NORTHERN NEW JERSEY

2025 MARKET AT A GLANCE

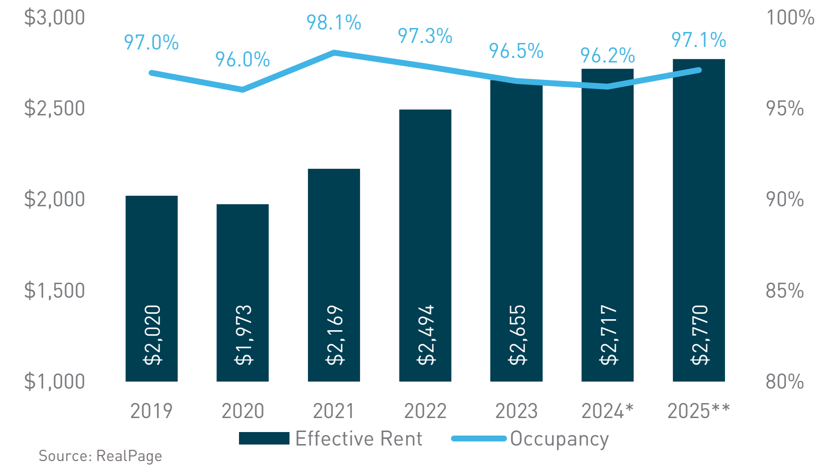
OCCUPANCY RATE (Q4 2025)	EFFECTIVE RENT (Q4 2025)	RENT SHARE OF WALLET (Q4 2025)
97.1%	$2,770	28.6%
UP 90 BPS YOY	UP 2.0% YOY	DOWN 40 BPS YOY

Record Demand to Outpace Supply Causing Occupancy Rebound

The largest volume of net move-ins recorded in a 20-year history is projected to overshadow the incoming record volume of supply by over 4,630 units during 2025. Surging demand is forecast to push up occupancy 90 basis points annually by the fourth quarter of 2025. At 97.1%, multifamily occupancy at the end of 2025 will be 100 basis points above the average from 2010 to 2019. Coinciding with steady employment growth, rising household incomes in the Newark metro will also contribute to record absorption. In 2024, the median household income rose 1.1%, while in 2025, it is projected to rise 3.5%. The last time absorption outpaced deliveries was in 2021, when household income rose 6.1% after only rising 1.9% the year prior. Increased income levels afford renters the opportunity to live independently, leading to new household creation. This trend is supported by the number of projected market households expanding 10 basis points above the projected rate of population growth during 2025. Additionally, net in-migration to Greater Newark has been elevated since 2023. Between 2010 and 2019, annual net in-migration averaged 5,370 people. In 2023, over 15,470 more people moved into the area than out, and in 2024 nearly 24,000 more people moved in. In 2025, the number recedes to 9,700 people but still surpasses the expansion period average. In addition to saving money compared to New York rentals, incoming residents will be attracted to the recent emphasis on revitalizing downtown Newark, Union Station, and the growing film industry with Lionsgate.

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.

