

Search Analytics

INVENTORY UNITS

13,264 +10.1%

Prior Period 12,052

UNDER CONSTRUCTION UNITS

1,140 -40.0%

Prior Period 1,901

12 MO ABSORPTION UNITS

755 +338.3%

Prior Period 172

VACANCY RATE

11.7% +2.6%

Prior Period 9.1%

MARKET RENT/UNIT

\$1,270 -3.8%

Prior Period \$1,320

MARKET SALE PRICE/UNIT

\$141K -7.5%

Prior Period \$153K

MARKET CAP RATE

6.2% +0.5%

Prior Period 5.7%

Key Metrics

Availability	
Vacant Units	1,559 ↑
Asking Rent/SF	\$1.28 ↓
Concession Rate	2.8% ↑
Studio Asking Rent	\$1,079 ↑
1 Bedroom Asking Rent/Unit	\$1,080 ↓
2 Bedroom Asking Rent/Unit	\$1,310 ↓
3 Bedroom Asking Rent/Unit	\$1,497 ↓

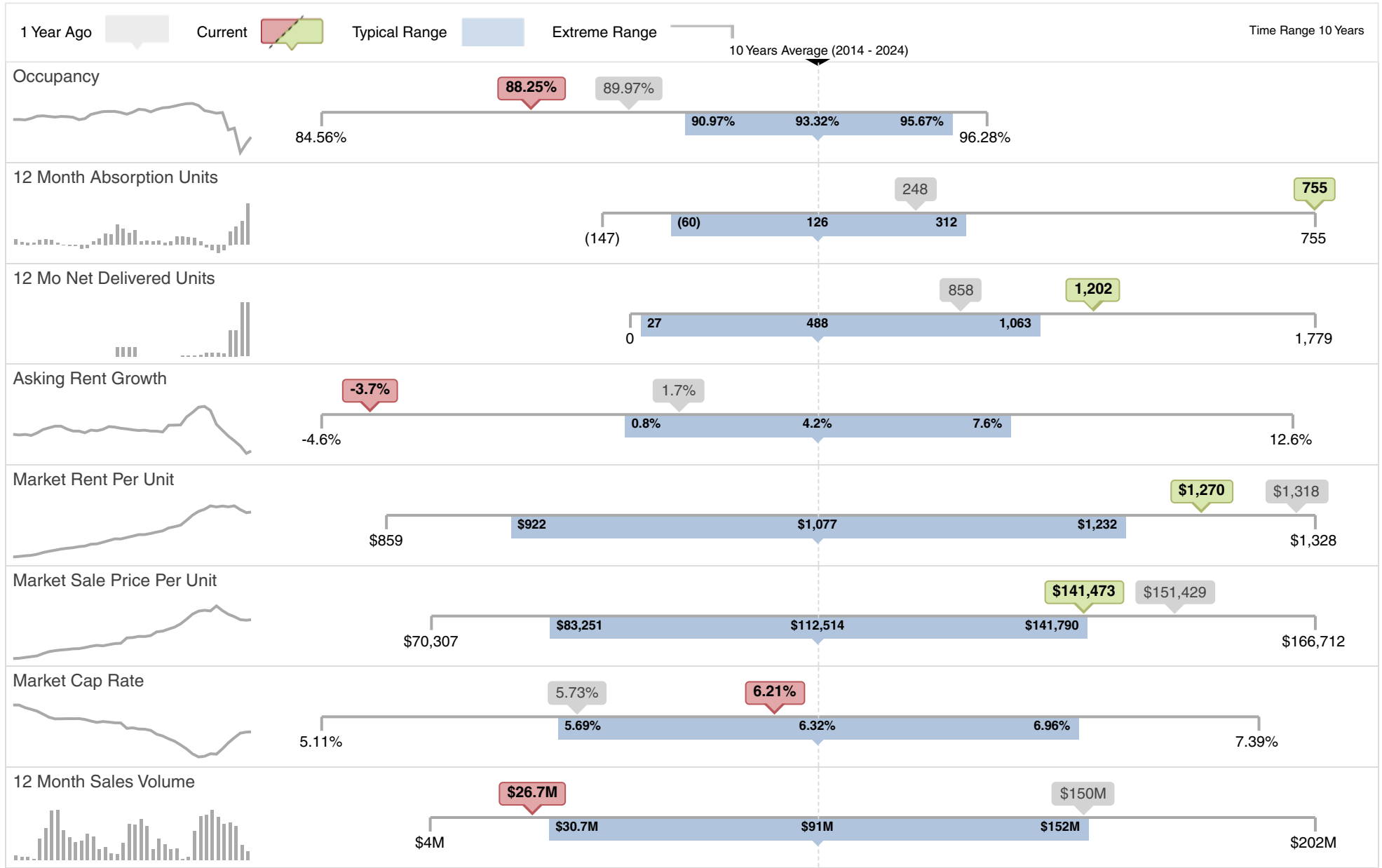
Inventory	
Existing Buildings	129 ↑
Average Units Per Bldg	103 ↑
12 Mo Demolished Units	0 ↔
12 Mo Occupancy % at Delivery	14.9% ↓
12 Mo Construction Starts Units	444 ↓
12 Mo Delivered Units	1,202 ↑
12 Mo Avg Delivered Units	260 ↓

Sales Past Year	
Asking Price Per Unit	-
Sale to Asking Price Differential	-
Sales Volume	\$34.6M ↓
Properties Sold	6 ↓
Months to Sale	-
For Sale Listings	5 ↑
Total For Sale Units	298 ↑

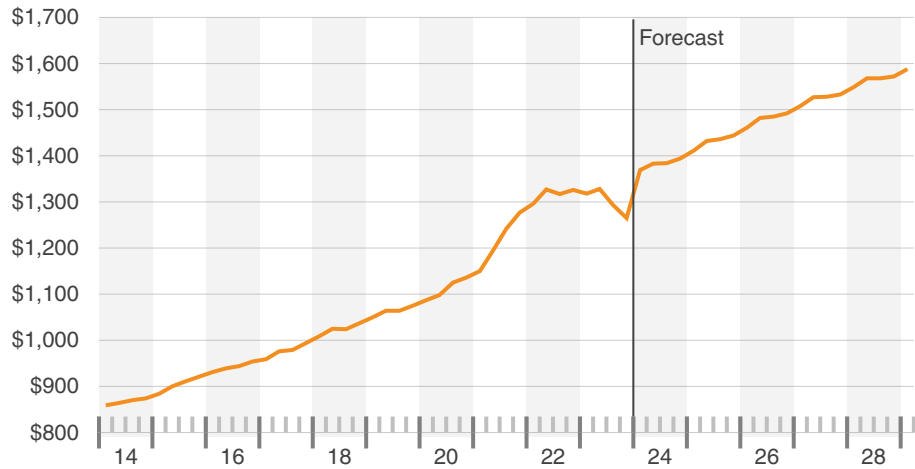
Demand	
12 Mo Absorp % of Inventory	5.8% ↑
Median Household Income	64.2K
Population Growth 5 Yrs 20-29	7.7%
Population Growth 5 Yrs 30-39	0.6%
Population Growth 5 Yrs 40-54	10.9%
Population Growth 5 Yrs 55+	6.0%
Population Growth 5 Yrs	6.2%

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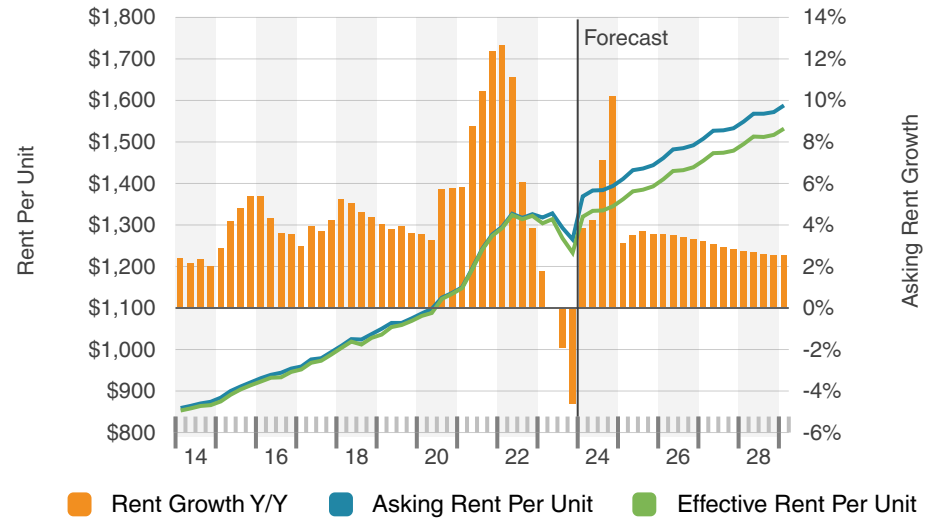
Key Performance Indicators



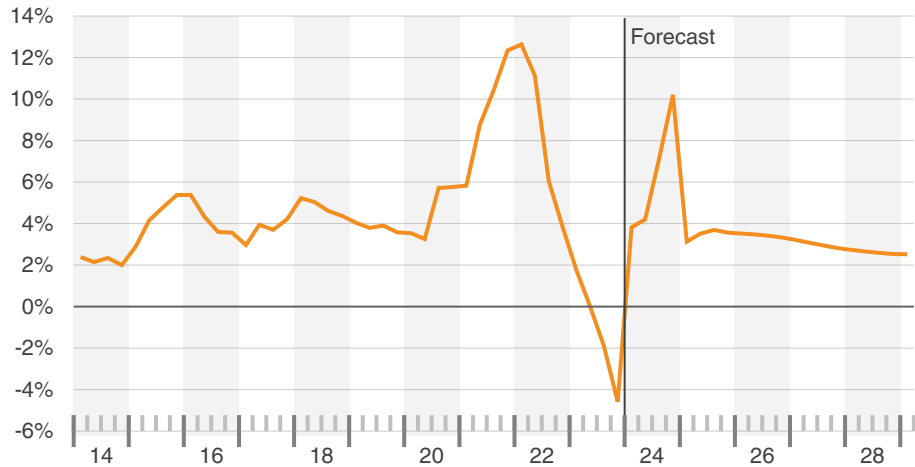
Market Asking Rent Per Unit



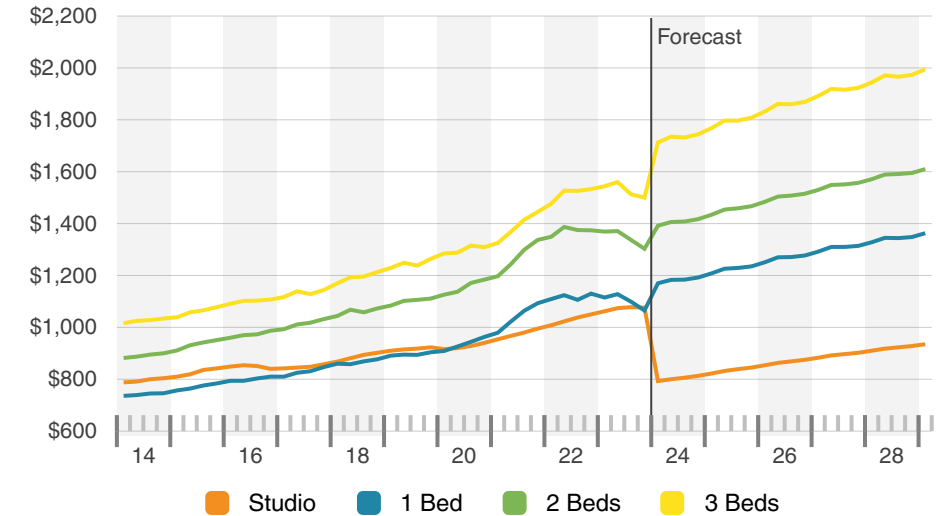
Market Rent Per Unit & Rent Growth



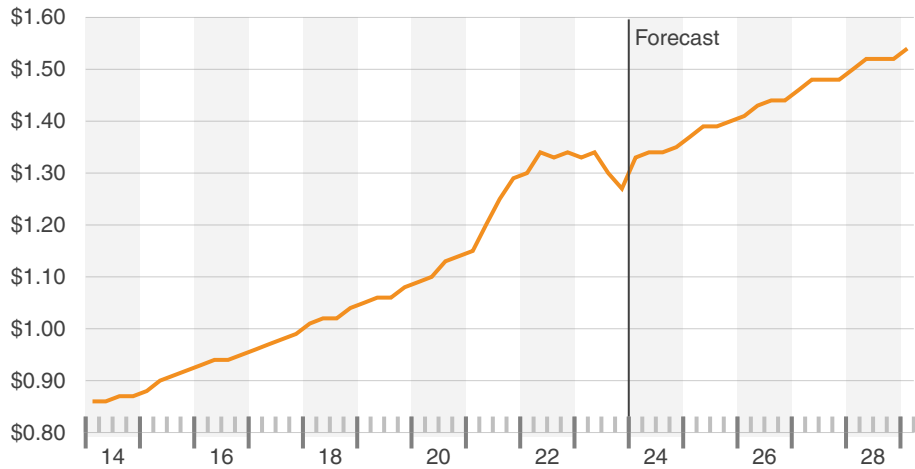
Market Rent Growth (YOY)



