

**YARDI**® Matrix

# Fever Pitch: Atlanta Demand Heats Up

Multifamily Winter Report 2017

**Broad-based Growth Whets Investor Appetite**

**City Core Brims with New Supply**

**Rental Rates Reach Record High**



# ATLANTA MULTIFAMILY

**YARDI**® Matrix

## Market Analysis

Winter 2017

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## Solid Fundamentals Spark Atlanta's Surge

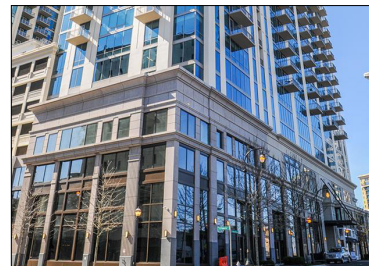
Atlanta's multifamily market benefits from a diversified economy, a healthy development pipeline and high investor demand. The population is growing, due to an influx of young professionals drawn to the 18-hour lifestyle and students that are educated in the city's universities. Strong rent gains and increased demand for housing have created concerns about affordability, congestion and overdevelopment.

Atlanta's favorable tax structure and business relocation costs attract jobs in fields such as health care, media, technology, tourism and film. Traffic congestion has become a major issue, although a recent legislation change will provide an increased and steady source of state funding for a range of transportation improvements, including Georgia's \$10 billion roads bill. Infrastructure improvements will play a role in growth going forward.

In order to meet demand, the metro has one of the most active development pipelines in the country, with more than 60,000 units. Most of the upcoming supply is geared toward the high-end part of the spectrum, while demand is strong for both affordable and market-rate units. Rental rates hit a record high of \$1,137, trailing the national average, and occupancy rates for stabilized properties are steady at 95%. We expect rent growth to maintain its healthy level: 8.3% in 2017.

## Recent Atlanta Transactions

The Residence Buckhead Atlanta



City: Atlanta  
Buyer: Simpson Housing  
Purchase Price: \$137 MM  
Price per Unit: \$368,919

WestHaven at Vinings



City: Atlanta  
Buyer: GoldOller Real Estate Investments  
Purchase Price: \$91 MM  
Price per Unit: \$149,180

The Row at Twenty Sixth



City: Atlanta  
Buyer: Mesirow Financial  
Purchase Price: \$86 MM  
Price per Unit: \$188,742

The Atlantic



City: Atlanta  
Buyer: CF Real Estate Services  
Purchase Price: \$82 MM  
Price per Unit: \$358,079

### To Subscribe

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