

YARDI® Matrix

Jacksonville: Riding Statewide Growth

 EverBank
Multifamily Fall Report 2015



**Rents Zoom
Up in 2015**

**Port Traffic
On the Rise**

**Cheap Housing
Still a Lure**

JACKSONVILLE MULTIFAMILY

YARDI® Matrix

Market Analysis

Fall 2015

Contacts

Paul Fiorilla

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

Dana Seeley

Senior Research Analyst
Dana.Seeley@Yardi.com
(800) 866-1124 x2035

Jack Kern

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

Florida Grows, Jacksonville Follows

Riding strong population growth and Florida's robust economy, Jacksonville's multifamily market is heating up. Traditionally a laggard when it comes to rent growth, the metro's average rents rose to 6% year-over-year through September.

Job growth is robust, dominated by the core tourism, health care, transportation and industrial segments. Transportation is solid, thanks to the presence of Fortune 500 company CSX Corp., as well as large-scale development initiatives on the metro's waterfront. JAXPORT is building an intermodal container transfer facility at the Dames Point terminal as part of a public-private partnership, bracing to take on increased shipping traffic as a result of the expansion of the Panama Canal. The statewide growth in tourism has produced a large uptick in leisure and hospitality jobs.

Per-unit prices are relatively low, but escalating. Renter demand for apartments is steady, as the population is growing at double the national average, driven in part by the low cost of housing. Even so, construction is tepid, with only 1,700 units slated to come online in 2015. The combination has led rent growth to accelerate well above the 1.6% growth in the same period a year ago, and well above the 2015 Yardi Matrix forecast of 4.3%. We expect rent growth to remain strong, at least until new supply picks up.

Recent Jacksonville Transactions

Wimberly at Deerwood



City: Jacksonville, Fla.
Buyer: Olympus Property
Purchase Price: \$44 MM
Price per Unit: \$135,093

The Meridian



City: Jacksonville, Fla.
Buyer: Adam S. Cohen
Purchase Price: \$26 MM
Price per Unit: \$73,056

Bridge Point II Villas



City: Jacksonville, Fla.
Buyer: The Chetrit Group
Purchase Price: \$4 MM
Price per Unit: \$55,586

Pine Barrens



City: Jacksonville, Fla.
Buyer: The Chetrit Group
Purchase Price: \$7 MM
Price per Unit: \$71,017