JACKSONVILLE METRO

Q1 2021 Market Report

NAI Hallmark

naihallmark.com

Q1 2021 JACKSONVILLE

Office Market Report

MARKET INDICATORS

	Current Q1 2021	Prior Q4 2020		Year Ago Q1 2020	
Vacancy	9.3%	9.1%	▲	8.4%	▲
Net Absorption (SF)	(171,819)	376,239	▼	567,260	▼
Construction (SF)	1,209,062	1,180,098	▲	646,242	▲
Deliveries (SF)	483,394	769,298	▼	711,414	▼
Average Asking Rent (PSF)	$21.70	$21.63	▲	$21.37	▲
Average Cap Rate	8.3%	8.4%	▼	8.3%	-

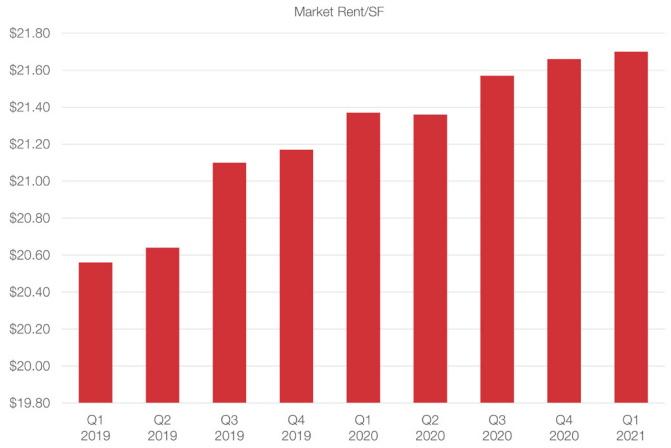
OFFICE OVERVIEW

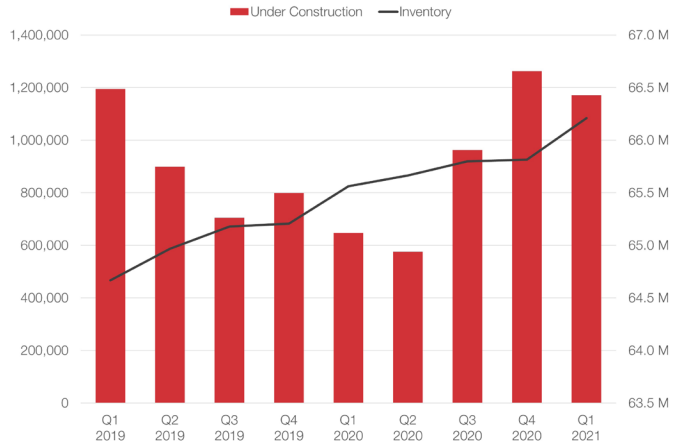
After nearly a full year into the COVID-19 Pandemic, the Jacksonville Office Market has certainly felt the effects of the fallout and an uncertain outlook. Despite only a modest uptick in vacancy over the last 3 quarters, new work-at-home policies have prevented tenants from committing to space on longer basis as future office needs remain unclear.

One of the biggest effects can be seen in the increase in sublease availability. Since the beginning of 2020 the sublease availability has increase nearly 100 bps to over 1 million square feet. The Downtown submarket faces the toughest challenges with several large blocks of direct and sublease space hitting the market with high-rises offering a less COVID-friendly office experience.

Despite the challenges that the Jacksonville Office Market faces, encouraging signs of recovery can be seen. With the strong rollout of COVID-19 vaccines, an increase in leasing velocity and activity has been seen in the 1st quarter and looks to continue through 2021.

There has also been a natural slowdown in office deliveries, with only 1 multi-tenant office building more than 100,000 SF scheduled to be delivered (VPark Place at Nocatee), which should help alleviate negative absorption. Moreover, the Florida office market, including Jacksonville, should see the benefit of companies relocating to the business-friendly environment and lower cost of living offered by the state.





"Over the past year we have seen a tremendous slowdown in leasing velocity and increase in sublease availability. While rates are holding fairly steady, look for Landlords to be more aggressive in deal structure and incentives as we look forward to a slight recovery towards the end 2021."

Kevin Vaughn
VICE PRESIDENT

NAI HALLMARK

Featured Office Transaction

Deerwood North

4600 Touchton Road
Jacksonville, FL 32246

Deerwood North is a four-star office building consisting of four office buildings totaling 500,000 SF located in the Southside submarket of Jacksonville. The property is situated between Gate Parkway North and Touchton Road with easy access to I-95, 9A, and the beaches.

In February 2021, Christian Harden, SIOR and Jason J. Purdy, MBA represented the tenant, APR Energy in a 15,000 SF lease. This space will be APR Energy's new headquarters in Jacksonville.

BROKERS

Christian Harden, SIOR
Managing Partner
ch@naihallmark.com
+1 904 404 4449

Jason J. Purdy, MBA
Vice President, Industrial
jp@naihallmark.com
+1 904 404 4462

Q1 2021 JACKSONVILLE

Office Market Report

NOTABLE SALE TRANSACTIONS

Property	Building Size	Sale Price	Price / SF	Cap Rate	Vacancy
2161 Kingsley Avenue	18,965 SF	$5,000,000	$264	8.0%	0%
The Parkwood Building 8160 Baymeadows Way West	43,406 SF	$4,860,000	$112	—	0%
Corners of Sawgrass 151 Sawgrass Corners Drive	20,800 SF	$4,310,000	$207	—	22.4%
510 A1A North	9,701 SF	$3,000,000	$309	—	0%

NOTABLE LEASE TRANSACTIONS

Property	Tenant	Leased SF	Building Class	Submarket
TIAA Bank 301 West Bay Street	Undisclosed	29,126	4 Star Office	Downtown Northbank
Office Centre at Southpoint 7011 AC Skinner Parkway	Undisclosed	25,300	2 Star Office	Southside
Oaks at Southpoint 6621 Southpoint Drive North	Sauer Incorporated	12,221	3 Star Office	Southside
10401 Deerwood Park Boulevard	Cantor Fitzgerald	12,000	4 Star Office	Southside
Belfort V 8001 Belfort Parkway	Interactive Resources	9,000	3 Star Flex	Butler Corridor

NOTABLE CONSTRUCTION PROJECTS

Property	Submarket	Size SF	Developer	Proj Delivery
FIS Headquarters 347 Riverside Avenue	Downtown Northbank	386,613	Hines	2022
JEA Headquarters 325 West Adams Street	Downtown Northbank	153,000	Ryan Companies	2022
5191 First Coast Tech Parkway	Southside	138,085	Dana B. Kenyon Real Estate Services	2021
Park Place at Nocatee 100 Palmetto Park Place	St Johns County	125,000	VanTrust Real Estate, LLC	2021
Dennis + Ives 1505 Dennis Street	Northwest	69,248	Undisclosed	2021

