



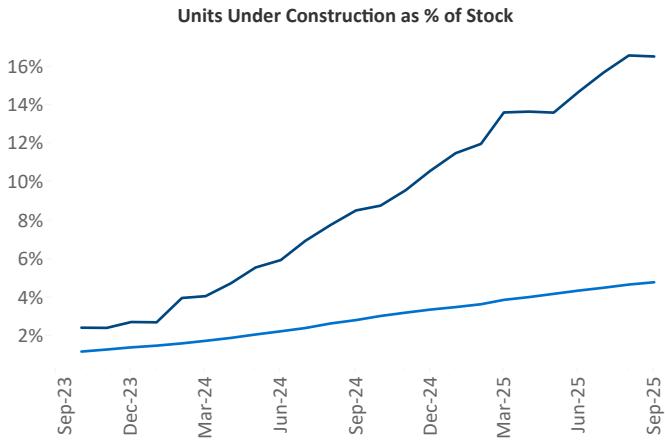
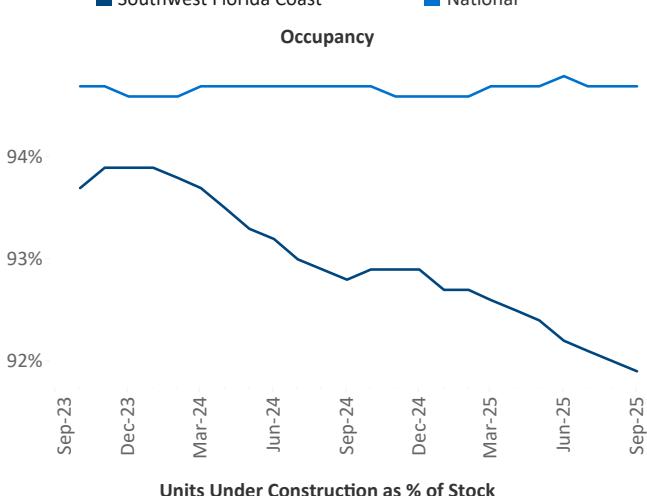
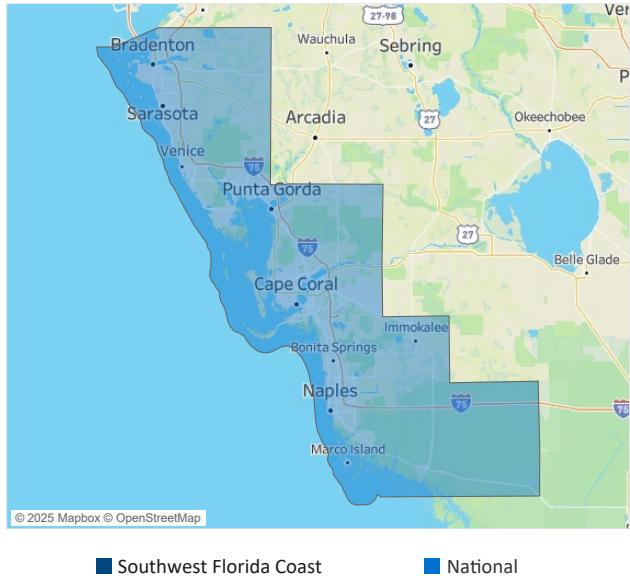
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Southwest Florida Coast

September 2025



Southwest Florida Coast is the **48th** largest multifamily market with **104,755** completed units and **83,212** units in development, **17,294** of which have already broken ground.

Advertised rents are at **\$1,876**, down **-4.5%▼** from the previous year placing Southwest Florida Coast at **119th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **9,351▲** units absorbed over the past twelve months. Absorption increased by **5,111▲** units from the previous year's absorption gain of **4,240▲** units.

Employment in Southwest Florida Coast has shrunk by **-0.4%▼** over the past 12 months, while hourly wages have risen by **7.2%▲** YoY to **\$32.36** according to the *Bureau of Labor Statistics*.

