

MARKET FUNDAMENTALS

	YOY Chg	Outlook
90.6% Stabilized Occupancy Rate	▲	▲
224 YTD Net Absorption, units	▲	▬
\$1,208 Effective Rent, per unit <i>(Overall, All Property Classes)</i>	▲	▬

ECONOMIC INDICATORS

	YOY Chg	Outlook
432.6K Baton Rouge Employment	▲	▼
4.1% Baton Rouge Unemployment Rate	▲	▲
\$69,200 Baton Rouge Median HH Income	▲	▲

Source: BLS

ECONOMY

As the state capital of Louisiana, Baton Rouge boasts multiple reasons for its economic vitality. The Port of Greater Baton Rouge provides a deepwater complex on the Mississippi River that can accommodate Panamax vessels, boosting trade in recent years. The opening of Amazon's \$200 million fulfillment center BTR1 in mid-2024 has been a catalyst for further economic growth and redevelopment. Additionally, several recent sizable investment announcements will continue to propel the region's industrial, manufacturing, and energy sectors.

Home to Louisiana State University and its groundbreaking biomedical research, the metro is bolstered by a strong performance in the healthcare industry, where job gains have been substantial. A new \$50 million emergency room is planned for Baton Rouge General, appealing to both healthcare workers and the resident population alike. At 4.1%, Baton Rouge's unemployment rate in the first quarter of 2025 was on par with that of the United States.

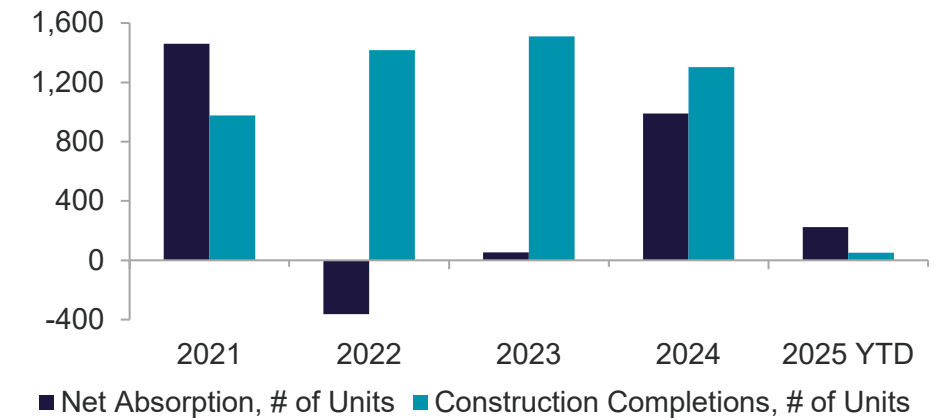
MULTIFAMILY MARKET

Absorption was positive in Q1 2025 for the fourth consecutive quarter, with 224 net move-ins. Over the past year, Baton Rouge recorded 1,247 net move-ins, almost exactly on pace with construction as 1,278 units delivered in that same time. As a result, the stabilized occupancy rate—which excludes properties still in their initial lease-up period—has remained steady, ending Q1 at 90.6%.

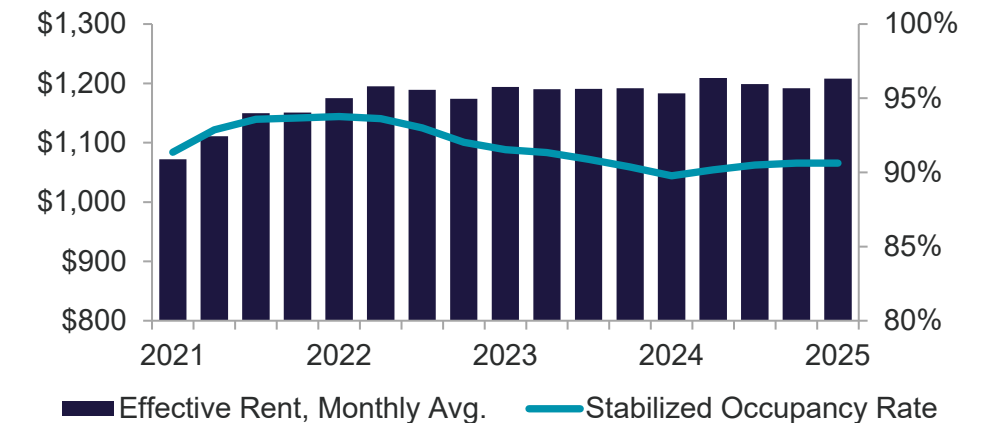
Development remains underway on seven projects but construction is waning substantially. Though one building broke ground at the end of 2024, it was the only construction start in four quarters as the pipeline continued to taper and the market remained absent of groundbreakings in the first quarter of 2025.

Effective rents are at an all-time high of \$1,208 per unit, up 16.4% over the past five years. Despite this increase, Baton Rouge remains affordable compared to its peer markets. Persistent population growth—especially within Ascension Parish—will continue to fuel demand for workforce housing, build-to-rent single-family properties, and all other multifamily asset types.

DEMAND / DELIVERIES



STABILIZED OCCUPANCY & EFFECTIVE RENT



LOCAL ECONOMIC ANNOUNCEMENTS

- [Hyundai to invest \\$5.8B in steel production plant to establish made-in-America supply chain](#)
- [CF Industries announces \\$4B investment in Ascension Parish for world's largest ammonia facility](#)
- [ExxonMobil plans \\$100M facility upgrade to legacy chemical plant for semiconductor chip manufacturing](#)

Source: CoStar, Cushman & Wakefield Research

KEY RECENT SALE TRANSACTIONS

PROPERTY	DATE SOLD	SELLER	BUYER	UNITS	PRICE \$ UNIT	YEAR BUILT
The Oliver	Feb 2025	Hamilton Point Investments	Trev Opco Acquisitions	192	N/A	1999
Teakwood Village	Jan 2025	Daejon Holdings	Cypress Communities	134	\$6.7 M \$50,000	1974 2004
Ashley Place Apartments	Jan 2025	Ashley Place	Steven Caruso	100	N/A	2006
Atlas at Legacy2020	Oct 2024	ApexOne Investment Partners	CLK Properties	212	\$38.2 M \$180,189	2019
Bella of Baton Rouge	Jul 2024	Rialto Capital Mgmt	Arthur Kantorovich	220	\$3.0 M \$13,636	1973 2014

CONSTRUCTION PIPELINE HIGHLIGHTS

PROPERTY	SUBMARKET	OWNER DEVELOPER	UNITS	COMPLETION DATE
Zurqui on Mohican	Downtown Baton Rouge	Zurqui LLC	52	Jan 2025
Point @ Mid City	Downtown Baton Rouge	Bearing Point Properties LLC	100	May 2025
The Heights at Picardy	Downtown Baton Rouge	Stoa Group	232	May 2025
A.C. Lewis – YMCA Apartment Complex	Downtown Baton Rouge	The YMCA Milton J. Womack	100	Jun 2025
Cypress at Ardentale	Downtown Baton Rouge	Baton Rouge Housing Authority Partners Southeast	364	Jun 2025
Solo Brightside Cottages	South Baton Rouge Parish	Provencal Development, LLC	160	Dec 2025
The Heights at Materra	East Baton Rouge Parish	Stoa Group	295	Dec 2025

CURRENT LISTING



MANSSION AT IVY LAKES
Gonzalez, LA | 240 Units | Built 2008

CURRENT LISTING



RIVER HOUSE
Baton Rouge, LA | 266 Units | Built 2018 & 2022 (Phase I & II)



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Source: RCA, CoStar, Cushman & Wakefield Research