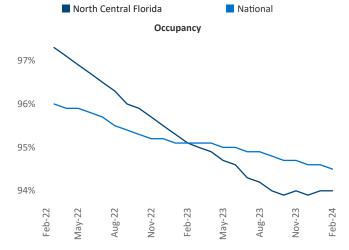
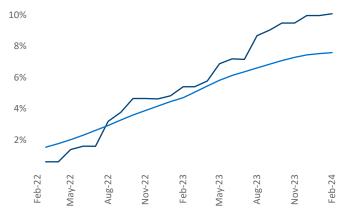


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North Central Florida February 2024

North Central Florida is the **64th** largest multifamily market with **59,040** completed units and **35,722** units in development, **5,946** of which have already broken ground.

New lease asking **rents** are at **\$1,458**, down -**2.1%** ▼ from the previous year placing North Central Florida at **109th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **722** ▲ net units absorbed over the past twelve months. This is up **375** ▲ units from the previous year's gain of **347** ▲ absorbed units.

Employment in North Central Florida has grown by 1.6% ▲ over the past 12 months, while hourly wages have risen by 9.1% ▲ YoY to \$29.22 according to the *Bureau of Labor Statistics*.

