

Yardi® Matrix

MULTIFAMILY REPORT

Atlanta Stays Vibrant

Winter 2020



Office Rents Moderate
Construction Surge Continues
Economic Growth Tops Nation

ATLANTA MULTIFAMILY

Yardi® Matrix

Job Growth Keeps Demand Healthy

Atlanta's educational system is a magnet for residents as well as companies in search of talent. The multifamily market is equally attractive, posting sustained demand even after robust apartment deliveries in recent years. New inventory slowed rent growth in 2019, with the average rent rising 3.1% to \$1,310 year-over-year through December—the lowest rate in the past eight quarters. In addition, high deliveries have pushed down the occupancy rate in stabilized properties—down 30 basis points to 94.0% in November.

Employment growth moderated last year, with the expansion rate at 1.9% year-over-year through November, slightly above the national average. All sectors expanded, with education and health services leading with 14,900 new jobs over the 12 months ending in December. One of the top-tier industries in the state—the leisure and hospitality sector—continued to advance, gaining 12,600 jobs in 2019. Professional and business services rounded out the top three with 7,900 jobs. As the fourth fastest-growing market for tech jobs in the U.S., this sector will likely continue to accelerate. Google, Invesco and Norfolk Southern's announced expansions will provide further growth for the industry's job market.

Deliveries posted the second best year of the cycle with 10,733 units coming online in 2019. Transaction volume totaled \$6.3 billion, with investors mainly drawn to value-add plays.

Market Analysis | Winter 2020

Contacts

Jeff Adler

Vice President & General
Manager of Yardi Matrix
Jeff.Adler@Yardi.com
(800) 866-1124 x2403

Jack Kern

Director of Research
and Publications
Jack.Kern@Yardi.com
(800) 866-1124 x2444

Ron Brock, Jr.

Industry Principal, Matrix
JR.Brock@Yardi.com
(480) 663-1149 x2404

Author

Anca Gagiuc

Associate Editor

Recent Atlanta Transactions

Hanover Perimeter



City: Atlanta
Buyer: Black Creek Group
Purchase Price: \$117 MM
Price per Unit: \$304,688

Avana Lenox



City: Atlanta
Buyer: Passco Cos.
Purchase Price: \$107 MM
Price per Unit: \$251,773

The Edgewater at Sandy Springs



City: Atlanta
Buyer: Bridge Investment Group
Purchase Price: \$101 MM
Price per Unit: \$133,224

Magnolia Vinings



City: Atlanta
Buyer: TA Realty
Purchase Price: \$83 MM
Price per Unit: \$207,500