

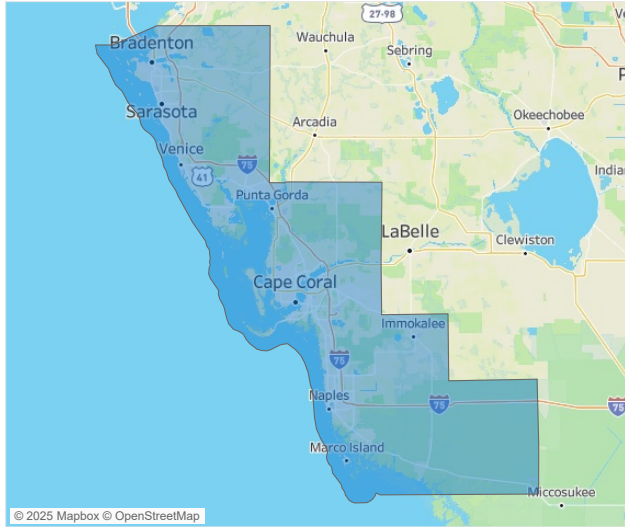


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Southwest Florida Coast June 2025



Southwest Florida Coast is the **48th** largest multifamily market with **103,035** completed units and **88,245** units in development, **15,332** of which have already broken ground.

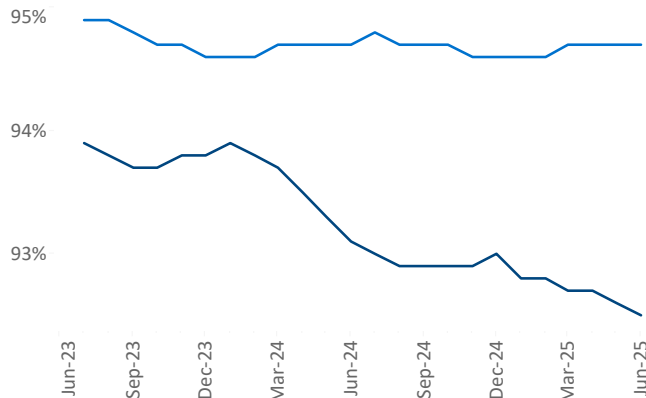
Advertised **rents** are at **\$1,913**, down **-4.3%** ▼ from the previous year placing Southwest Florida Coast at **119th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **8,439** ▲ units absorbed over the past twelve months. Absorption increased by **5,567** ▲ units from the previous year's absorption gain of **2,872** ▲ units.

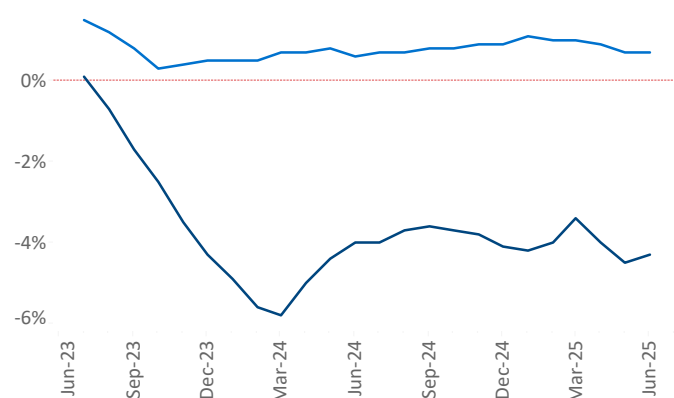
Employment in Southwest Florida Coast has grown by **0.3%** ▲ over the past 12 months, while hourly wages have risen by **5.3%** ▲ YoY to **\$31.61** according to the *Bureau of Labor Statistics*.

■ Southwest Florida Coast ■ National

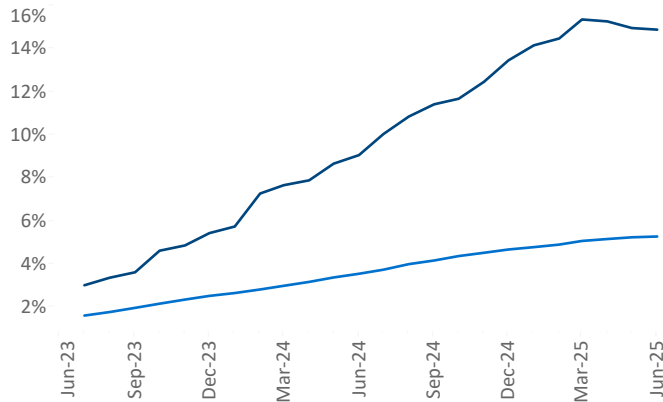
Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

