

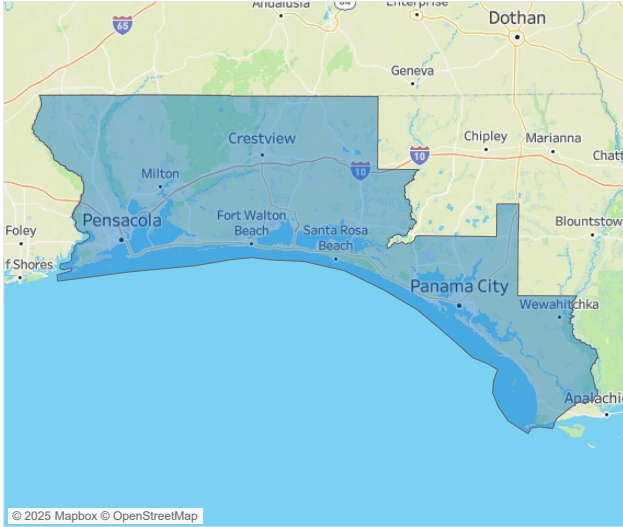


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Pensacola  
June 2025



**Pensacola** is the **84th** largest multifamily market with **47,225** completed units and **17,843** units in development, **5,313** of which have already broken ground.

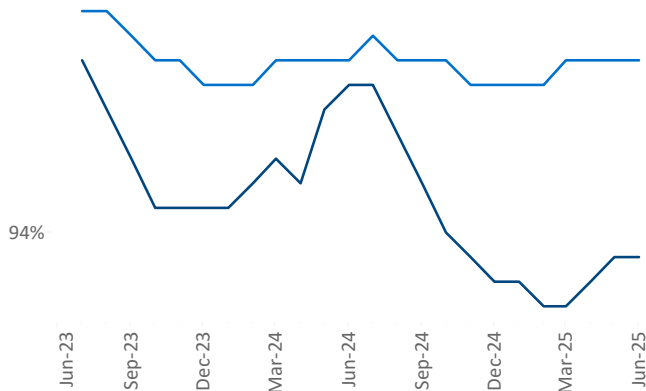
Advertised **rents** are at **\$1,598**, down **-1.4%** from the previous year placing Pensacola at **112th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **3,422** units absorbed over the past twelve months. Absorption increased by **1,090** units from the previous year's absorption gain of **2,332** units.

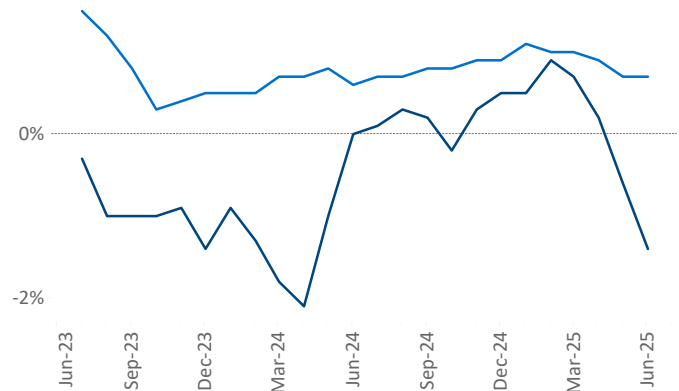
**Employment** in Pensacola has grown by **0.4%** over the past 12 months, while hourly wages have risen by **12.8%** YoY to **\$30.74** according to the *Bureau of Labor Statistics*.

■ Pensacola ■ National

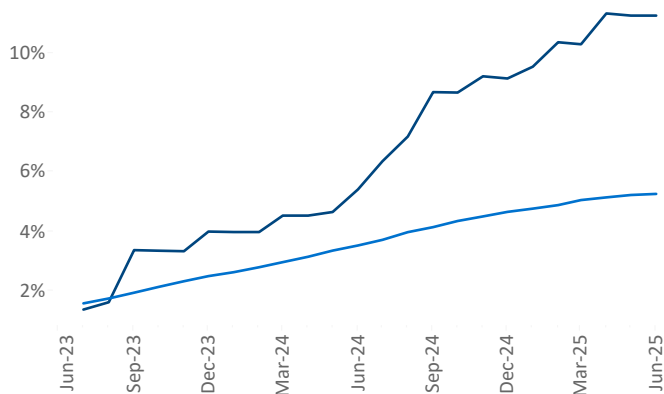
Occupancy



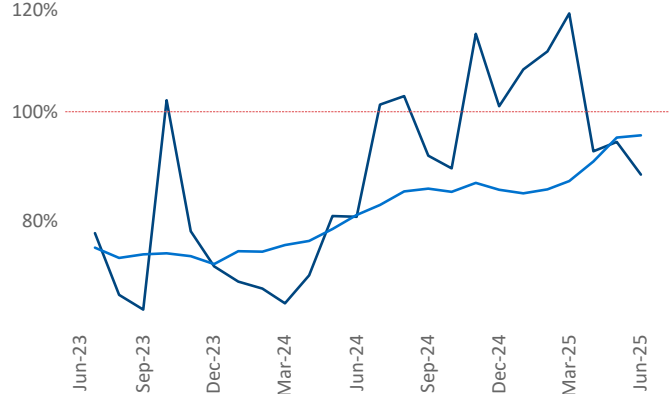
Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12



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