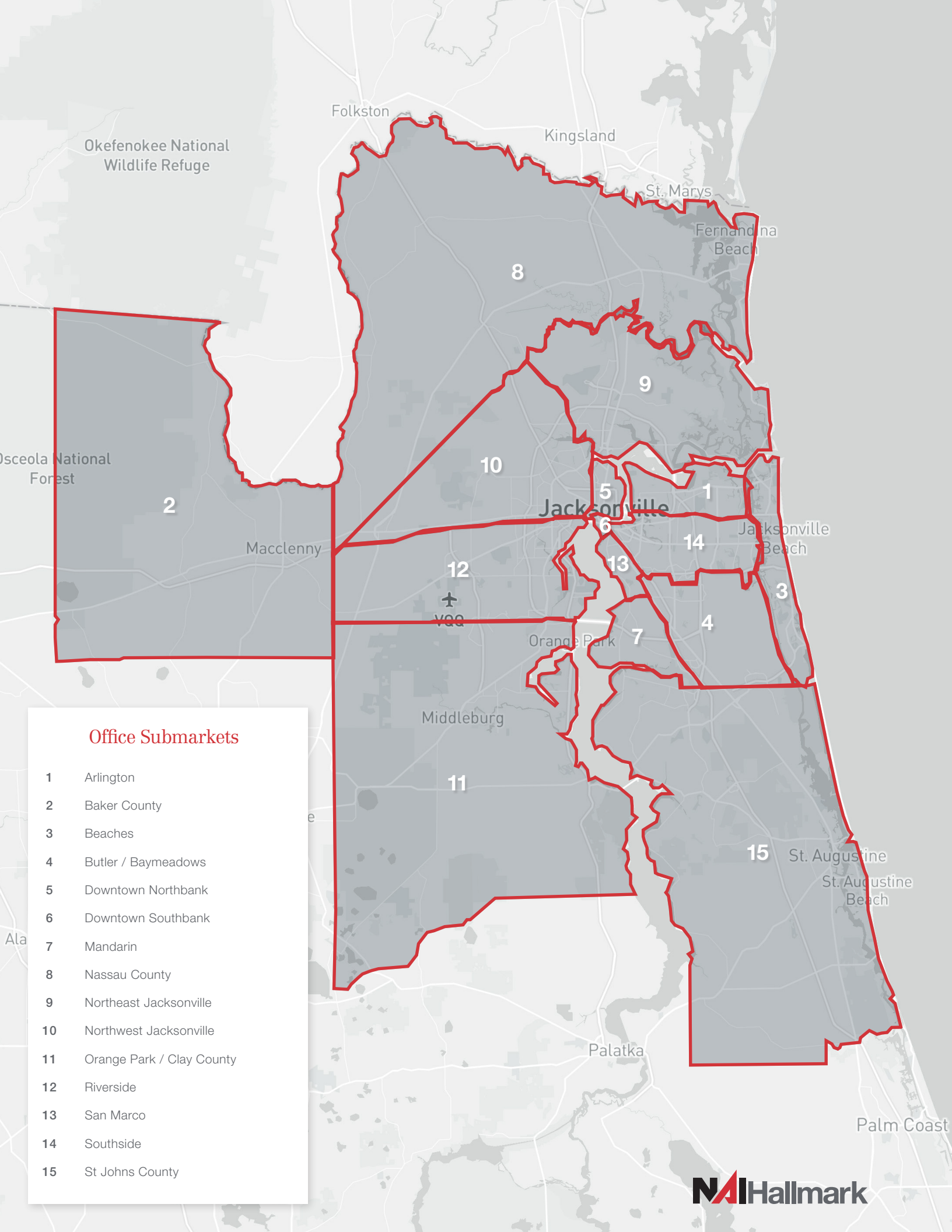
Q1 2021 JACKSONVILLE

Office Market Report

	VACANCY RATE	MARKET RENT / SF	MARKET SALE PRICE / SF	UNDER CONSTRUCTION	INVENTORY SF	MARKET CAP RATE
Arlington	8.4%	$18.35	$122	—	1,828,141	8.8%
Baker County	4.0%	$17.67	$136	—	137,429	8.2%
Beaches	5.1%	$27.00	$204	84,569	3,395,484	7.8%
Butler/Baymeadows	12.9%	$21.63	$134	164,000	10,354,694	8.3%
Downtown Northbank	10.3%	$22.19	$123	539,613	12,766,867	8.1%
Downtown Southbank	7.1%	$22.84	$133	—	2,977,843	8.2%
Mandarin	5.2%	$20.14	$138	31,618	2,586,694	8.8%
Nassau County	3.2%	$22.01	$145	—	1,365,015	8.0%
Northeast Jacksonville	2.7%	$20.40	$147	—	613,132	8.3%
Northwest Jacksonville	11.8%	$19.34	$132	69,348	1,219,784	8.6%
Orange Park / Clay County	6.3%	$21.03	$152	87,204	3,653,286	8.3%
Riverside	4.1%	$18.52	$128	2,417	3,097,595	8.9%
San Marco	4.8%	$18.90	$127	—	1,818,248	9.0%
Southside	12.0%	$21.80	$145	138,085	17,056,096	8.4%
St Johns County	4.3%	$22.29	$179	92,208	3,339,802	8.0%
Jacksonville MSA	**9.3%**	**$21.70**	**$141**	**1,209,062**	**66,210,110**	**8.3%**
National Index	**12.0%**	**$34.28**	**$317**	**153,841,927**	**8,138,967,155**	**7.1%**

Source: NAI Hallmark, CoStar Property®, & ESRI®, Real Capital Markets®, RealPages®

The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt the accuracy of information supplied, however, we cannot, and do not, make any guarantees. All information should be verified before relying thereon. We are not responsible for errors, misuse, or misinterpretation of information contained herein & make no warranty of any kind, express or implied, with respect to the property or any other matters.


