



MULTIFAMILY REPORT

Atlanta's Slowdown

January 2025

Asking Rent Contractions Persist

New Construction Slows

PPU Inches Up

ATLANTA MULTIFAMILY



Asking Rents Decline, Occupancy Flat

As 2024 wrapped up, Atlanta's multifamily fundamentals posted a mixed performance. Average advertised asking rents contracted 0.5%, on a trailing three-month basis through November, to \$1,630, while year-over-year, the decline was at a steeper 2.6%, well behind the 0.9% uptick of the U.S. average. Meanwhile, the metro's occupancy rate in stabilized properties remained unchanged year-over-year, at 92.7% in October.

Atlanta employment growth clocked in at 1.3% as of September, 10 basis points below the national rate and recovering slightly after it bottomed out in June. Unemployment stood at 3.5% in October, just below the Georgia (3.6%) and U.S. (4.1%) figures. In the 12 months ending in September, Atlanta gained 43,000 net jobs. Leisure and hospitality led with 20,300 positions. Meanwhile, four sectors shed 16,300 jobs combined. Losses included trade, transportation and utilities (-6,600 jobs) and manufacturing (-1,000 jobs). The latter is poised for recovery in the foreseeable future, boosted by projects such as Andersen Corp.'s facility, which is slated to start operations in 2025. Rivian Automotive, which recently secured a \$6.6 billion loan, is also contributing to this momentum.

Deliveries totaled 17,214 units in 2024 through November, while another 32,838 apartments were under construction. Investors traded \$2.9 billion in multifamily assets in the first 11 months of the year, with the per-unit price recording a 1.1% uptick.

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Recent Atlanta Transactions

The Cedars at Johns Creek



City: Johns Creek, Ga.
Buyer: Pacific Urban Investors
Purchase Price: \$135 MM
Price per Unit: \$334,988

903 Peachtree



City: Atlanta
Buyer: Waterton
Purchase Price: \$119 MM
Price per Unit: \$277,921

District at Duluth



City: Duluth, Ga.
Buyer: Mesirow Financial
Purchase Price: \$96 MM
Price per Unit: \$259,546

Centra at North Druid Hills



City: Atlanta
Buyer: Key Real Estate
Purchase Price: \$84 MM
Price per Unit: \$269,355