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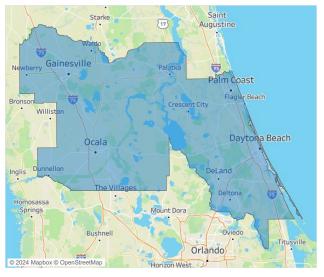
North Central Florida July 2024

North Central Florida is the **64th** largest multifamily market with **60,851** completed units and **35,371** units in development, **5,135** of which have already broken ground.

Advertised **rents** are at \$1,482, down -1.9% ▼ from the previous year placing North Central Florida at 111th overall in year-over-year rent growth.

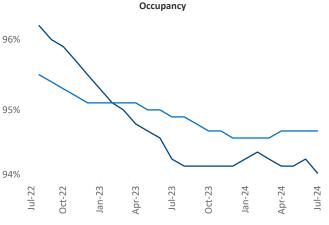
Multifamily housing **demand** has been positive with **2,003** ▲ net units absorbed over the past twelve months. This is up **977** ▲ units from the previous year's gain of **1,026** ▲ absorbed units.

Employment in North Central Florida has grown by 1.9% ▲ over the past 12 months, while hourly wages have risen by 7.1% ▲ YoY to \$29.26 according to the *Bureau of Labor Statistics*.

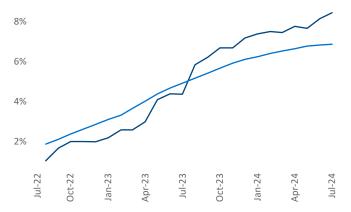




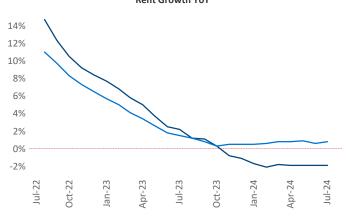




Units Under Construction as % of Stock



Rent Growth YoY



Absorbed Completions T12



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