Folkston
Kingsland
Okefenokee National Wildlife Refuge
St. Marys
Fernandina Beach
8
9
Osceola National Forest
10
2
5
1
Jacksonville
6
14
Jacksonville Beach
Macclenny
12
13
3
VQQ
4
Orange Park
7
Middleburg
11
15
St. Augustine
St. Augustine Beach
Palatka
Palm Coast
Office Submarkets
1 Arlington
2 Baker County
3 Beaches
4 Butler / Baymeadows
5 Downtown Northbank
6 Downtown Southbank
7 Mandarin
8 Nassau County
9 Northeast Jacksonville
10 Northwest Jacksonville
11 Orange Park / Clay County
12 Riverside
13 San Marco
14 Southside
15 St Johns County
NAI Hallmark

Q1 2021 JACKSONVILLE

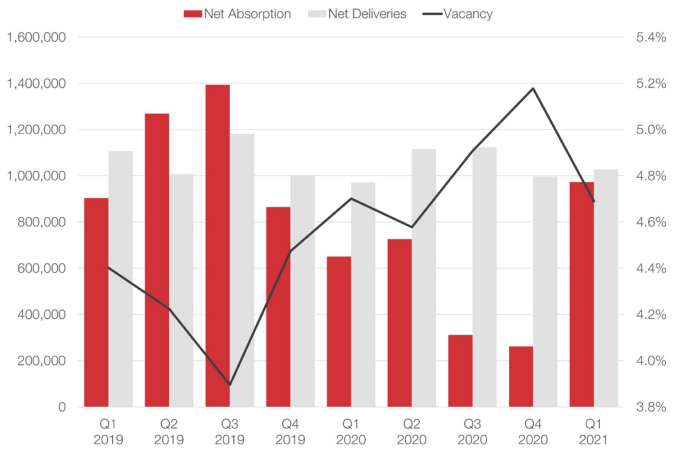
Retail Market Report

MARKET INDICATORS

	Current Q1 2021	Prior Q4 2020		Year Ago Q1 2020	
Vacancy	4.7%	5.2%	↓	4.6%	↑
Net Absorption (SF)	1,085,781	165,256	↑	726,315	↑
Construction (SF)	1,205,429	1,076,350	↑	1,301,620	↓
Deliveries (SF)	1,050,658	1,079,350	↓	1,523,814	↓
Average Asking Rent (PSF)	$18.77	$18.16	↑	$18.19	↑
Average Cap Rate	7.3%	7.2%	↑	7.3%	-

RETAIL OVERVIEW

Retail vacancy has been ticking higher over the recent quarters in Jacksonville. Leasing activity is still below pre-coronavirus pandemic levels, and some speculative deliveries will likely cause vacancies to continue rising in the coming quarters. Despite this, the vacancy rate remains comfortably below the historical average and in line with the National Index.

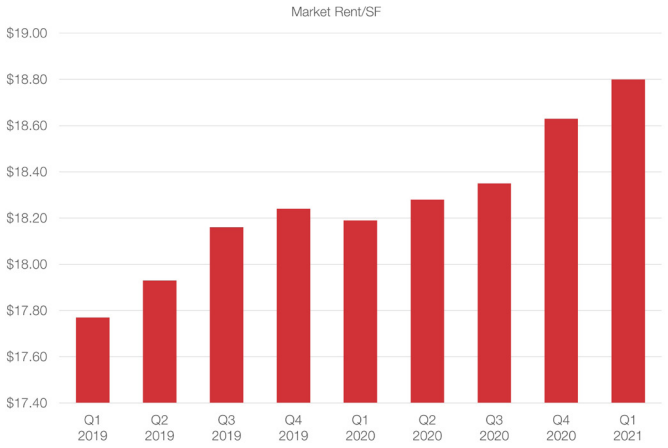


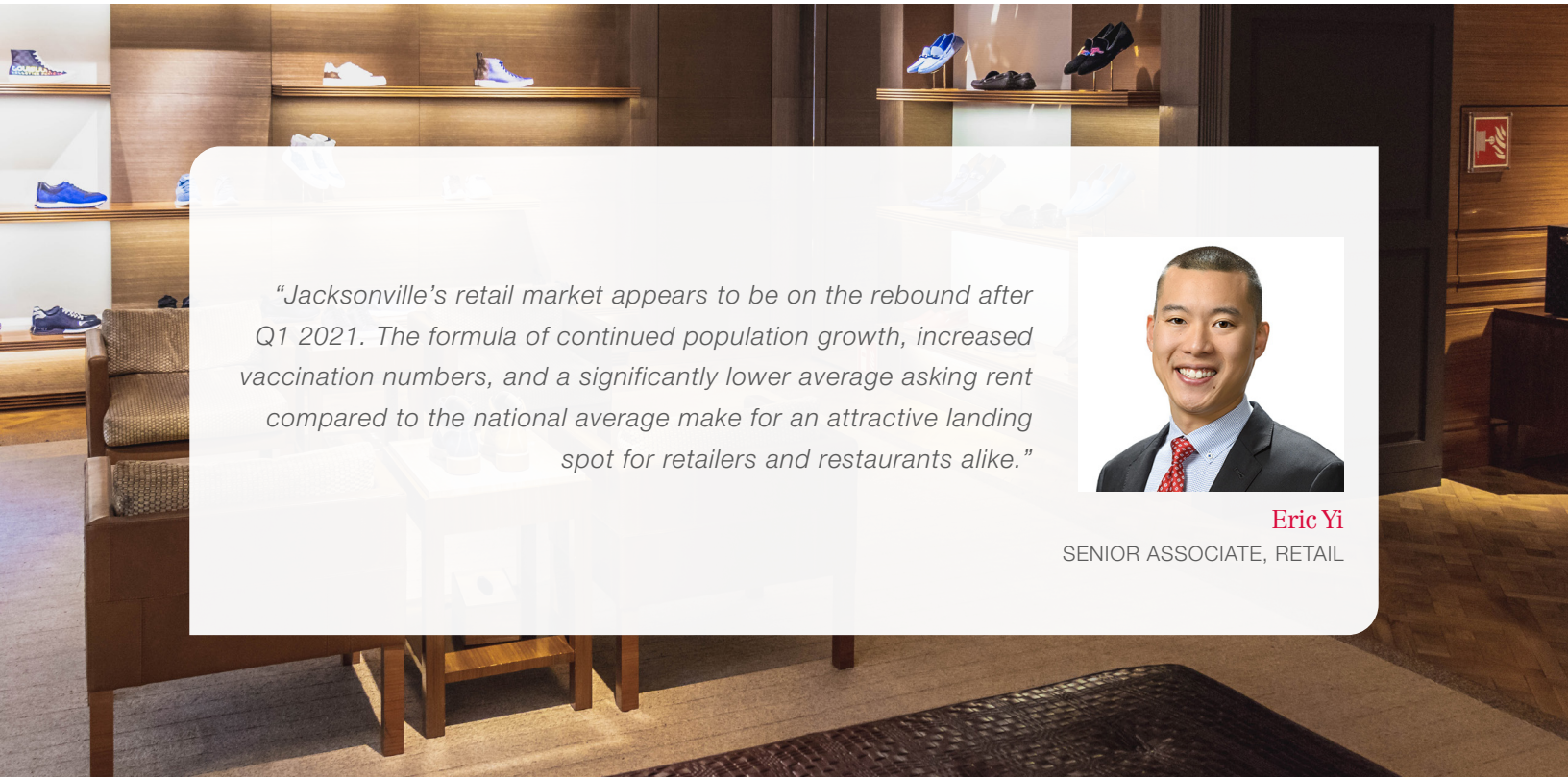
Jacksonville is one of the fastest-growing metros in the country on a percentage basis. A strong population growth boosted consumer spending, which in turn bolstered retail demand. Developers followed suit and are currently 1.2 million SF of retail construction is underway. This represents around 1.2% of inventory under construction, well above the national figure. Roughly 70% of the retail space underway is preleased, and supply-side pressure on the market is not a major cause for concern in the near term.

