



Multifamily Investment Market Perspective

August 5, 2025

Shea Campbell

Vice Chairman

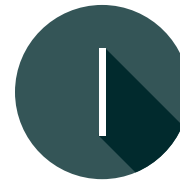
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Agenda

August 5, 2025



Transaction Market



**Atlanta's Glory Days:
Behind or Ahead?**

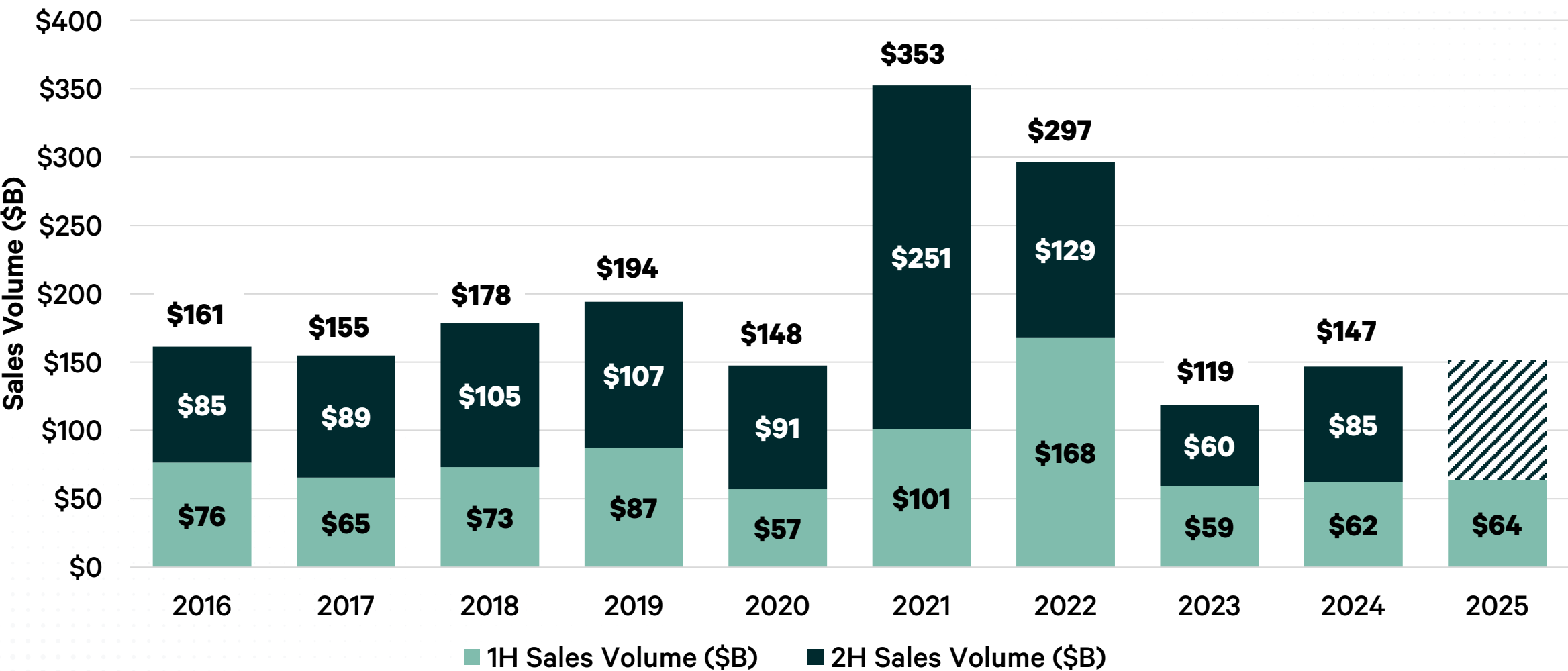


Forward Look

Transaction Market

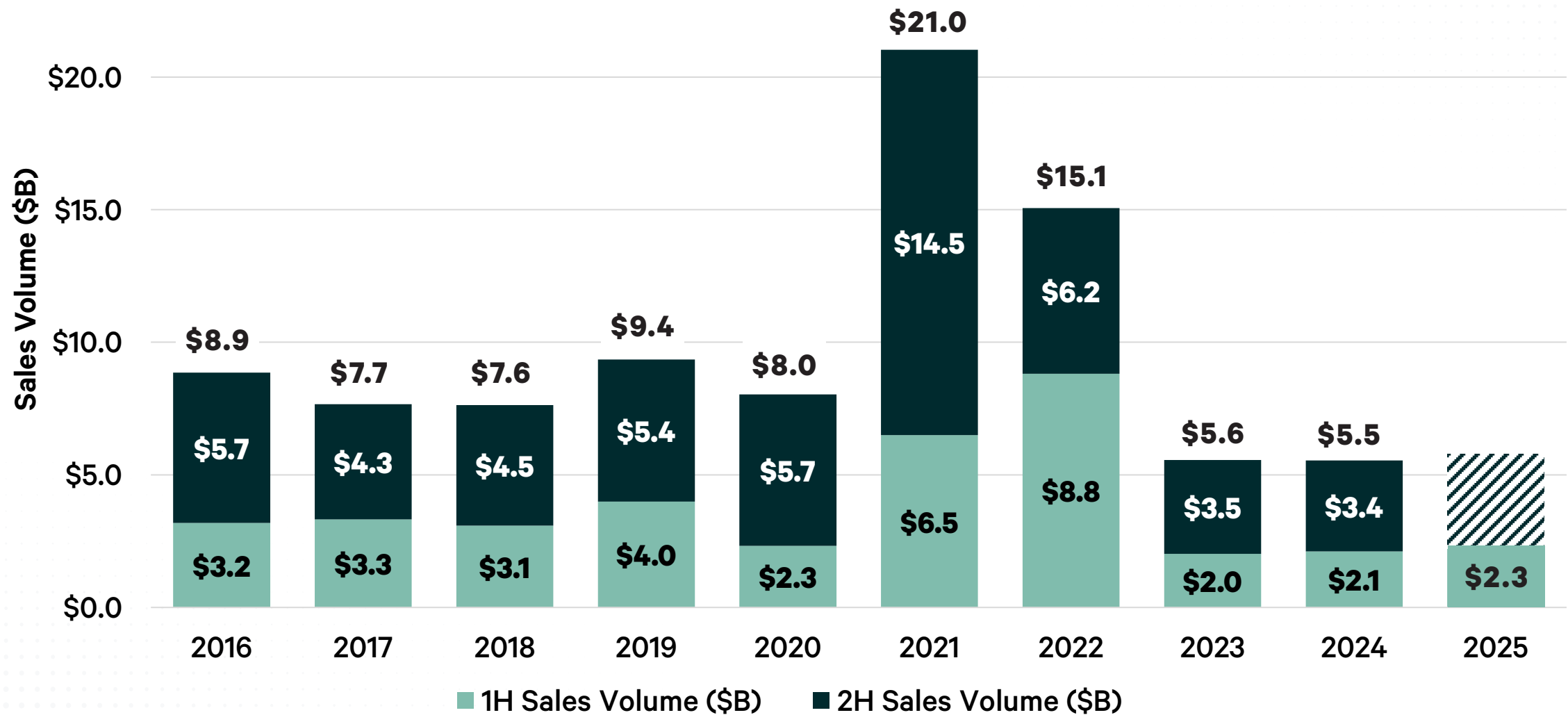


U.S. Multifamily Sales Volume Slightly Up From 2024



Source: MSCI Real Capital Analytics

Atlanta Multifamily Sales Volume Remains at a Decade Low



Source: MSCI Real Capital Analytics

Despite Minimal
Transaction
Activity, Atlanta
Still 3rd Most
Traded Market

TOP MARKETS BY TRANSACTION VOLUME

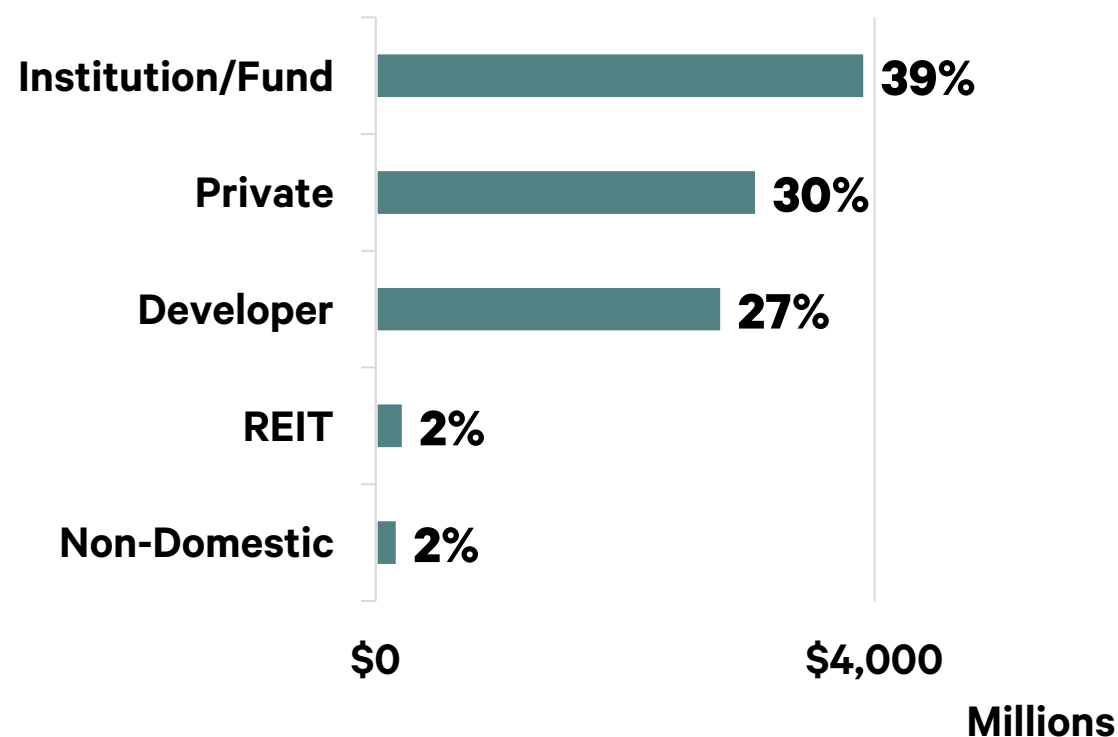
2023	2024	H1'25	Market	Sales Volume (\$m)
1	1	1	Dallas	<div><div></div><div></div></div> 5,646
12	10	2	Seattle	<div><div></div><div></div></div> 2,403
2	3	3	Atlanta	<div><div></div><div></div></div> 2,303
3	2	4	Los Angeles	<div><div></div><div></div></div> 2,192
6	9	5	Phoenix	<div><div></div><div></div></div> 2,132
5	17	6	NYC Boroughs	<div><div></div><div></div></div> 2,083
7	8	7	Houston	<div><div></div><div></div></div> 2,012
8	7	8	Boston	<div><div></div><div></div></div> 1,846
4	11	9	Chicago	<div><div></div><div></div></div> 1,751
15	13	10	San Diego	<div><div></div><div></div></div> 1,345
11	4	11	Denver	<div><div></div><div></div></div> 1,314
24	14	12	San Francisco	<div><div></div><div></div></div> 1,270
16	12	13	Charlotte	<div><div></div><div></div></div> 1,219
10	6	14	Manhattan	<div><div></div><div></div></div> 1,203
21	30	15	No NJ	<div><div></div><div></div></div> 1,199

Single Portfolio

Source: MSCI Real Capital Analytics

Institutions/Funds Most Active Sellers During the “Reset Years”

SELLER PROFILE 2023 – YTD 2025



- **Institutions/Funds** made up 39%, increasing # of sales annually each year
- 2/3 of the **Developers** that sold were backed by **Institutional** capital
- **Lenders** changing capital stack, but not outright selling yet

Source: CBRE



Transaction Market

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Seller Motivations Very Nuanced



