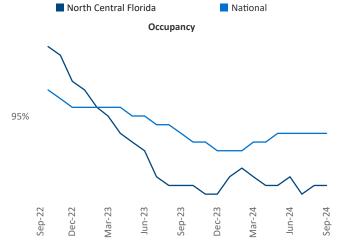


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North Central Florida September 2024

North Central Florida is the 63rd largest multifamily market with 62,081 completed units and 35,063 units in development, 4,681 of which have already broken ground.

Advertised **rents** are at **\$1,480**, down **-1.4%** ▼ from the previous year placing North Central Florida at **105th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,118** ▲ units absorbed over the past twelve months. Absorption increased by **849** ▲ units from the previous year's absorption gain of **1,269** ▲ units.

Employment in North Central Florida has grown by **1.9%** ▲ over the past 12 months, while hourly wages have risen by **4.8%** ▲ YoY to **\$29.91** according to the *Bureau of Labor Statistics*.





