Sun Prairie

Stoughton

nsville

Madison



Richland Center

18

Platteville

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uque

Jeff Adler Vice President Jeff.Adler@yardi.com

Beaver Dam

Waterto

Fort Atkinsor

Janesville

Beloit

Whitewa

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100%

80%

60%

Sep-21

Mar-22

Dec-21

Jun-22

Contacts

Madison

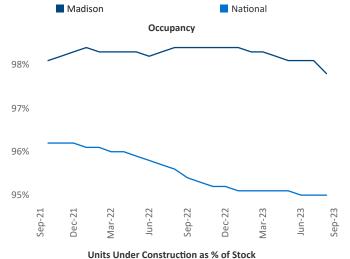
September 2023

Madison is the 69th largest multifamily market with 54,495 completed units and 24,407 units in development, 7,890 of which have already broken ground.

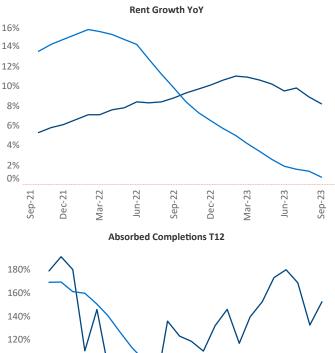
New lease asking **rents** are at **\$1,483**, up **8.2%** ▲ from the previous year placing Madison at **3rd** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **3,726** ▲ net units absorbed over the past twelve months. This is up **1,211** ▲ units from the previous year's gain of **2,515** ▲ absorbed units.

Employment in Madison has grown by **1.9%** • over the past 12 months, while hourly wages have risen by **4.5%** • YoY to **\$34.16** according to the *Bureau of Labor Statistics*.







Dec-22

Mar-23

Jun-23

Sep-23

Sep-22