

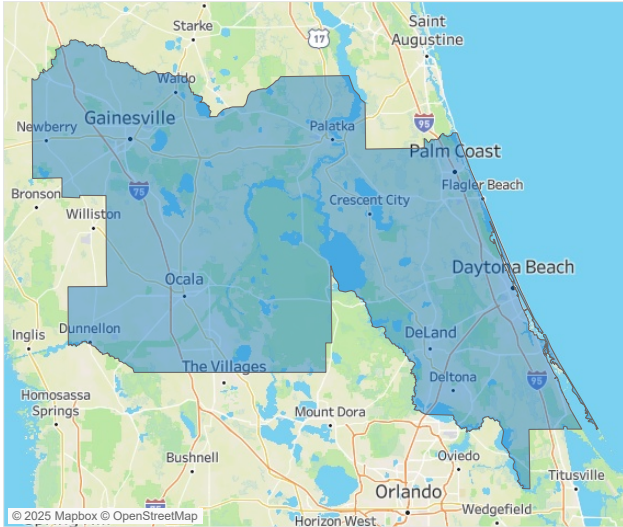


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North Central Florida  
July 2025



North Central Florida is the **62nd** largest multifamily market with **64,402** completed units and **32,487** units in development, **5,634** of which have already broken ground.

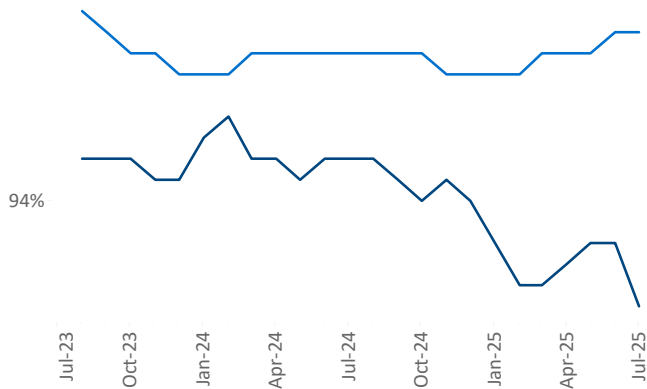
Advertised rents are at **\$1,514**, up **1.1% ▲** from the previous year placing North Central Florida at **70th** overall in year-over-year rent growth.

Multifamily housing demand has been positive with **2,068 ▲** units absorbed over the past twelve months. Absorption decreased by **-1,899 ▼** units from the previous year's absorption gain of **3,967 ▲** units.

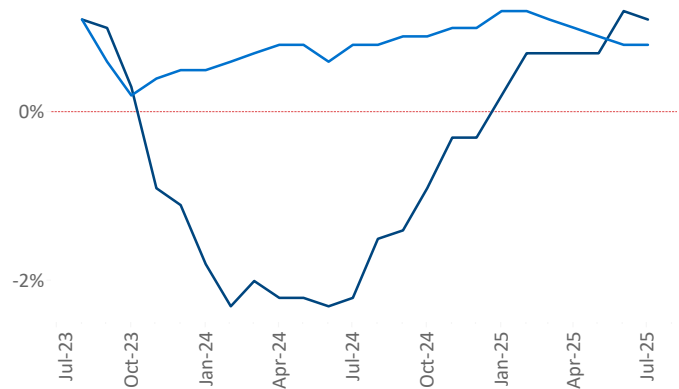
Employment in North Central Florida has grown by **1.1% ▲** over the past 12 months, while hourly wages have risen by **3.0% ▲** YoY to **\$30.12** according to the *Bureau of Labor Statistics*.

■ North Central Florida    ■ National

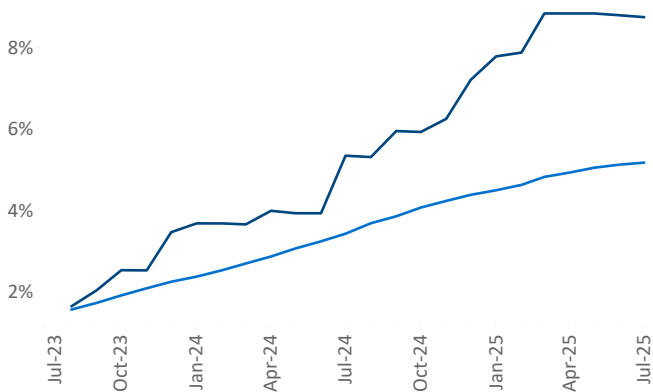
Occupancy



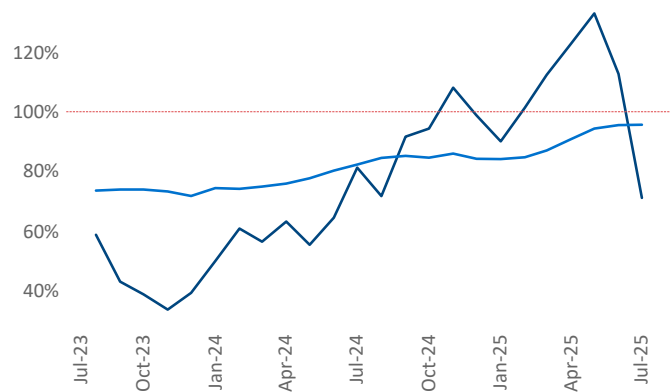
Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12



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