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ATLANTA

MULTIFAMILY MARKET REPORT | MID-YEAR

2025

Jobs Added / Lost

LAST 12 MONTHS
12,400

0.4% YOY

Unemployment

JUNE 2025
3.6%

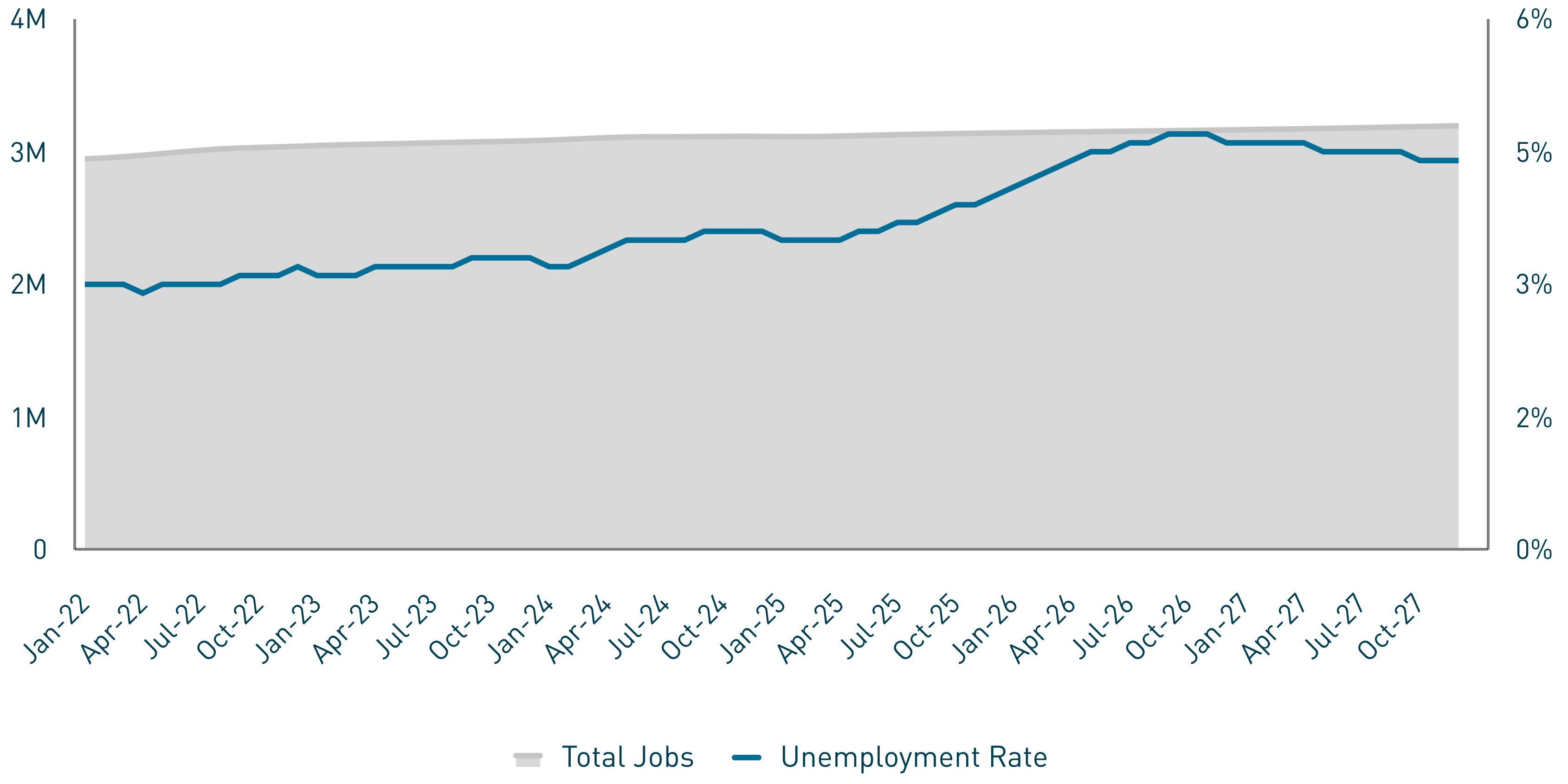
10 BPS YOY

Employment

Recent corporate expansions in the region have supported employment growth in Metro Atlanta. Mercedes-Benz USA LLC announced in May that it will relocate 500 jobs to its North American headquarters in Sandy Springs and launch a new research and development facility. Rivian announced plans for its new East Coast headquarters in Atlanta, expecting to employ around 100 people in late 2025 and 500 when fully built, further strengthening the region's innovation-driven ecosystem. The region's diversified labor pool continues to appeal to relocating companies. While tech hiring nationally has slowed, Atlanta's affordability and talent pipeline still attract major employers. Microsoft's planned campus in West Atlanta remains a potential growth lever, despite recent delays, and could eventually bring up to 15,000 jobs. .