**Business Plan Complete/
Selling for a Profit**



Larger Fund Motivation

Capital Stack Distress

Loan Maturity

Deal Fatigue

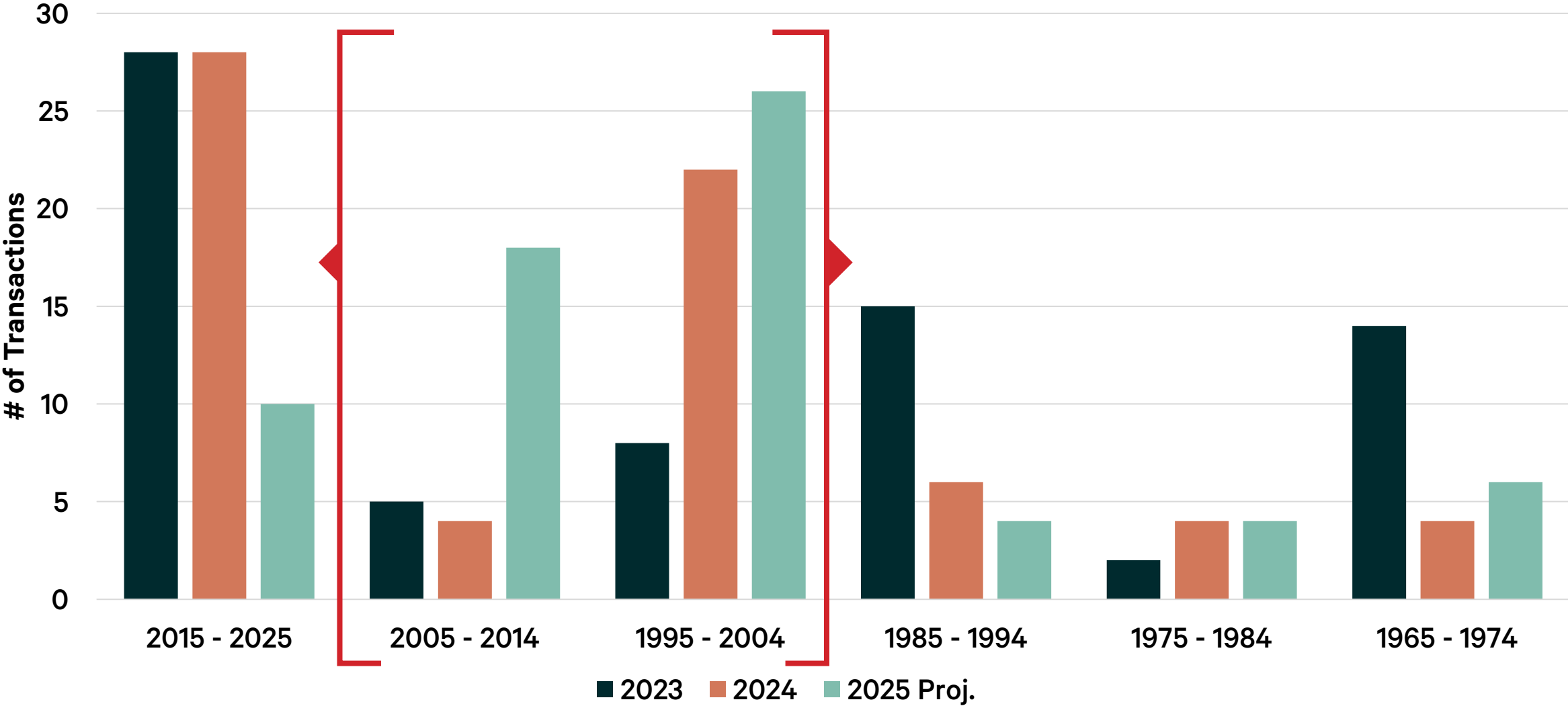


6 Years

Average Hold Period for Sellers in Last 12 Months

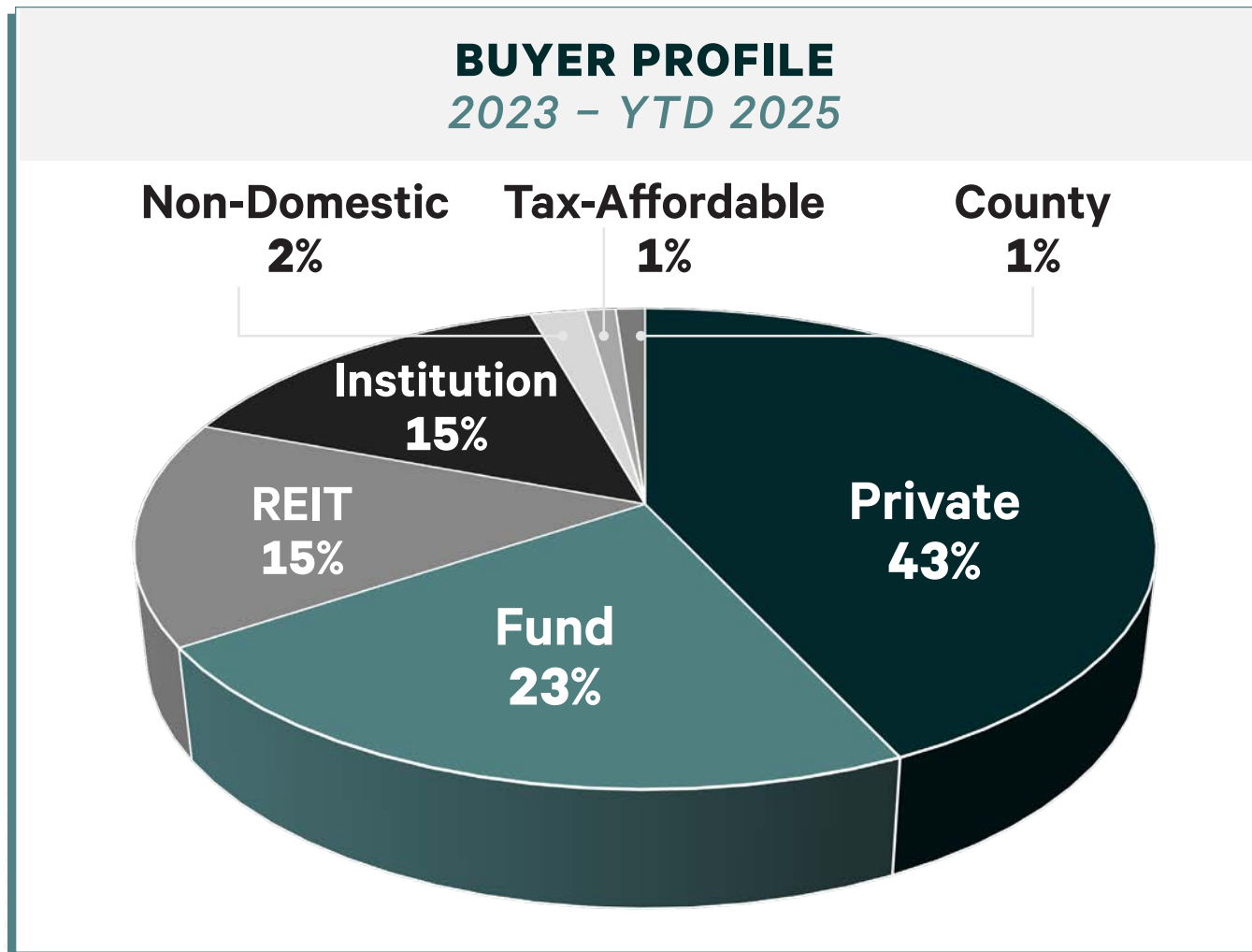


Quality Product Most Liquid in Today's Market



Source: CBRE

Private Capital Taking Advantage While Institutions In and Out of Market



Source: CBRE

- **Private** capital leads the way via Family Office and 1031 Capital
- **Funds** remain consistently active
- **Institutions** have slowed purchasing in 2025 so far
- **EQR** actively replenishing in Atlanta
- **Syndicators** are substantially less active



Mixed Sale Outcomes Marking 2025

Deals Transacting

Motivated sellers

Priced appropriately

**Typically performing /
attract accretive financing**

Desirable location and product



Mixed Sale Outcomes Marking 2025

Deals Transacting

Motivated sellers

Priced appropriately

**Typically performing /
attract accretive financing**

Desirable location and product

Failed Transactions

Unrealistic pricing expectations

Performance issues

Location challenges



Atlanta's Glory Days: Behind or Ahead?