Restaurants and chains continue driving leasing volume in the market. Over the recent years, major specialty and discount grocers leased and moved

into new space in the metro, which helped bolster net absorption rates. Whole Foods is also underway on a 34,400-SF store at Jacksonville Beach, while in San Marco, developers are working on a new ALDI store that will encompass 20,400 SF. Both stores are expected to open early next year. Additionally, Earth Fare leased 24,000-SF of space at a St. Augustine shopping center and is expected to move in Q2'21.

At over $18.70/SF, the average retail asking rent in Jacksonville is 20% lower than the national average. Among submarkets, Butler/Baymeadows commands some of the highest asking rents at over $26/SF. The heavily tourist-focused Beaches Submarket has the second-highest average rent, near $24/SF. Other high-rent submarkets include St Johns County and Downtown Southbank submarkets, both offering average asking rents around $21/SF.





"Jacksonville's retail market appears to be on the rebound after Q1 2021. The formula of continued population growth, increased vaccination numbers, and a significantly lower average asking rent compared to the national average make for an attractive landing spot for retailers and restaurants alike."

Eric Yi
SENIOR ASSOCIATE, RETAIL

NAI HALLMARK

Featured Retail Transaction

Riverside Village

1541-1551 Riverside Avenue
Jacksonville, Fl 32204

Riverside Village is located in the historic residential neighborhood of Five Points, and dates back to the early 20th century. The property consists of four medical and office buildings situated on 1.3 acres near Memorial Park and the St. Johns River.

In February 2021, Austin Kay and Eric Yi negotiated a 10-year lease behalf of the landlord to Blue Orchid Thai Cuisine. One of the medical buildings will be converted into the 4,200 SF restaurant. Riverside Village will be home to the restaurant's second location.

BROKERS

Austin Kay
Vice President, Retail
ak@naihallmark.com
+1 904 493 4495

Eric Yi
Senior Associate, Retail
ey@naihallmark.com
+1 904 493 4494

Q1 2021 JACKSONVILLE

Retail Market Report

NOTABLE SALE TRANSACTIONS

Property	Building Size	Sale Price	Price / SF	Cap Rate	Vacancy
Academy Sports & Outdoors 9041 Southside Boulevard	77,994 SF	$9,800,000	$126	7.8%	—
Greenway Kia of Jacksonville 10564 Philips Highway	40,272 SF	$7,000,000	$174	—	—
Deerwood Station 8101 Southside Boulevard	21,524 SF	$6,829,000	$317	6.6%	—
St John The Divine Greek Orthodox Church 3850 Atlantic Boulevard	12,404 SF	$1,030,000	$83	—	—

NOTABLE LEASE TRANSACTIONS

Property	Tenant	Leased SF	Building Class	Submarket
Beach Boulevard Shopping Center 7538 Beach Boulevard	International Asian Market	50,000	3 Star Shopping Center	Southside
Crossings at Wildlight 76303 William Burgess Road	Publix	48,000	4 Star Storefront	Nassau County
Aaron Rents 4316 University Boulevard South	Aaron Rents	19,456	3 Star Freestanding	Southside
Riverside Village 1551 Riverside Avenue	Blue Orchid Thai Cuisine	4,200	4 Star Freestanding	Riverside
Julington Plaza 12636 San Jose Boulevard	Berkshire Hathaway	3,120	4 Star Freestanding	Mandarin

NOTABLE CONSTRUCTION PROJECTS

Property	Submarket	Size SF	Developer	Proj Delivery
Durbin Creek Crossing SWC Race Track & St John	St Johns County	224,000	Undisclosed	2021
Fountains at St John's 1620 County Road 210 West	St Johns County	130,000	Cross Regions Real Estate	2021
Crossings at Wildlight 76303 William Burgess Road	Nassau County	77,187	Undisclosed	2022
205 Rivertown Shops Drive		65,965	Undisclosed	2021
Daily's 3011 Marbon Road	Mandarin	60,000	Undisclosed	2021

