Jeff Adler



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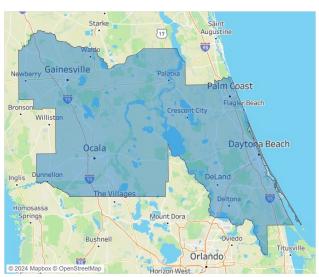
North Central Florida January 2024

North Central Florida is the 64th largest multifamily market with 59,039 completed units and 34,477 units in development, **6,121** of which have already broken ground.

New lease asking **rents** are at \$1,457, down -1.7% ▼ from the previous year placing North Central Florida at 106th overall in year-over-year rent growth.

Multifamily housing demand has been positive with 533 A net units absorbed over the past twelve months. This is down -151 ▼ units from the previous year's gain of 684 ▲ absorbed units.

Employment in North Central Florida has grown by 1.9% ▲ over the past 12 months, while hourly wages have risen by **13.2%** ▲ YoY to \$29.59 according to the *Bureau of Labor* Statistics.







Units Under Construction as % of Stock



Rent Growth YoY 18% 16% 14% 12% 10% 8% 6% 4% 2% 0% -2% Apr-22 Jan-24 Jan-22 Jul-22 Jan-23 Apr-23 Jul-23 Oct-23



Absorbed Completions T12