



MULTIFAMILY REPORT

Tampa Rentals Solid

November 2024

Rent Gains Remain Negative
Development Continues to Thrive
Job Growth Outperforms US

TAMPA MULTIFAMILY



Supply Stays Strong As Fundamentals Soften

Tampa's multifamily market fundamentals have cooled, amid a robust supply expansion. Advertised asking rents dipped 0.3% on a trailing three-month basis through September, reaching \$1,789, just above the U.S. average of \$1,750. On a year-over-year basis, advertised asking rents declined 2.3%, with only 16 of the 58 sub-markets tracked by Yardi Matrix recording gains.

In July, Tampa's unemployment figure was 3.8%, outperforming the national rate of 4.3%. Over the 12 months ending in July, Tampa saw a net increase of 34,500 jobs. This marked a 1.9% rate of growth, significantly higher than the 1.3% national figure. The education and health services sectors posted the strongest growth, adding 9,300 positions, for a 15.6% improvement. At the end of September, the metro had 22 fully affordable housing projects in the planning stages. Among these, HP Capital Group is heading a 264-unit project which will replace a lumber yard. The development leverages a state law allowing affordable housing to be built on lots previously zoned as nonresidential.

Developers had completed 5,910 units by September 2024. The metro's thriving development pipeline included 23,700 units under construction, with an additional 102,000 units in the planning and permitting stages. This year's first nine months saw \$1.4 billion in transactions, mirroring the volume for the same period in 2023.

Market Analysis | November 2024

Contacts

Jeff Adler

Vice President & General
Manager of Yardi Matrix
Jeff.Adler@Yardi.com
(303) 615-3676

Ron Brock, Jr.

Industry Principal, Matrix
JR.Brock@Yardi.com
(480) 663-1149 x14006

Doug Ressler

Media Contact
Doug.Ressler@Yardi.com
(480) 695-3365

Author

Agota Felhazi

Senior Associate Editor

Recent Tampa Transactions

Azola South Tampa



City: Tampa, Fla.
Buyer: Momentum Real Estate Partners
Purchase Price: \$64 MM
Price per Unit: \$300,467

Bell Westchase



City: Tampa, Fla.
Buyer: Bell Partners
Purchase Price: \$62 MM
Price per Unit: \$286,234

The Drake at St. Pete



City: St. Petersburg, Fla.
Buyer: Excelsa Holding
Purchase Price: \$62 MM
Price per Unit: \$129,099

Gateway at Pinellas



City: Pinellas Park, Fla.
Buyer: Independence Realty Trust
Purchase Price: \$61 MM
Price per Unit: \$212,708