WSJ – Are Atlanta’s Glory Days Over?

THE WALL STREET JOURNAL.

Atlanta’s Growth Streak Has Come to an End

‘Welcome South, Brother’ is turning into goodbye, as many residents look to smaller, more affordable metro areas

“This is the first time metro Atlanta lost domestic migrants since the Census Bureau started detailing these numbers three decades ago.”



“There are other signs the city is losing its edge, including weak hiring among local employers and higher-than-average office vacancies.”



A Researcher's Take

Atlanta isn't the red-hot growth market it was in the 1990s, but neither did it just stop growing last year. I take the **2024 domestic migration data cited in this article with a grain of salt.**

Atlanta will be just fine. It's a **big, diversified market** with dozens of **different pockets** -- some hotter than others. For apartment, SFR and BTR investors and developers, that just means you're more selective about submarkets and neighborhoods here than you might be in other Southeast markets, as has been the case for years now. But there **certainly remain pockets of growth and opportunity.**

- Jay Parsons **JAY PARSONS** RENTAL
HOUSING
ECONOMICS



Market Participants' Take

Heard On The Street

“

We believe Atlanta has hit an inflection point. Performance in our portfolio across the city has seen modest improvement in rents, and we expect that trend to accelerate in 2026.

”

- NY-based Private Equity Firm

“

Green shoots are appearing across our Atlanta portfolio, allowing us to argue internally about scaling up across the market for select, near-term acquisitions.

”

- East Coast-based Discretionary Fund



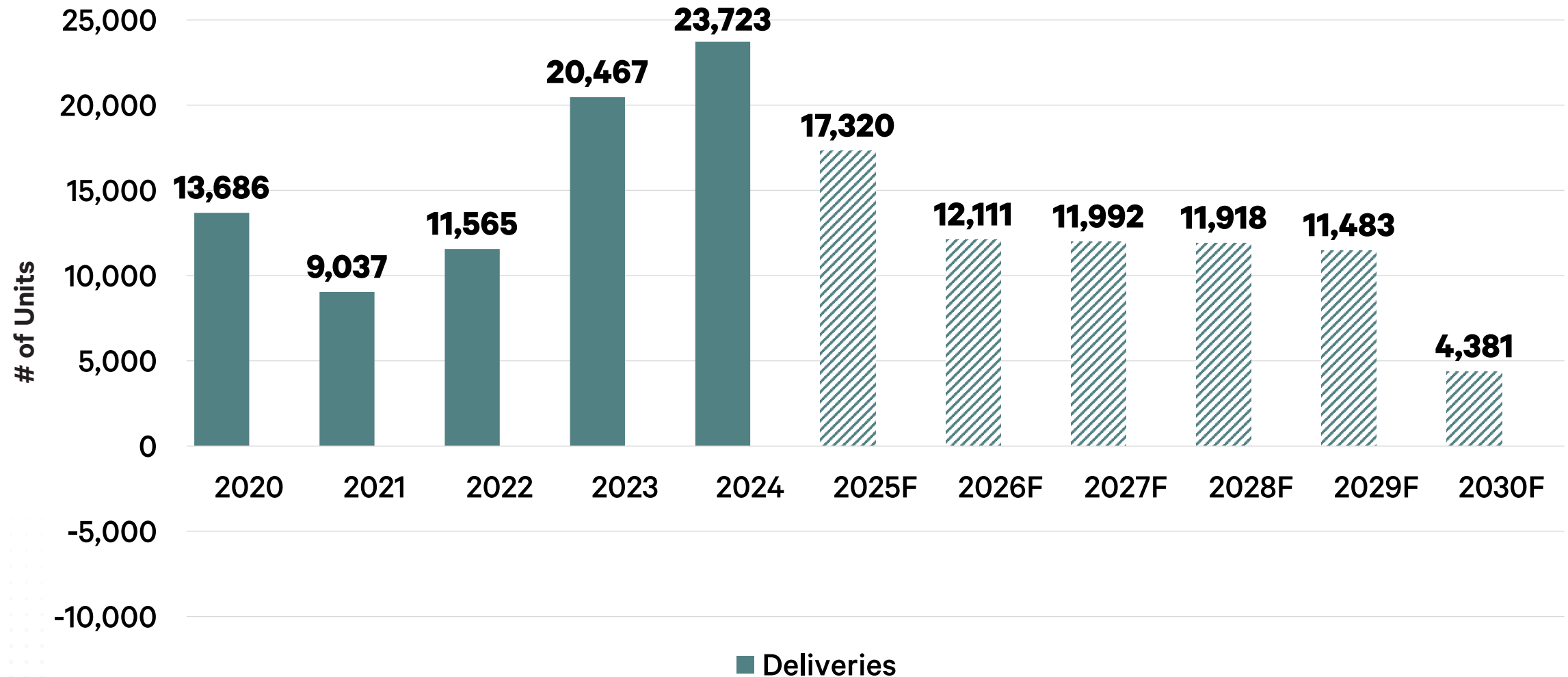
A Look at the Data: Minimal Supply

		Units Under Construction	Construction (as a % of Inventory)
1	Charlotte	22,862	10.7
2	Raleigh	15,113	8.4
3	Austin	23,455	7.5
4	Columbus	12,157	6.3
5	Salt Lake City	7,427	6.1
6	Orlando	13,979	5.1
7	Fort Worth	10,413	5.1
8	Phoenix	21,364	5.0
9	Miami	16,812	4.9
10	Dallas	30,678	4.7
18	Atlanta	18,991	3.7

Source: CBRE Research, CBRE Econometric Advisors, Q2 2025.



