

## Market Line - TAMPA

### TAMPA OVERVIEW

Occupancy: 93.3%  
 Price: 1,174 \$/mo  
 Rental Rate: 1.25 \$/sf/mo  
 Size: 942 sf

Past 12 Months:  
 2.9% Rental Rate growth  
 9,310 units absorbed

Operating Supply:  
 753 communities  
 189,971 units

Recently Opened (12 mo):  
 25 communities  
 5,283 units

Under Construction:  
 19 communities  
 4,984 units

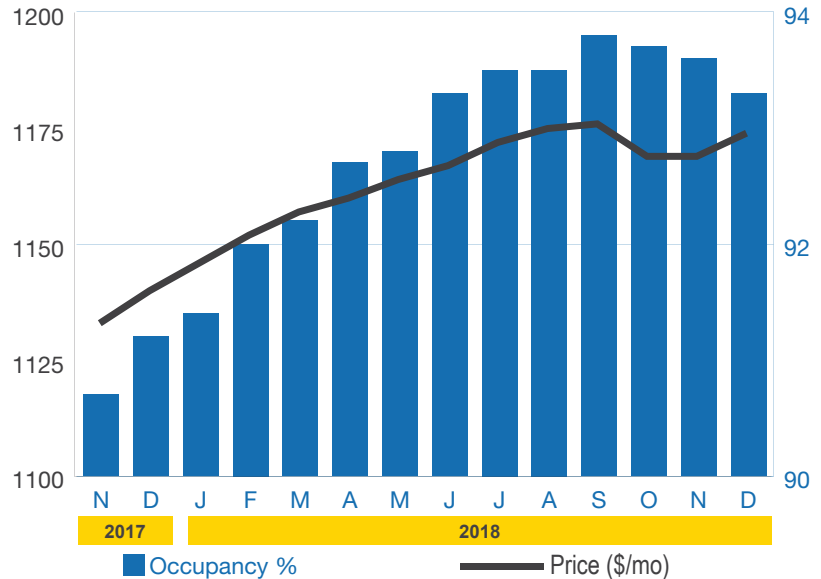
Proposed Construction:  
 26 communities  
 6,818 units

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 19 submarkets in the Tampa 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
Mahaffey Apartment Co	6,473	7
Greystar	5,922	20
Richman Group	5,707	30
M A A	5,305	15
Blue Roc Premier	5,069	14

### CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	35,318	19%	-1.2%	-5.6%
A	12,808	29%	-1.9%	-6.6%
B	11,296	18%	-1.0%	-5.6%
C	8,980	14%	-0.6%	-3.8%
D	2,234	13%	-0.7%	-4.5%

### HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Sarasota/ Venice	151.5	4.1%	1.8%
2	St Petersburg Downtown/ Kenwood	146.6	8.6%	0.7%
3	St Petersburg West/ Seminole/ St Pete Be	150.8	2.3%	2.4%
4	Winter Haven/ Lake Wales	90.9	18.5%	0.2%
5	Outlying Metro	81.9	3.6%	0.8%
6	Largo/ Clearwater/ Dunedin	122.9	2.2%	0.8%
7	Downtown Tampa/ Hyde Park/ West River	181.8	-5.5%	2.1%
8	USF/ Del Rio/ Temple Terrace	120.4	2.8%	0.2%
9	Brandon/ Riverview/ Ruskin	115.4	3.4%	0.0%
10	New Tampa/ Wesley Chapel/ Zephyrhills	114.3	-10.2%	1.3%

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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