

Yardi® Matrix

Indivertible Atlanta

Multifamily Report Fall 2019

Rent Gains Stay Above US Average

Job Growth Outpaces National Rate

Investors Target Value-Add Plays

ATLANTA MULTIFAMILY

Yardi® Matrix

Market Analysis

Fall 2019

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

Anca Gagiuc

Associate Editor

Moderating Supply Benefits Rent Growth

Atlanta's friendly business climate and relatively low cost of living continue to lure companies and residents alike. In the context of a smart development strategy that helps keep the supply and demand balance in check, the multifamily market remained strong. The average rent rose a solid 4.2% year-over-year through August to \$1,305, outperforming the 3.3% U.S. rate.

The metro gained 53,500 jobs in the 12 months ending in August, for a 2.1% expansion, 40 basis points above the national growth rate. High-tech industries continue to expand, and the professional and business services sector led growth with the addition of 19,200 positions. Moreover, Amazon announced a new facility in the metro, where it plans to create 1,000 jobs, including finance and information technology positions. Meanwhile, information technology company BiolQ is building a new headquarters in Cobb County, where it plans to add 500 new technology jobs.

Some 6,700 units were delivered in the first eight months of 2019, and more than 19,800 apartments were underway as of August. Multifamily sales totaled \$3.7 billion, based on an average per-unit price of \$116,800, below the U.S. figure. Weighing in the metro's fundamentals, we expect the average rent in Atlanta to advance 4.7% for the year.

Recent Atlanta Transactions

Legacy at Druid Hills



City: Atlanta
Buyer: GoldOller Real Estate Investments
Purchase Price: \$105 MM
Price per Unit: \$107,405

GoodWynn at Town: Brookhaven



City: Atlanta
Buyer: Carroll Org.
Purchase Price: \$99 MM
Price per Unit: \$266,667

Lakeside Vista



City: Kennesaw, Ga.
Buyer: Fairfield Residential
Purchase Price: \$40 MM
Price per Unit: \$122,840

The Life at West Cobb



City: Marietta, Ga.
Buyer: Olive Tree Holdings
Purchase Price: \$32 MM
Price per Unit: \$78,412