MARKETBEAT

JACKSONVILLE

MULTIFAMILY Q2 2025



CUSHMAN & WAKEFIELD

MARKET FUNDAMENTALS

	YOY Chg	Outlook
91.0% Stabilized Occupancy Rate	▼	▼
3,911 YTD Net Absorption, units	▼	▼
$1,515 Effective Rent, PSF	▼	▲

(Overall, All Property Classes)

ECONOMIC INDICATORS

	YOY Chg	Outlook
816K Jacksonville Employment	▲	▲
3.8% Jacksonville Unemployment Rate	▲	▲
$80,300 Jacksonville Median Household Income	▲	▲

Source: BLS

Criteria: End of Q2 2025 Data, Excludes Affordable Only Rents, Includes Properties with 100+ Units in Tampa Bay
Sources: CoStar, Moody's Analytics

ECONOMY

Jacksonville's population continued to grow through the first half of 2025 and is projected to reach 1.8 million by year-end. Over the past 12 months, nonfarm employment increased by 11,500 jobs, representing a 1.4% gain. The median household income rose 3.5% year-over-year (YOY) to $80,300 by the end of Q2. While the unemployment rate edged up 30 basis points (bps) to 3.8%, it remained below the national average of 4.2%.

SUPPLY & DEMAND

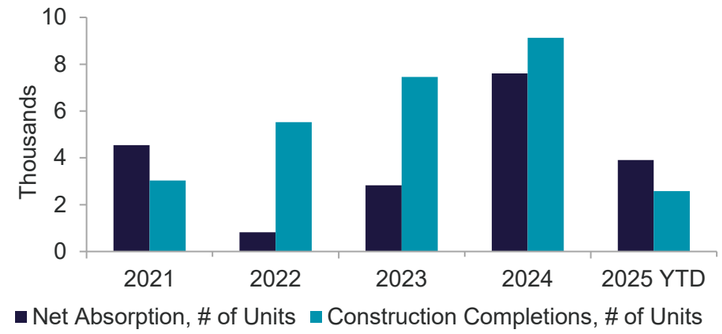
Through the midway point of 2025, 10 buildings totaling 2,584 units were delivered in the Jacksonville market, representing a 50.2% decline from the historic levels recorded in the first half of 2024. An additional 2,728 units remained under construction at the end of Q2, marking a significant 60.8% decrease YOY. This slowdown in development activity is expected to benefit the market, which has added 27.7% of its total inventory since 2020. While the surge in new product was initially aimed at accommodating rapid population growth, the recent moderation in in-migration has extended lease-up timelines.

As a result of elevated construction levels in recent years, stabilized occupancy—which excludes properties still in initial lease-up or delivered within the past 18 months—declined 30 bps YOY to 91.0%. However, the rate improved by 20 bps from Q1. Despite this modest quarterly gain, Jacksonville recorded the lowest stabilized occupancy among Florida's major markets. Still, strong leasing activity persisted. Through Q2, 3,911 units were absorbed, outpacing new deliveries during the same period and highlighting sustained renter demand. The Southside and Saint Augustine submarkets, two of the most heavily developed in recent years, led in absorption, accounting for 57.0% of net occupancies year-to-date.

PRICING

At the end of Q2, effective rents stood at $1,515 per unit, reflecting a 1.1% YOY decline. However, the market recorded two consecutive quarters of growth, signaling a potential stabilization. The annual decrease was largely driven by the substantial volume of new completions, as the sharp increase in supply made it more difficult for landlords to push rents. Class A product ended the quarter at $1,669 per unit, down 0.5% YOY, while Class B recorded a larger decline of 0.9% YOY, averaging $1,535 per unit. Class C product experienced the most significant drop, falling 2.7% to $1,247, as demand declined with tenants increasingly opting for newer properties.