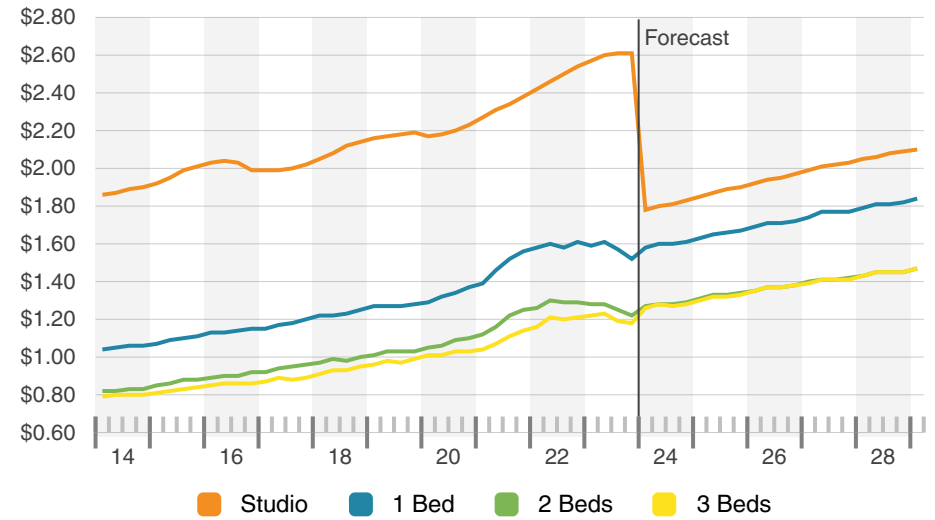
Market Asking Rent Per Unit By Bedroom



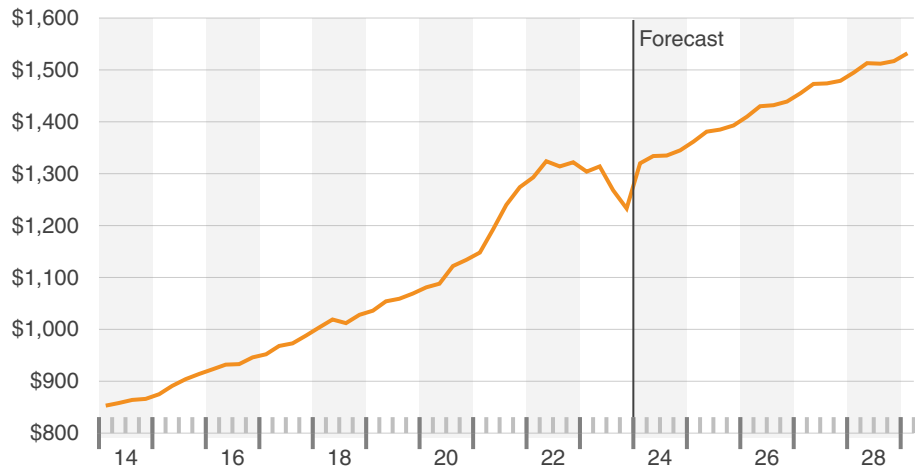
Market Asking Rent Per SF



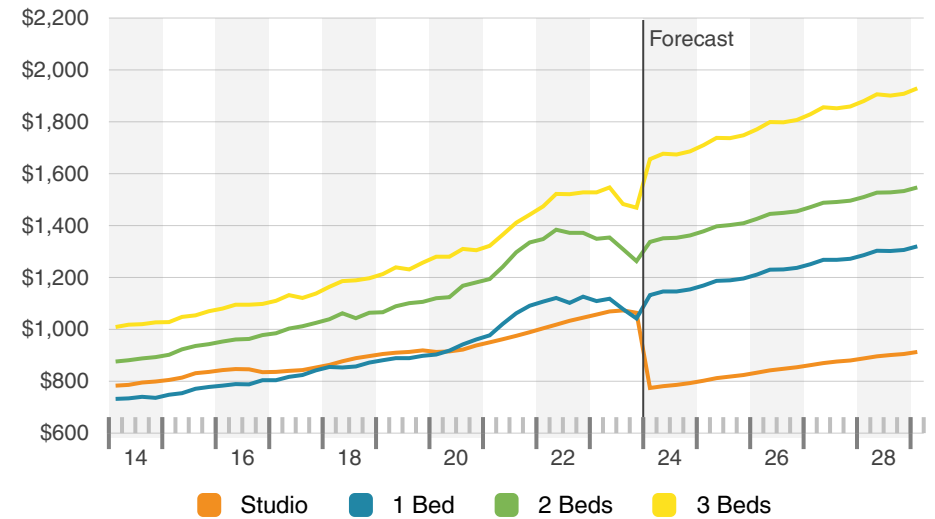
Market Asking Rent Per SF By Bedroom



Market Effective Rent Per Unit

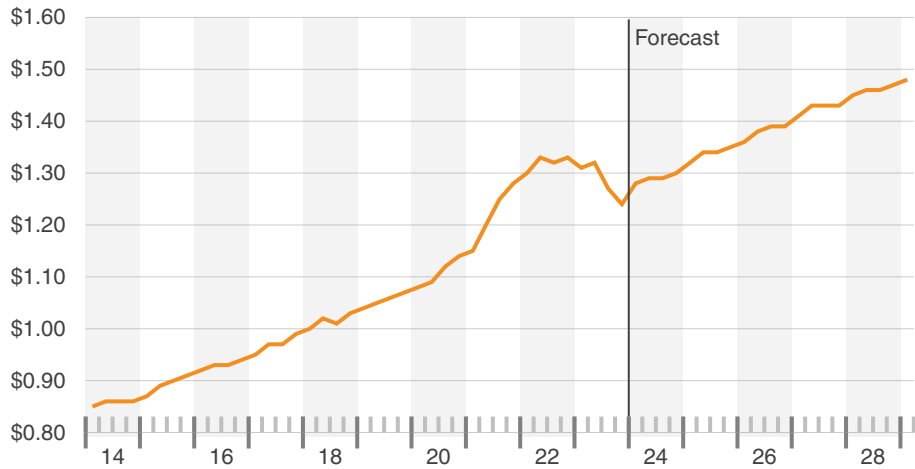


Market Effective Rent Per Unit By Bedroom

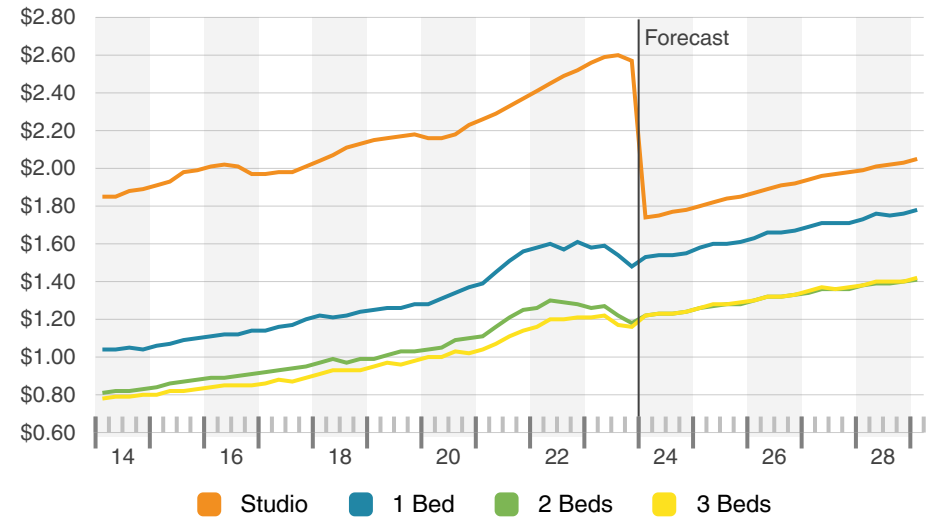


Search Analytics

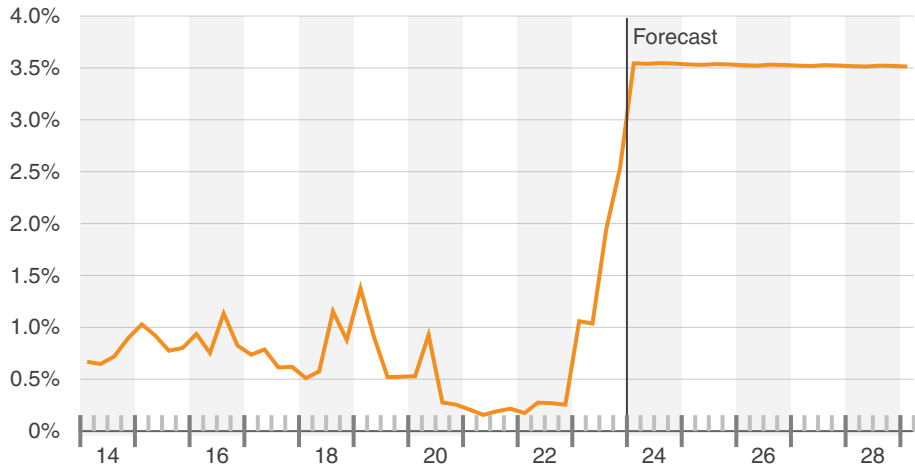
Market Effective Rent Per SF



Market Effective Rent Per SF By Bedroom



Concession Rate

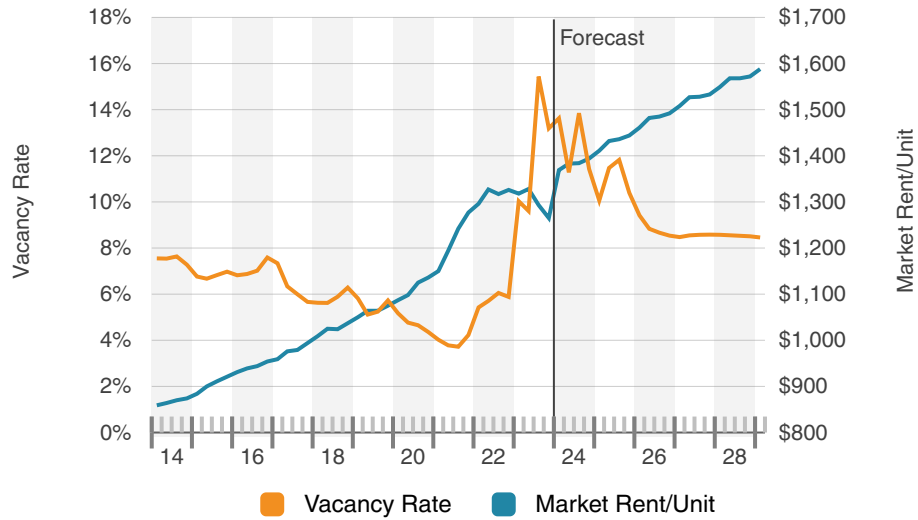


Daily Asking Rent Per SF

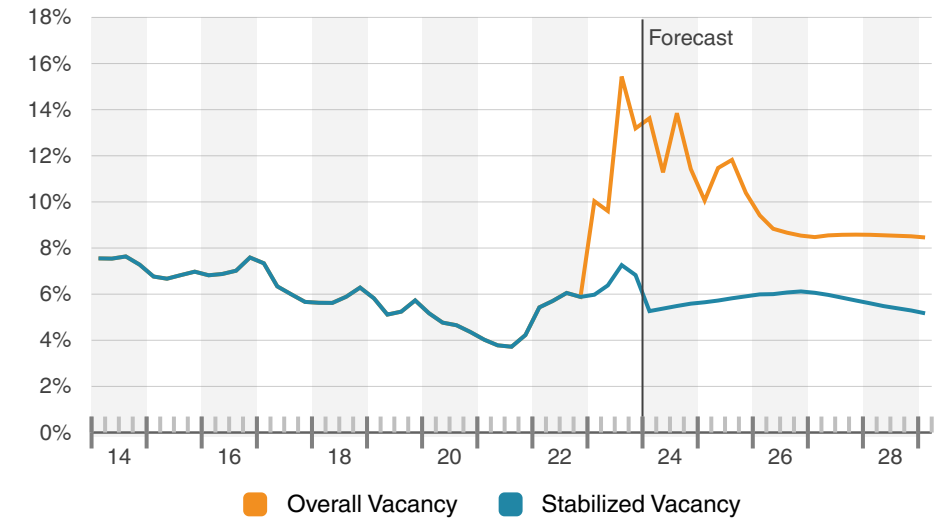


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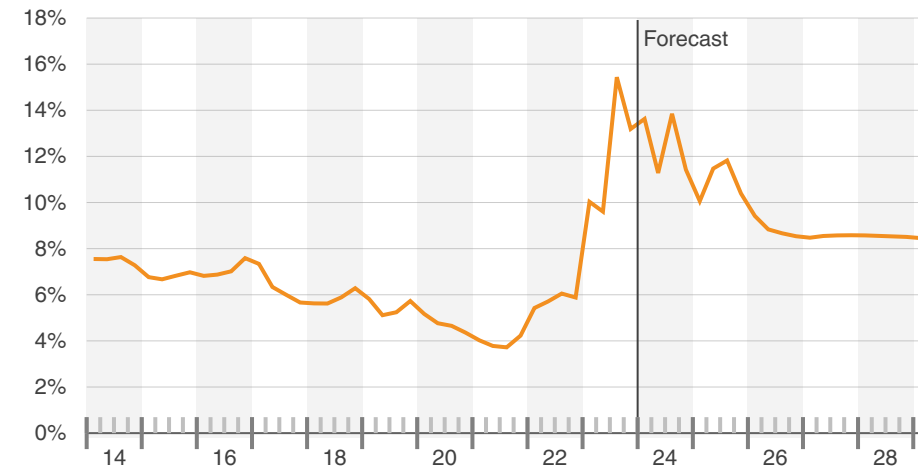
Vacancy & Market Asking Rent Per Unit