A Look at the Data: Declining Supply



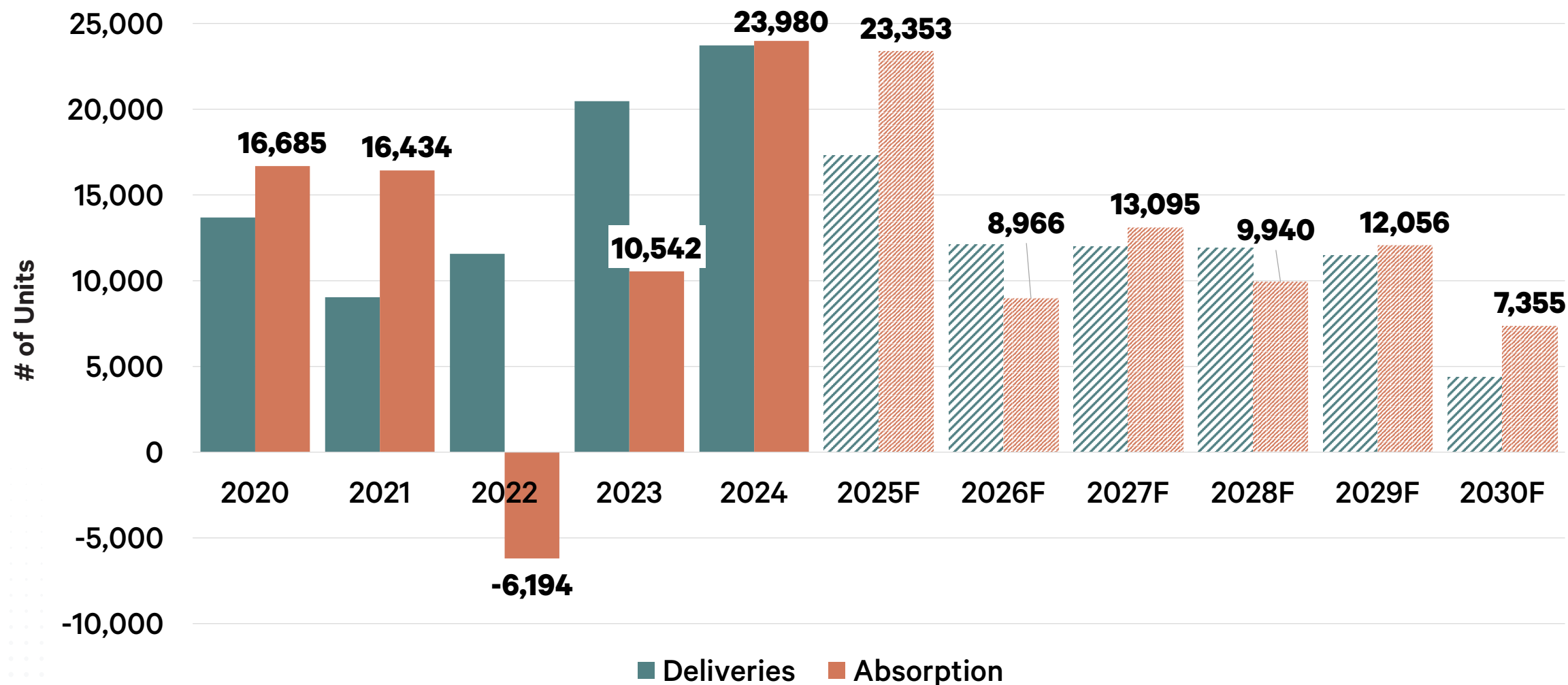
Source: RealPage Market Analytics



Atlanta's Glory Days: Behind or Ahead?

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A Look at the Data: 1H Record Absorption



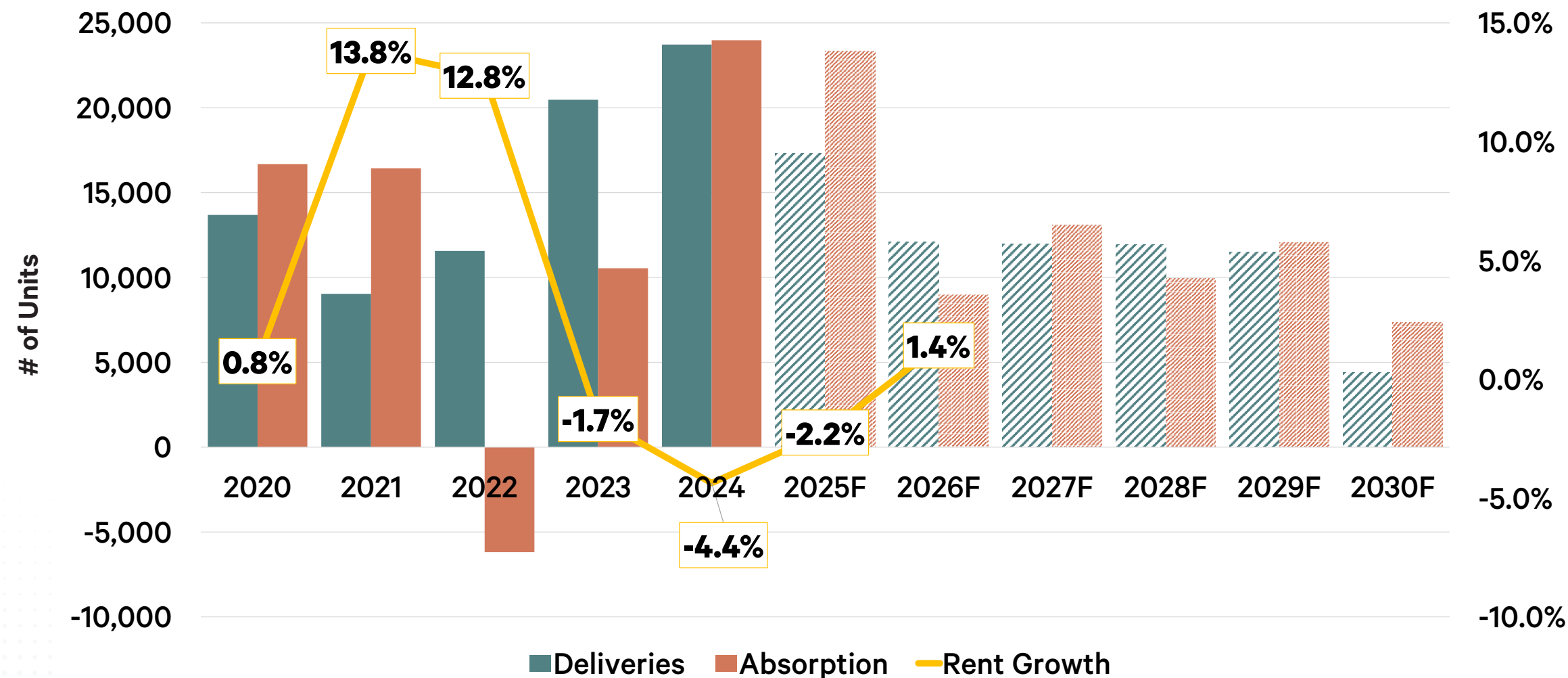
Source: RealPage Market Analytics



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A Look at the Data: Rent Growth Rebounding



