

# Victoria rents defy the mainland, and investors are taking notice

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The city's multifamily market touts strong demand fundamentals



- **What** Victoria is emerging as a more viable investment market than in years past
- **Why** The city's rents have proven more resilient than other cities in B.C.
- **What next** Local investors are spurring much of the action

Victoria's multifamily rents are holding up better than in other parts of the province, leading investors to view the city as a more attractive market, industry pros tell *Green Street News*.

Greg Ambrose, co-author of the Colliers multifamily investment team annual apartment report for Victoria and Metro Vancouver, said the provincial capital performed better than its larger mainland cousin in 2025.

“Victoria’s rents have definitely held a bit tighter compared to Metro Vancouver, and their vacancy remains a bit lower,” he said.

Part of the reason, Ambrose said, was a more robust market for rentals supported by stable demand drivers including government employment, post-secondary institutions and a military base. At the same time, lower levels of new supply are creating a demand for older properties.

“The majority of the rental stock is the stock that was built under the MURB program in the ’60s and ’70s,” Ambrose said. “There’s a trend of capital shifting back toward that older product we refer to as value-added.”

Whether rents are actually rising or falling – and by how much – varies from report to report, but one theme is clear: Victoria appears to be faring better than Vancouver.

A 2025 rental report from CMHC found that while rents in Vancouver were up 2.2% in 2025, they increased by a larger 5.1% in Victoria.

Meanwhile, Rentals.ca’s March 2026 rent report shows one-bedroom rents in Vancouver fell as much as 5.6% year over year, compared with a smaller 4.8% drop in Victoria.

## **Advantage: Victoria**

The stronger rent advantage also has been reflected in investor confidence in Victoria, Ambrose said.

According to the Colliers report, Victoria saw 1,034 suites sold in 2025, up from 671 in 2024. The figure still fell short of those in 2021 and 2022 when around 2,400 units were sold each year.

Ambrose noted that about 330 of the units sold last year came from a single transaction: the \$160m [sale](#) of Blueprint Residences to BGO and The Equitable Life Insurance Co. of Canada at a mid-4% annual yield.

Earlier this year, BGO’s chief investment officer Simon Holmes told *Green Street News* the company intends to pursue additional opportunities in the Greater Victoria area. In an email on Friday, Holmes detailed the reasons, including above-average household incomes and limited new supply.

“BGO has experienced continued success in well-positioned secondary markets, such as Victoria,” Holmes told *Green Street News*. “We view this as an attractive market due to strong fundamentals, some of which include affordability, sustained employment growth and low rates of unemployment.”

David Venance, executive vice president of Cushman & Wakefield and lead for the firm’s B.C. multifamily team, said there was also more multifamily product in the region for sale at the start of last year, which redefined the market.

An influx of listings at the start of 2025 tested vendors’ willingness to sell, Venance said, leading to shifts in pricing metrics.

“We saw the biggest cap-rate expansion in the Victoria market,” Venance said, noting increases of roughly 100-125 bp. “It became a more opportunistic market for investors, and more attractive financing was available.”

Much of the movement was in the lower end of the market, with deals in the \$5m-\$10m range being more common – a segment that attracts local investors active in the Victoria market.