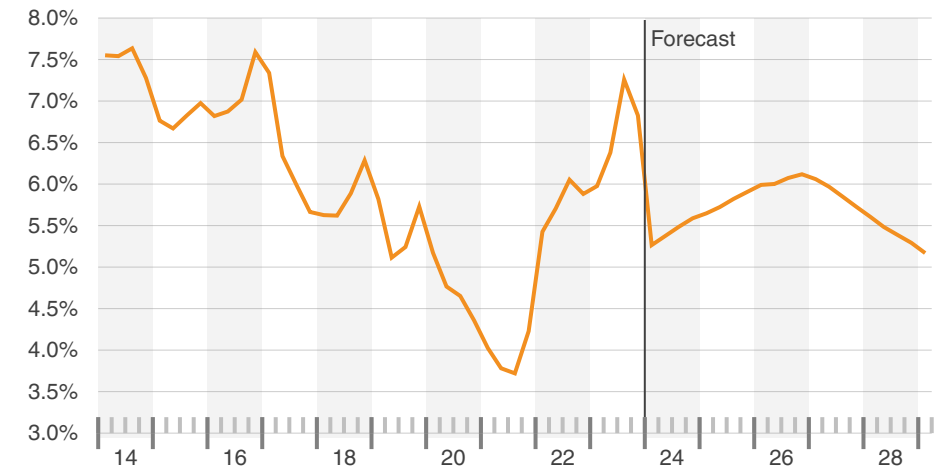
Overall & Stabilized Vacancy



Vacancy Rate

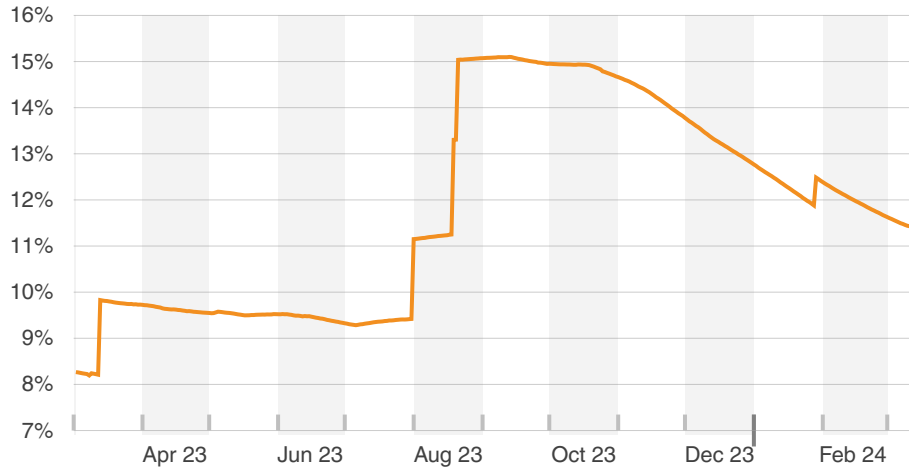


Stabilized Vacancy Rate

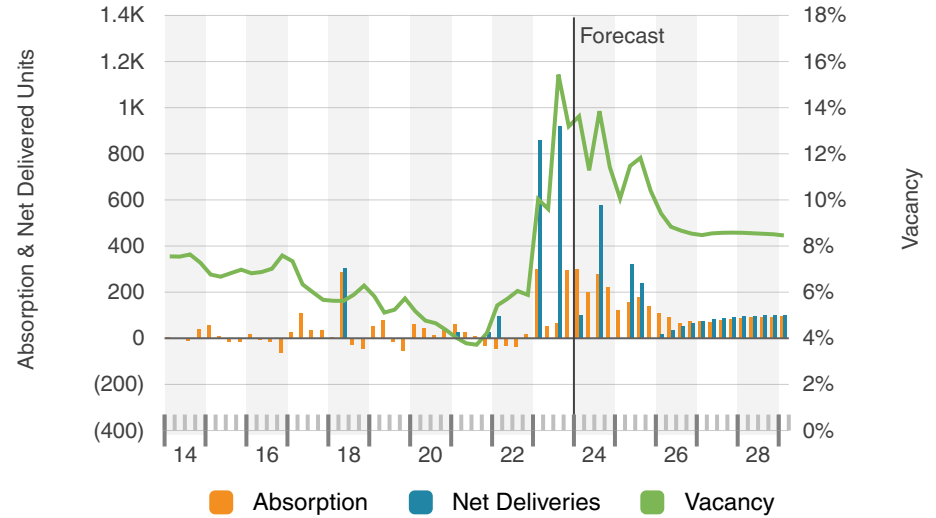


Search Analytics

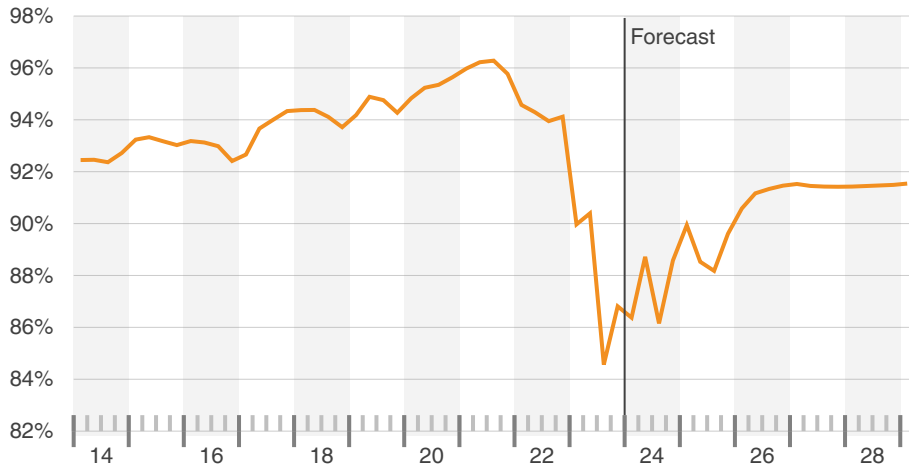
Daily Vacancy Rate



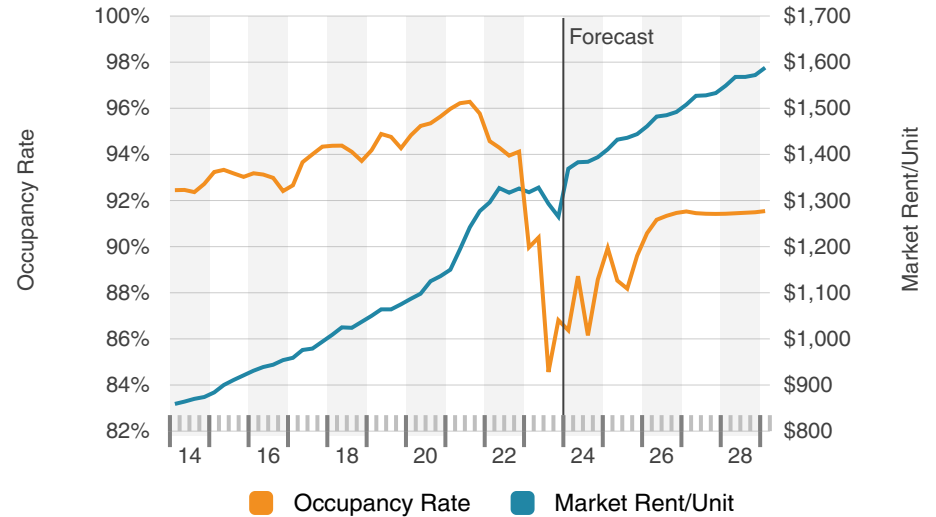
Absorption, Net Deliveries & Vacancy



Occupancy Rate

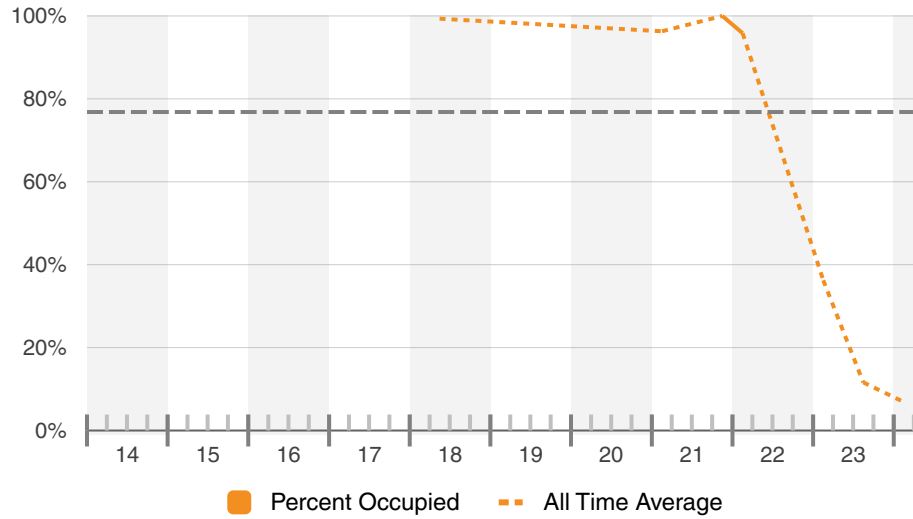


Occupancy & Market Rent Per Unit

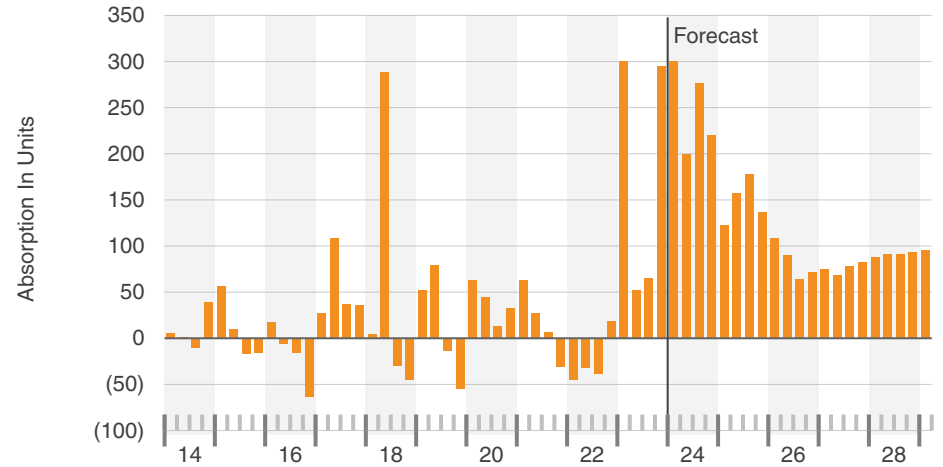


Search Analytics

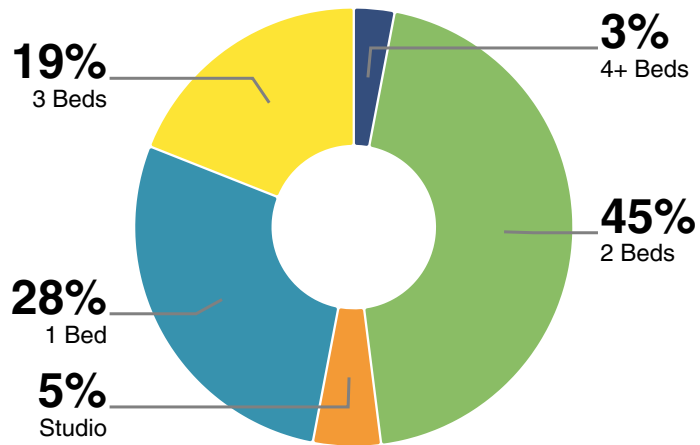