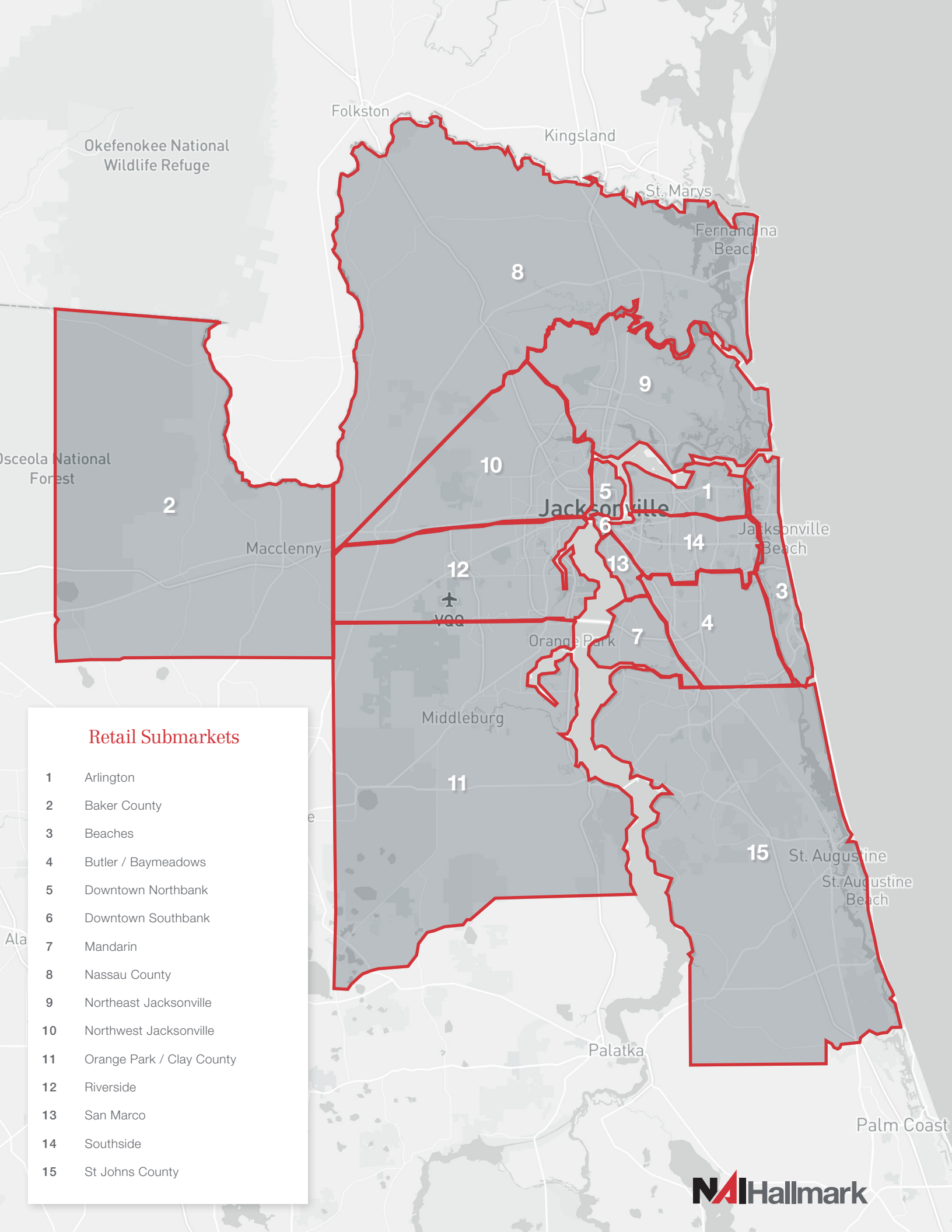
Q1 2021 JACKSONVILLE

Retail Market Report

	VACANCY RATE	MARKET RENT / SF	MARKET SALE PRICE / SF	UNDER CONSTRUCTION	INVENTORY SF	MARKET CAP RATE
Arlington	6.1%	$14.82	$157	—	7,776,082	7.3%
Baker County	1.4%	$14.03	$177	—	1,440,826	7.5%
Beaches	3.4%	$23.99	$233	17,315	5,246,036	6.9%
Butler/Baymeadows	3.2%	$26.48	$187	59,820	5,596,049	7.2%
Downtown Northbank	10.3%	$12.40	$132	—	3,681,918	7.7%
Downtown Southbank	8.7%	$21.22	$220	51,500	654,830	7.0%
Mandarin	4.7%	$21.77	$185	66,658	4,762,526	7.1%
Nassau County	3.1%	$17.34	$150	94,147	6,066,363	7.7%
Northeast Jacksonville	4.6%	$19.17	$182	22,967	3,760,476	7.3%
Northwest Jacksonville	6.5%	$12.08	$138	5,636	4,498,047	7.8%
Orange Park/Clay County	5.1%	$18.48	$176	74,708	10,851,957	7.2%
Riverside	3.5%	$17.42	$160	61,715	13,708,231	7.4%
San Marco	4.9%	$16.28	$168	3,500	2,973,617	7.4%
Southside	4.3%	$19.81	$192	96,542	14,961,804	7.1%
St Johns County	4.1%	$20.81	$228	650,921	11,505,666	7.0%
Jacksonville MSA	**4.7%**	**$18.77**	**$181**	**1,205,429**	**97,511,122**	**7.3%**
National Index	**5.1%**	**$21.65**	**$213**	**45,564,079**	**11,657,232,626**	**7.1%**

Source: NAI Hallmark, CoStar Property®, & ESRI®, Real Capital Markets®, RealPages®

The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt the accuracy of information supplied, however, we cannot, and do not, make any guarantees. All information should be verified before relying thereon. We are not responsible for errors, misuse, or misinterpretation of information contained herein & make no warranty of any kind, express or implied, with respect to the property or any other matters.



Retail Submarkets

1	Arlington
2	Baker County
3	Beaches
4	Butler / Baymeadows
5	Downtown Northbank
6	Downtown Southbank
7	Mandarin
8	Nassau County
9	Northeast Jacksonville
10	Northwest Jacksonville
11	Orange Park / Clay County
12	Riverside
13	San Marco
14	Southside
15	St Johns County

NAIHallmark

Q1 2021 JACKSONVILLE

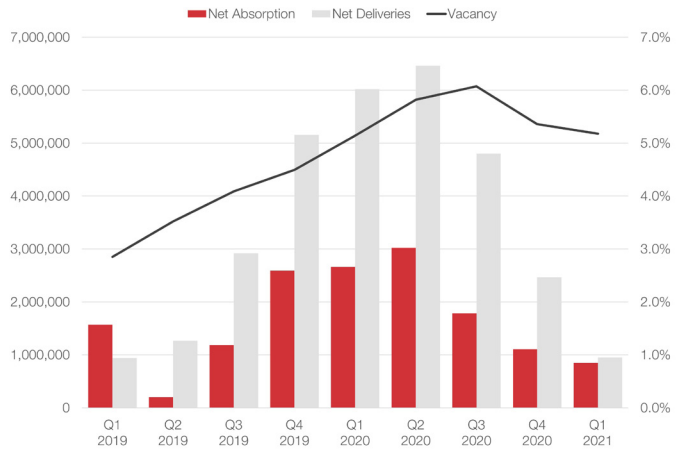
Industrial Market Report

MARKET INDICATORS

	Current Q1 2021	Prior Q4 2020		Year Ago Q1 2020	
Vacancy	5.1%	5.3%	↓	5.2%	↓
Net Absorption (SF)	956,101	1,001,368	↓	3,015,977	↓
Construction (SF)	2,545,657	2,454,931	↑	955,810	↑
Deliveries (SF)	1,016,943	2,359,758	↓	6,683,654	↓
Average Asking Rent (PSF)	$7.14	$6.91	↑	$6.81	↑
Average Cap Rate	7.0%	7.1%	↓	7.1%	↓

INDUSTRIAL OVERVIEW

While Jacksonville initially saw industrial vacancies climb due to supply-side pressure, levels have been falling in recent quarters. Several large move-ins in the latter half of 2020 helped boost net absorption figures and bring down the vacancy rate for Q1'21 to 5.1%. Moreover, tenants remain active in leasing space in the market helping keep vacancy levels below the historical average. With the limited speculative pipeline, vacancies should also hold near or below the national average in the near term.



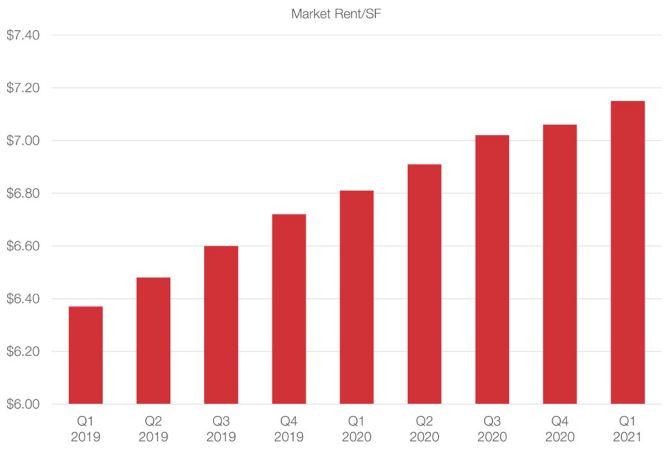
According to industrial associate Camden Padgett, “In the transition from the confusion and uncertainty of 2020 into 2021, we have seen a booming demand in the Jacksonville industrial market. Vacancies continue to decrease as we see demand grow. Demand for small-bay, dock-high industrial space throughout Jacksonville has grown beyond the supply of the market.”

