS	\$7,546,600	6

Top Lenders (last 5 years)

LENDER	TOTAL LOAN AMOUNT	NUMBER OF LOANS
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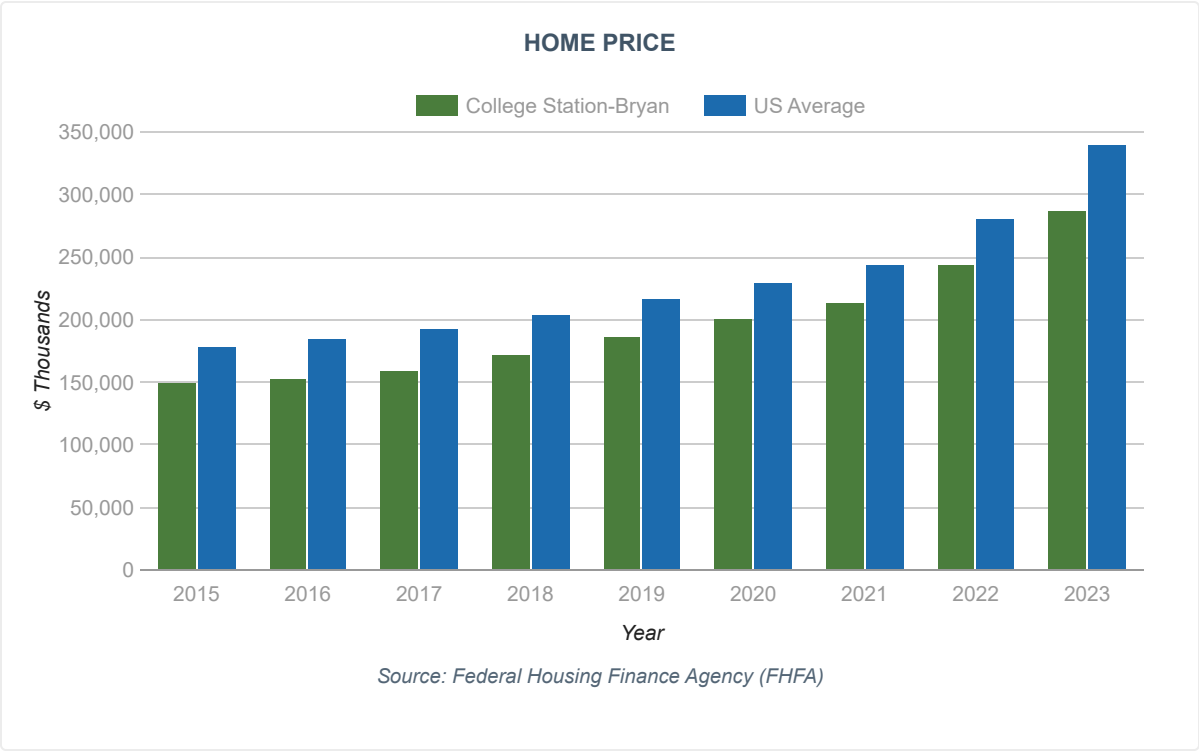
LIVE OAK BANKING COMPANY (58665)	\$14,247,500	9
HANCOCK WHITNEY BANK (12441)	\$5,387,600	2
READYCAP LENDING, LLC (NJ)	\$5,069,000	4
TEXAS CAPITAL BANK (34383)	\$4,991,300	2
PLAINS STATE BANK (17739)	\$4,277,800	2

