

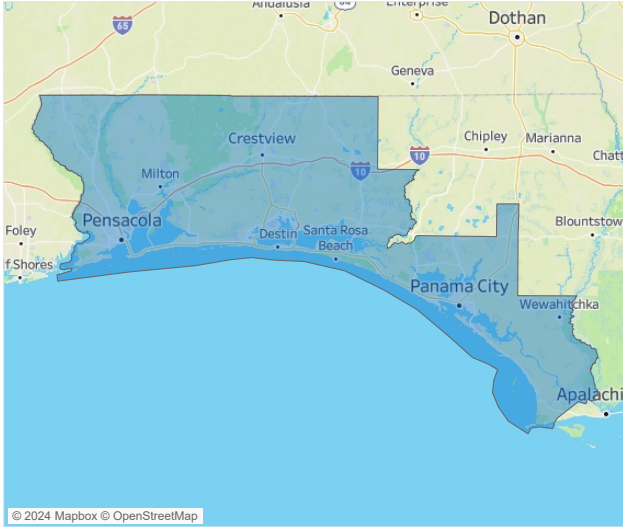


Jeff Adler
Vice President
Jeff.Adler@yardi.com

Contacts

Razvan Cimpean
SEO Engineer
Razvan-I.Cimpean@yardi.com

Pensacola
October 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 **\$1,592**, down **-0.3%** ▼ from the previous year placing Pensacola at **95th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,999** ▲ units absorbed over the past twelve months. Absorption decreased by **-269** ▼ units from the previous year's absorption gain of **3,268** ▲ units.

Employment in Pensacola has grown by **1.5%** ▲ over the past 12 months, while hourly wages have risen by **1.0%** ▲ YoY to **\$28.30** according to the *Bureau of Labor Statistics*.

