

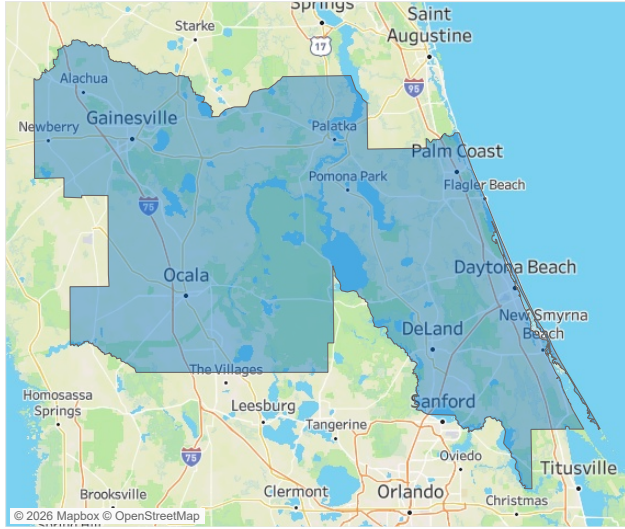


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North Central Florida  
January 2026



**North Central Florida** is the **62nd** largest multifamily market with **66,772** completed units and **32,006** units in development, **5,538** of which have already broken ground.

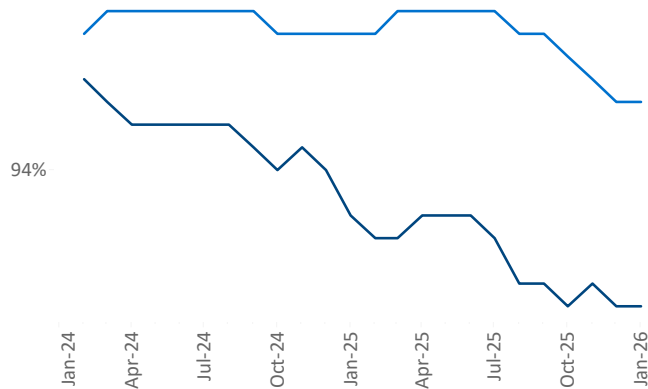
Advertised **rents** are at **\$1,505**, up **0.6% ▲** from the previous year placing North Central Florida at **76th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with **2,189 ▲** units absorbed over the past twelve months. Absorption decreased by **-1,946 ▼** units from the previous year's absorption gain of **4,135 ▲** units.

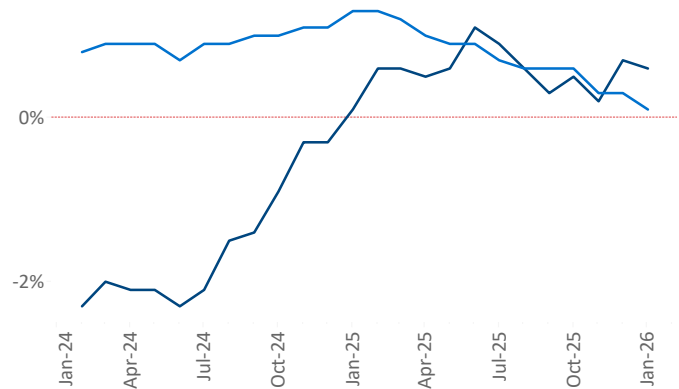
**Employment** in North Central Florida has grown by **0.9% ▲** over the past 12 months, while hourly wages have risen by **0.6% ▲** YoY to **\$30.29** according to the *Bureau of Labor Statistics*.

■ North Central Florida    ■ National

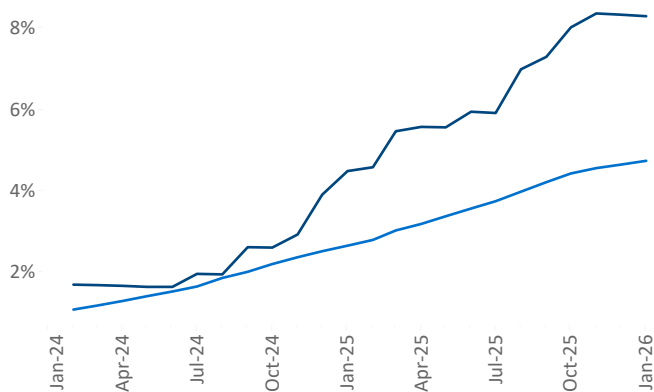
Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