Moreover, the presence of institutional anchors such as Emory and Children's Healthcare of Atlanta, which have recently expanded their facilities, underpins healthcare job growth. The private education and healthcare segment expanded by 17,300 net new positions since June 2024. Total nonfarm employment increased 0.4% year over year with 12,400 net new jobs, and the metro's unemployment rate has remained well below the national average, reinforcing its labor market resilience. Overall, with 41% of adults holding a bachelor's degree or higher, strong in-migration, and a median household income well above the national average, the Atlanta metro area remains a compelling labor market for employers and a growth catalyst for multifamily demand.

Employment Trends



Source: Moody's Analytics

In the News

Mercedes-Benz establishing HQ, new hub in Metro Atlanta
[Read More]

Microsoft investing $1.8B in Atlanta data centers
[Read More]

Rivian announces new East Coast HQ in Atlanta
[Read More]

Deliveries & Absorption

2025 Year to Date

DELIVERIES
10,056 UNITS

ABSORPTION
18,283 UNITS

2025 Total*

DELIVERIES
17,320 UNITS

ABSORPTION
23,353 UNITS

*Projected

As companies and households continue to relocate to Greater Atlanta, multifamily demand outpaced supply in 2025. Through mid-year, 10,056 units have been delivered, while net absorption has reached 18,283 units. Net absorption in the second quarter marks the second-highest absorption level on record, trailing only the second quarter of 2021. By year-end, absorption is forecast to hit 23,353 units, significantly outpacing the 17,320 units expected to deliver. Absorption is not only strong but broad-based. Ten consecutive quarters of positive absorption reflects renewed renter confidence. This year's projected demand surplus of 6,000 units is a key inflection point for the market, suggesting that fundamentals are realigning. Operators have continued to benefit from improved lease-up velocity, a trend that has been underway across top-tier assets for several quarters.

The Atlanta apartment market is shifting away from the oversupply era when the supply peaked in 2024 with 23,723 deliveries. The near-term outlook remains positive. Deliveries will decline roughly 30% year over year. Developers are scaling back activity, amid tighter credit markets and an ample supply of newly delivered units in recent years. Deliveries are expected to moderate to a more sustainable pace of approximately 12,000 units annually from 2026 through 2029 and closer to pre-pandemic averages. The slowdown in supply and firming demand fundamentals create the groundwork for future rent growth. While gains may remain modest in the near term, sustained improvement is projected to take hold by early 2027.

