



## MULTIFAMILY REPORT

# Charlotte Makes Headway

Winter 2021

A nighttime photograph of the Charlotte skyline. In the foreground, a multi-lane highway shows light trails from traffic. To the right, a large, multi-story brick building with many windows is visible. In the background, several skyscrapers are illuminated, including the prominent Bank of America Corporate Center with its distinctive pointed top.

**Investor Interest Endures**  
**Financial Services Fare Well**  
**Migration Volume Remains High**

# CHARLOTTE MULTIFAMILY



## Rental Market's Rebound Continues

Although it faced its share of challenges—particularly in the second quarter—Charlotte's multifamily market is on a better path. In November, overall rents averaged \$1,229, improving by 0.5% on a trailing three-month basis. Meanwhile, the national rate remained flat.

Charlotte's unemployment rate hit 13.2% in May, but that figure had dropped to 6.0% by October, according to preliminary data from the U.S. Bureau of Labor Statistics. All but one employment sectors contracted in the 12 months ending in September. Banking and finance remained the linchpin of the Queen City's economy, with the financial services sector adding 4,200 jobs. Much of the growth came from fintech, particularly from firms handling online payments during and following last year's national lockdown. Local automation software firm AvidXchange has seen demand increase as companies accelerate digitalization plans. To accommodate growth, AvidXchange is working on a \$41 million headquarters expansion north of Uptown, which is expected to create more than 1,200 jobs over the next few years.

A total of \$2.2 billion in multifamily assets changed hands across Charlotte in 2020 through November. Going forward, investor appetite for more affordable, less-dense cities with strong talent pools is likely to put Charlotte at an advantage.

## Market Analysis | Winter 2021

### Contacts

#### Jeff Adler

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

#### Jack Kern

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

#### Ron Brock, Jr.

Industry Principal, Matrix  
[JR.Brock@Yardi.com](mailto:JR.Brock@Yardi.com)  
(480) 663-1149 x2404

### Author

#### Laura Calugar

Senior Associate Editor

### Recent Charlotte Transactions

#### RUSH



City: Charlotte, N.C.  
Buyer: TPG Real Estate  
Purchase Price: \$95 MM  
Price per Unit: \$286,898

#### The Apartments at Blakeney



City: Charlotte, N.C.  
Buyer: Nuveen Real Estate  
Purchase Price: \$75 MM  
Price per Unit: \$252,542

#### Gateway at Rock Hill



City: Rock Hill, N.C.  
Buyer: Southwood Realty  
Purchase Price: \$51 MM  
Price per Unit: \$164,423

#### Delta Crossing



City: Charlotte, N.C.  
Buyer: Peak Capital Partners  
Purchase Price: \$25 MM  
Price per Unit: \$137,640