

## Market Line - ORLANDO

### ORLANDO OVERVIEW

Occupancy: 94.2%  
 Price: 1,250 \$/mo  
 Rental Rate: 1.29 \$/sf/mo  
 Size: 972 sf

Past 12 Months:  
 3.4% Rental Rate growth  
 9,064 units absorbed

Operating Supply:  
 651 communities  
 174,855 units

Recently Opened (12 mo):  
 19 communities  
 5,362 units

Under Construction:  
 24 communities  
 7,378 units

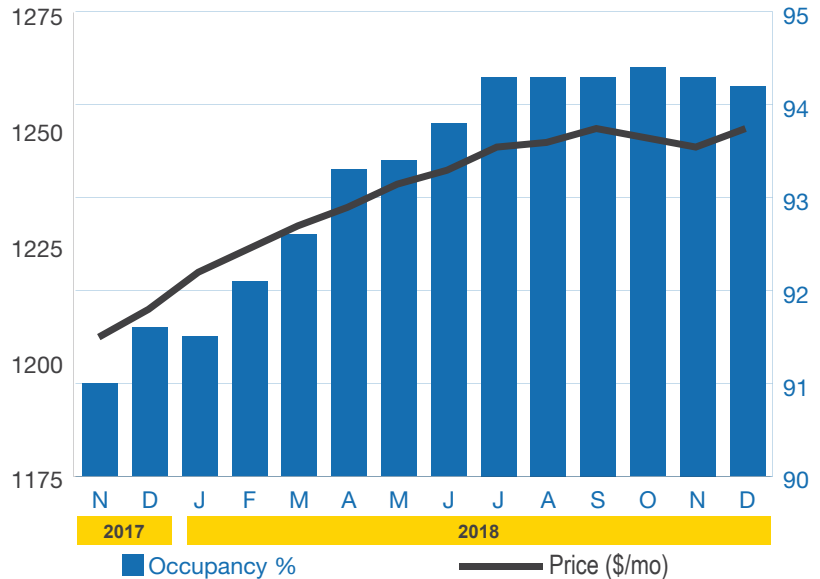
Proposed Construction:  
 43 communities  
 14,848 units

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 21 submarkets in the Orlando 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
Greystar	10,750	31
Z R S Management	5,590	16
McKinley	5,363	20
M A A	5,266	13
B H Mgmt Svc Inc	5,144	14

### CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	21,152	12%	-0.6%	-4.8%
A	8,299	18%	-0.9%	-5.5%
B	8,267	14%	-0.6%	-4.2%
C	4,586	10%	-0.5%	-3.9%
D	0	0%	0.0%	0.0%

### HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Sea World/ Hunters Creek	139.6	4.6%	1.8%
2	Kissimmee/ St Cloud	109.6	12.0%	0.3%
3	World Gateway/ Celebration/ Four Corners	133.9	0.3%	2.0%
4	MCO Airport South/ Lake Nona	142.9	0.3%	0.2%
5	Winter Park/ Maitland	138.1	-1.2%	0.7%
6	Casselberry/ Winter Springs/ Longwood	125.5	-1.0%	0.1%
7	Conway/ S Samoran Blvd/ MCO Airport Nort	125.4	-0.6%	0.1%
8	Ormand Beach/ Daytona Beach/ New Smyrna	111.2	-2.2%	0.2%
9	Clear Lake/ Metro West/ Conroy Rd/ Unive	124.7	2.9%	-0.4%
10	Lake Mary/ Heathrow/ Sanford	117.8	0.2%	-0.2%

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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