Occupancy At Delivery



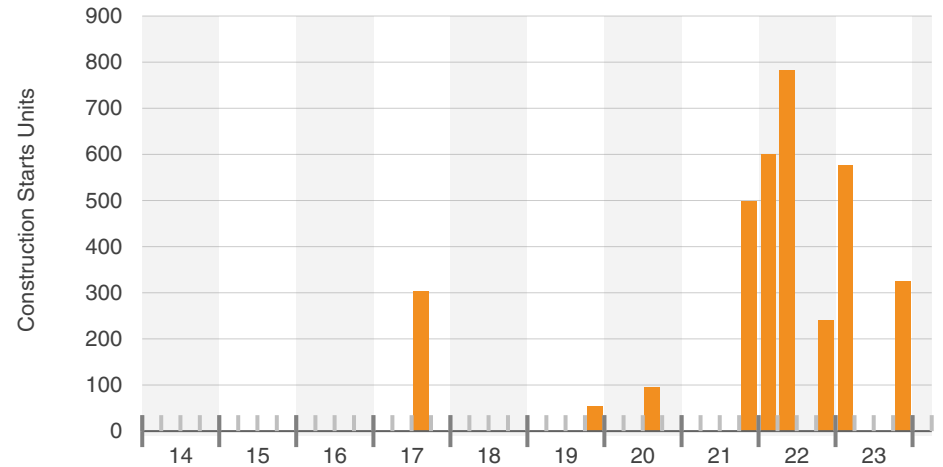
Absorption Units



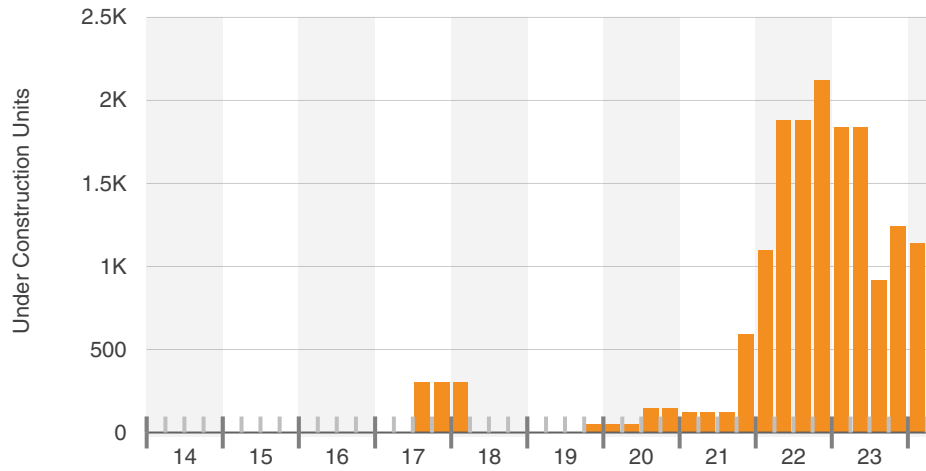
Total Units By Bedroom



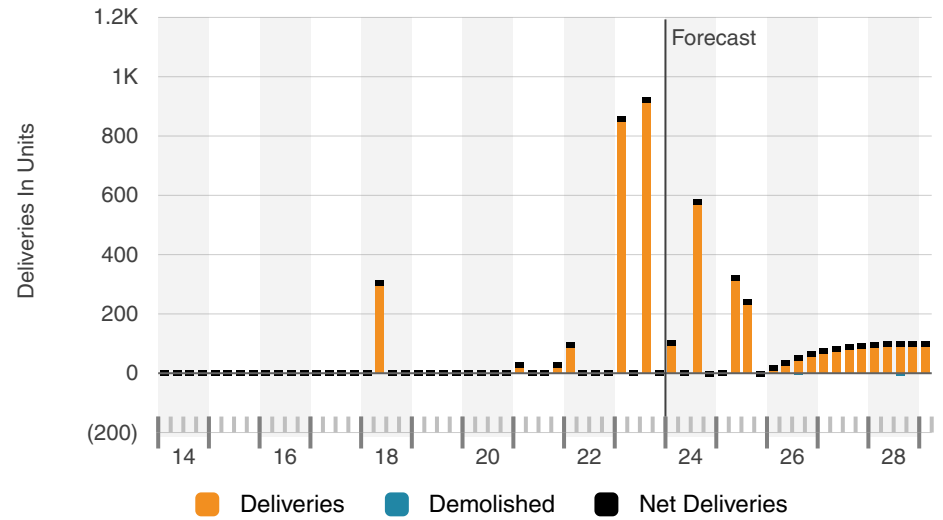
Construction Starts



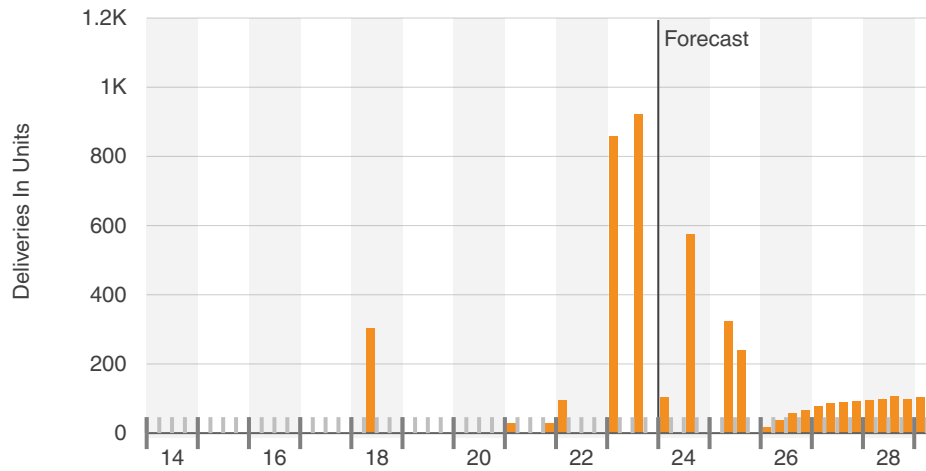
Under Construction



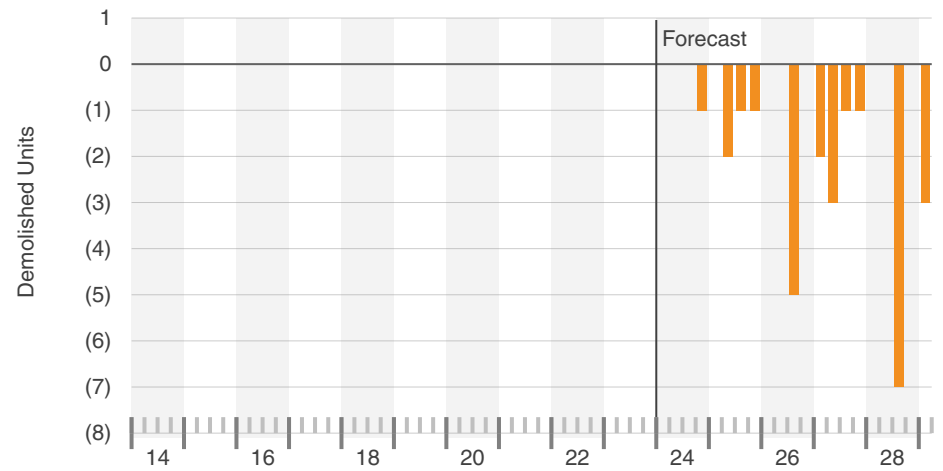
Deliveries & Demolitions



Deliveries

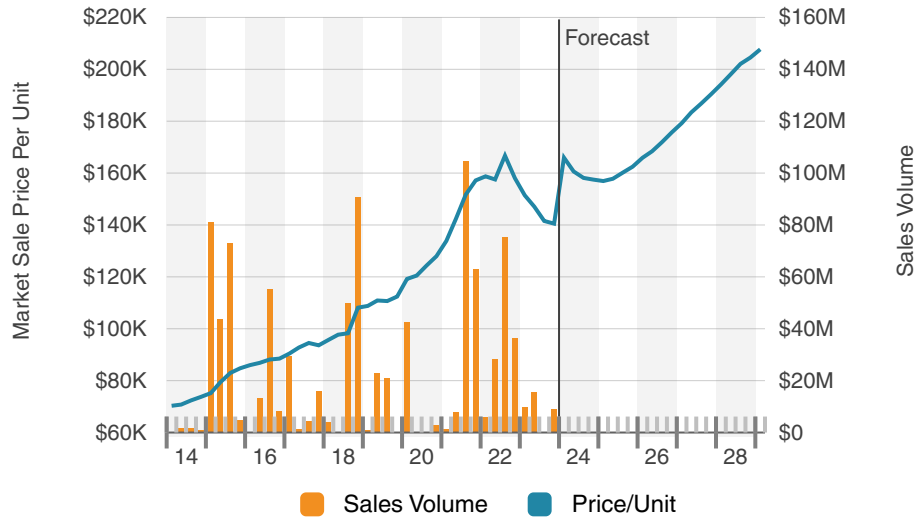


Demolitions

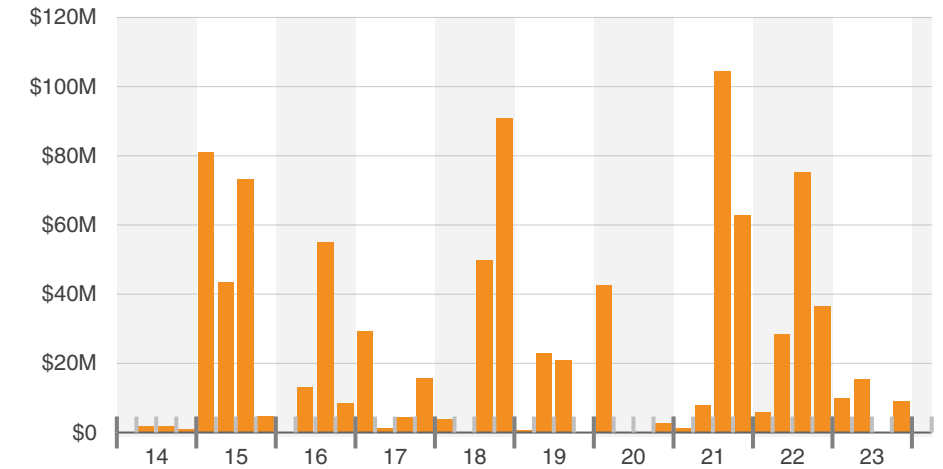


Search Analytics

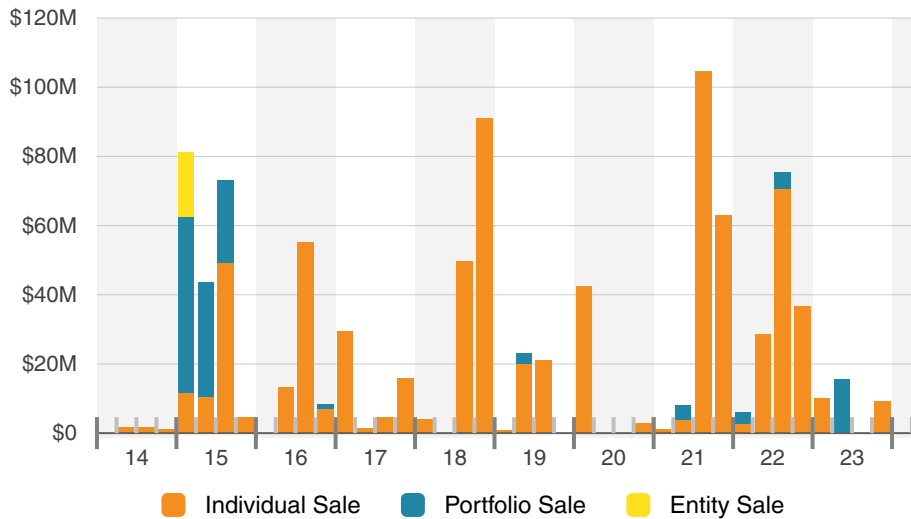
Sales Volume & Market Sale Price Per Unit