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Residential Real Estate

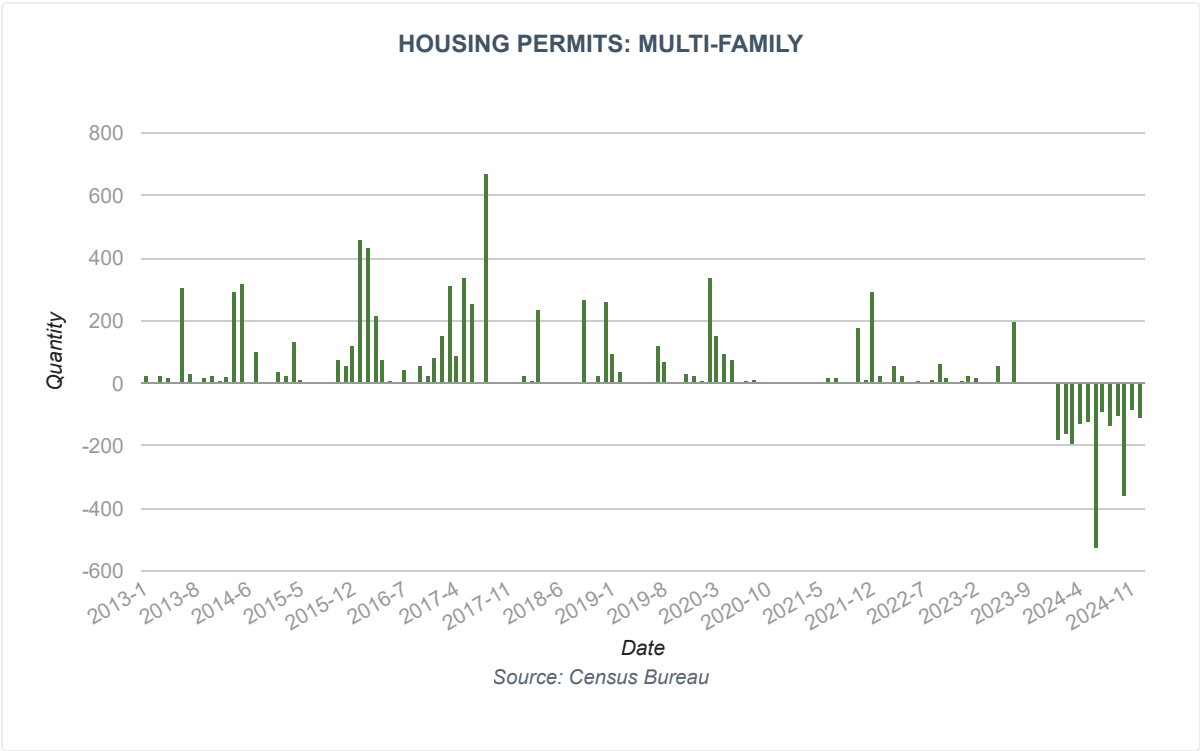
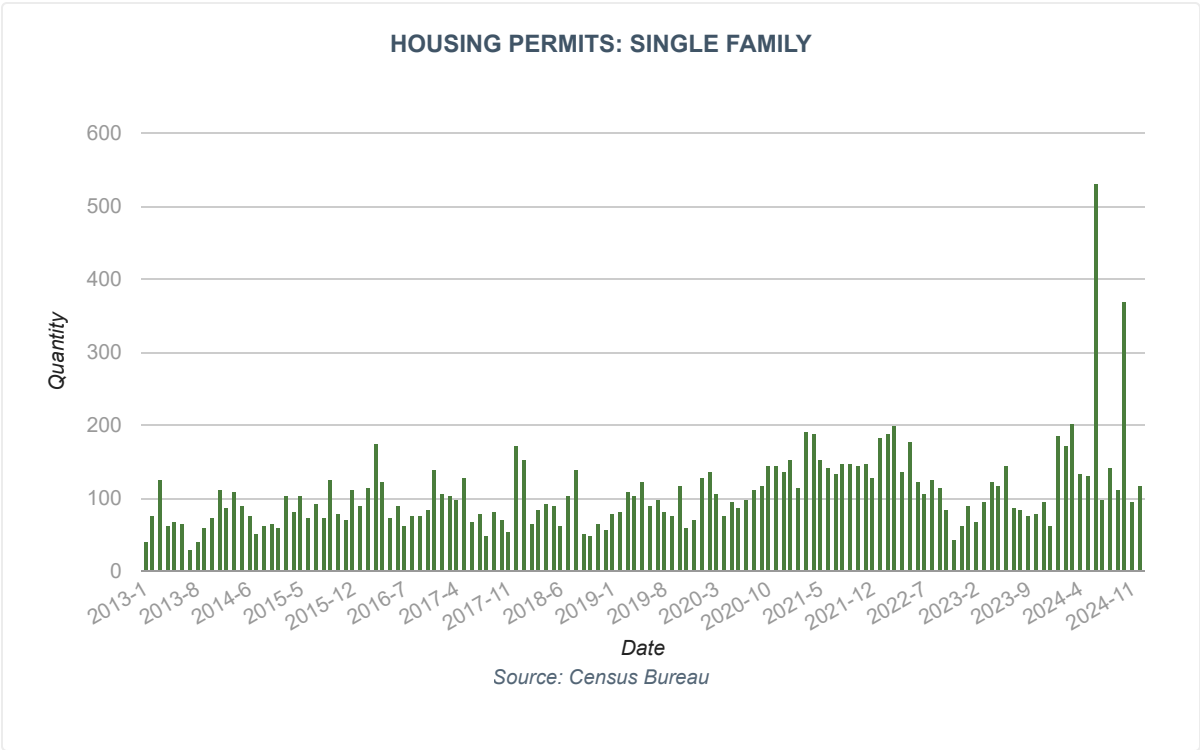
Home Price

