NEW ORLEANS, LA

2025 MARKET AT A GLANCE

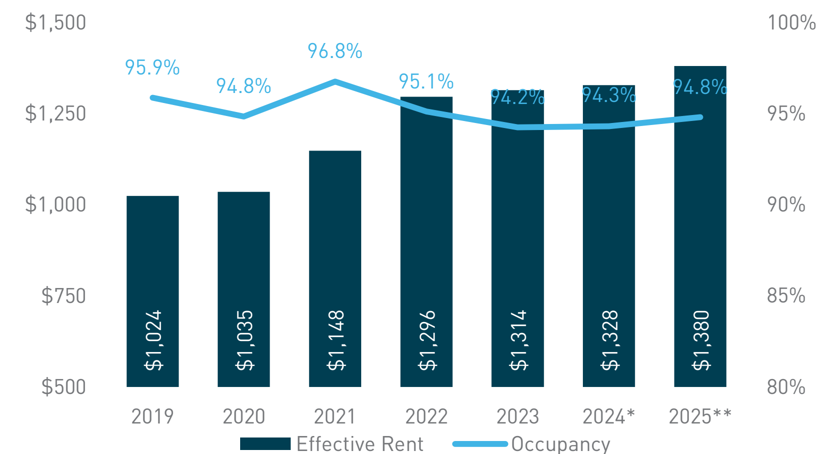
OCCUPANCY RATE (Q4 2025)	EFFECTIVE RENT (Q4 2025)	RENT SHARE OF WALLET (Q4 2025)
94.8%	$1,380	24.2%
UP 50 BPS YOY	UP 3.9% YOY	DOWN 40 BPS YOY

Strong Job Market and New Residents Boost Renter Demand

The Greater New Orleans rental market has a positive outlook due to expanding economic conditions, advancing demographics, and vigorous housing demand. With 15,600 new residents joining last year's 33,300 newcomers, housing competition will intensify. The net absorption of over 800 new apartments is anticipated, which is a significant change from the net move-outs seen in 2022 and 2023. Demand is predicted to be strongest in the Metairie/Kenner submarket due to its affordability, with monthly effective rent about 60% below the top end of the apartment market. Increased leasing activity will raise the occupancy rate to 94.8% metrowide, despite more completions. Bucking national trends that have seen a sharp pullback in multifamily groundbreakings, developers remain active in the metropolitan area. Three projects will deliver an annualized 420 units, with the largest being a 260-unit community in Kenner, where leasing is set to begin in the first quarter. Job seekers will continue to find employment opportunities in New Orleans, with local payrolls projected to grow 2.2% by the end of the year. Some of the 12,900 net jobs expected in 2025 will be construction workers for projects like the Riverfront Entertainment District, the Ochsner Children's Hospital, and an LNG export terminal. The rising labor force and incomes will be a boost to apartment rent, forecast to increase 3.9% over the course of the year, outpacing the 2.8% national growth. The local monthly effective rent will settle at or near $1,380 by the fourth quarter. Looking forward to when the construction pipeline empties, rent will continue its upward trend, progressing 4.1% in 2026.

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.