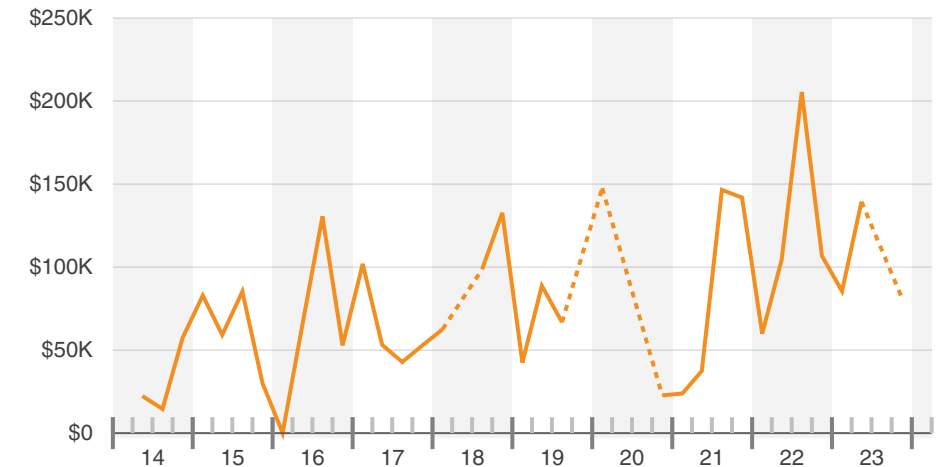
Sales Volume



Sales Volume By Transaction Type

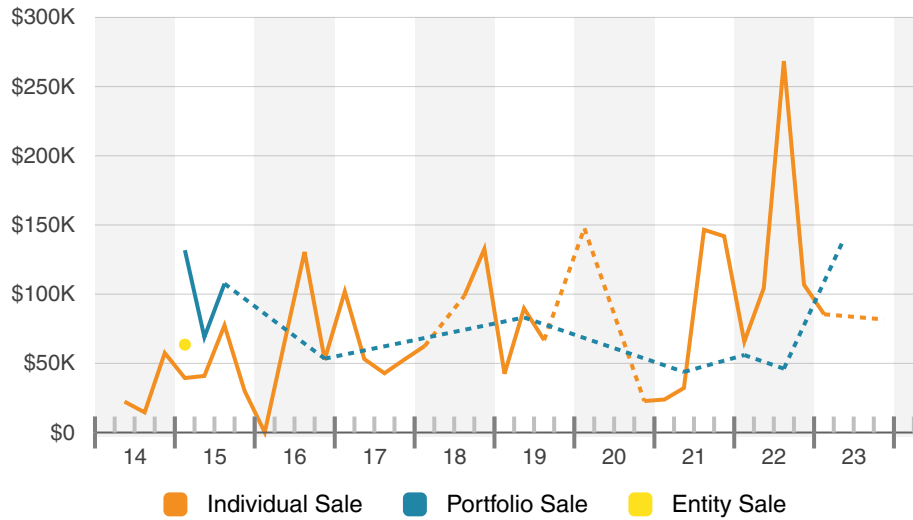


Sale Price Per Unit

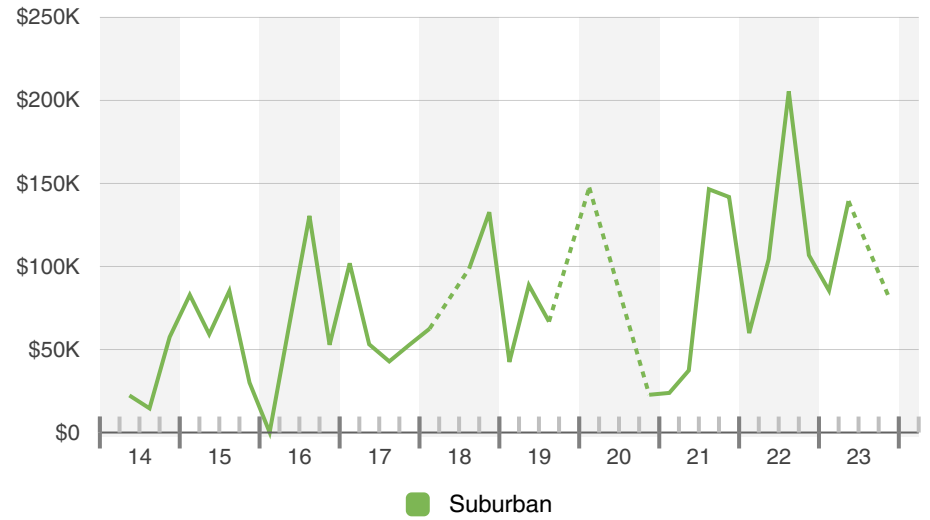


Search Analytics

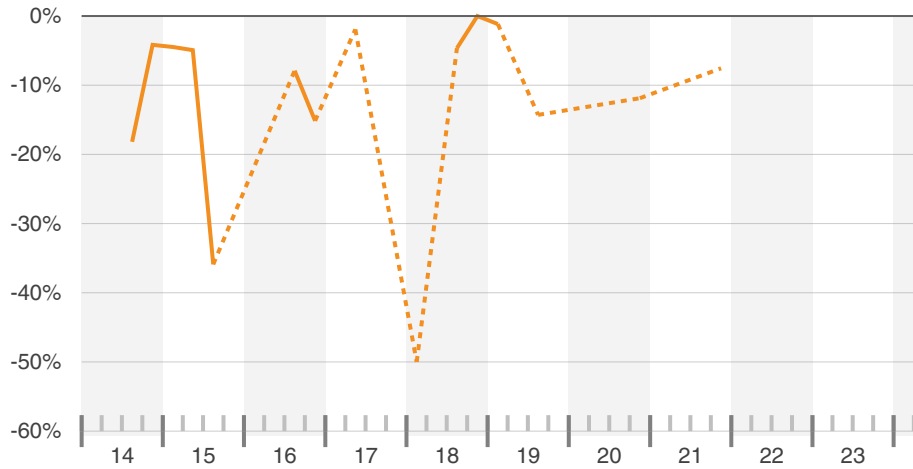
Sale Price Per Unit By Transaction Type



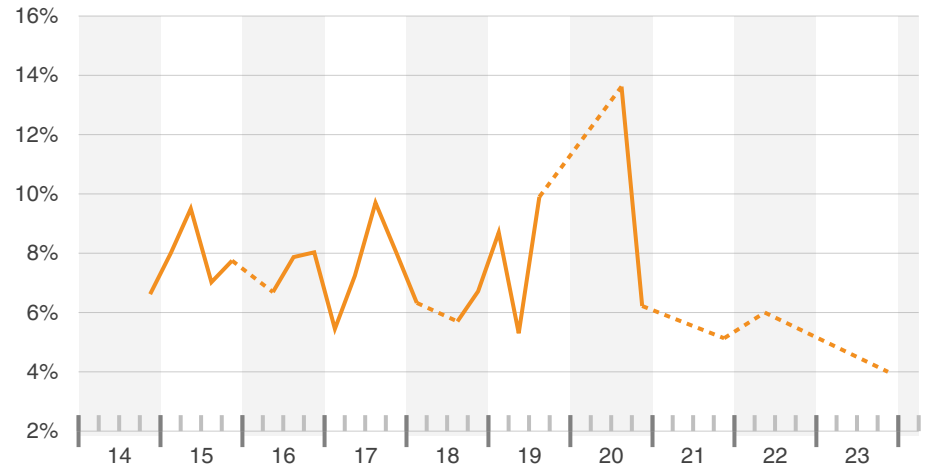
Sale Price Per Unit By Location Type



Sale To Asking Price Differential

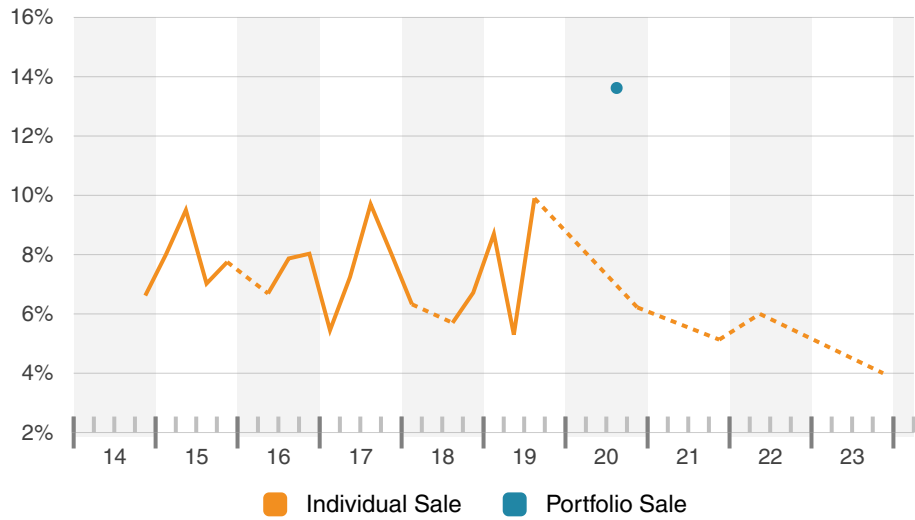


Cap Rate

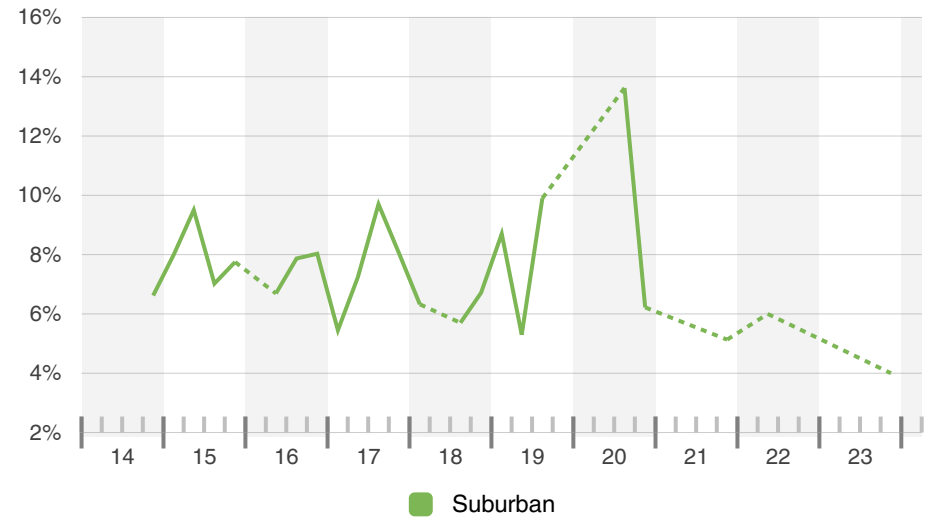


Search Analytics

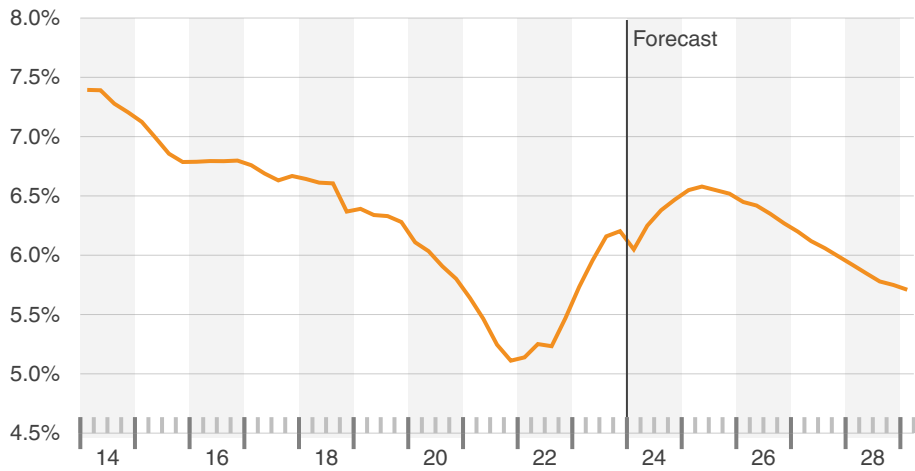
Cap Rate By Transaction Type



