

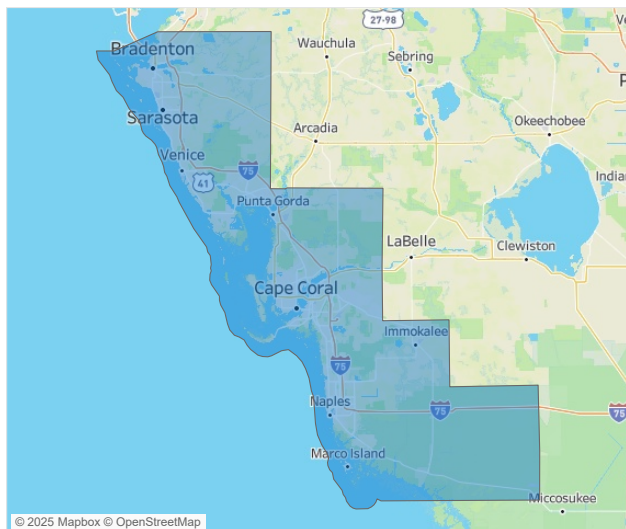


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## Southwest Florida Coast July 2025



**Southwest Florida Coast** is the **48th** largest multifamily market with **103,616** completed units and **87,370** units in development, **16,051** of which have already broken ground.

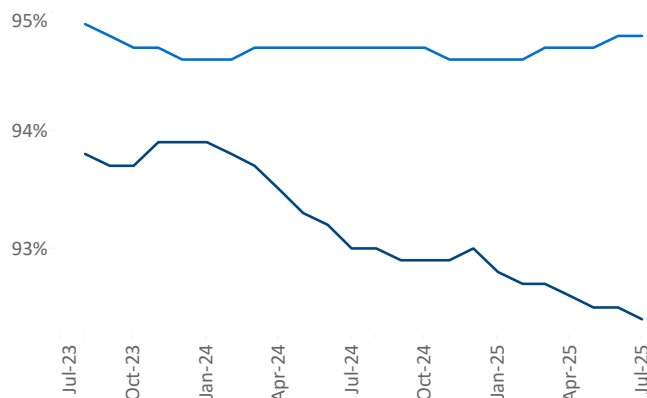
Advertised **rents** are at **\$1,905**, down **-4.0%** ▼ from the previous year placing Southwest Florida Coast at **118th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **8,369** ▲ units absorbed over the past twelve months. Absorption increased by **4,568** ▲ units from the previous year's absorption gain of **3,801** ▲ units.

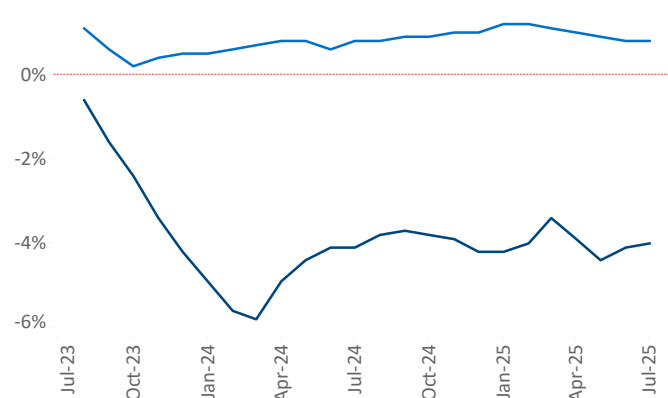
**Employment** in Southwest Florida Coast has grown by **0.3%** ▲ over the past 12 months, while hourly wages have risen by **7.3%** ▲ YoY to **\$31.84** according to the *Bureau of Labor Statistics*.

■ Southwest Florida Coast ■ National

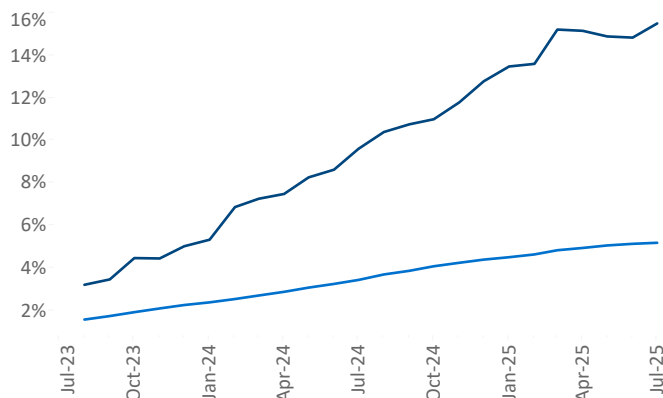
#### Occupancy



#### Rent Growth YoY



#### Units Under Construction as % of Stock



#### Absorbed Completions T12