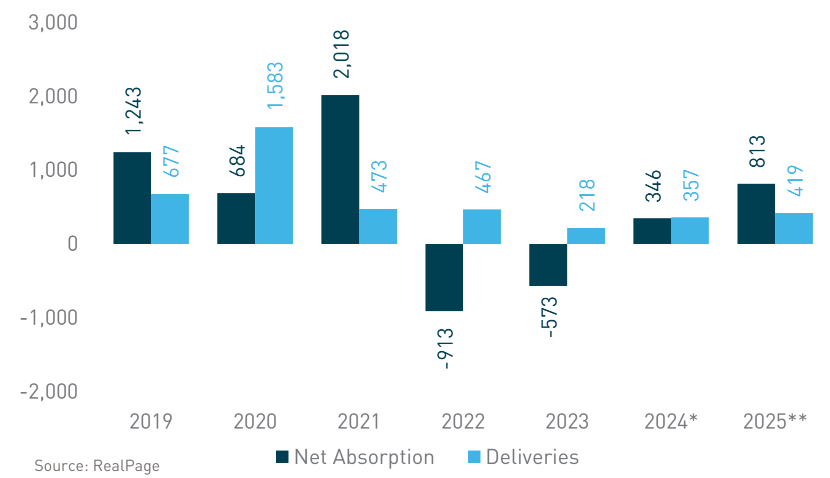
APARTMENT TRENDS



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

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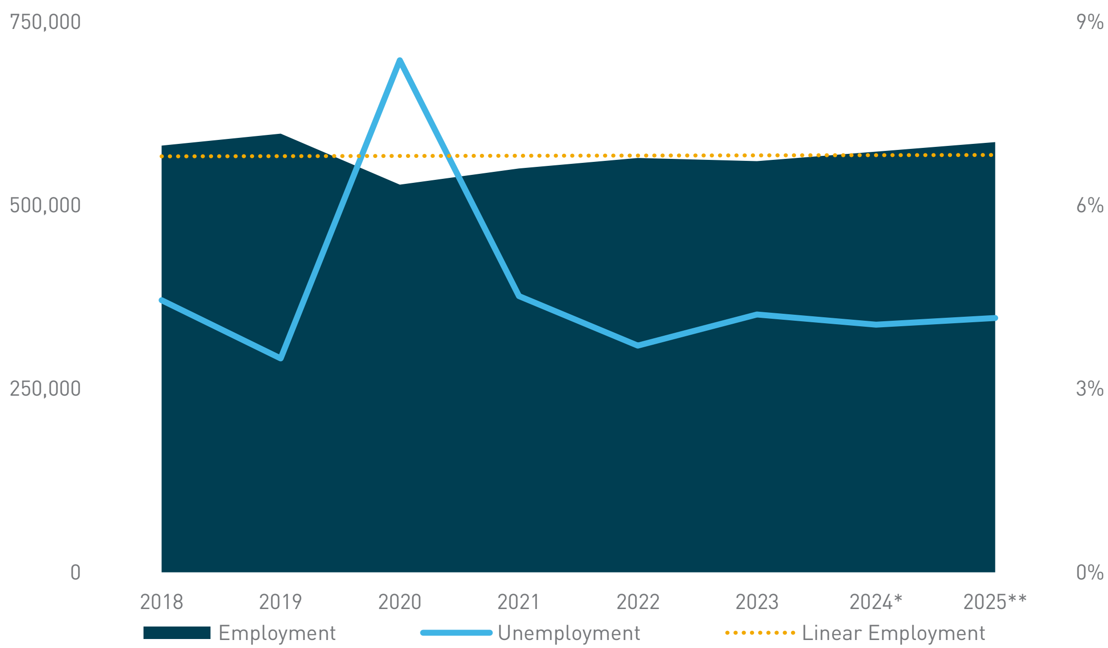
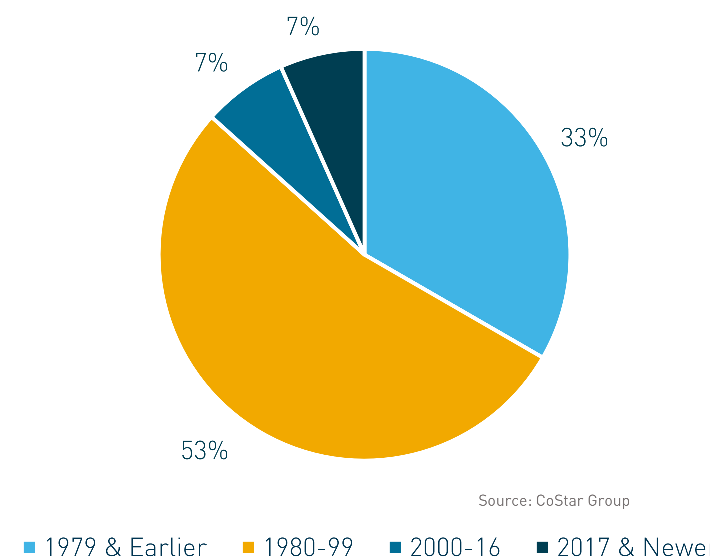
EMPLOYMENT TRENDS



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.)
586,400	4.2%	$68,389	$123,512	7.6%
UP 2.2% YOY	UP 10 BPS YOY	UP 5.7% YOY	UP 1.4% YOY	UP 20 BPS YOY