



## MARKET AT A GLANCE



**OCCUPANCY RATE** **95.0%**  
Down **10 bps** since 1Q18



**EFFECTIVE RENT** **\$1,039**  
Up **5.3%** since 1Q18

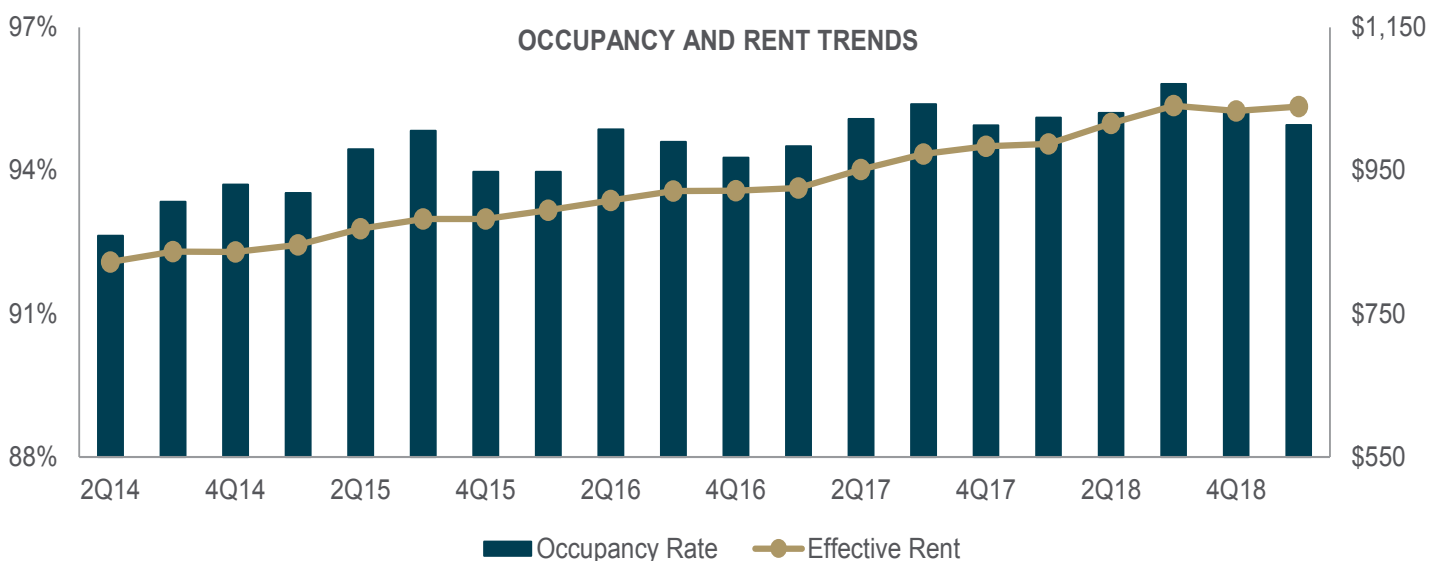


**TOTAL INVENTORY** **109,976**

## OCCUPANCY AND RENT TRENDS

### EFFECTIVE RENT GROWTH OF 5.3% AMID BRISK LEASING, JOB GAINS

Greater Jacksonville boasts a relatively young demographic drawn to the area's affordable cost of living, exceptional quality of life, and growing business sector. Net migration of 15,400 people last year was a boost to apartment demand where 2,668 units were newly occupied since March 2018. Leasing activity was highest in the Mandarin submarket, where an influx of new inventory came online. The submarket is contiguous to Baymeadows, home to large financial firms, back-office data centers, and customer care operations including State Farm, Ameris Bancorp, Concentrix Corporation, and JPMorgan Chase & Co. Facilitating the rise in leasing activity metrowide was 2,987 units coming online during the last four quarters, up 50% from the prior year. The largest property to begin lease-up since the start of 2019 was the 464-unit Luxor Club apartment community, within two miles of Baptist Health Medical Center South which recently opened a fourth eight-story patient tower. While new supply slightly exceeded absorption, metrowide occupancy dipped 10 basis points to 95.0% in March 2019, though higher than the five-year average of 94.4%. The average monthly effective rent reached \$1,039 during the first quarter of 2019, up 5.3% annually, simultaneously outpacing the U.S. average of 4.1%.



