

## Top 10 Eastern USA Markets for Land Investment (2026–2029)

- 1. Raleigh-Durham, NC (The Research Triangle) \* Why:** A premier hub for biotech and life sciences. The demand for land is driven by advanced manufacturing and a high-wage workforce moving to the area.
  - **Growth Focus:** Suburban tracts between Raleigh and Durham are prime for specialized industrial and tech-park development.
- 2. Northern Virginia (Ashburn / Loudoun County) \* Why:** Known as "Data Center Alley," this region has the lowest vacancy rate in the country (under 2%). AI-driven workloads are creating an insatiable need for greenfield sites with power access.
  - **Growth Focus:** Land with existing or planned utility infrastructure is at a massive premium.
- 3. Orlando, FL \* Why:** Leading the nation in job and population growth for 2026. The expansion of the airport and the "Lake Nona" corridor makes it a top target for master-planned residential and logistics hubs.
  - **Growth Focus:** Large-scale residential parcels and "last-mile" logistics sites.
- 4. Atlanta, GA \* Why:** Despite some oversupply in multifamily, Atlanta remains the logistics anchor of the Southeast. Land absorption is high along the I-75 and I-85 corridors for industrial and "build-to-rent" (BTR) communities.
  - **Growth Focus:** Counties surrounding the metro area with favorable zoning for BTR projects.
- 5. Jersey City, NJ \* Why:** Ranked #2 overall in PwC's "Markets to Watch" for 2026. As a supply-constrained "high-barrier" market, any developable vacant land or site assemblage carries immense value for high-density residential.
  - **Growth Focus:** Infill lots and waterfront re-development.
- 6. Charlotte, NC \* Why:** A top-tier financial and tech hub. With a projected 80,000 net jobs added in 2026, the need for new housing inventory is critical.
  - **Growth Focus:** Suburbs like Concord and Huntersville, where land is more attainable but values are appreciating rapidly.
- 7. Nashville, TN \* Why:** Driven by Oracle's East Bank campus and major corporate relocations. The city is evolving from "Music City" into a tech and healthcare powerhouse.

- **Growth Focus:** Suburban counties where high-wage job centers are expanding outward.
- 8. Buffalo, NY \* Why:** Named a "hottest housing market" due to extreme affordability and a stable job market in healthcare. For land investors, it offers high rental yields (8%+) and low entry costs.
- **Growth Focus:** Smaller residential infill and multifamily-zoned parcels.
- 9. Chattanooga, TN \* Why:** Strategically located between Atlanta and Nashville, it's a growing hub for the EV (Electric Vehicle) supply chain.
- **Growth Focus:** Affordable industrial land with long-term upside as manufacturing continues to reshore.
- 10. Tampa / St. Petersburg, FL \* Why:** While cooling slightly compared to the 2021 peak, it remains a "high conviction" market for stabilized multifamily and commercial development.
- **Growth Focus:** Waterfront-adjacent or prime suburban parcels that can support "lifestyle" driven residential.