DEMAND / DELIVERIES



STABILIZED OCCUPANCY & EFFECTIVE RENT

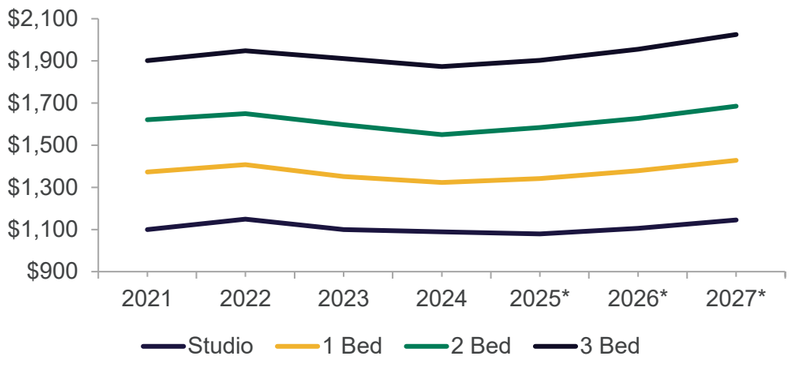


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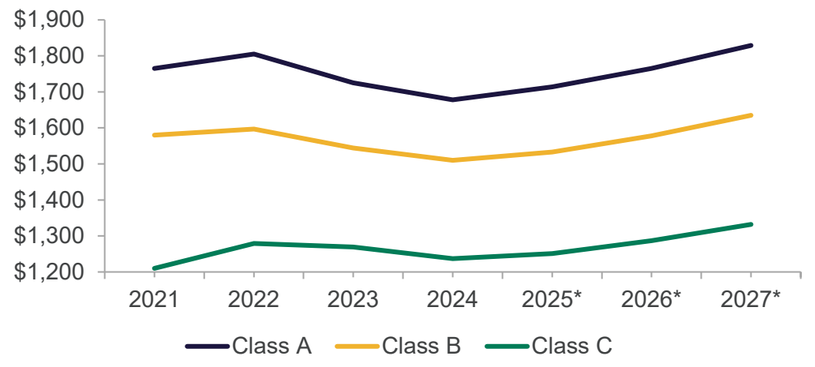
JACKSONVILLE
MULTIFAMILY Q2 2025

MARKET STATISTICS

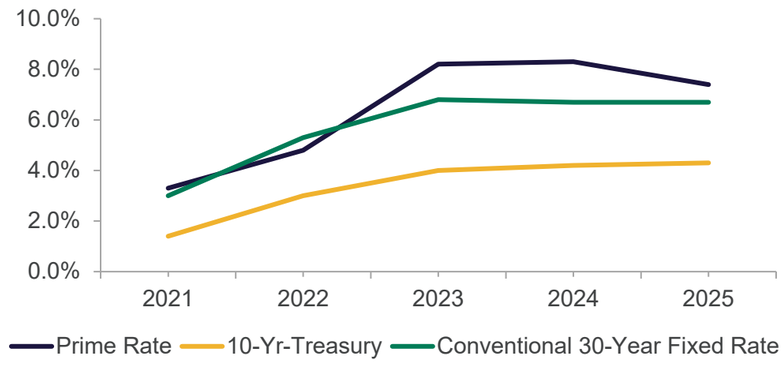
AVERAGE EFFECTIVE RENT PER UNIT BY BEDROOM



