

# Yardi® Matrix

## MULTIFAMILY REPORT

# Atlanta Stays Vibrant

Winter 2020



**Office Rents Moderate**

**Construction Surge Continues**

**Economic Growth Tops Nation**

# ATLANTA MULTIFAMILY

Yardi® Matrix

## Job Growth Keeps Demand Healthy

Atlanta's educational system is a magnet for residents as well as companies in search of talent. The multifamily market is equally attractive, posting sustained demand even after robust apartment deliveries in recent years. New inventory slowed rent growth in 2019, with the average rent rising 3.1% to \$1,310 year-over-year through December—the lowest rate in the past eight quarters. In addition, high deliveries have pushed down the occupancy rate in stabilized properties—down 30 basis points to 94.0% in November.

Employment growth moderated last year, with the expansion rate at 1.9% year-over-year through November, slightly above the national average. All sectors expanded, with education and health services leading with 14,900 new jobs over the 12 months ending in December. One of the top-tier industries in the state—the leisure and hospitality sector—continued to advance, gaining 12,600 jobs in 2019. Professional and business services rounded out the top three with 7,900 jobs. As the fourth fastest-growing market for tech jobs in the U.S., this sector will likely continue to accelerate. Google, Invesco and Norfolk Southern's announced expansions will provide further growth for the industry's job market.

Deliveries posted the second best year of the cycle with 10,733 units coming online in 2019. Transaction volume totaled \$6.3 billion, with investors mainly drawn to value-add plays.

## Market Analysis | Winter 2020

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### Recent Atlanta Transactions

#### Hanover Perimeter



City: Atlanta  
Buyer: Black Creek Group  
Purchase Price: \$117 MM  
Price per Unit: \$304,688

#### Avana Lenox



City: Atlanta  
Buyer: Passco Cos.  
Purchase Price: \$107 MM  
Price per Unit: \$251,773

#### The Edgewater at Sandy Springs



City: Atlanta  
Buyer: Bridge Investment Group  
Purchase Price: \$101 MM  
Price per Unit: \$133,224

#### Magnolia Vinings



City: Atlanta  
Buyer: TA Realty  
Purchase Price: \$83 MM  
Price per Unit: \$207,500