BATON ROUGE, LA

2025 MARKET AT A GLANCE

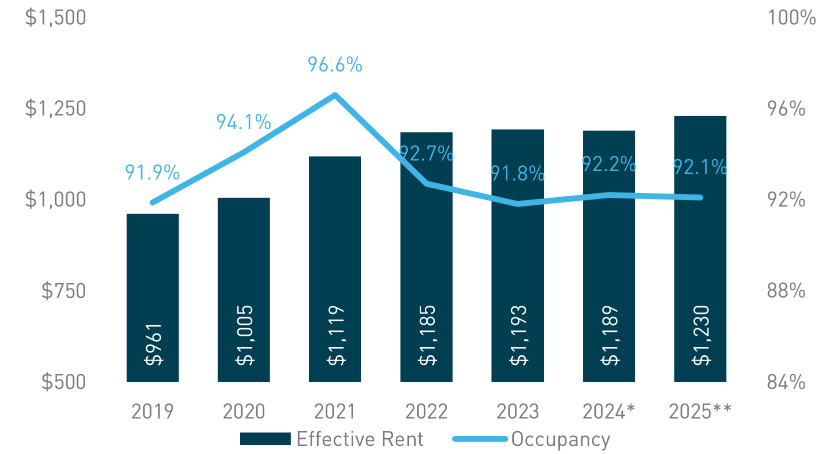
OCCUPANCY RATE (Q4 2025)	EFFECTIVE RENT (Q4 2025)	RENT SHARE OF WALLET (Q4 2025)
92.1%	$1,230	20.7%
DOWN 10 BPS YOY	UP 3.4% YOY	UNCHANGED YOY

Labor Growth, Lessened Apartment Supply Support Rent Expansion

Several industrial investments are poised to significantly fuel job creation and sustain apartment demand in Baton Rouge in 2025. Air Products' $4.5 billion blue hydrogen energy complex in Burnside is set to be operational by 2026, creating 170 permanent jobs and 2,000 construction jobs in the short term. Additionally, BASF's $750 million specialty chemical plant expansion in Geismar is on track for completion by year-end, effectively doubling the site's current production capabilities. These transformative and large-scale projects signal long-term economic growth, likely enhancing housing demand across the entire region. This year, total nonfarm employment is forecast to expand by 0.7%, or by 3,000 jobs. Increased hiring, combined with a cost of living approximately 7% below the national average, will make Baton Rouge an increasingly attractive location for relocation as 1,900 more people are projected to move to the market than move out in 2025. The associated housing demand will help keep net absorption positive and nearly keep pace with the 183 units scheduled to come online by year-end. As a result, occupancy is expected to decrease only 10 basis points to 92.1%. Healthy occupancy levels, combined with growing employment and rising incomes, will underpin apartment operators' confidence to raise rents. Effective rent is forecast to grow 3.4% in 2025, more than countering the 0.3% contraction recorded last year. Among the submarkets, North Baton Rouge is projected to lead net move-ins. This submarket benefits from conservative development trends and offers the lowest average effective rent in the region, making it particularly attractive to residents.

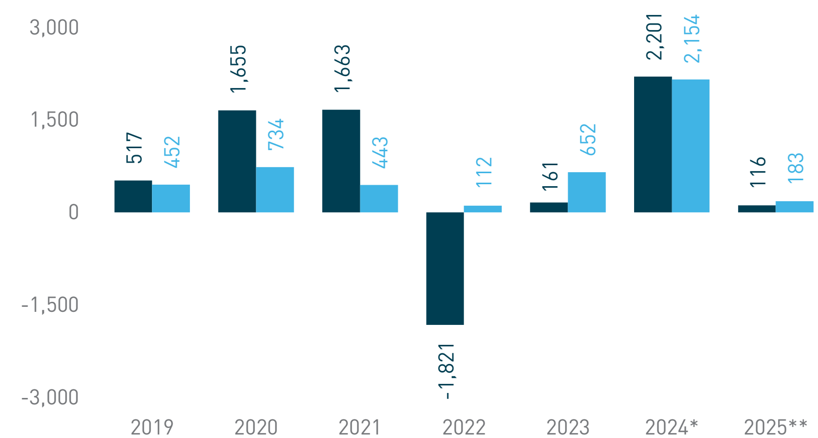
Unless noted otherwise, data and images pertaining to rent, occupancy, employment, unemployment, income, price per unit, and cap rate are year-end figures. Absorption and construction figures are full-year totals, unless noted otherwise. Numbers for 2024 are projected values. 2025 figures are forecast projections.