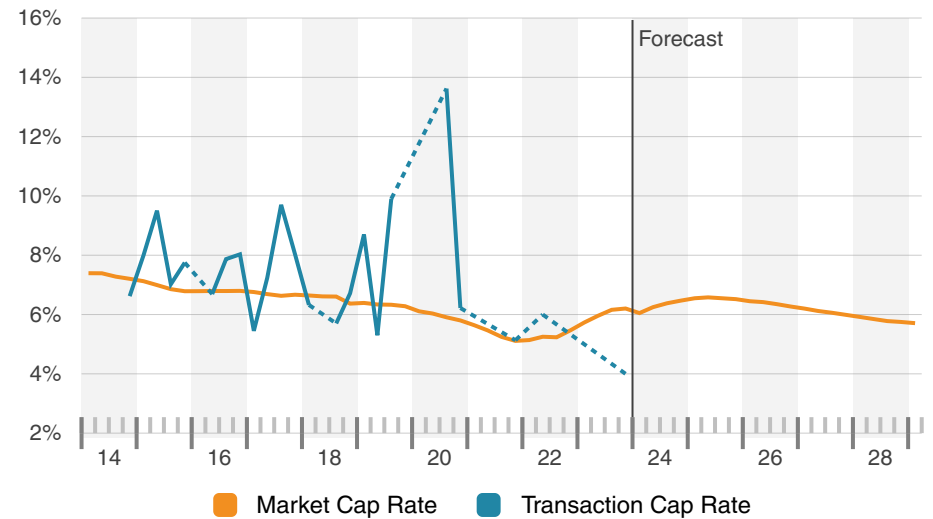
Cap Rate By Location Type



Market Cap Rate

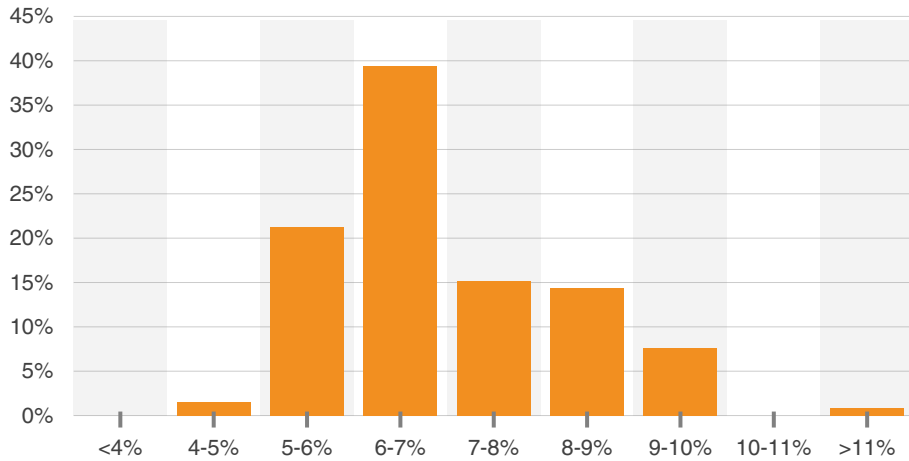


Market Cap Rate & Transaction Cap Rate

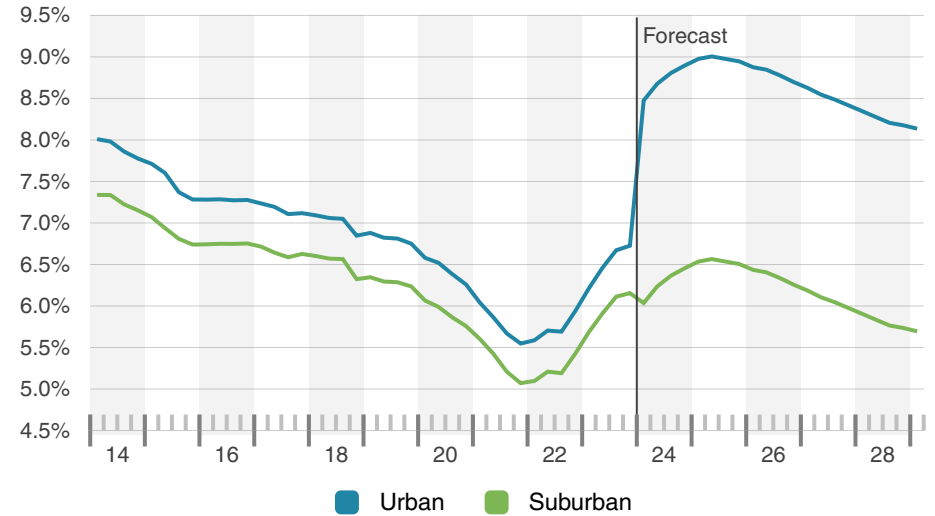


Search Analytics

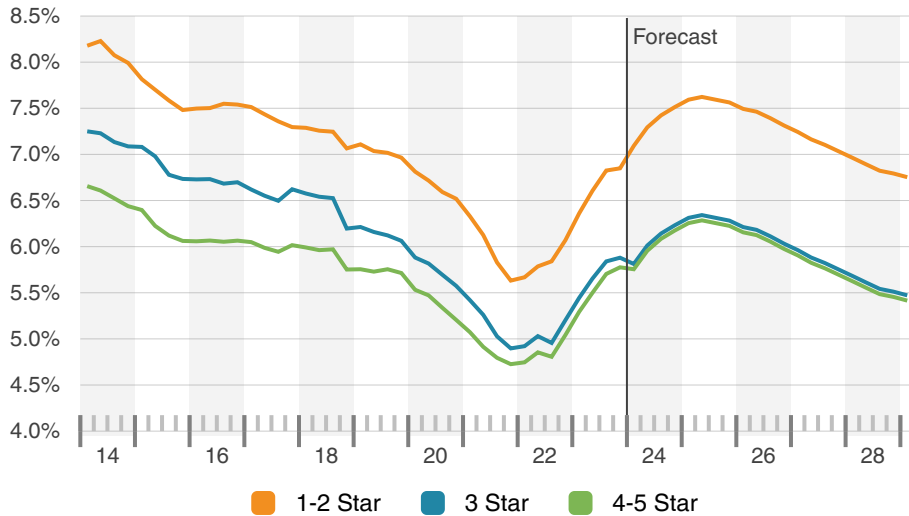
Market Cap Rate Distribution



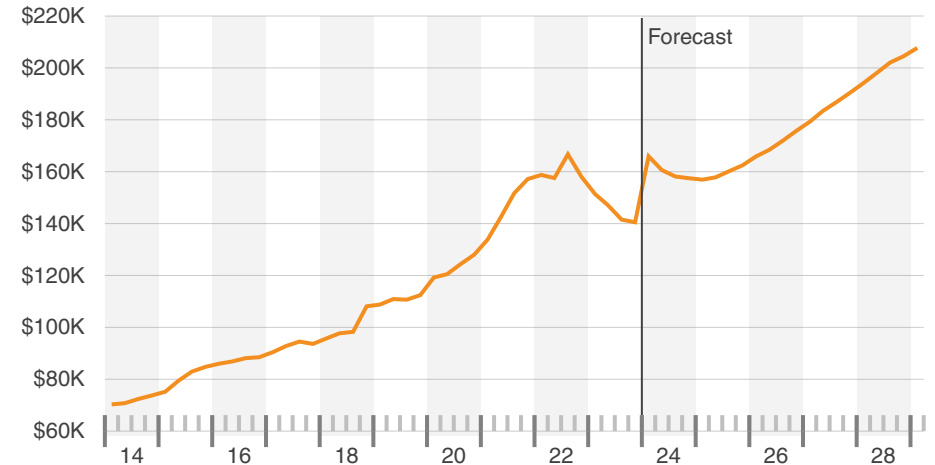
Market Cap Rate By Location Type



Market Cap Rate By Star Rating

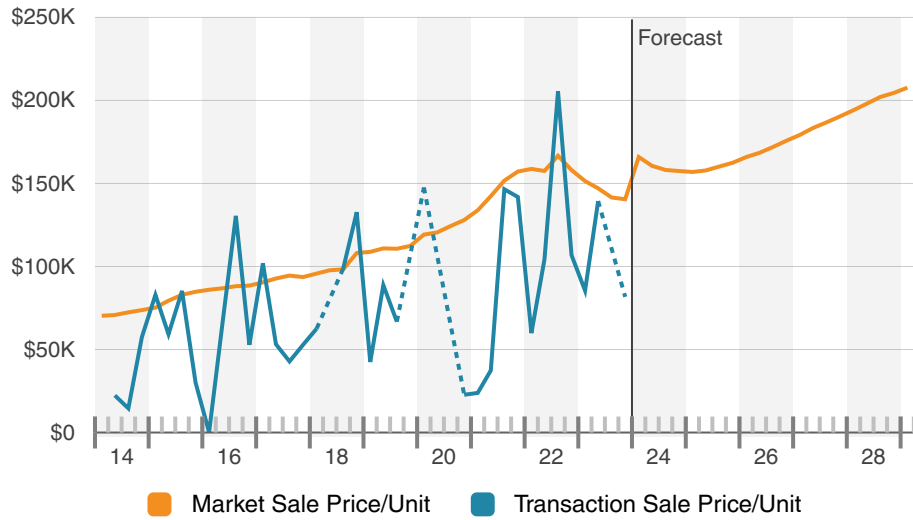


Market Sale Price Per Unit

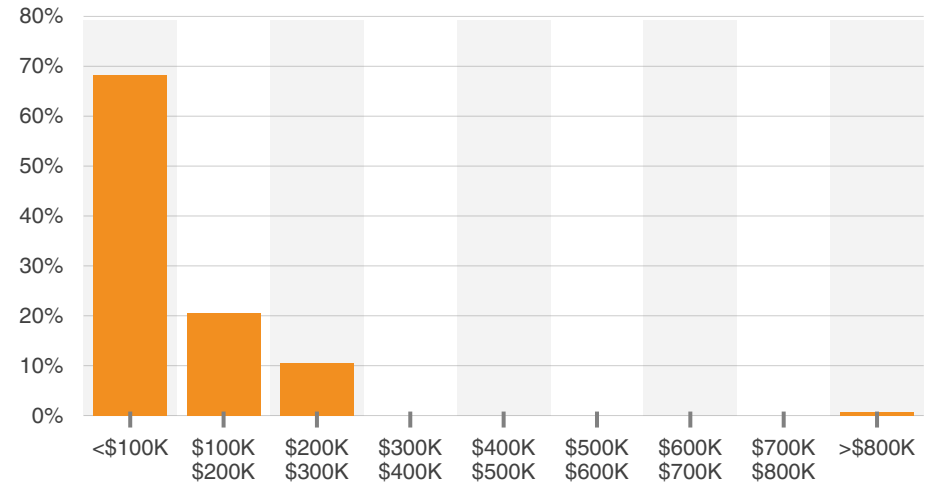


Search Analytics

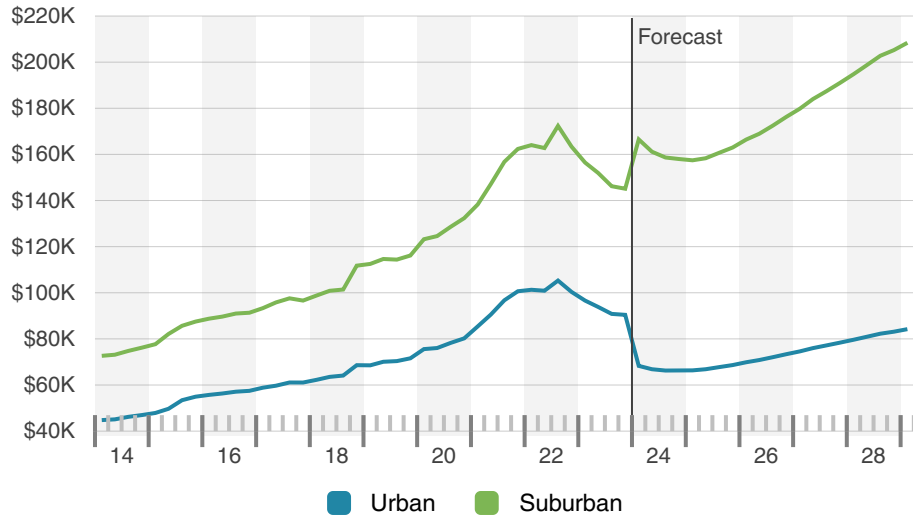
Market Sale Price & Transaction Sale Price Per Unit



