

YARDI® Matrix

Tampa: Enlivened By Employment

Multifamily Winter Report 2017

**Broad Job Growth
Lifts Rents**

**Affordability Draws
New Residents**

**Development Pipeline
Expands, but Sluggishly**

TAMPA MULTIFAMILY

YARDI® Matrix

Market Analysis

Winter 2017

Contacts

Paul Fiorilla

Associate Director of Research
Paul.Fiorilla@Yardi.com
(800) 866-1124 x5764

Jack Kern

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

Author

Robert Demeter

Associate Editor

Job Diversity, Affordability Attract Workforce

Tampa's multifamily market is healthy, displaying solid fundamentals and burgeoning rents. Robust investor interest and broad employment gains have driven demand across asset classes. A low cost of living, strong population growth and bountiful employment opportunities have increased occupancy rates and compressed rents, as average monthly rates reached \$1,017 in December 2016.

While trade and transportation continue to fuel Tampa's economy, the business and professional services and health-care sectors are boosting job growth, too. Drawn to the region's spirit of innovation and support of STEM careers, major tech companies are relocating and expanding in the area, including Cohesion, a consulting and staffing company. Developers are active, acquiring large tracts of land in core areas, although current and planned projects are stretching to the outlying areas, as well. More than 80 projects are underway, representing a combined construction value exceeding \$1.5 billion and including hotels, multifamily communities and office buildings.

However, affordable housing exists in short supply, despite Tampa's significantly lower cost of living compared to other major metro areas. Roughly \$2.1 billion worth of multifamily assets traded in Tampa year-over-year through December, with the price per unit resting at \$97,000, well below the national average.

Recent Tampa Transactions

TGM Bay Isle



City: St. Petersburg, Fla.
Buyer: TGM Associates
Purchase Price: \$94 MM
Price per Unit: \$167,112

Solaris Key



City: Clearwater, Fla.
Buyer: Principal Global Investors
Purchase Price: \$86 MM
Price per Unit: \$200,704

Trellis at the Lakes



City: St. Petersburg, Fla.
Buyer: ESG Kullen
Purchase Price: \$81 MM
Price per Unit: \$117,514

The Park at Valenza



City: Temple Terrace, Fla.
Buyer: Blue Rock Premier Properties
Purchase Price: \$70 MM
Price per Unit: \$90,206

To Subscribe

Hollie Zepke

Audience Development Specialist
Hollie.Zepke@Yardi.com
(800) 866-1124 x5389