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Beloit



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Contacts

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Madison January 2025

Reedsburg
Baraboo
Beaver, Dam
Columbus
Sun Prairie
Watertow
Madison
Fitchburg
Stoughton
Fort Atkinson
Whitewata
Platteville
Janesville
Janesville
Monroe

Madison is the **65th** largest multifamily market with **61,927** completed units and **20,342** units in development, **4,583** of which have already broken ground.

Advertised **rents** are at **\$1,612**, up **3.1%** ▲ from the previous year placing Madison at **38th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **3,416** ▲ units absorbed over the past twelve months. Absorption decreased by **-776** ▼ units from the previous year's absorption gain of **4,192** ▲ units.

Employment in Madison has grown by **0.6%** ▲ over the past 12 months, while hourly wages have fallen by **-5.4%** ▼ YoY to \$33.03 according to the *Bureau of Labor Statistics*.







