

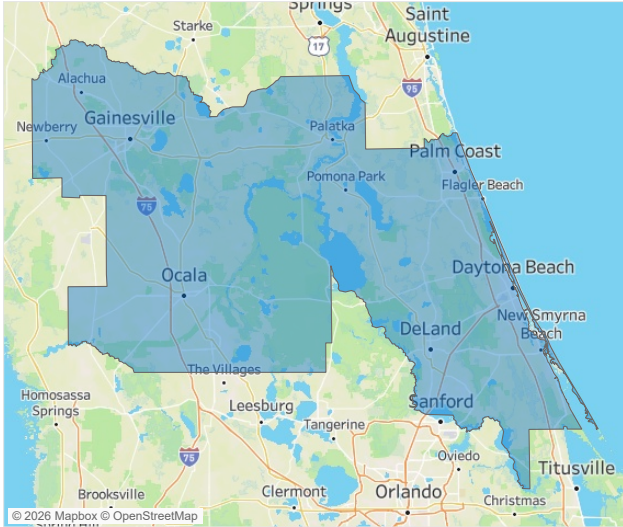


Jeff Adler  
Vice President  
[Jeff.Adler@yardi.com](mailto:Jeff.Adler@yardi.com)

Contacts

Razvan Cimpean  
SEO Engineer  
[Razvan-I.Cimpean@yardi.com](mailto:Razvan-I.Cimpean@yardi.com)

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.

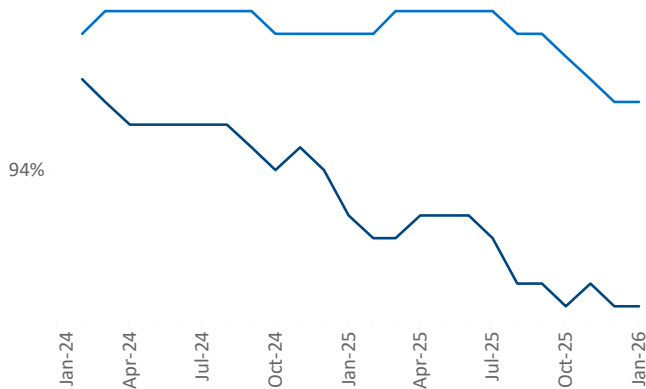
Advertised **rents** are at **\$1,505**, up **0.6%** ▲ from the previous year placing North Central Florida at **76th** overall in year-over-year rent growth.

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.

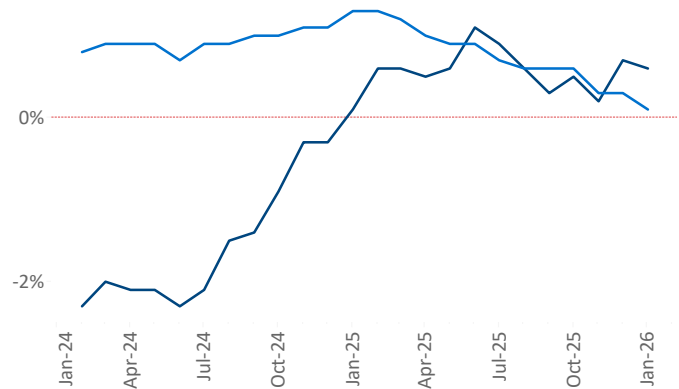
**Employment** in North Central Florida has grown by **0.9%** ▲ over the past 12 months, while hourly wages have risen by **0.6%** ▲ YoY to **\$30.29** according to the *Bureau of Labor Statistics*.

■ North Central Florida    ■ National

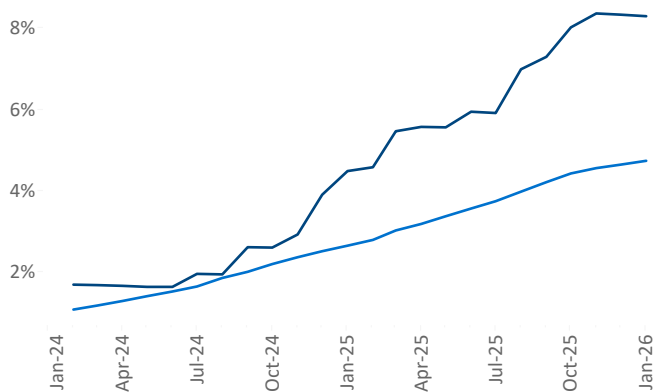
Occupancy



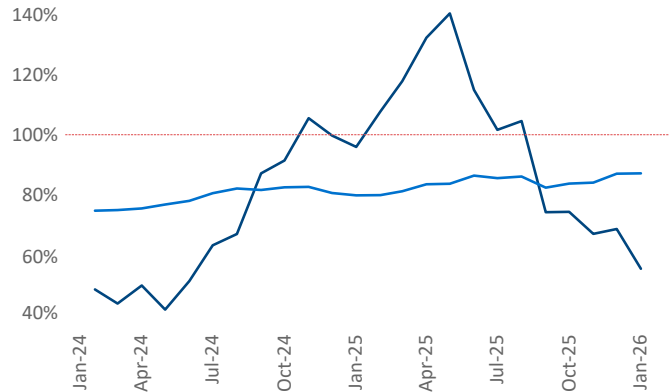
Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12



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