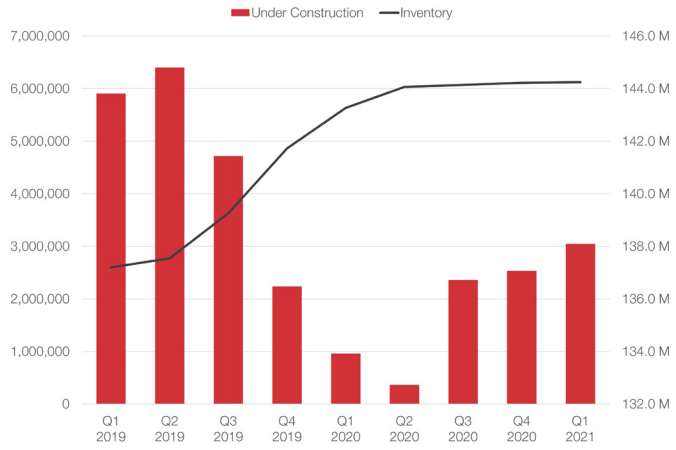
According to CoStar and internal data, there is less than 200,000 sf available for small-bay tenants in the entire market. Padgett continues “We hope to see an increase in dock-high development to accommodate new tenants coming to market. However, there is a struggle for land between industrial developers and the exploding residential market of Jacksonville.”

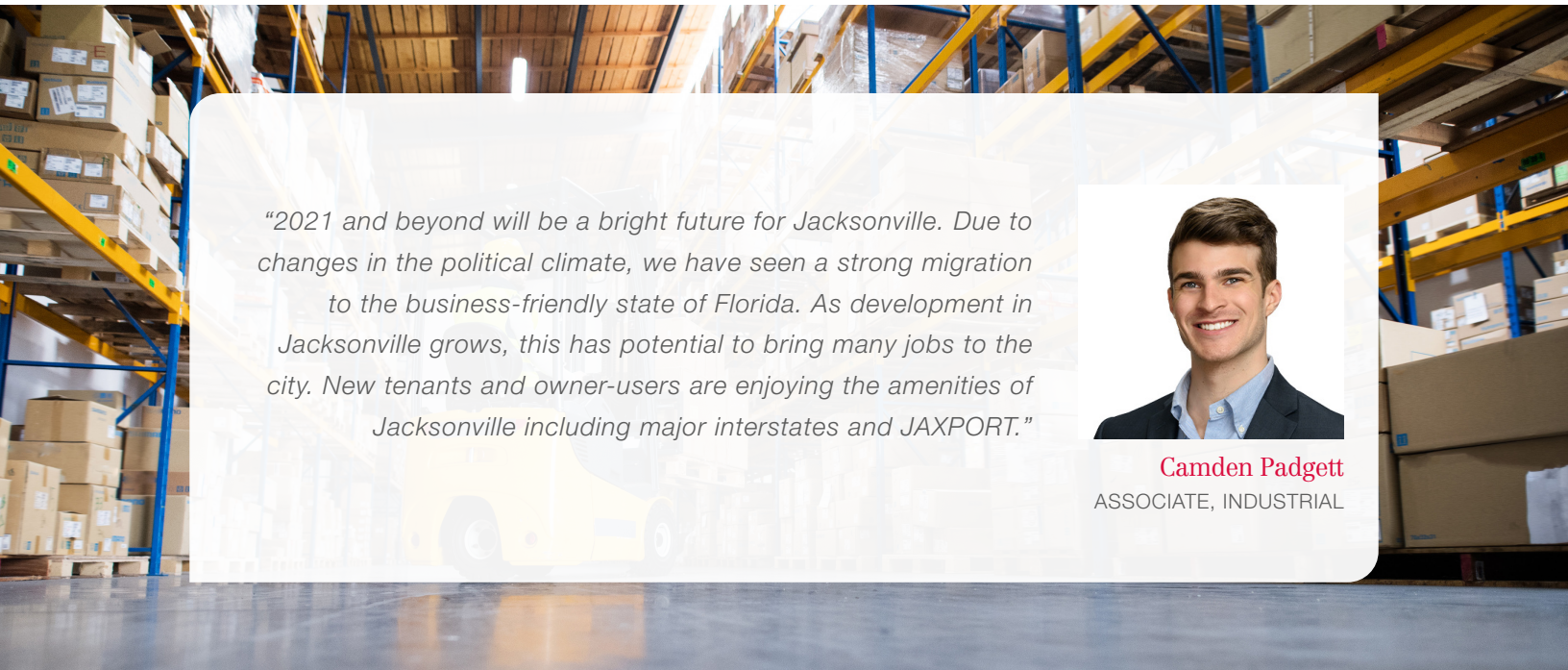
At $7.14/SF, the average industrial rent in Jacksonville is roughly 30% less than the national average. Although asking rents are significantly lower than the national average, they continue to increase in the Jacksonville market as supply is tight and demand is strong, according to Industrial Brokerage Vice President Jason Purdy. With smaller facilities that incorporate more flex space, the Beaches Submarket leads the metro in rents, at roughly $13/SF on average. Among larger industrial properties over 250,000 SF, rent growth has softened in recent quarters primarily due to landlords competing with recent new supply.

Around 2.5 million SF of industrial space is underway, with 65% of space under construction pre-leased. Compared to the only 45% and 30% pre-leased rates in Atlanta and Orlando respectively, supply-side pressure in Jacksonville will be less of a concern in the coming quarters.

Jacksonville's market pricing offers a relative value compared to peer markets. At $67/SF, market pricing is well below nearby Orlando, Tampa, and Savannah. Additionally, cap rates are in the lower-7% range after compressing in recent years.







"2021 and beyond will be a bright future for Jacksonville. Due to changes in the political climate, we have seen a strong migration to the business-friendly state of Florida. As development in Jacksonville grows, this has potential to bring many jobs to the city. New tenants and owner-users are enjoying the amenities of Jacksonville including major interstates and JAXPORT."

Camden Padgett
ASSOCIATE, INDUSTRIAL

NAI HALLMARK

Featured Industrial Transaction

Deerwood Distribution Center

8500 Baycenter Road
Jacksonville, Fl 32256

Deerwood Distribution Center is a master planned, multi-tenant development located in the Butler Corridor submarket of Jacksonville. The property features 126,000 of rentable space, multiple dock high and roll up doors to suit a variety of tenant needs.