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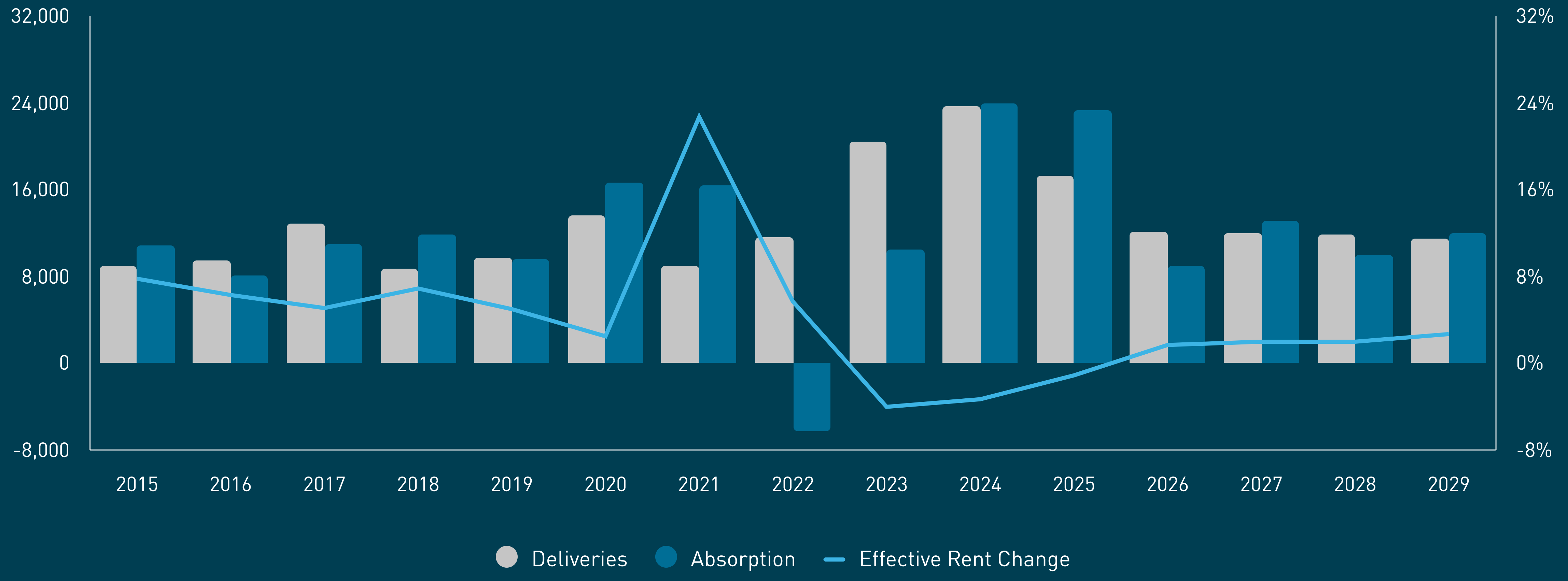
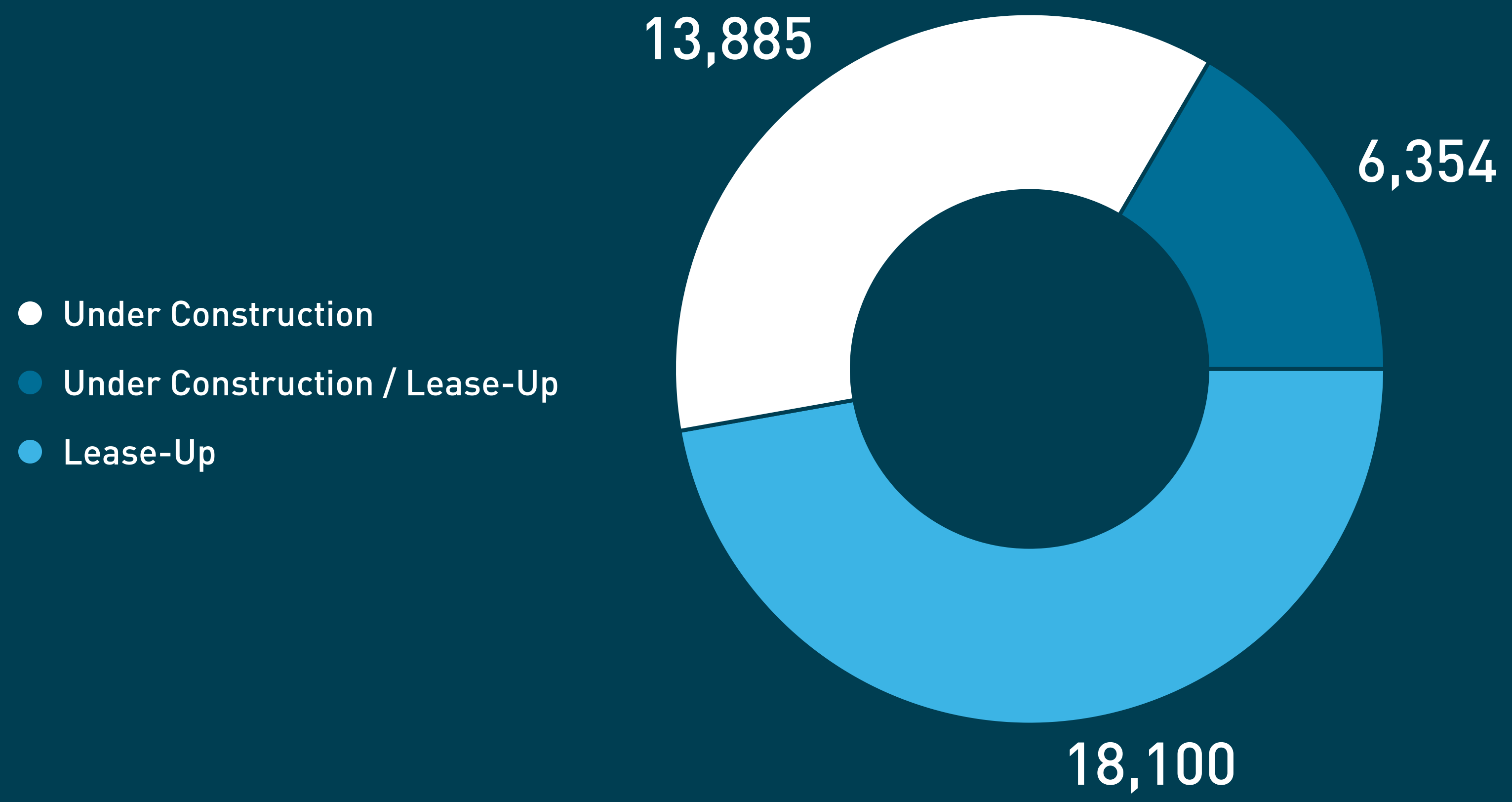
Deliveries, Absorption, & Effective Rent Change



