

## Market Line - JACKSONVILLE

### JACKSONVILLE OVERVIEW

Occupancy: 93.2%  
 Price: 1,045 \$/mo  
 Rental Rate: 1.07 \$/sf/mo  
 Size: 980 sf

Past 12 Months:  
 3.4% Rental Rate growth  
 3,468 units absorbed

Operating Supply:  
 320 communities  
 77,219 units

Recently Opened (12 mo):  
 8 communities  
 1,896 units

Under Construction:  
 13 communities  
 2,854 units

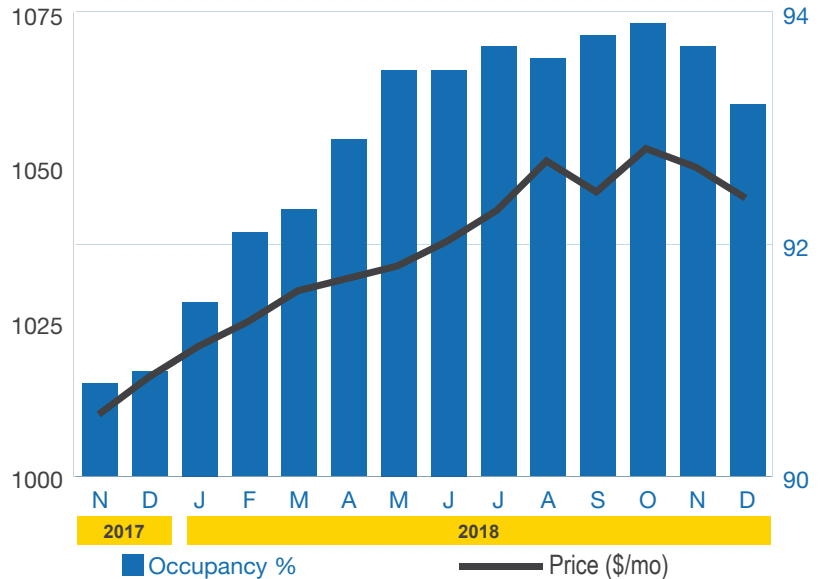
Proposed Construction:  
 29 communities  
 9,930 units

The box on the left displays a **snapshot** of the current market conditions.

The graph on the right displays the overall **occupancy** and effective **rental prices**. These statistics are derived from a continuous survey of all apartment communities. Effective rental prices are calculated net of concessions and utility adjustments.

The **Hottest Submarkets** are based on the best combination of rental rate growth and absorption over the past 3 months. There are a total of 13 submarkets in the Jacksonville area.

History of Effective Price & Occupancy



The **Concessions** table distributes and analyzes concessions or specials by classification. Concessions generally are represented by three types of specials: move-in, months free, or floorplan. ApartmentData.com captures the effect of these specials and prorates them over a lease term to arrive at a percentage reduction in market or street rents.

### LARGEST MGMT COMPANIES

Management Company	Units	Apartments
M A A	3,487	10
Bell Partners	2,902	9
American Landmark	2,881	9
GoldOller	2,554	5
W R H Realty	2,552	14

### CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	16,184	21%	-1.1%	-4.8%
A	6,909	39%	-2.2%	-5.4%
B	3,854	14%	-0.6%	-3.9%
C	4,758	18%	-0.9%	-4.7%
D	663	11%	-0.1%	-0.8%

### HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Westside/ Riverside/ Jacksonville Height	96.6	17.4%	0.2%
2	Baymeadows/ Town Center/ Deerwood	116.2	-4.4%	1.0%
3	San Jose/ Mandarin	101.8	2.9%	0.0%
4	Bartram Park/ Nocatee	113.6	-4.9%	4.3%
5	St Augustine/ Palm Coast	93.8	-3.8%	0.9%
6	Spring Park/ Englewood/ Southpoint	94.9	3.2%	-0.3%
7	Urban Core/ Downtown/ Southbank	129.4	-2.2%	0.4%
8	Jacksonville Beaches	129.0	4.2%	-0.7%
9	Arlington/ Jacksonville University/ Rege	98.8	2.8%	-1.2%
10	Northside/ Highlands/ River City Marketp	98.4	0.7%	-0.8%

ApartmentData.com has been providing apartment data and marketing products since 1986. We provide real time access for property specific information, market surveys and historic submarket data for over 3.5 million apartment units in AZ, FL, GA, NC, TN, and TX.



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