In January 2021, Patrick Thornton and Jason J. Purdy negotiated a 75,664 SF lease on behalf of the landlord, EastGroup Properties to the tenant Acosta.

BROKERS

Patrick Thornton
Principal, Brokerage
pt@naihallmark.com
+1 904 404 4454

Jason J. Purdy, MBA
Vice President, Industrial
jp@naihallmark.com
+1 904 404 4462

EASTGROUP PROPERTIES

NAI Hallmark is proud to be the leasing agent for EastGroup Properties representing their industrial portfolio for the Southside of Jacksonville, Florida.

Learn more about EastGroup Properties and view available space on our website ***naihallmark.com/eastgroup/***

Q1 2021 JACKSONVILLE

Industrial Market Report

NOTABLE SALE TRANSACTIONS

Property	Building Size	Sale Price	Price / SF	Cap Rate	Vacancy
10501 Cold Storage Road	552,722 SF	$43,900,000	$79	—	0%
Northeast Florida Industrial 4627 JP Hall Boulevard	793,583 SF	$40,620,000	$51	—	0%
PenserSC 11001 Pritchard Road	240,000 SF	$17,470,000	$73	—	0%

NOTABLE LEASE TRANSACTIONS

Property	Tenant	Leased SF	Building Class	Submarket
Imeson Park 10501 Cold Storage Road	Amazon	1,063,225	2 Star Industrial Land	Oceanway
12090 New Berlin Road	Undisclosed	229,000	4 Star Distribution	Northeast
2562 Cabot Commerce Drive	Undisclosed	129,665	4 Star Distribution	Oceanway
Deerwood Distribution Center 8500 Baycenter Road	Acosta	75,664	3 Star Distribution	Butler Corridor
Park 295 2619 Ignition Drive	APR Energy	44,038	4 Star Industrial Park	North Side

NOTABLE CONSTRUCTION PROJECTS

Property	Submarket	Size SF	Developer	Proj Delivery
Building E 10501 Cold Storage Road	Oceanway	1,281,280	VanTrust Real Estate, LLC	2021
Building B 10501 Cold Storage Road	Oceanway	552,720	VanTrust Real Estate, LLC	2021
Building 2 3525 Imeson Road	West Side	190,000	Warehouse Rentals, LLC	2021
Building 1 3525 Imeson Road	West Side	188,125	Warehouse Rentals, LLC	2021
East Building Deer Park Boulevard	St Johns	140,800	Flagler Real Estate Services, LLC	2021