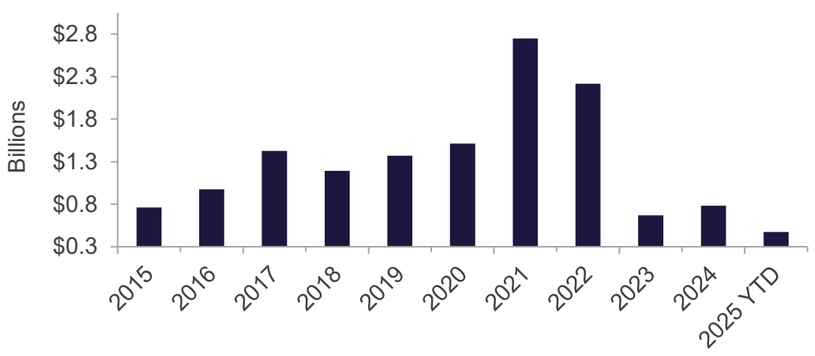
AVERAGE RENT PER UNIT BY CLASS



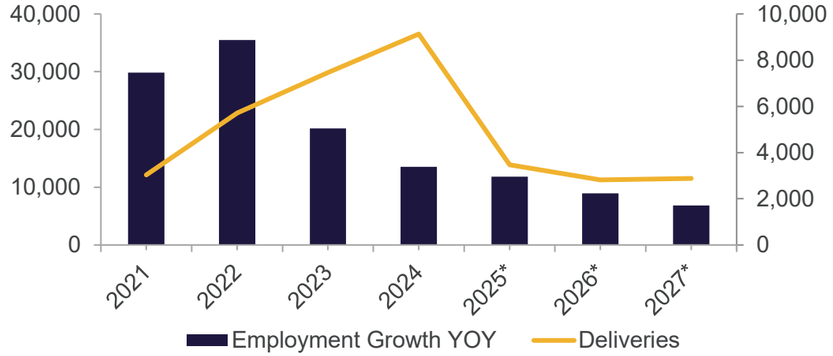
INTEREST RATES



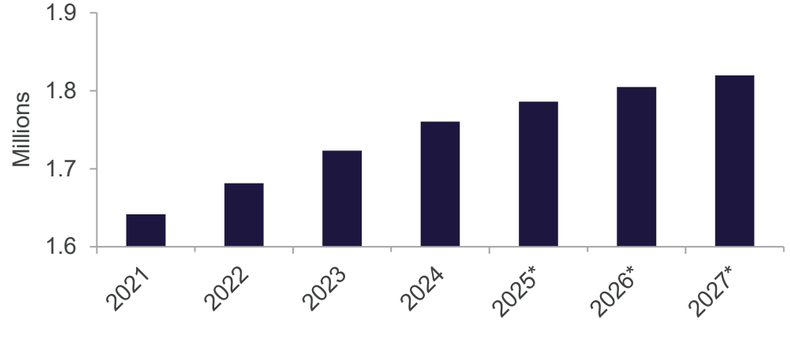
SALES TRANSACTION VOLUME



GROWTH IN JOBS VS UNITS DELIVERED



JACKSONVILLE POPULATION



Sources: CoStar, Moody's Analytics **Forecasted Data*

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MARKET STATISTICS

SUBMARKET	INVENTORY (UNITS)	YTD DELIVERIES (UNITS)	YOY % ADDED TO INVENTORY	UNDER CNSTR (UNITS)	YTD NET ABSORPTION (UNITS)	STABILIZED OCCUPANCY RATE	AVG EFFECTIVE RENT / UNIT	YOY % EFFECTIVE RENT GROWTH
Arlington	21,159	0	0.0%	0	413	89.6%	$1,379	0.3%
Beaches	2,913	0	0.0%	0	35	95.2%	$1,736	-2.1%
Central Jacksonville	3,594	430	12.0%	0	72	87.3%	$1,274	-6.4%
Downtown Jacksonville	2,653	271	10.2%	452	231	93.1%	$1,668	-4.3%
Nassau County	2,244	0	0.0%	0	147	94.5%	$1,750	-0.1%
North Side	6,801	466	6.9%	894	429	86.2%	$1,428	-3.8%
Orange Park	6,664	0	0.0%	0	193	91.2%	$1,463	-1.9%
Saint Augustine	9,265	490	5.3%	596	601	86.4%	$1,750	-1.0%
Southside	48,719	619	1.3%	546	1,630	92.8%	$1,555	-1.0%
West Side	9,882	308	3.1%	240	160	90.5%	$1,401	1.1%
JACKSONVILLE TOTAL	**113,894**	**2,584**	**2.3%**	**2,728**	**3,911**	**91.0%**	**$1,515**	**-1.1%**

KEY SALES TRANSACTIONS 2025 YTD

PROPERTY	SUBMARKET	SELLER / BUYER	DATE BUILT	UNITS	PRICE / $ UNIT*
Volta	Southside	Catalyst Development Partners / Fitzwalter Capital	2023	337	$60.7M / $180K
The Julington	Southside	RISE / Mesa Capital Partners	2022	260	$59.5M / $229K
Eight Winds	Saint Augustine	Altis Cardinal / DeBartolo Holdings	2023	280	$59.0M / $211K

** Many transactions are now implementing tax strategies whereby the recorded sale price is not reflective of the actual sale price.*

KEY PROJECTS UNDER CONSTRUCTION Q2 2025

PROPERTY	SUBMARKET	UNITS	DELIVERY	DEVELOPER
Exchange at Cedar Creek	North Side	390	Q3 2027	Dream Finders Homes
Terrassa	Saint Augustine	324	Q1 2026	Thompson Thrift
Velara	Southside	312	Q2 2026	Thompson Thrift
Adley Luxe	North Side	300	Q2 2026	American Landmark
425 Beaver Street	Downtown Jacksonville	286	Q2 2027	Gateway Jax

KEY CONSTRUCTION COMPLETIONS 2025 YTD

PROPERTY	SUBMARKET	UNITS	DELIVERY	DEVELOPER
RISE Baymeadows	Southside	331	Q1 2025	RISE
Palmhouse	West Side	308	Q2 2025	Novu Residential Group
The Pointe at Davis Creek	Southside	288	Q1 2025	Waypoint Residential
Apela House	North Side	285	Q2 2025	Chance Partners
One Riverside	Downtown Jacksonville	271	Q1 2025	TriBridge Residential

Sources: CoStar, Moody's Analytics

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