Jeff Adler

Vice President

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Madison April 2024

Reedsburg

Baraboo

Richland
Center

Columbus

Sun Prairie

Watertow

Madison

Fort Atkinson

Whitewats

Evansville

Janesville

Janesville

Uque

Madison is the **66th** largest multifamily market with **58,112** completed units and **21,556** units in development, **6,395** of which have already broken ground.

New lease asking **rents** are at \$1,555, up 5.4% ▲ from the previous year placing Madison at 7th overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,839** ▲ net units absorbed over the past twelve months. This is down **-691** ▼ units from the previous year's gain of **3,530** ▲ absorbed units.

Employment in Madison has grown by **1.0%** ▲ over the past 12 months, while hourly wages have risen by **1.5%** ▲ YoY to **\$33.96** according to the *Bureau of Labor Statistics*.