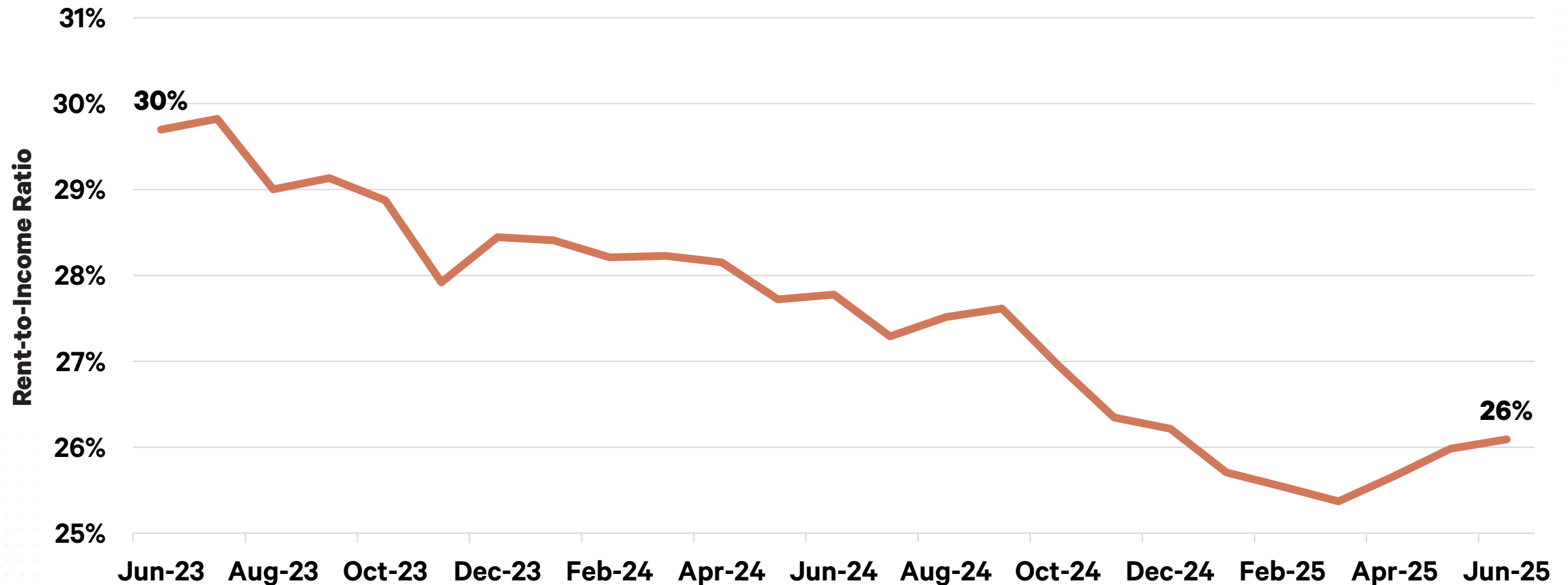
Source: RealPage Market Analytics



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A Look at the Data: Rent-to-Income Down 4% Over Past 24 Months



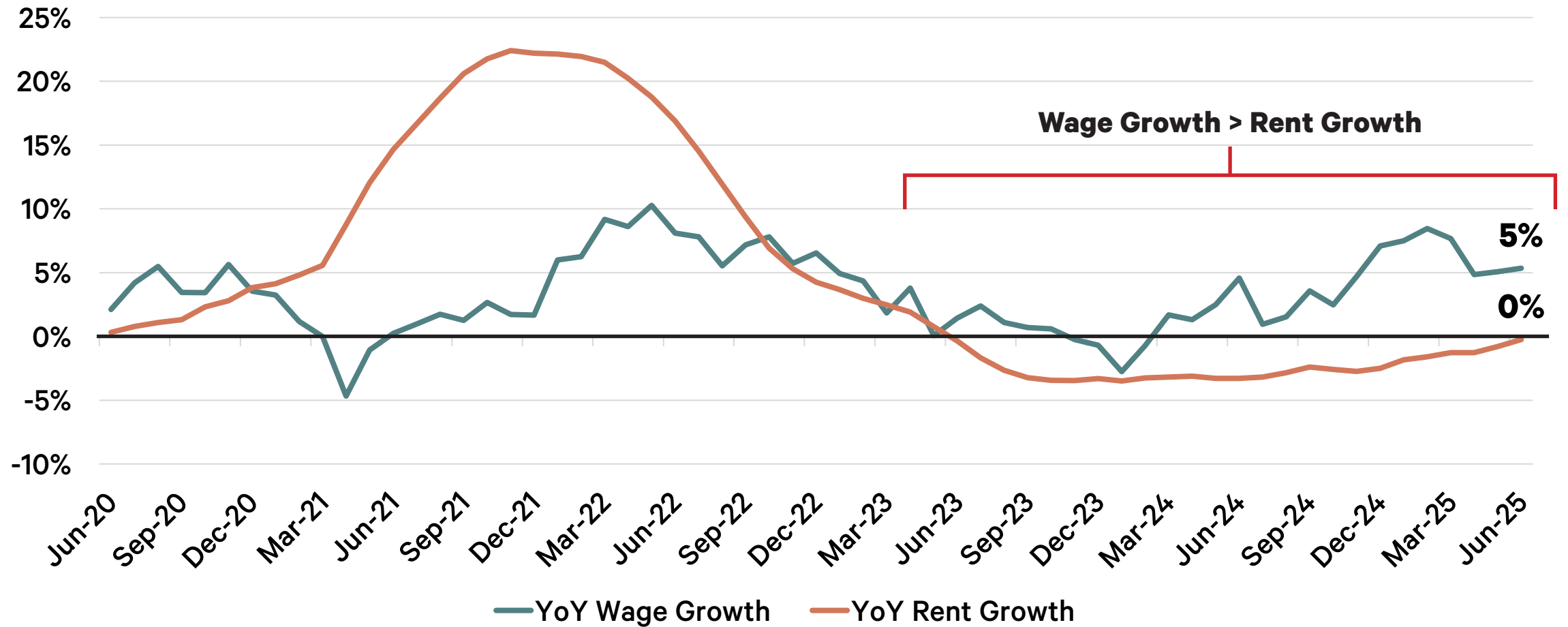
Source: Federal Reserve Bank of St. Louis, U.S. Bureau of Labor Statistics, RealPage Market Analytics



