



MULTIFAMILY REPORT

Orlando Presses On

March 2026

Investment Activity Picks Up

Rent Movement Stays Negative

Construction Starts Increase

ORLANDO MULTIFAMILY



Rent Growth Negative Amid High Supply

By the end of last year, Orlando's multifamily market was characterized by its mixed fundamentals. The metro's rent evolution turned negative in the second half of 2025 and followed the same pattern at the start of 2026. Average advertised asking rents were down 0.3%, on a trailing three-month basis through January, to \$1,753. The rate was also 10 basis points below the U.S. average.

Orlando employment expanded 1.6% as of September, 80 basis points above the national rate. Education and health services led gains, accounting for 7,800 of the 15,000 net jobs added over the 12 months ending in September. The metro's unemployment rate stood at 4.4% as of December, mirroring the U.S. figure, according to preliminary data from the Bureau of Labor Statistics. Flag Luxury Group plans to invest \$1 billion in Orlando's entertainment district. The project's development timeline spans five to seven years. The district is expected to include a 700-room Intercontinental Hotel, a sports and entertainment complex, and other retail and dining facilities.

Orlando had 17,557 units underway as of January and remained an outlier for construction starts, recording an increase in projects breaking ground. Construction kicked off on 11,447 units across 49 properties in 2025. Investment saw a \$1 billion increase from the previous year, as the metro closed 2025 with \$2.7 billion in assets trading.

Market Analysis | March 2026

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Recent Orlando Transactions

Bell Trelago



City: Maitland, Fla.
Buyer: Bell Partners
Purchase Price: \$111 MM
Price per Unit: \$317,857

Evergreen Mills 50



City: Orlando, Fla.
Buyer: Evergreen Residential
Purchase Price: \$46 MM
Price per Unit: \$185,714

Royal Isles



City: Orlando, Fla.
Buyer: Levco Management
Purchase Price: \$37 MM
Price per Unit: \$138,258

The Palmer



City: Orlando, Fla.
Buyer: Knightvest Capital
Purchase Price: \$34 MM
Price per Unit: \$152,462