

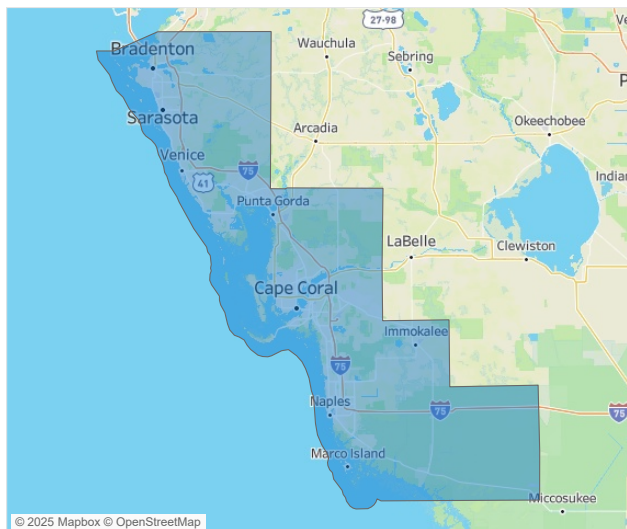


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## Southwest Florida Coast August 2025



**Southwest Florida Coast** is the **48th** largest multifamily market with **104,106** completed units and **85,782** units in development, **16,691** of which have already broken ground.

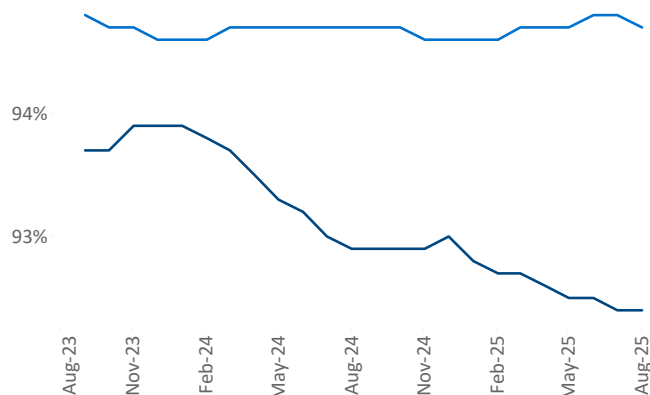
Advertised **rents** are at **\$1,891**, down **-4.4%** ▼ from the previous year placing Southwest Florida Coast at **120th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **8,123** ▲ units absorbed over the past twelve months. Absorption increased by **4,162** ▲ units from the previous year's absorption gain of **3,961** ▲ units.

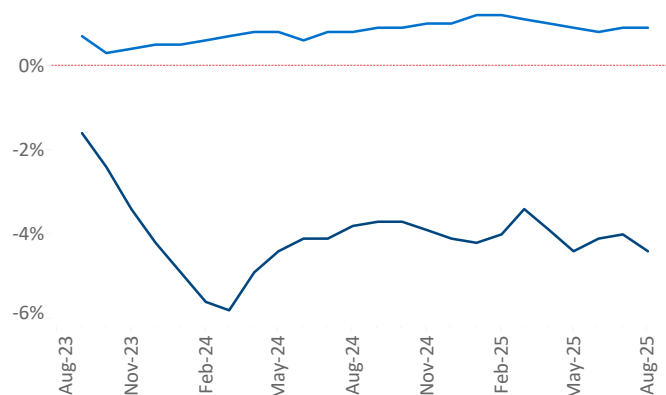
**Employment** in Southwest Florida Coast has grown by **0.2%** ▲ over the past 12 months, while hourly wages have risen by **6.8%** ▲ YoY to **\$32.10** according to the *Bureau of Labor Statistics*.

■ Southwest Florida Coast ■ National

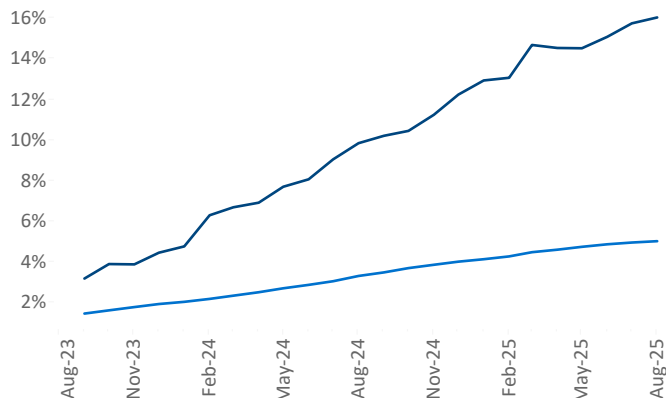
Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