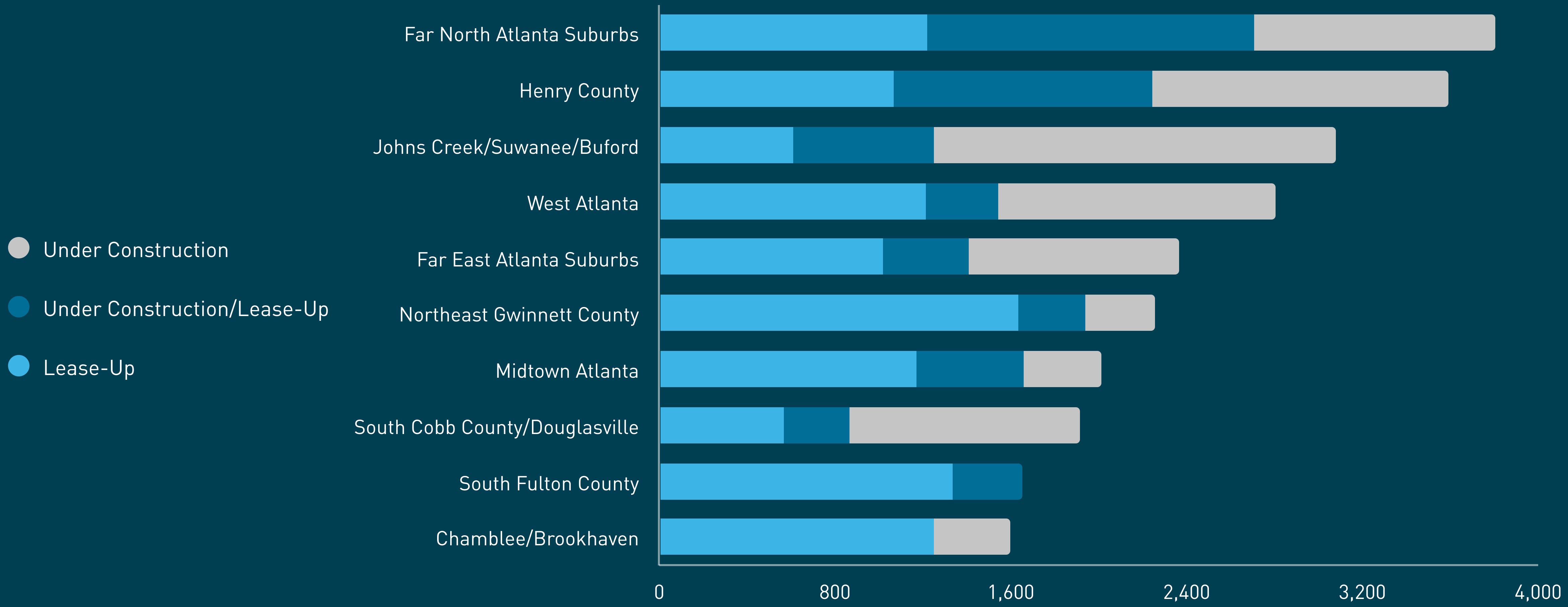
Source: RealPage

Atlanta Pipeline



Source: RealPage

Largest Submarket Pipelines



Source: RealPage

Effective Rent

Q2 2025
$1,598

1.5% YOY

Occupancy

Q2 2025
94.3%

220 BPS YOY

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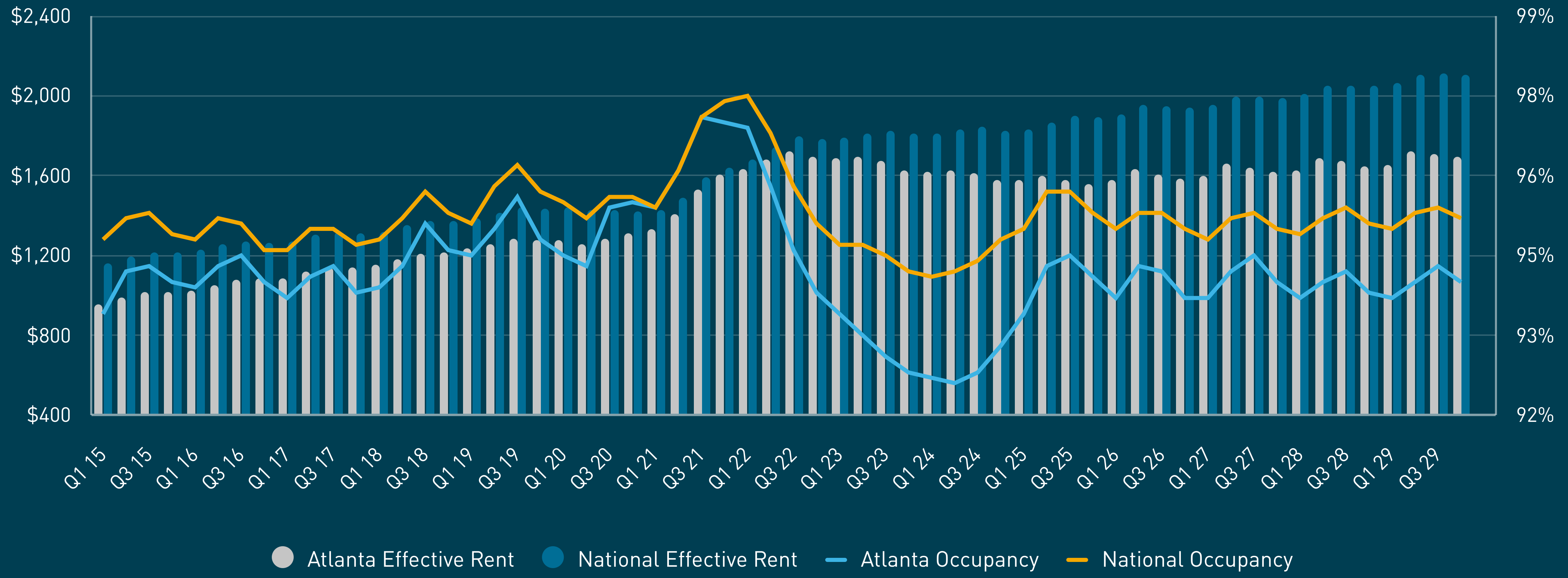
Rent & Occupancy

Substantial rental demand has contributed to Atlanta's multifamily market showing early signs of stabilization. The occupancy rate has improved 220 basis points over the past year to 94.3% in the second quarter of 2025. Much of this occupancy recovery has been driven by sustained renter demand, healthy in-migration trends, and a material deceleration in deliveries. Class A assets in high-demand submarkets have seen some of the largest year over year gains, reflecting strong absorption of new supply, while stabilized properties in suburban nodes have maintained near-peak occupancy. After ten straight quarters of positive absorption, strong leasing activity will enable operators to gradually rebuild pricing power beginning in early 2027 particularly in submarkets with fewer new deliveries in the pipeline.

Despite these improvements, rent concessions remain prevalent in high-supply submarkets and among new developments. Free rent offers—ranging from four to eight weeks—continue to be leveraged to accelerate lease-up in newly delivered buildings. However, the use of concessions has become more targeted, often phased out once initial stabilization is achieved. Effective rent averaged $1,598 per month in the second quarter of 2025. With fewer deliveries ahead, demand improving, and tenant retention rates strengthening, the market is better positioned to regain balance and support firmer operating performance heading into 2027.

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.

Atlanta vs. National Effective Rent & Occupancy



Source: RealPage

Rent & Occupancy (1/2)

