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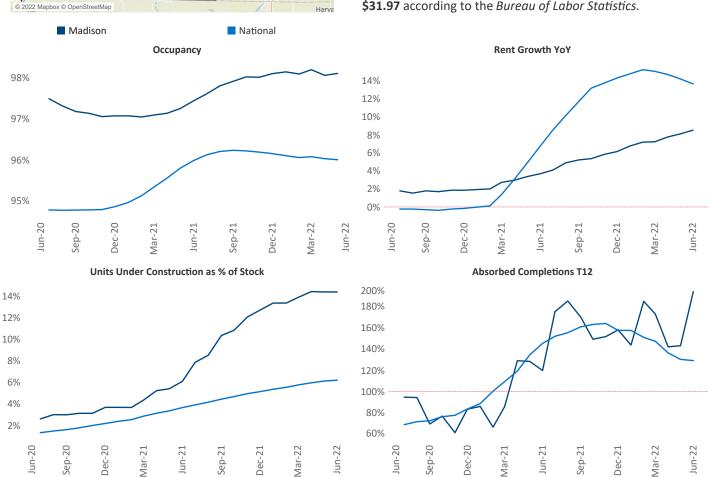
Liliana Malai Senior PPC Specialist Liliana.Malai@yardi.com Madison
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Madison is the 72nd largest multifamily market with 52,035 completed units and 22,338 units in development, 7,489 of which have already broken ground.

New lease asking **rents** are at \$1,399, up 8.5% ▲ from the previous year placing Madison at 108th overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,700** ▲ net units absorbed over the past twelve months. This is up **1,255** ▲ units from the previous year's gain of **1,445** ▲ absorbed units.

Employment in Madison has grown by **1.4%** ▲ over the past 12 months, while hourly wages have risen by **2.7%** ▲ YoY to **\$31.97** according to the *Bureau of Labor Statistics*.



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