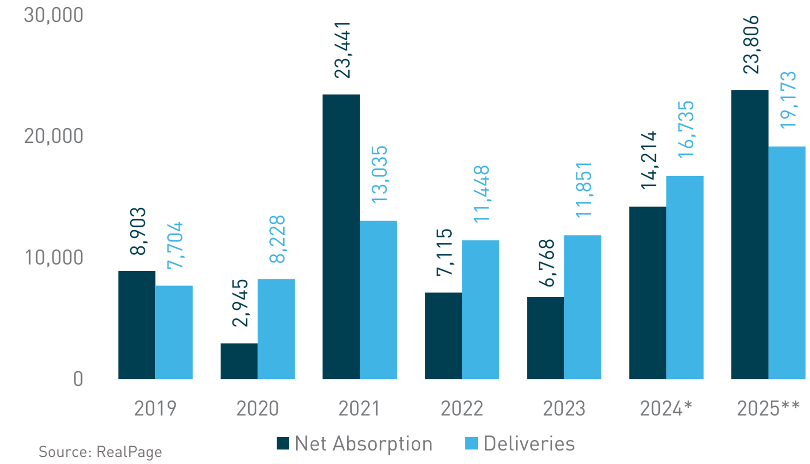
APARTMENT TRENDS



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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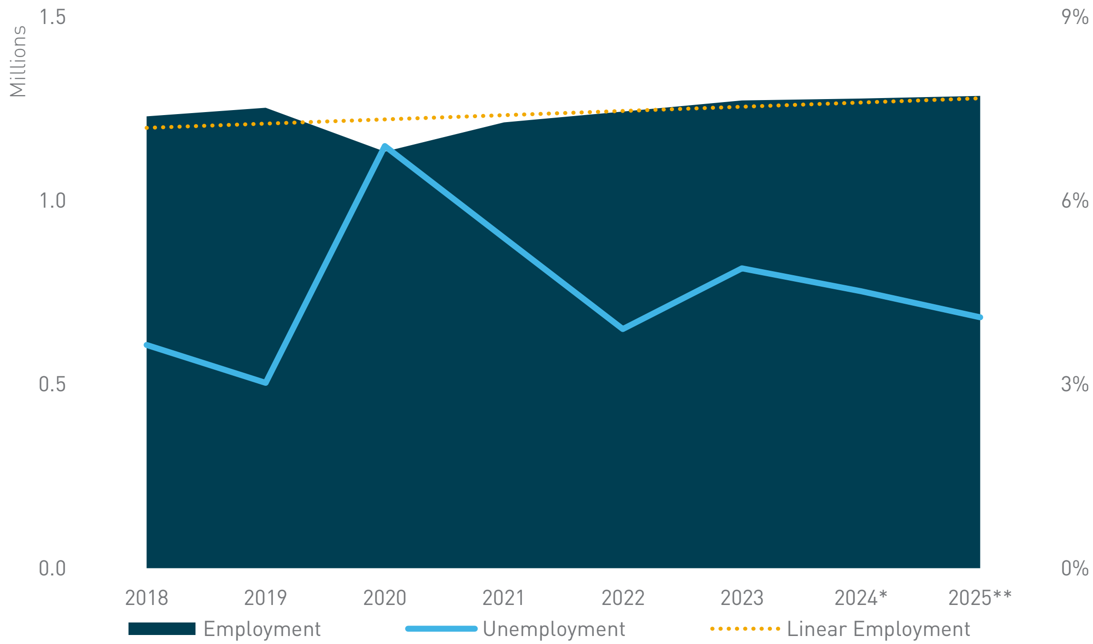
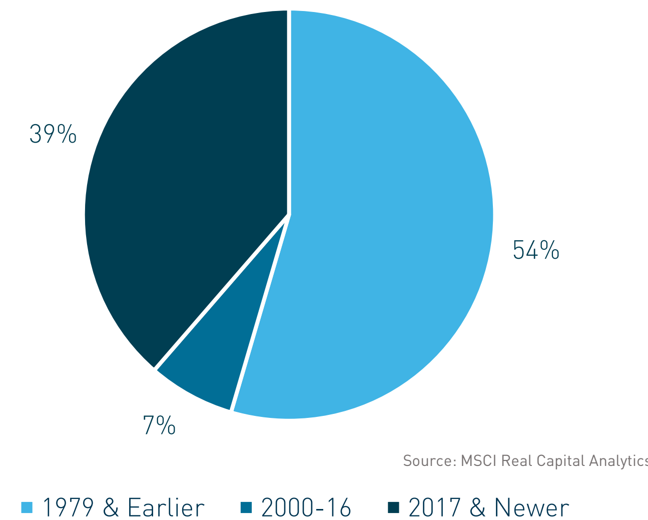
EMPLOYMENT TRENDS



Source: Moody's Analytics

*Projected **Forecast

2024 SALES TRENDS*



Source: MSCI Real Capital Analytics

*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.)
1,285,500	4.1%	$116,155	$283,492	5.7%
UP 0.6% YOY	DOWN 40 BPS YOY	UP 3.5% YOY	UP 1.4% YOY	UP 60 BPS YOY