Submarket Performance

Submarket Name	Q2 25 Occupancy	YOY (BPS)	Q2 25 Effective Rent	YOY
Alpharetta/Cumming	95.7%	210	$1,857	-1.7%
Briarcliff	94.2%	160	$1,580	-2.3%
Buckhead	94.6%	220	$1,990	0.5%
Chamblee/Brookhaven	93.8%	10	$1,694	-1.9%
Clarkston/Tucker	94.3%	150	$1,408	-2.3%
Clayton County	94.7%	320	$1,254	-0.5%
Decatur	95.0%	320	$1,740	-0.9%
Doraville	93.7%	240	$1,384	-6.9%
Downtown Atlanta	94.8%	360	$1,816	2.8%
Duluth	94.7%	120	$1,551	-4.1%
Dunwoody	95.8%	250	$1,706	-2.0%
Far East Atlanta Suburbs	93.9%	310	$1,470	1.4%
Far North Atlanta Suburbs	94.5%	70	$1,617	1.1%
Far South Atlanta Suburbs	95.4%	180	$1,671	-0.3%
Far West Atlanta Suburbs	94.9%	300	$1,468	-2.3%
Henry County	93.4%	290	$1,524	-0.3%
Johns Creek/Suwanee/Buford	95.1%	110	$1,733	-2.2%
Kennesaw/Acworth	95.1%	80	$1,597	-3.6%
Midtown Atlanta	95.0%	280	$2,056	3.3%
Norcross	94.6%	240	$1,389	-3.8%

Source: RealPage

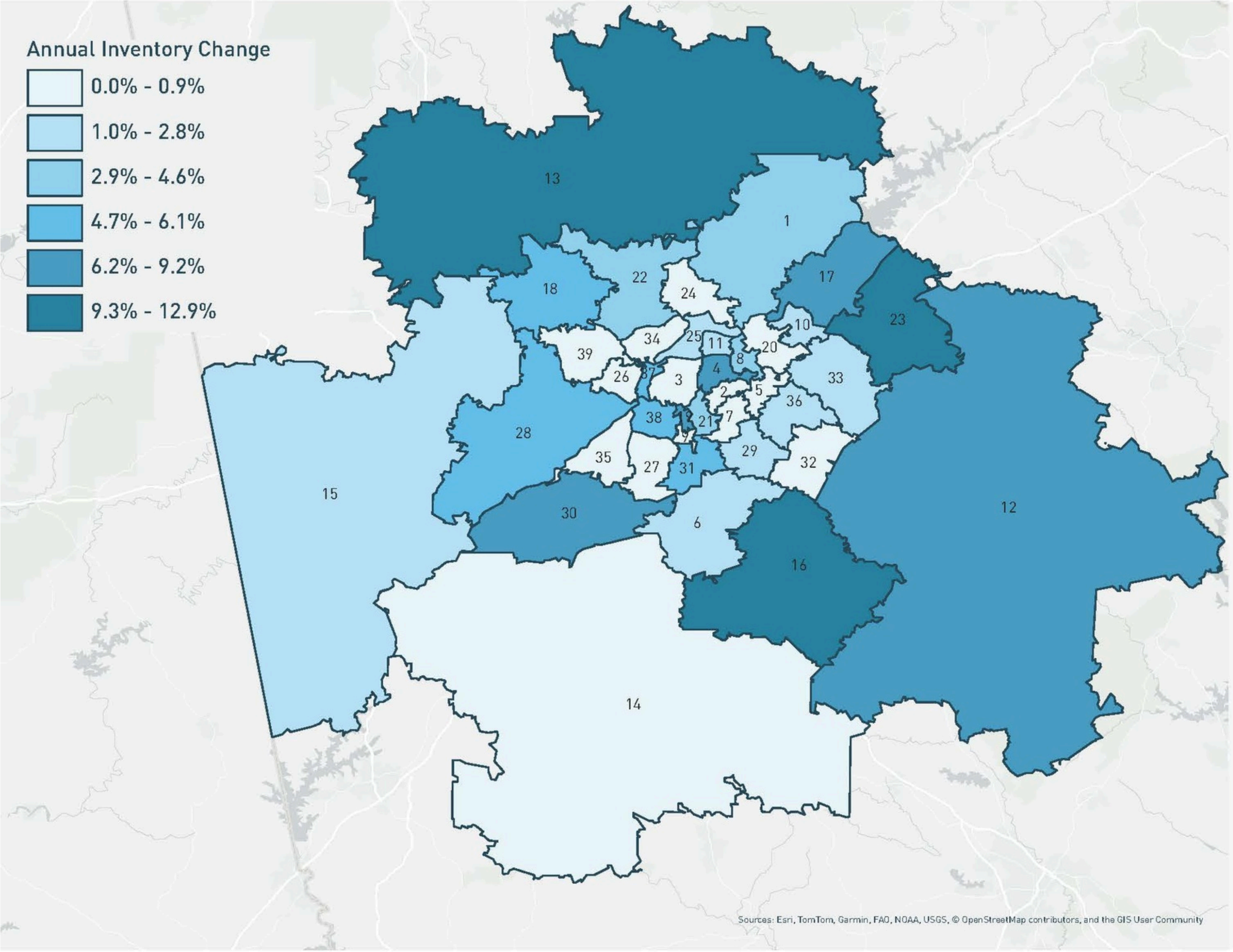
Rent & Occupancy (2/2)