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A Look at the Data: 2+ Years of Wage Growth > Rent Growth



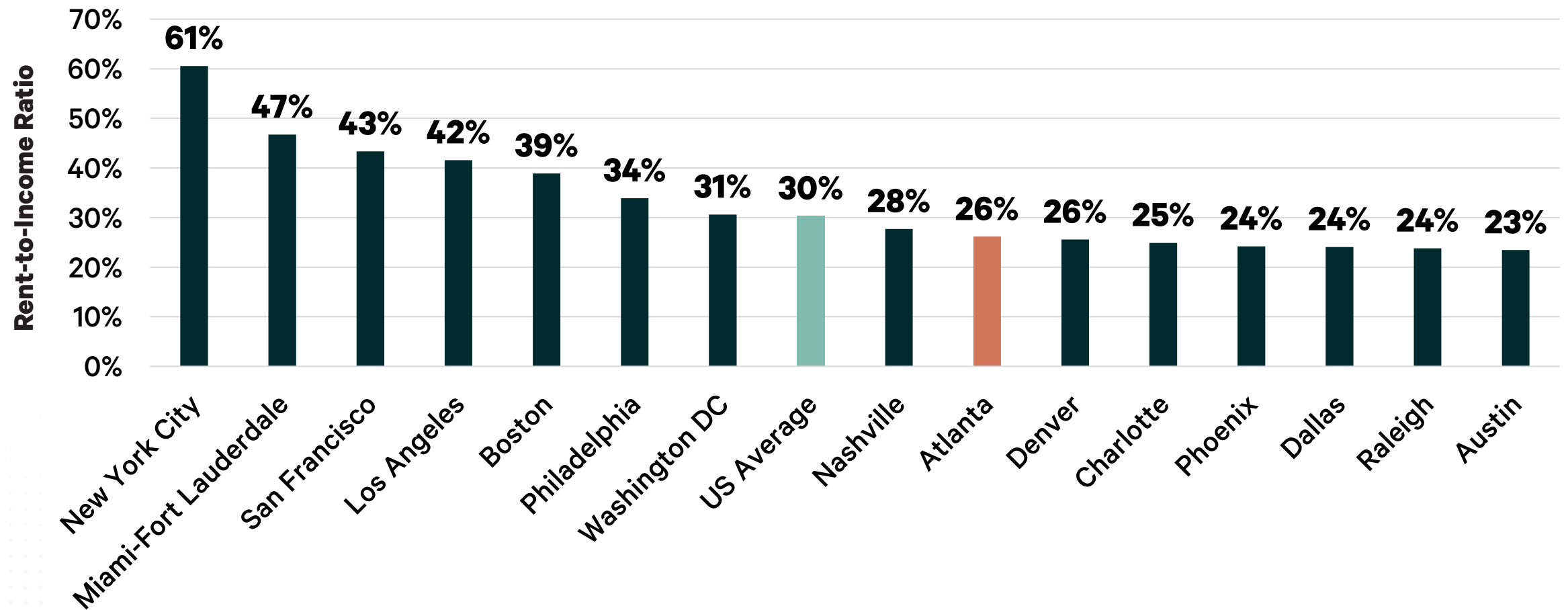
Source: Federal Reserve Bank of St. Louis, U.S. Bureau of Labor Statistics, RealPage Market Analytics



Atlanta's Glory Days: Behind or Ahead?

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A Look at the Data: Atlanta Still Relatively Affordable



Source: Federal Reserve Bank of St. Louis, U.S. Bureau of Labor Statistics, RealPage Market Analytics



Atlanta's Glory Days: Behind or Ahead?

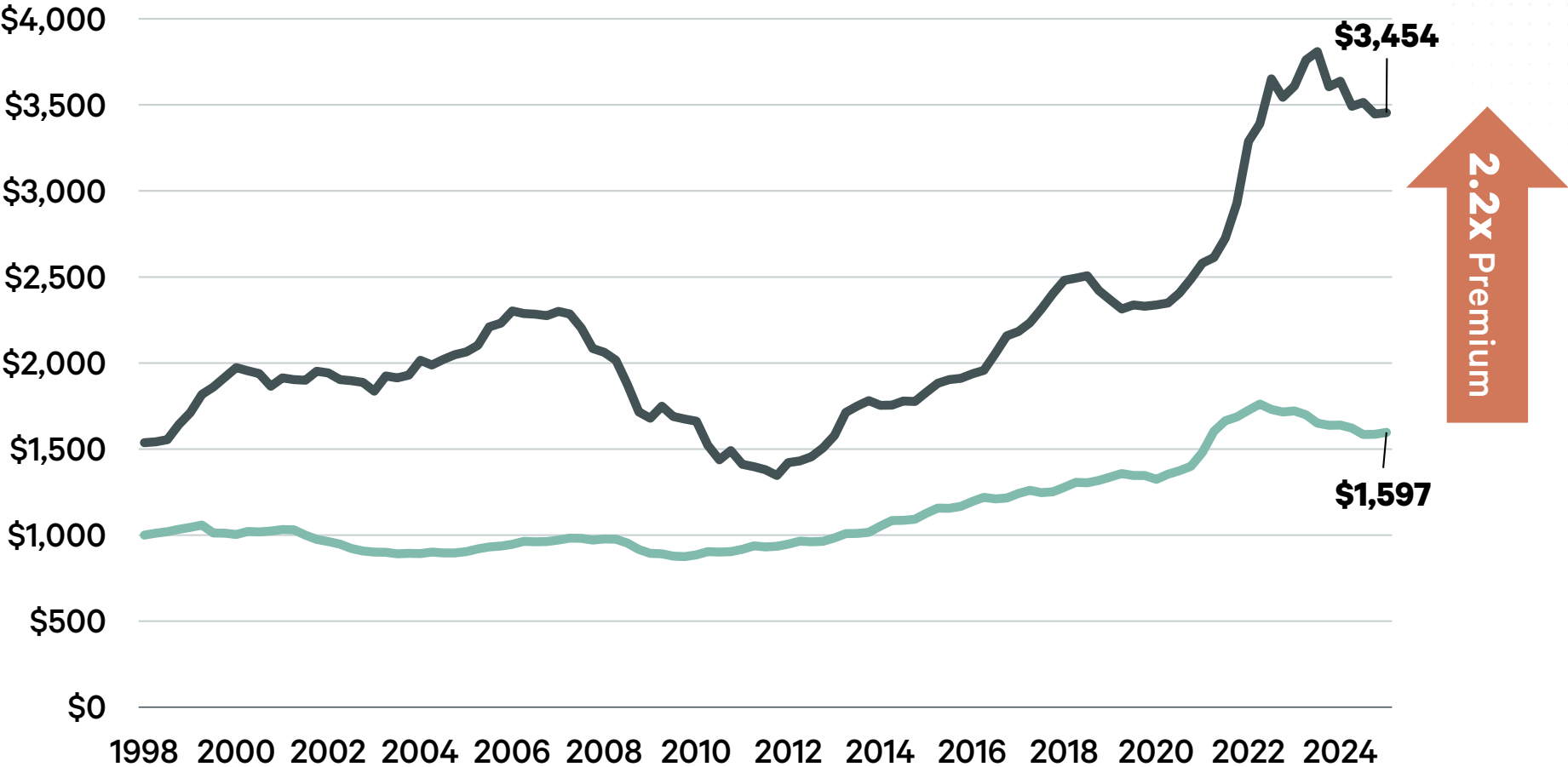
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A Look at the Data: Cost-to-Own Premium 2.2x

