

PENSACOLA, FL

2025 MARKET AT A GLANCE

OCCUPANCY RATE
(Q4 2025)

95.0%



UP 110 BPS YOY

EFFECTIVE RENT
(Q4 2025)

\$1,482



UP 0.7% YOY

RENT SHARE OF WALLET
(Q4 2025)

23.5%

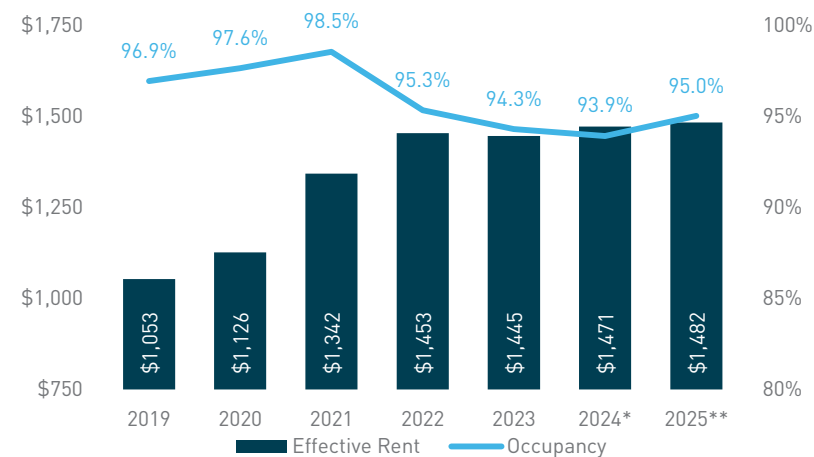


DOWN 80 BPS YOY

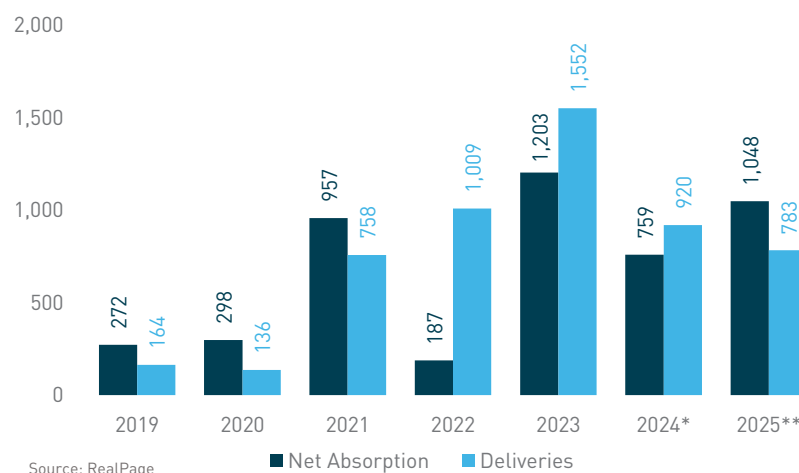
Unless noted otherwise, data and images pertaining to rent, occupancy, employment, unemployment, income, price per unit, and cap rate are year-end figures. Absorption and construction figures are full-year totals, unless noted otherwise. Numbers for 2024 are projected values. 2025 figures are forecast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

2025 FORECAST

APARTMENT TRENDS



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.

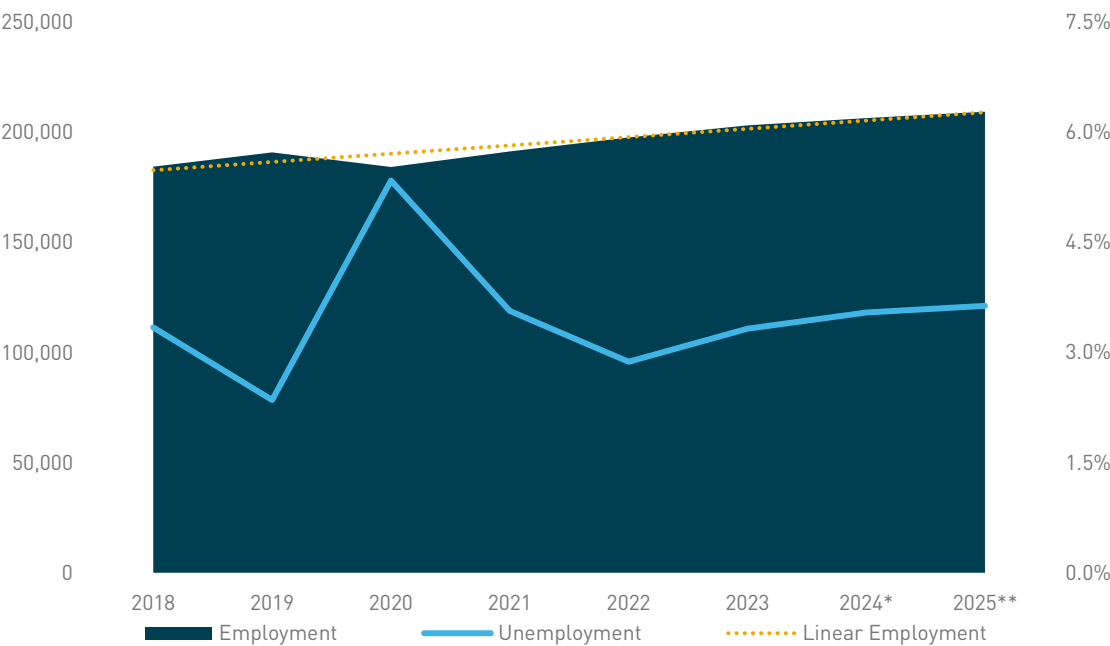


*Projected **Forecast

PENSACOLA, FL

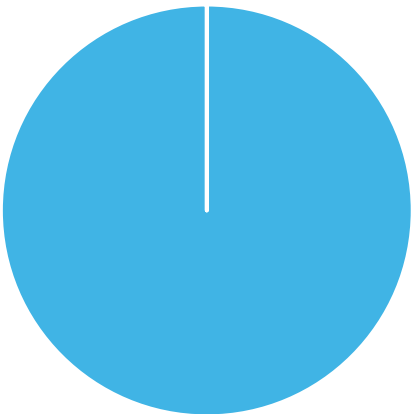
EMPLOYMENT TRENDS

2024 SALES TRENDS*



Source: Moody's Analytics

*Projected **Forecast



100%
Source: CoStar Group
■ 1979 & Earlier

*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)

209,300



UP 1.4% YOY

UNEMPLOYMENT
(DEC. 2025)

3.6%



UP 10 BPS YOY

MEDIAN HOUSEHOLD INCOME
(DEC. 2025 SAAR)

\$75,630



UP 3.9% YOY

PRICE PER UNIT
(2024 AVG.)

\$169,747



UP 1.2% YOY

CAP RATE
(2024 AVG.)

6.3%



UP 10 BPS YOY