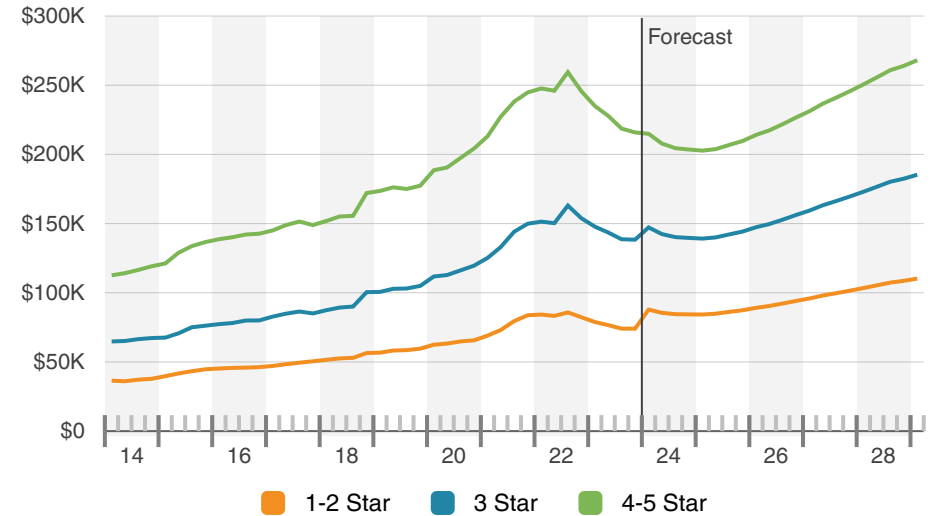
Market Sale Price Per Unit Distribution



Market Sale Price Per Unit By Location Type

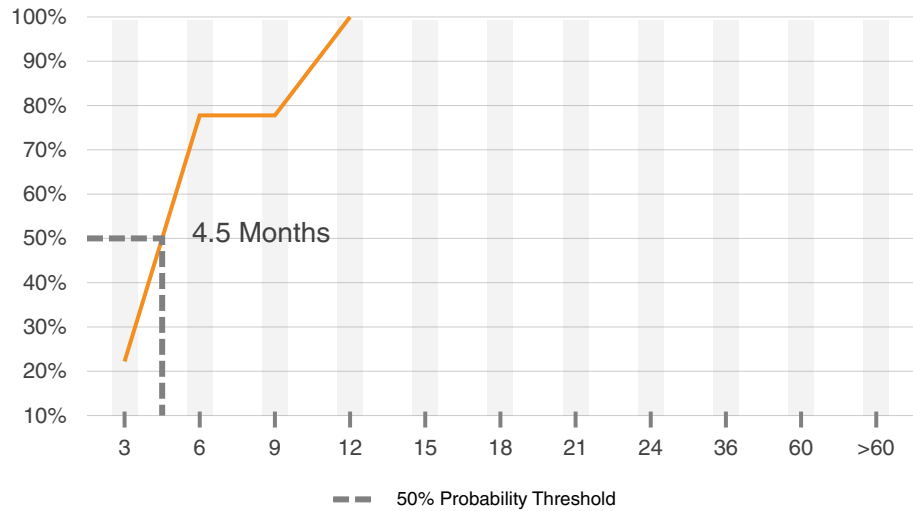


Market Sale Price Per Unit By Star Rating

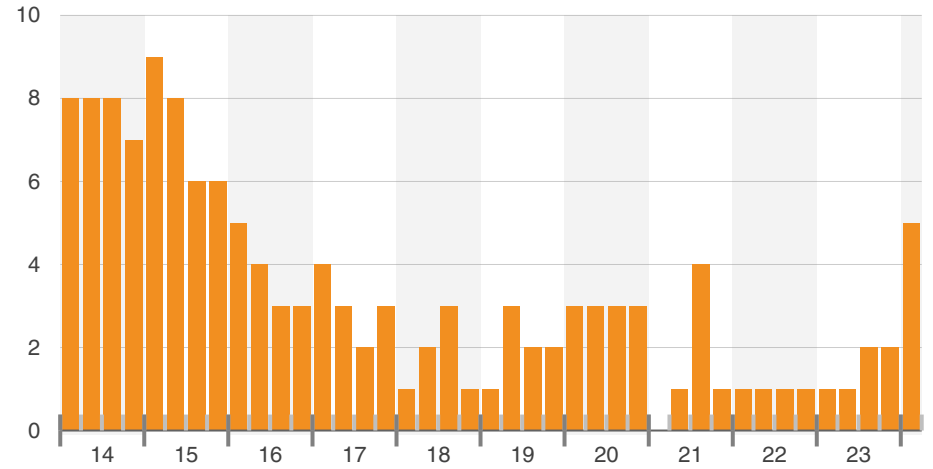


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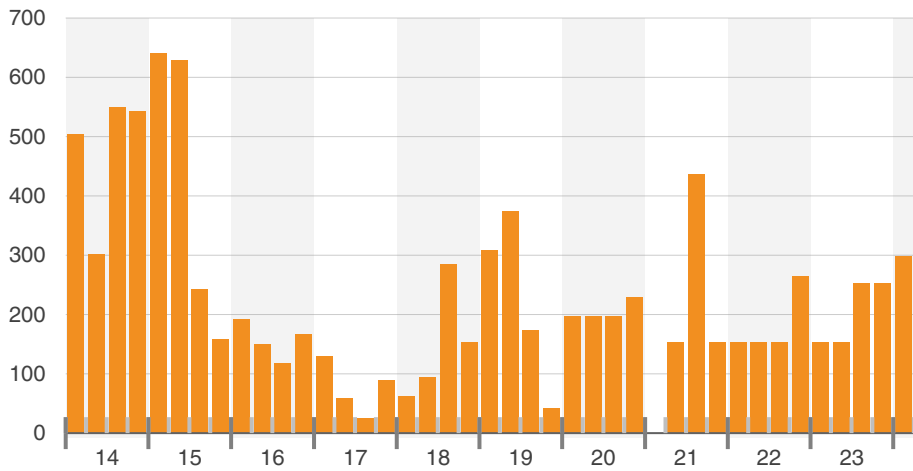
Probability Of Selling In Months



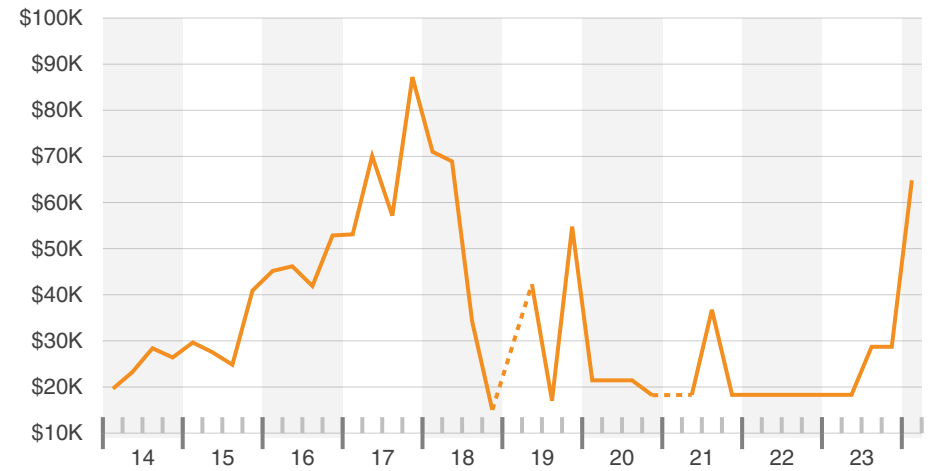
For Sale Total Listings



For Sale Total Units

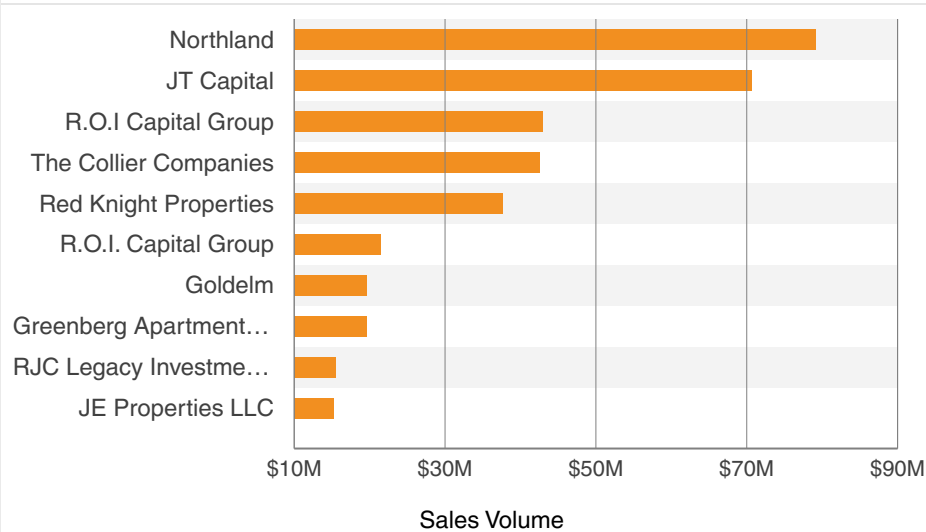


For Sale Asking Price Per Unit

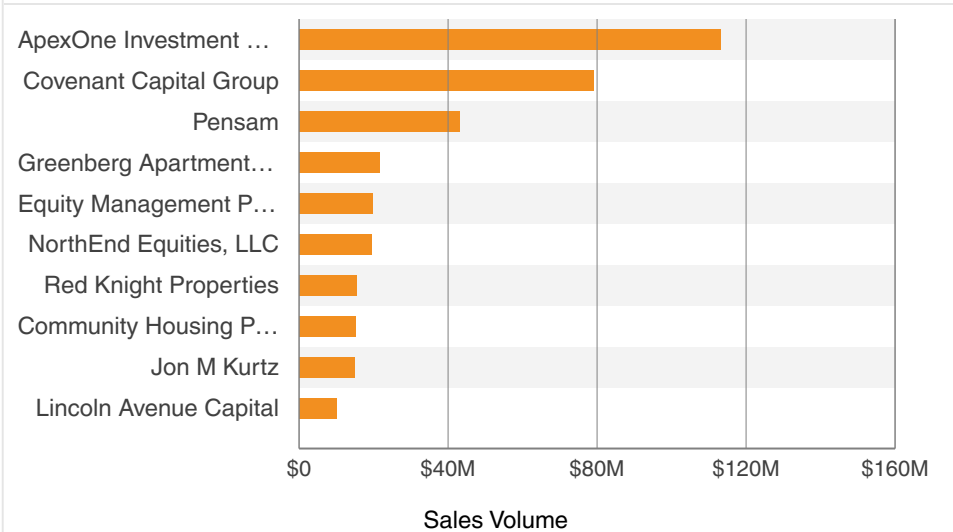


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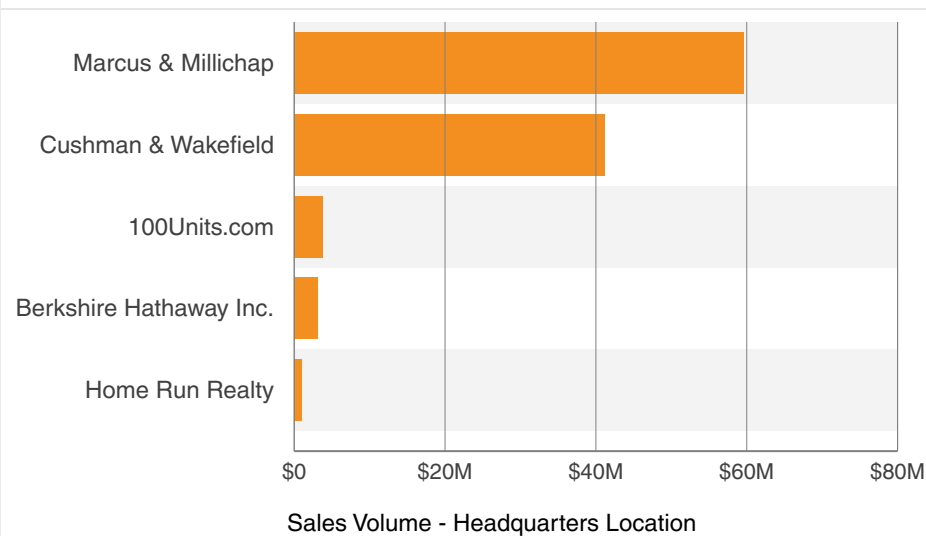
Top Buyers



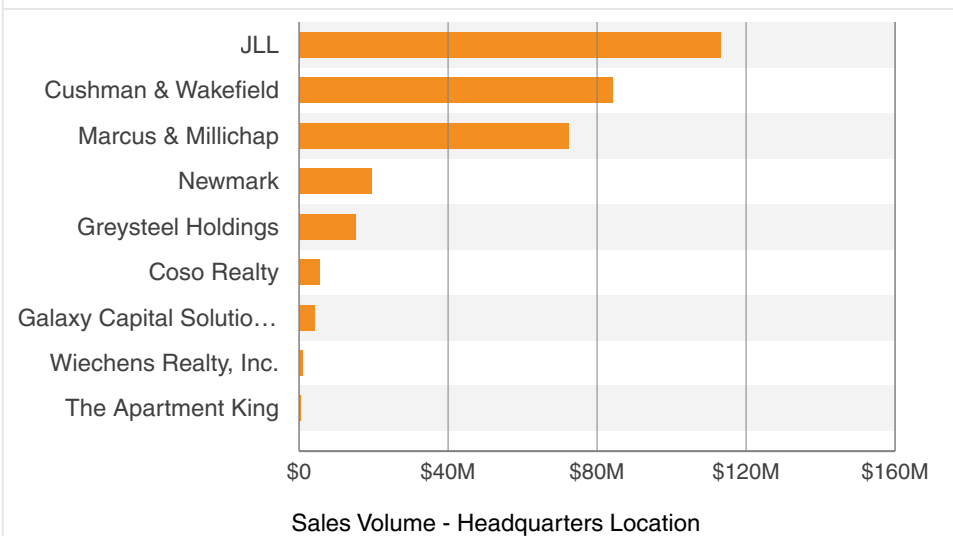
Top Sellers



Top Buyer Brokers

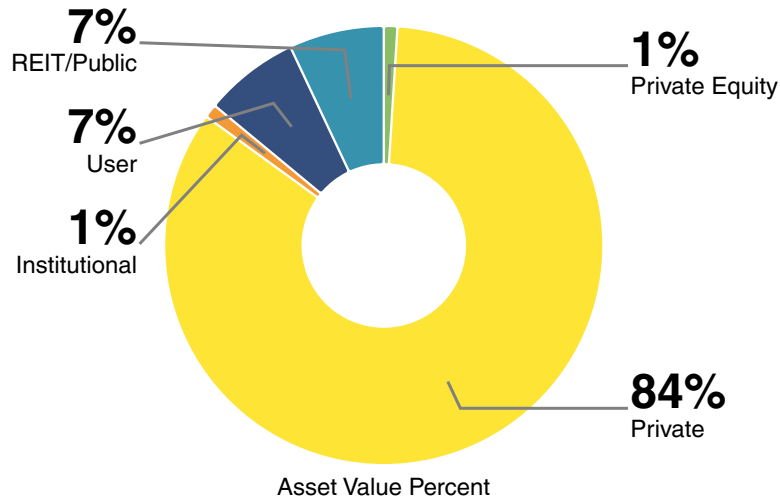


Top Seller Brokers

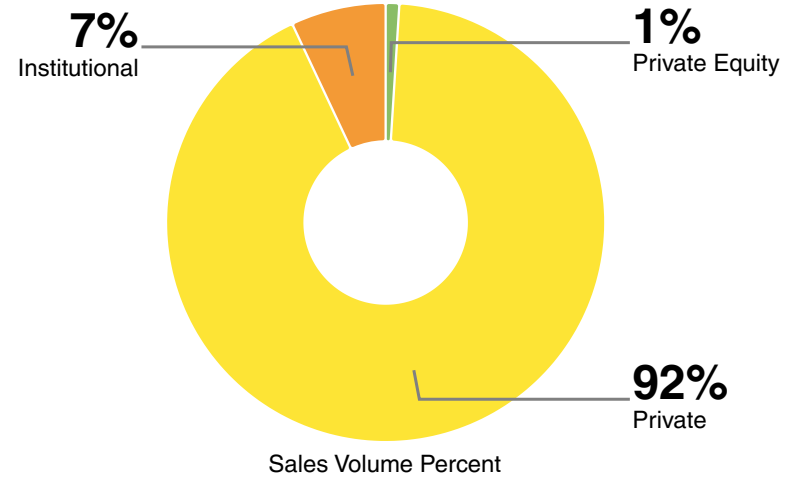


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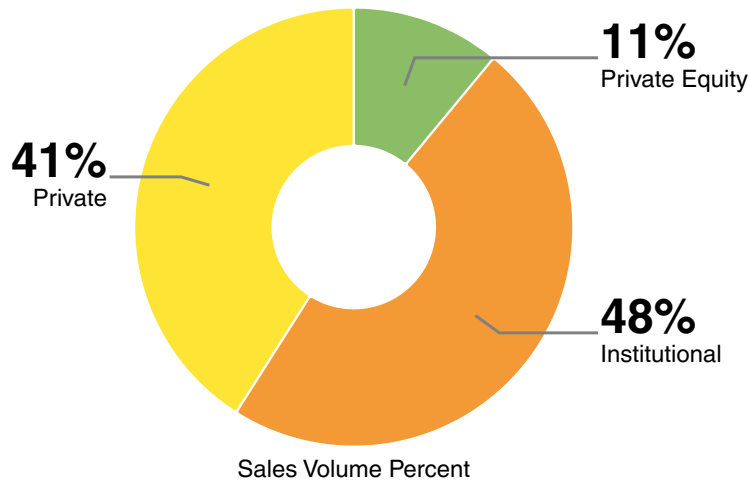
Asset Value By Owner Type



