

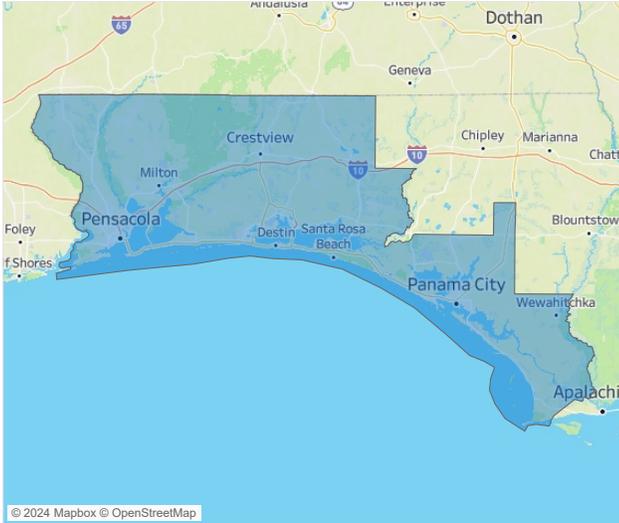


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Pensacola  
November 2024



**Pensacola** is the **84th** largest multifamily market with **44,114** completed units and **21,363** units in development, **6,766** of which have already broken ground.

Advertised **rents** are at **\$1,590**, up **0.2%** ▲ from the previous year placing Pensacola at **89th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,960** ▲ units absorbed over the past twelve months. Absorption decreased by **-90** ▼ units from the previous year's absorption gain of **3,050** ▲ units.

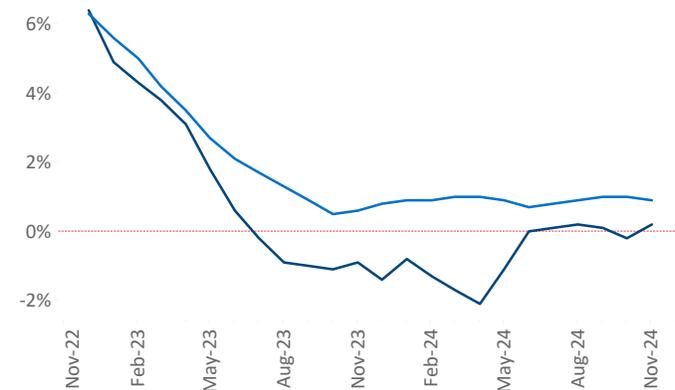
**Employment** in Pensacola has grown by **1.7%** ▲ over the past 12 months, while hourly wages have risen by **2.8%** ▲ YoY to **\$28.34** according to the *Bureau of Labor Statistics*.

■ Pensacola ■ National

Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

