



MULTIFAMILY REPORT

# Nashville's Intermezzo

Winter 2021

Per-Unit Price for Lifestyle Assets Improves

Transactions, Development Ramp Up in Q3

Employment Market Outperforms Nation

# NASHVILLE MULTIFAMILY



## Economy Posts Promising Prospects

Nashville's economy has advanced consistently in the past cycle, helping it withstand current volatility and mitigating some of the multifamily market's current woes, at least when compared to larger, coastal metros. The average rent slid 0.2% on a trailing three-month basis through November, to \$1,276. Meanwhile, the \$1,465 U.S. average remained flat on a T3 basis for the fourth consecutive month.

Employment posted a 7.7% decline in the 12 months ending in September, outperforming the -9.3% national rate. Although leisure and hospitality shrunk by nearly one-quarter during that time frame, construction and financial activities added jobs, expanding by 0.4% and 1.1%, respectively. The metro's largest sectors—trade, transportation and utilities and professional and business services—withstanding the pandemic's blows and lost only a respective 0.1% and 3.1% of their workforce. Professional and business services is also poised for growth, as several companies moved ahead with relocations and expansions. Meanwhile, the unemployment rate dropped to 6.1% as of October, from the 15.2% April peak.

Both transactions and development rebounded in the third quarter of 2020. Nearly \$1.1 billion in multifamily assets traded last year through November for a per-unit price that rose 13.2%, while developers had 13,809 units underway through December.

## Market Analysis | Winter 2021

### Contacts

#### Jeff Adler

Vice President & General Manager of Yardi Matrix  
[Jeff.Adler@Yardi.com](mailto:Jeff.Adler@Yardi.com)  
(303) 615-3676

#### Jack Kern

Director of Research and Publications  
[Jack.Kern@Yardi.com](mailto:Jack.Kern@Yardi.com)  
(800) 866-1124 x2444

#### Ron Brock, Jr.

Industry Principal, Matrix  
[JR.Brock@Yardi.com](mailto:JR.Brock@Yardi.com)  
(480) 663-1149 x2404

#### Author

#### Anca Gagiuc

Senior Associate Editor

### Recent Nashville Transactions

#### Octave



City: Nashville, Tenn.  
Buyer: TIAA  
Purchase Price: \$86 MM  
Price per Unit: \$268,224

#### Cross Creek at Murfreesboro



City: Murfreesboro, Tenn.  
Buyer: The Connor Group  
Purchase Price: \$40 MM  
Price per Unit: \$162,339

#### Waterford Place of Murfreesboro



City: Murfreesboro, Tenn.  
Buyer: The Connor Group  
Purchase Price: \$28 MM  
Price per Unit: \$150,056

#### Charleston Hall



City: Smyrna, Tenn.  
Buyer: Magma Equities  
Purchase Price: \$27 MM  
Price per Unit: \$139,175