20%
Down Payment
on Median
Atlanta Home

=

More Than 4
YEARS of Average
Apartment Rent



Source: CBRE Research, CBRE Econometric Advisors, Freddie Mac, U.S. Census Bureau, Realtor.com®, FHFA, Q2 2025.



Forward Look



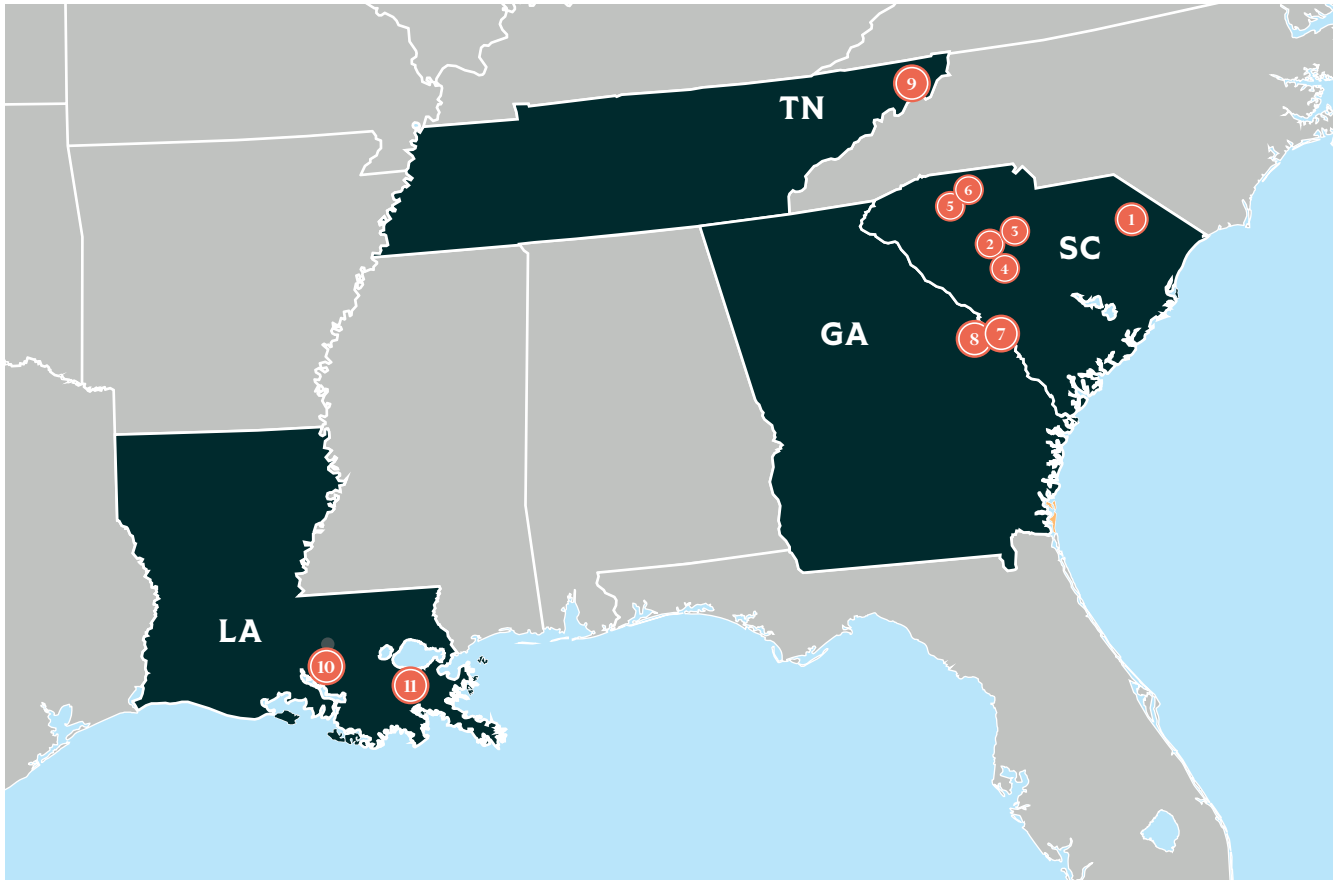
Distressed Opportunities



- **Lenders holding on**
- **Loan modifications**
- **Dam about to break?**



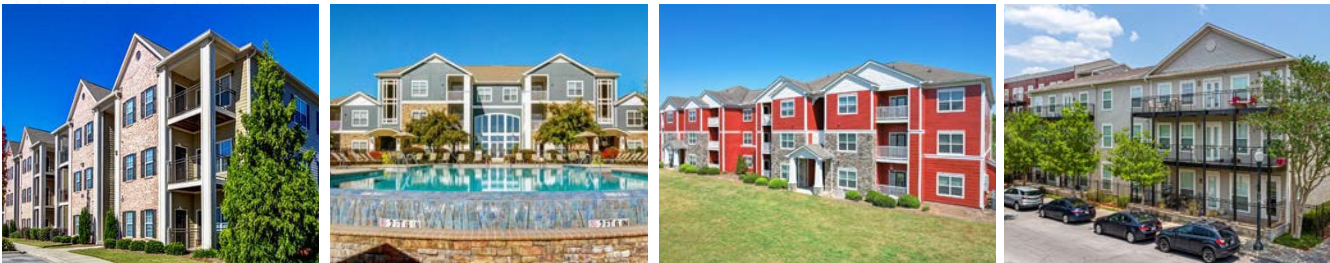
Scale Transactions



 THE SOUTHERN PORTFOLIO

\$625M

- **11 properties**
- **3,590 units**
- **2005 vintage**



Forward Look

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