Home prices in this market averaged \$286,900 in 2023, lower than the US average.



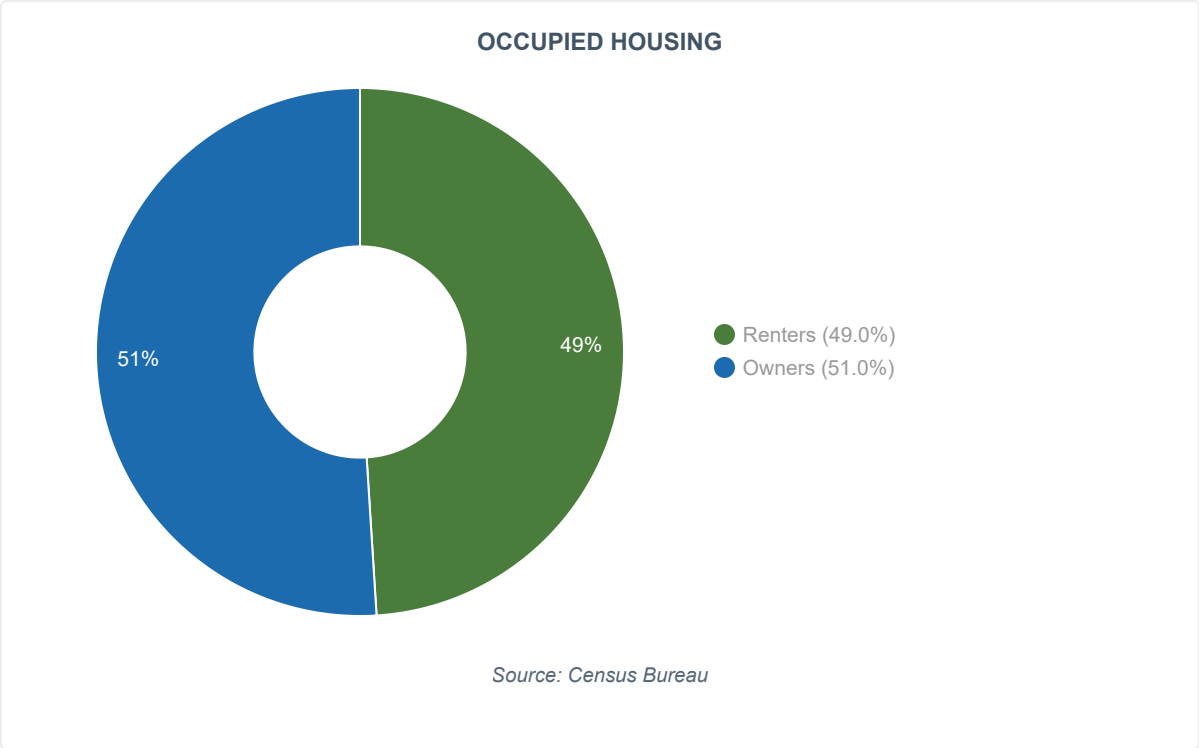
Housing Permits

Total housing permits in December 2024 were -176.5% from last year. Single family permits were up 59.3% and multi-family permits were 200.0%.