# JACKSONVILLE

MULTIFAMILY REPORT

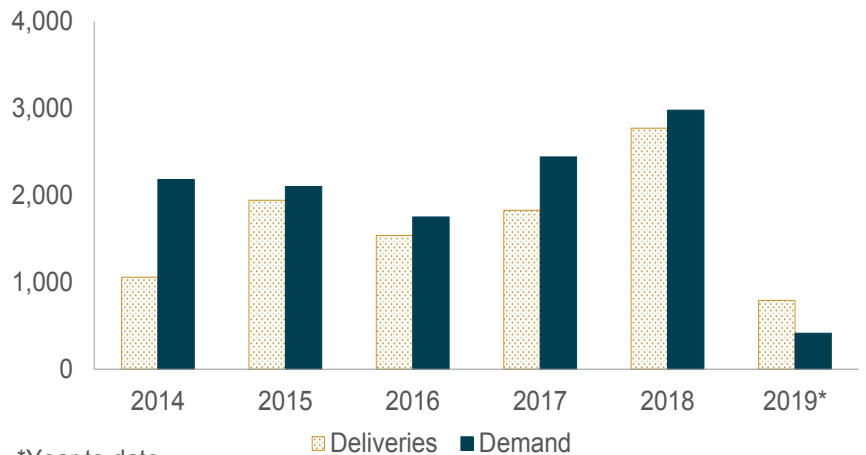
## DELIVERIES AND DEMAND



**DELIVERIES** 790  
Units YTD



**NET ABSORPTION** 413  
Units YTD



## ECONOMIC TRENDS

2018 **UNEMPLOYMENT\*** 2019  
3.7% ..... **-40 BPS** ..... 3.3%  
CHANGE

2018 **EMPLOYMENT\*** 2019  
705.2k ..... **1.1%** ..... 713.3k  
CHANGE

2018 **EXISTING SFH SALES\*\*** 2019  
28.7k ..... **-11.8%** ..... 25.3k  
CHANGE

2018 **MEDIAN SFH PRICE\*\*** 2019  
\$248.9k ..... **1.4%** ..... \$252.3k  
CHANGE

2018 **10-YEAR TREASURY\*\*** 2019  
2.84% ..... **-30 BPS** ..... 2.57%  
CHANGE

\*January; \*\*March

Across the Jacksonville metro, payrolls rose 1.1% or by 8,100 jobs since January 2018, as the hiring contributed to 713,300 total nonfarm workers in January 2019. With approximately one in every six Greater Jacksonville jobs in the health care and bioscience industries, Mayo Clinic's Florida campus played a major role in the 2.4% annual expansion in Jacksonville's education and health services sector. Mayo Clinic added 520,000 square feet of medical space to its 400-acre facility. The most recent three-building project, part of a \$350 million investment, prompted hiring of 1,000 workers to complement its existing 6,000 employee base. Also underpinning the lift in Jacksonville's employment base was JAXPORT's booming Asian cargo trade, now responsible for more than a third of the port's business. Amazon.com Inc. opened its newest 855,000-square-foot fulfillment center in North Jacksonville. With four centers spanning more than 3 million square feet, the e-commerce titan is expected to bring an additional 2,500 jobs to the city by the end of 2019.



# JACKSONVILLE

## MULTIFAMILY REPORT

### SUBMARKET BREAKDOWN

SUBMARKET NAME	OCCUPANCY		AVG RENT INCREASE		AVG RENT		NET ABSORPTION		DELIVERED UNITS	
	1Q18	1Q19	1Q18	1Q19	1Q18	1Q19	1Q19	ANNUAL	1Q19	ANNUAL
Arlington	93.9%	94.6%	10.5%	7.4%	\$908	\$975	0	110	0	0
Baymeadows	94.9%	94.8%	1.7%	4.6%	\$1,089	\$1,139	229	694	332	747
Central Jacksonville	96.9%	96.3%	8.7%	2.2%	\$1,119	\$1,144	37	-44	0	0
Jacksonville Beaches	94.7%	94.6%	4.3%	5.1%	\$1,102	\$1,158	27	372	123	400
Mandarin	95.7%	95.5%	6.7%	6.1%	\$1,005	\$1,066	126	785	174	841
Northside	94.8%	94.0%	5.8%	5.1%	\$915	\$962	-63	128	0	201
Orange Park/Clay County	95.7%	95.6%	7.4%	6.4%	\$970	\$1,032	13	-6	0	0
Southeast Jacksonville	95.0%	95.1%	9.2%	4.0%	\$893	\$929	49	75	65	65
Upper Southside	95.6%	95.3%	4.8%	4.5%	\$1,123	\$1,174	41	529	96	593
Westside	95.1%	94.4%	7.7%	5.2%	\$864	\$909	-45	27	0	140
<b>TOTALS</b>	<b>95.1%</b>	<b>95.0%</b>	<b>6.6%</b>	<b>5.3%</b>	<b>\$987</b>	<b>\$1,039</b>	<b>413</b>	<b>2,668</b>	<b>790</b>	<b>2,987</b>



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