



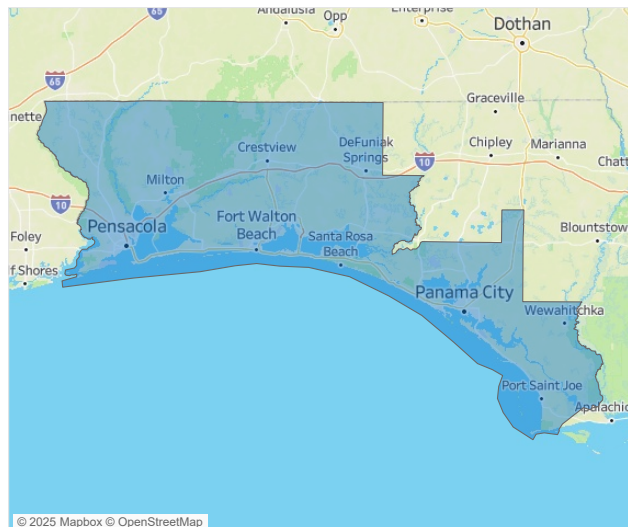
Jeff Adler
Vice President
Jeff.Adler@yardi.com

Contacts

Razvan Cimpean
SEO Engineer
Razvan-I.Cimpean@yardi.com

Pensacola

September 2025



Pensacola is the **82nd** largest multifamily market with **49,082** completed units and **15,475** units in development, **3,615** of which have already broken ground.

Advertised **rents** are at **\$1,610**, down **-0.7%** ▼ from the previous year placing Pensacola at **99th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **3,456** ▲ units absorbed over the past twelve months. Absorption increased by **361** ▲ units from the previous year's absorption gain of **3,095** ▲ units.

Employment in Pensacola has shrunk by **-0.3%** ▼ over the past 12 months, while hourly wages have risen by **12.1%** ▲ YoY to **\$31.02** according to the *Bureau of Labor Statistics*.