APARTMENT TRENDS



Source: RealPage
*Projected **Forecast

Note: Effective rent and occupancy reflect stabilized properties and does not include preleased units or properties in lease-up. A newly constructed property is considered stabilized once it becomes 85% occupied.

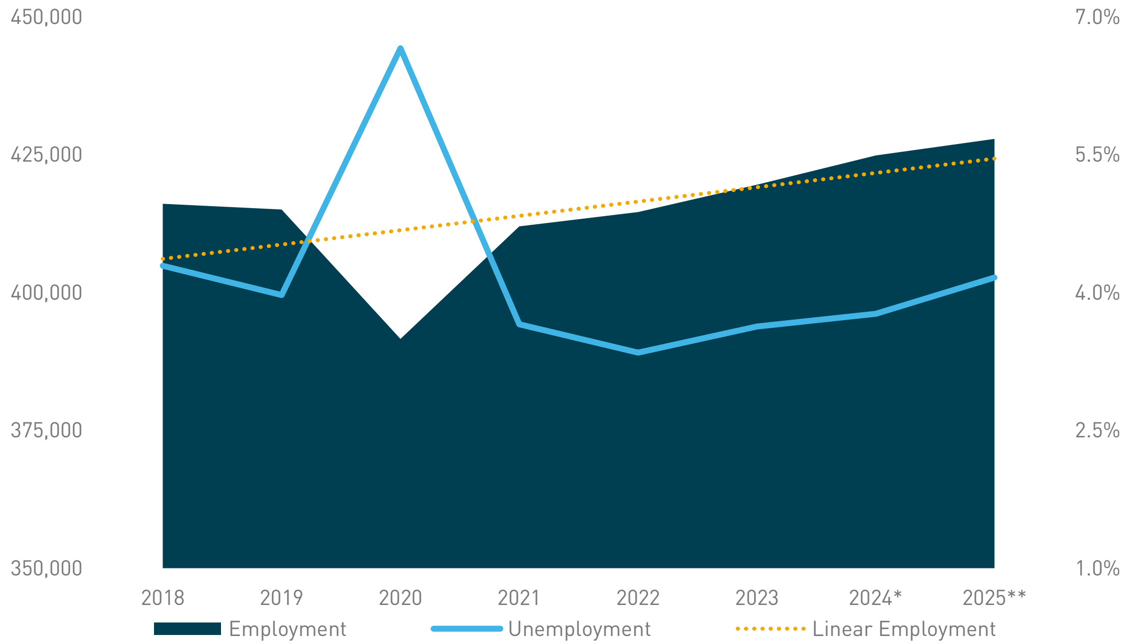


Source: RealPage

*Projected **Forecast

BATON ROUGE, LA

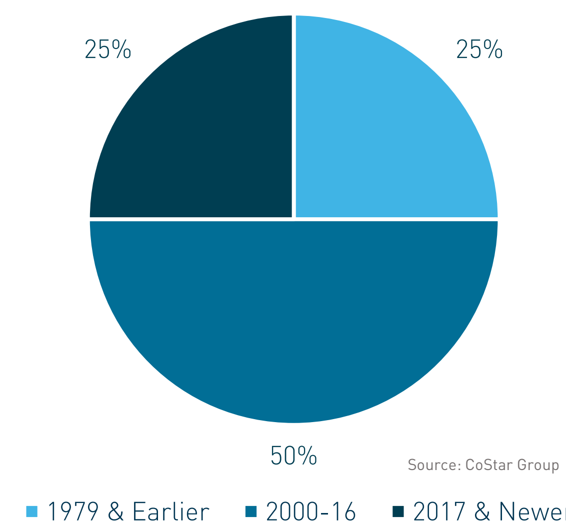
EMPLOYMENT TRENDS



Source: Moody's Analytics

*Projected **Forecast

2024 SALES TRENDS*



Source: CoStar Group

*YTD through Oct.

The apartment sales information represents transactions of apartment properties with a sales price of $2.5 million or more, unless otherwise indicated.

EMPLOYMENT (DEC. 2025)	UNEMPLOYMENT (DEC. 2025)	MEDIAN HOUSEHOLD INCOME (DEC. 2025 SAAR)	PRICE PER UNIT (2024 AVG.)	CAP RATE (2024 AVG.)
427,900	4.2%	$71,212	$113,108	7.5%
UP 0.7% YOY	UP 40 BPS YOY	UP 3.2% YOY	DOWN 0.1% YOY	UP 10 BPS YOY