Submarket Performance

Submarket Name	Q2 25 Occupancy	YOY (BPS)	Q2 25 Effective Rent	YOY
Northeast Atlanta	92.6%	230	$1,696	-1.3%
Northeast Cobb/Woodstock	94.1%	120	$1,582	-4.2%
Northeast Gwinnett County	94.8%	150	$1,672	0.7%
Roswell	95.2%	230	$1,632	-3.3%
Sandy Springs	94.5%	240	$1,576	-5.5%
Smyrna	94.0%	110	$1,535	-3.5%
South Atlanta	92.4%	50	$1,264	-1.9%
South Cobb County/Douglasville	93.9%	220	$1,494	2.5%
South DeKalb County	92.6%	330	$1,271	1.0%
South Fulton County	93.9%	490	$1,252	-1.1%
Southeast Atlanta	93.6%	290	$1,657	2.9%
Southeast DeKalb County	93.0%	370	$1,341	-2.3%
Southeast Gwinnett County	94.1%	90	$1,518	-3.4%
Southeast Marietta	94.2%	200	$1,437	-5.4%
Southwest Atlanta	94.9%	610	$1,409	4.0%
Stone Mountain	95.3%	630	$1,253	-1.6%
Vinings	93.8%	100	$1,709	-2.8%
West Atlanta	93.4%	180	$1,690	-4.3%
West Marietta	91.9%	-70	$1,345	-1.6%

