



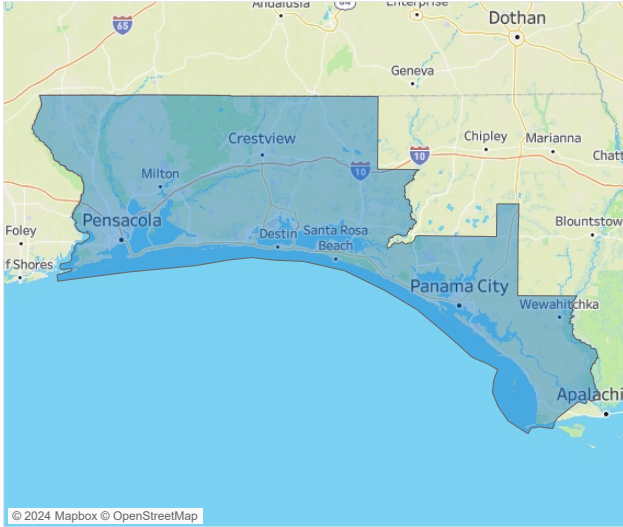
Jeff Adler  
Vice President  
[Jeff.Adler@yardi.com](mailto:Jeff.Adler@yardi.com)

Contacts

Razvan Cimpean  
SEO Engineer  
[Razvan-I.Cimpean@yardi.com](mailto:Razvan-I.Cimpean@yardi.com)

Pensacola

September 2024



**Pensacola** is the **84th** largest multifamily market with **44,114** completed units and **21,195** units in development, **6,358** of which have already broken ground.

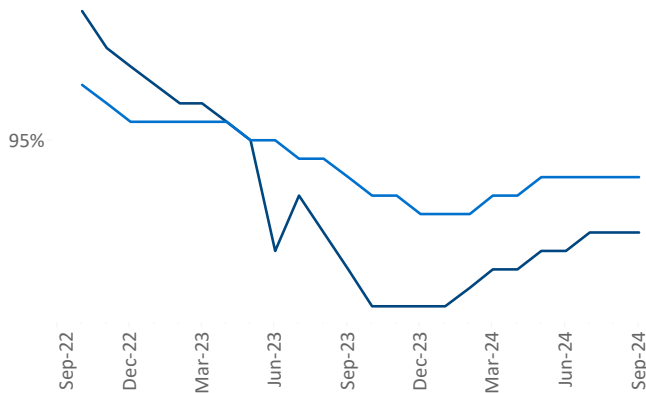
Advertised **rents** are at **\$1,603**, up **0.1%** ▲ from the previous year placing Pensacola at **88th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,957** ▲ units absorbed over the past twelve months. Absorption decreased by **-147** ▼ units from the previous year's absorption gain of **3,104** ▲ units.

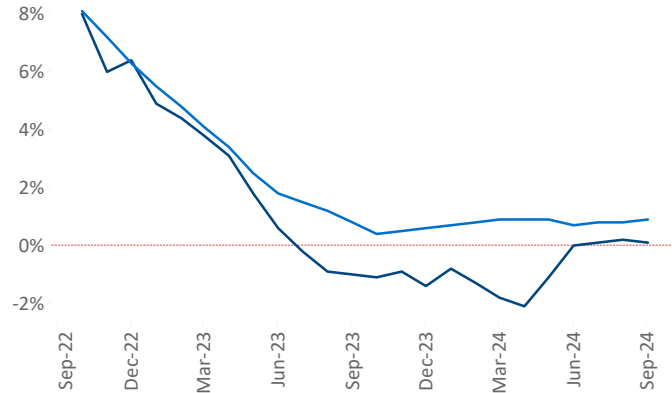
**Employment** in Pensacola has grown by **1.8%** ▲ over the past 12 months, while hourly wages have fallen by **-1.4%** ▼ YoY to **\$27.73** according to the *Bureau of Labor Statistics*.

■ Pensacola ■ National

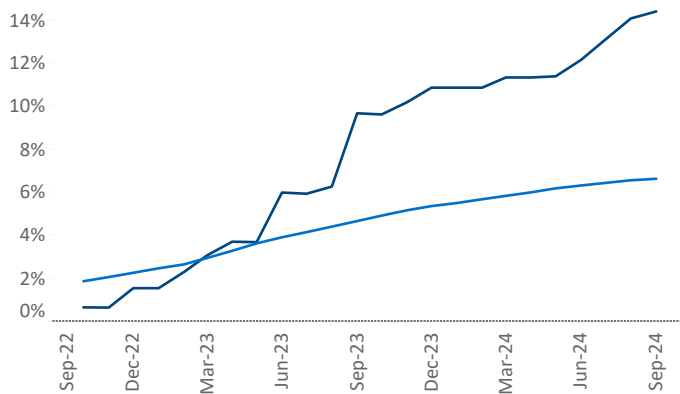
Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

