

Yardi® Matrix

# Jacksonville's Strong Appeal

Multifamily Report Summer 2018

**Rent Growth Remains Robust**

**Completions Set to Hit Cycle High**

**Sales Spike, Values Reach New Levels**

# JACKSONVILLE MULTIFAMILY

Yardi® Matrix

## Market Analysis

Summer 2018

### Contacts

#### Paul Fiorilla

Associate Director of Research  
Paul.Fiorilla@Yardi.com  
(800) 866-1124 x5764

#### Jack Kern

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

### Author

#### Adriana Pop

Senior Associate Editor

## Employment, Affordability Drive Demand

Multifamily fundamentals continue to be strong in Jacksonville, where employment, wage and population growth underpin a steady demand for apartments.

With 3,900 jobs added, trade, transportation and utilities led employment gains in Jacksonville. This trend will likely continue with the deepening of Jacksonville Harbor, which will enable the transit of larger cargo ships coming through the Suez and Panama canals. Moreover, the construction sector is expanding, spurred by large mixed-use projects, including The District, which will bring residential units, hotel, retail and office space to downtown Jacksonville, along with a 125-slip marina and a four-acre public park. Office-using employment gains were also significant over the past several quarters, bolstering office demand and pushing up occupancy.

The metro's healthy economic climate and ongoing multifamily rent growth drew many investors in 2017, with the sales volume peaking at nearly \$1.4 billion. Construction activity was also strong, and this is set to continue this year, as more than 2,300 units are expected to come online in 2018, which would mark a new post-recession high. However, absorption is expected to keep up with the new supply, leading to a robust rent growth of 4.1% for the year.

## Recent Jacksonville Transactions

### Villages of Baymeadows



City: Jacksonville, Fla.  
Buyer: GoldOller Real Estate  
Purchase Price: \$111 MM  
Price per Unit: \$105,916

### ARIUM Deerwood



City: Jacksonville, Fla.  
Buyer: Carroll Organization  
Purchase Price: \$75 MM  
Price per Unit: \$120,942

### Sola



City: Jacksonville, Fla.  
Buyer: Beachwold Residential  
Purchase Price: \$60 MM  
Price per Unit: \$180,606

### The Retreat at St. Johns



City: Jacksonville, Fla.  
Buyer: Pollack Shores  
Purchase Price: \$59 MM  
Price per Unit: \$139,940