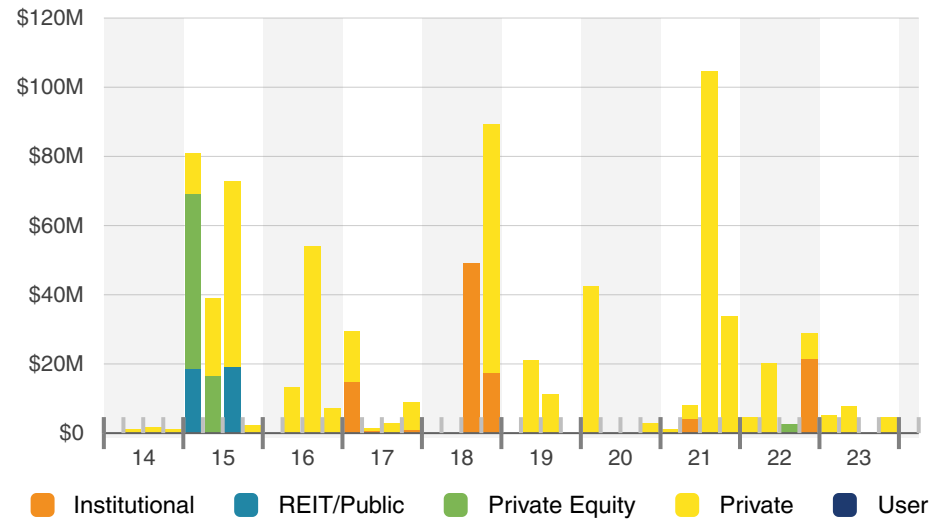
Sales By Buyer Type



Sales By Seller Type

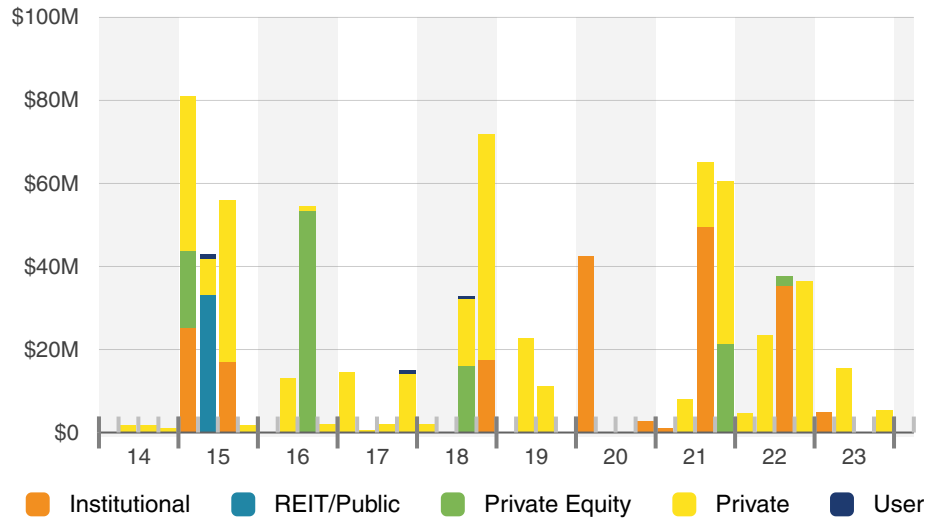


Sales Volume By Buyer Type

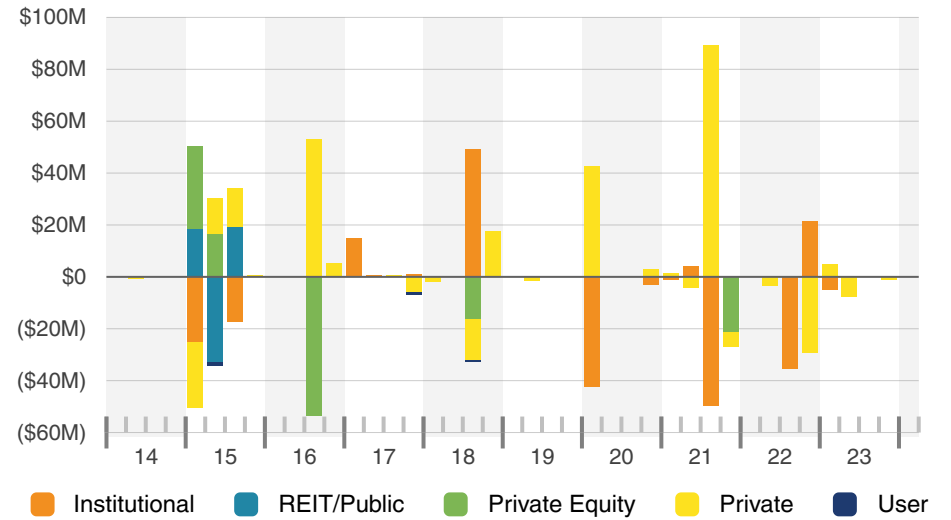


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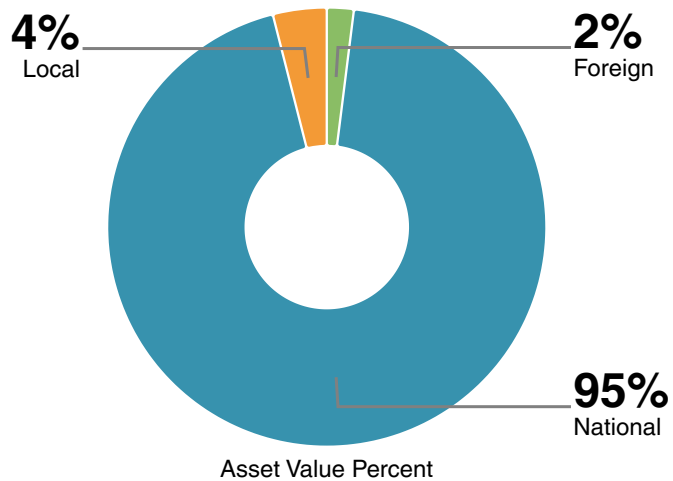
Sales Volume By Seller Type



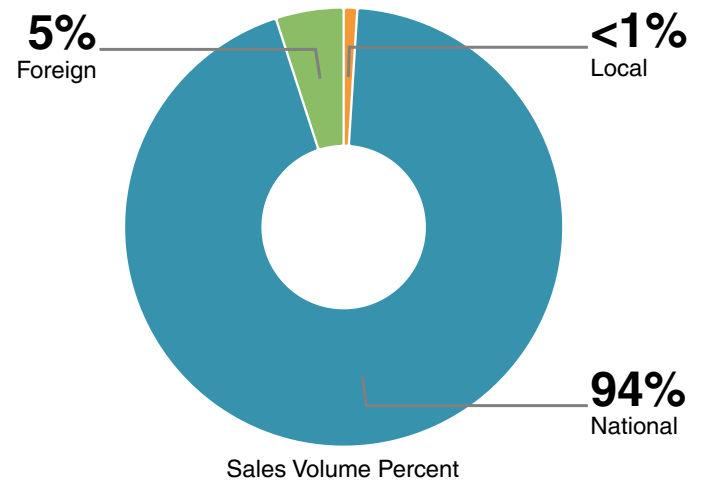
Net Buying & Selling By Owner Type



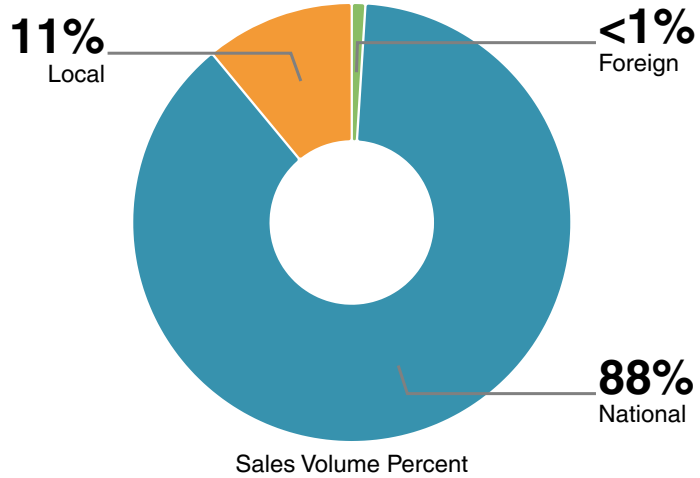
Asset Value By Owner Origin



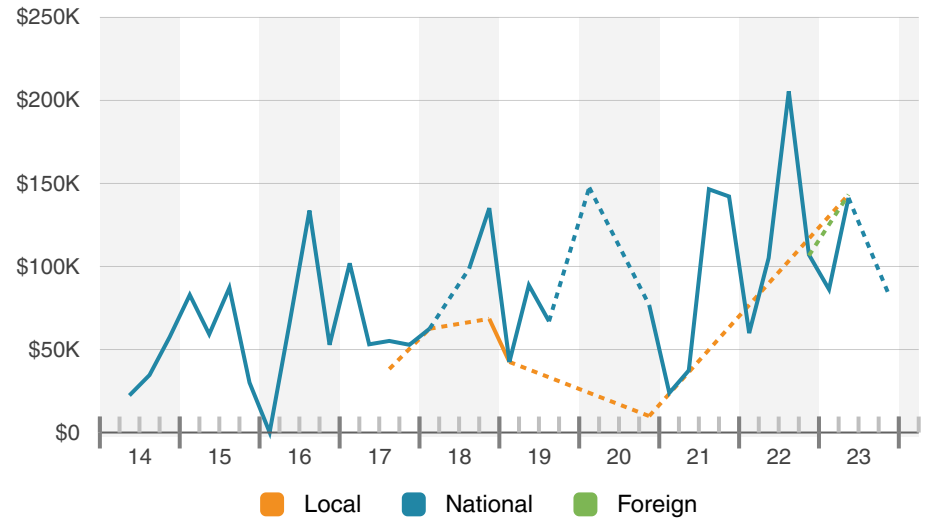
Sales Volume By Buyer Origin



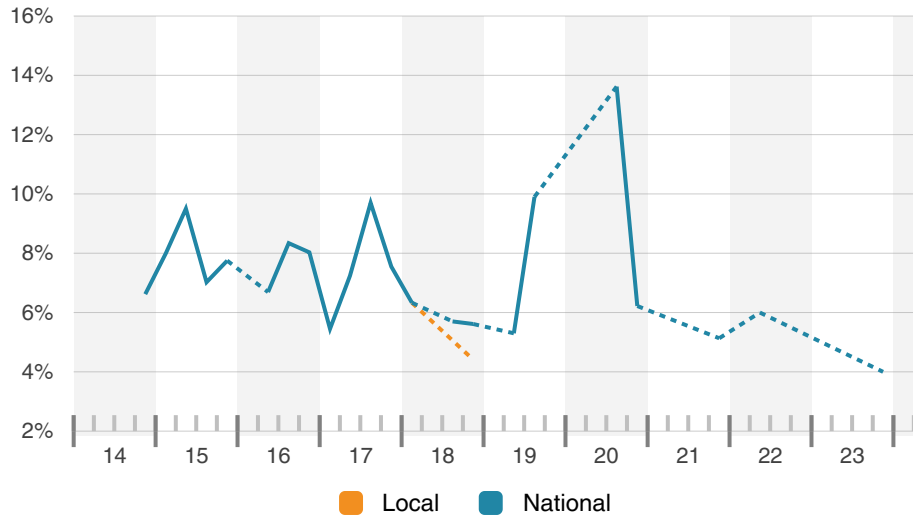
Sales Volume By Seller Origin



Average Price Per Unit By Buyer Origin



Average Cap Rate By Buyer Origin



Report Criteria

- 132 Properties / 0 Spaces
- Exclude: Co-Ops
- Exclude: Residential Condos
- Market: Ocala - FL
- # of Units: 10 +
- Construction Status: Existing +1
- Style: Townhome +4