

Investors Find Opportunities in Growing Rental Demand Amid Rising Mortgage Rates

Rising mortgage rates boost rental demand, creating opportunities for investors. Expert Demetrio De Souza highlights real estate's resilience and profitability

HOUSTON, TX, UNITED STATES, January 24, 2025 /EINPresswire.com/ -- The rising interest rates in the United States housing market have opened a window of opportunity for investors focusing on rental properties, as more potential homebuyers find it increasingly difficult to [qualify for mortgages](#). With housing affordability reaching its lowest point in years, a growing segment of consumers is turning to rentals—creating a heightened demand that benefits real estate investors.

According to the [Federal Reserve](#), average mortgage interest rates for a 30-year fixed loan have increased significantly over the past year, tightening buyers' purchasing power and discouraging many first-time homeowners from entering the market.

Meanwhile, data from the [National Association of Realtors](#) reveals a slowdown in existing-home sales, underscoring the growing trend toward renting rather than buying in many urban and suburban areas.

"As an experienced real estate specialist and investor, I have observed that while prospective homeowners grapple with higher borrowing costs, investors with capital to deploy in rental properties are well-positioned to capitalize on the current environment," says Demetrio De Souza, a Real Estate Expert and Entrepreneur.

"Historically, real estate stands out as one of the least volatile and most secure asset classes. Demand for housing has always been strong; it just shifts between buying and renting based on economic conditions."

With the surge in rental demand, properties that cater to tenants seeking long-term housing



Mr. Souza



As mortgage rates rise, rental demand surges, offering investors stable returns and long-term growth,” says real estate expert Demetrio De Souza.”

Mr. Souza

solutions are in particularly high demand, offering consistent cash flow opportunities and the potential for property appreciation over time. For investors aiming to strengthen or diversify their portfolios, real estate remains an appealing avenue—especially given its track record of outperforming other markets during periods of economic uncertainty.

“In today’s landscape, many individuals prefer to rent for flexibility, convenience, or simply because they cannot

qualify for a mortgage at the current rates,” adds Demetrio De Souza.

“This paradigm shift not only provides stable returns for landlords but also underpins the enduring appeal of the U.S. real estate market.”

While the current environment offers abundant opportunities for both new and seasoned investors, it is crucial to partner with reputable professionals instead of relying on random tips from self-proclaimed online “gurus.” “The real estate market is extremely profitable and promising, but only when approached with accurate numbers and the right expertise,” Demetrio explains.

Demetrio De Souza is a seasoned real estate expert with a bachelor’s degree in Business Administration and Accounting and a founding partner of real estate investment firms in Texas and Florida.

He has extensive experience advising clients on rental market strategies and long-term investment approaches across the United States. He has guided numerous investors through changing market climates, providing insights into property acquisitions, asset management, and portfolio optimization.

His companies currently focus on buying, renovating, and selling properties, as well as having a diversified portfolio of rental properties.

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