Source: RealPage

Submarket Mid-Year 2025 Annual Inventory Change

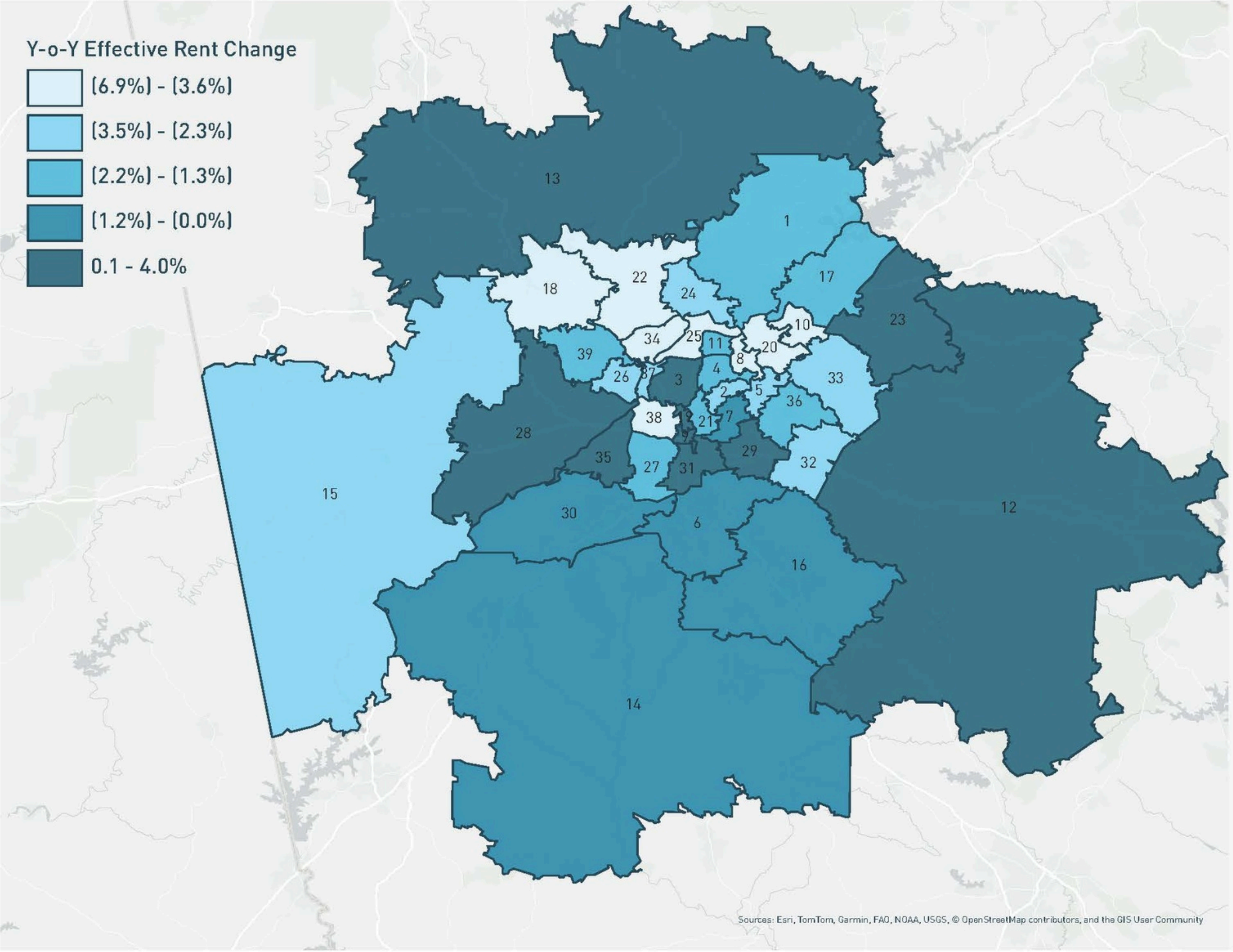


SUBMARKET BOUNDARIES

1. Alpharetta / Cumming
2. Briarcliff
3. Buckhead
4. Chamblee / Brookhaven
5. Clarkson / Tucker
6. Clayton County
7. Decatur
8. Doraville
9. Downtown Atlanta
10. Duluth
11. Dunwoody
12. Far East Atlanta Suburbs
13. Far North Atlanta Suburbs
14. Far South Atlanta Suburbs
15. Far West Atlanta Suburbs
16. Henry County
17. Johns Creek / Suwanee / Buford
18. Kennesaw / Acworth
19. Midtown Atlanta
20. Norcross
21. Northeast Atlanta
22. Northeast Cobb / Woodstock
23. Northeast Gwinnett County
24. Roswell
25. Sandy Springs
26 Smyrna
27. South Atlanta
28. South Cobb County / Douglasville
29. South DeKalb County
30. South Fulton County
31. Southeast Atlanta
32. Southeast DeKalb County
33. Southeast Gwinnett County
34. Southeast Marietta
35. Southwest Atlanta
36. Stone Mountain
37. Vinings
38. West Atlanta
39. West Marietta

Source: RealPage

Submarket Mid-Year 2025 Annual Effective Rent Change



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Source: RealPage

Sales

2025 Year to Date*		What's Trading?*	
Volume $2.0B	**Price Per Unit (Avg)** $222,993	**Units (Avg)** 296	**Year Built (Avg)** 2000s
Transactions 32	**Cap Rate (Avg)** 5.3%	**Buildings (Avg)** 19	**Acres (Avg)** 20.82

$30M+ Transactions

Sources: MSCI Real Capital Analytics; CoStar Group; Berkadia Research

Sales

Top Buyers*

Buyer	Location
Equity Residential	Chicago, IL
Spyglass Capital Partners	Hackensack, NJ
Marcus Partners	Boston, MA
RPM Investments	Los Angeles, CA
Cortland	Atlanta, GA

Top Sellers*

Seller	Location
BREIT	New York, NY
Cortland	Atlanta, GA
Worthing Companies	Sandy Springs, GA
CWS Capital Partners	Newport Beach, CA
Carter Haston	Nashville, TN

$30M+ Transactions

Sources: MSCI Real Capital Analytics; CoStar Group; Berkadia Research

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All Regions

Albuquerque
Ann Arbor
Atlanta
Austin
Baltimore
Baton Rouge
Birmingham
Boise
Boston
Charleston, SC
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbus
Dallas-Fort Worth
Denver
Des Moines

Detroit
El Paso
Greenville, SC
Houston
Huntsville
Indianapolis
Inland Empire
Jacksonville
Kansas City
Knoxville
Las Vegas
Lexington
Little Rock
Los Angeles
Louisville
Madison
Memphis
Milwaukee
Minneapolis-St. Paul
Mobile

Nashville
New Orleans
New York
Northern New Jersey
Northwest Arkansas
Oklahoma City
Omaha
Orange County, CA
Orlando
Pensacola
Philadelphia
Phoenix
Pittsburgh
Portland
Raleigh-Durham
Reno
Richmond
Sacramento
Salt Lake City
San Antonio

San Diego
San Francisco-Oakland
San Jose
Sarasota
Savannah
Seattle-Tacoma
South Florida
St. Louis
Tallahassee
Tampa-St. Petersburg
Tucson
Tulsa
Ventura County
Virginia Beach
Washington, D.C.
West Michigan
Wichita

National