Occupied Housing Rates

College Station-Bryan had a total of 109,360 housing units in 2022. Of these, 49% were rental units and 51% were owner-occupied.

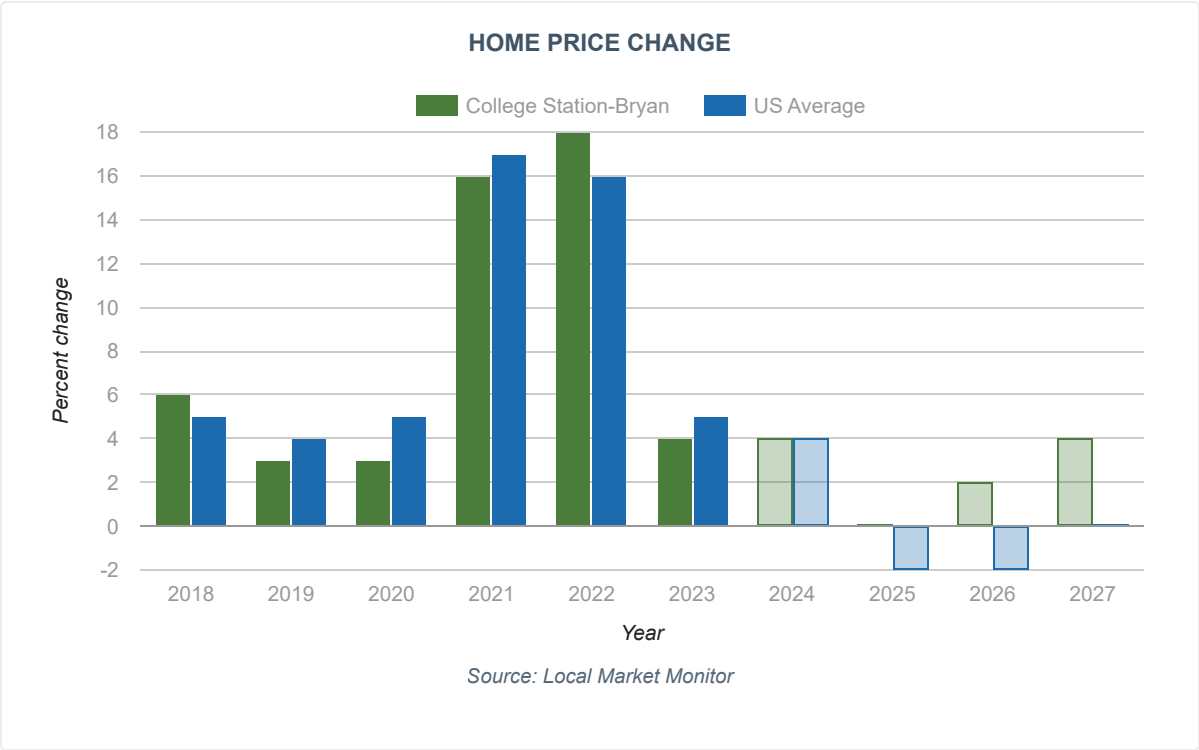


Home and Rent Price Forecast

Home and rent prices are critical drivers of a local economy's overall health. Local Market Monitor founder Ingo Winzer has won the prestigious "Crystal Ball Award" three years in a row. In 2020, he placed first in four categories for Outstanding Performance amongst a distinguished panel of over 100 economists, investment strategists, and housing market analysts.

Local Market Monitor's Three-Year Home Price Forecast

Home prices in this market averaged 4% growth in 2023, lower than the US average. Home prices in College Station-Bryan are forecasted to change by 0% in 2025, 2% in 2026 and 4% in 2027.



Local Market Monitor's Three-Year Rent Price Forecast

Gross monthly rent for College Station-Bryan averaged \$1,107 in 2022, lower than the US average. Gross monthly rent is forecasted to decrease to \$- in 2023.

GROSS MONTHLY RENT

Source: Local Market Monitor

Web Links

[Bryan/College Station Chamber of Commerce](#)

Business directory, events, and newsletter

[The Eagle](#)

News and opinion

[Brazos Valley Economic Development Corp.](#)

News and directories

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