

ATLANTA MULTIFAMILY



Elevated Demand Unmatched by Supply

Atlanta's growing allure among tech firms and an already well-established presence in the distribution sector have benefited multifamily fundamentals since the onset of the health crisis. Demand has outpaced the substantial inventory expansion and rents rose 1.9% on a trailing three-month basis through June to \$1,484, closing the gap on the \$1,482 national average. Lifestyle units in suburban areas are especially in high demand, reflected in the segment's occupancy rate in stabilized properties, which climbed 1.9% to 96.1% in the 12 months ending in May.

The metro outperformed the nation both for unemployment—which clocked in at 4.0% in May—and total jobs, which posted a 1.0% contraction in the 12 months ending in May, below the 1.9% U.S. figure. All sectors gained positions, led by leisure and hospitality, which expanded by nearly 27.0%, or 54,000 jobs. Professional and business services is poised for sustained growth, thanks to planned company expansions including Microsoft, Google and Airbnb.

Developers delivered 7,493 units in the first half of the year and had another 20,213 under construction. Meanwhile, transaction activity nearly reached \$3.8 billion and the price per unit marked a 20.0% increase, to \$159,209.

Market Analysis | Summer 2021

Contacts

Jeff Adler

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

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

Senior Associate Editor

Recent Atlanta Transactions

The Venue at Big Creek



City: Alpharetta, Ga. Buyer: Eaton Vance Investment Managers

Purchase Price: \$100 MM Price per Unit: \$269,624

Marq Perimeter



City: Atlanta Buyer: CWS Capital Partners Purchase Price: \$99 MM Price per Unit: \$237,380

Paloma West Midtown



City: Atlanta Buyer: CapitaLand Purchase Price: \$94 MM Price per Unit: \$511,913

Circa and Ecco



City: Atlanta Buyer: Investcorp Purchase Price: \$87 MM Price per Unit: \$143,092