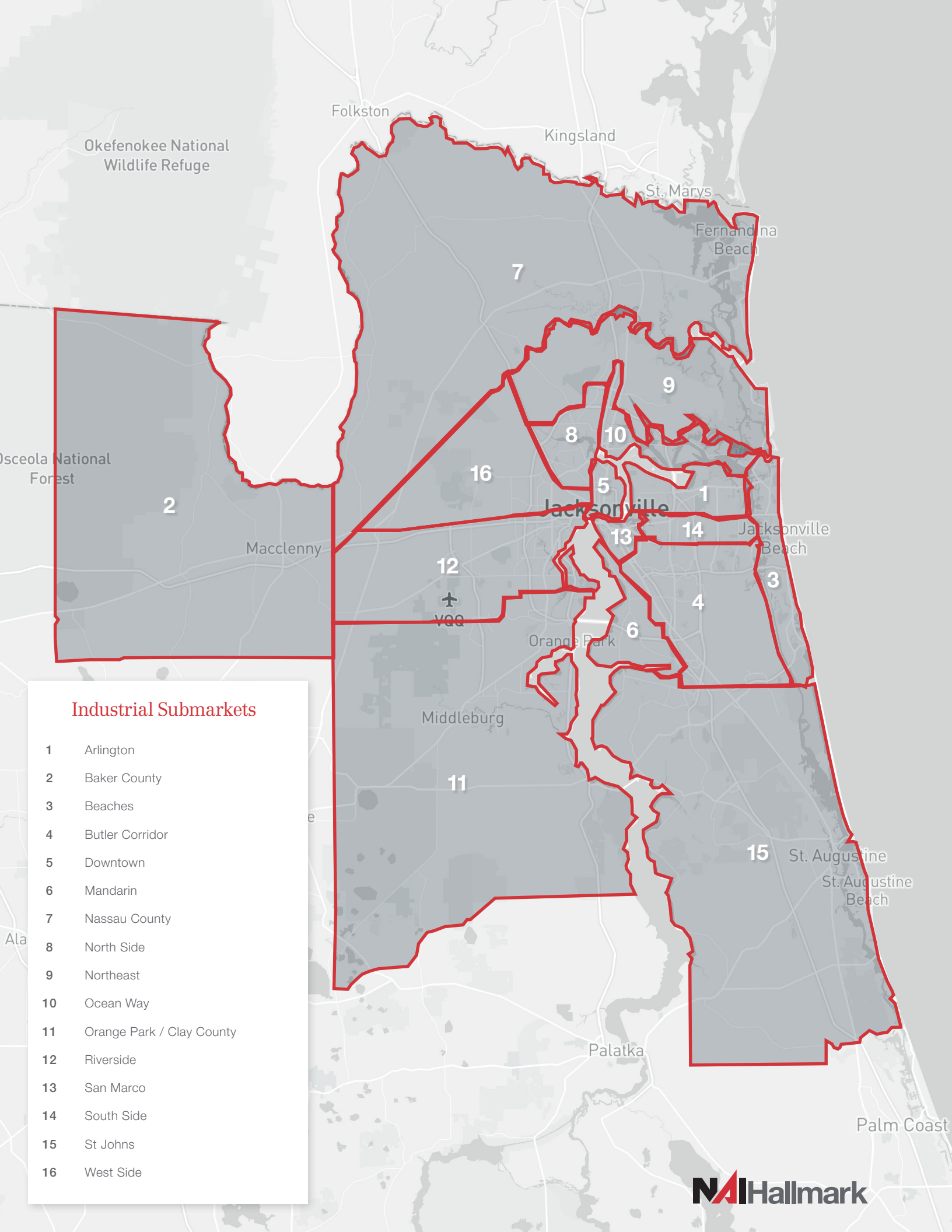
Q1 2021 JACKSONVILLE

Industrial Market Report

	VACANCY RATE	MARKET RENT / SF	MARKET SALE PRICE / SF	UNDER CONSTRUCTION	INVENTORY SF	MARKET CAP RATE
Arlington	2.0%	$9.25	$85	—	1,020,014	7.5%
Baker County	3.4%	$5.81	$79	—	1,350,145	6.4%
Beaches	7.1%	$13.59	$136	—	1,194,480	6.7%
Butler Corridor	4.9%	$8.83	$84	65,000	20,564,087	7.1%
Downtown	1.7%	$5.59	$49	19,000	11,627,644	7.5%
Mandarin	0.8%	$9.66	$88	—	1,694,412	7.3%
Nassau County	0.0%	$7.05	$79	—	3,311,454	6.6%
North Side	8.3%	$5.72	$55	—	8,802,680	6.9%
Northeast	14.7%	$6.13	$66	—	4,713,427	6.6%
Ocean Way	7.9%	$8.41	$58	1,844,000	14,944,197	6.8%
Orange Park/Clay County	2.0%	$7.55	$68	19,490	5,683,133	7.5%
Riverside	1.7%	$6.45	$67	—	21,918,829	7.1%
San Marco	6.6%	$7.77	$69	—	4,837,086	7.3%
South Side	3.0%	$10.31	$99	—	1,639,218	7.3%
St Johns	2.0%	$9.07	$98	176,616	5,949,148	6.8%
West Side	6.9%	$6.01	$59	421,551	34,992,854	6.9%
Jacksonville MSA	**5.1%**	**$7.14**	**$67**	**2,545,657**	**144,243,505**	**7.0%**
National Index	**5.5%**	**$9.05**	**$114**	**360,993,275**	**17,235,040,354**	**6.6%**

Source: NAI Hallmark, CoStar Property®, & ESRI®, Real Capital Markets®, RealPages®

The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt the accuracy of information supplied, however, we cannot, and do not, make any guarantees. All information should be verified before relying thereon. We are not responsible for errors, misuse, or misinterpretation of information contained herein & make no warranty of any kind, express or implied, with respect to the property or any other matters.



Industrial Submarkets

1	Arlington
2	Baker County
3	Beaches
4	Butler Corridor
5	Downtown
6	Mandarin
7	Nassau County
8	North Side
9	Northeast
10	Ocean Way
11	Orange Park / Clay County
12	Riverside
13	San Marco
14	South Side
15	St Johns
16	West Side

NAIHallmark

Q1 2021 JACKSONVILLE

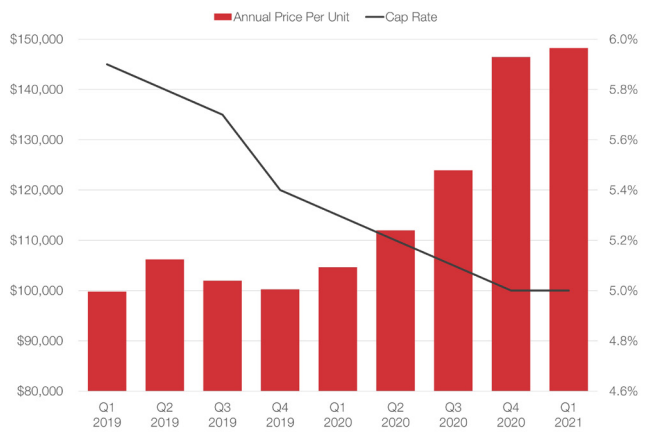
Multifamily Market Report

MARKET INDICATORS

	Current Q1 2021	Prior Q4 2020		Year Ago Q1 2020	
Vacancy	4.4%	4.0%	▲	5.0%	▼
Effective Rent (Per Unit)	$1,154	$1,138	▲	$1,100	▲
Effective Rent (Per SF)	$1.18	$1.16	▲	$1.12	▲
Annual Rent Growth	4.2%	3.3%	▲	2.2%	▲
Market Cap Rate	5.0%	5.0%	-	5.3%	▼

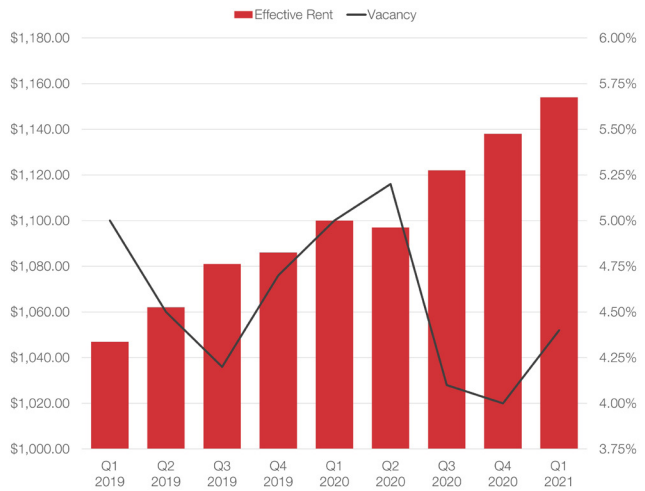
SALES ACTIVITY

Although sales volume has decreased slightly from Q4'20 (the strongest quarter for sales volume in the market's history), it is still well above the market's long term annual average. Market pricing continues to increase, currently averaging $148K per unit, while cap rates continue to compress.



RENTAL RATES

Effective rents, now averaging $1,154 for the Jacksonville MSA, increased 4.2% year-over-year during Q1 '21. The MSA saw the 5th largest rent increase among the major South region markets and the 10th largest increase among major markets nationally. Although vacancy levels have increased slightly, they are still trending below the overall annual average for the past five years and placing Jacksonville in the top 25 of 50 largest markets based on vacancy.



Q1 2021 JACKSONVILLE

Multifamily Market Report

NOTABLE SALE TRANSACTIONS: 100+ UNITS

Property	Year Built	# of Units	Date	Price	Price / Unit
The Lofts at Wildlight	2020	279	Jan-21	$55,800,000	$200,000
Belle Rive Club	1990	104	Feb-21	$13,130,000	$126,250
Canopy Creek	1975	288	Mar-21	$27,500,000	$95,486
Preserve at Cedar River	1972	464	Mar-21	$33,234,569	$71,626
Heritage on the River	1968	301	Mar-21	$17,760,000	$59,003

NOTABLE SALE TRANSACTIONS: UNDER 100 UNITS

Property	Year Built	# of Units	Date	Price	Price / Unit
The Breakers	1948	28	Mar-21	$4,060,000	$145,000
Ocean Reef	1969	28	Mar-21	$3,870,000	$138,214
Sailfish Apartments	1975	32	Mar-21	$3,870,000	$120,938
2630 Jammes Road	1987	16	Feb-21	$1,350,000	$84,375
Stonemont Village	1974	89	Mar-21	$7,250,000	$81,461
1201 River Bank Court	1963	10	Feb-21	$755,000	$75,500
Post St Apartments	1970	24	Mar-21	$1,700,000	$70,833

Q1 2021 JACKSONVILLE

Multifamily Market Report

MULTIFAMILY CONSTRUCTION PROJECTS

Property	Submarket	Units	Developer	Proj Delivery
The Reef	Jacksonville Beaches	456	The Klotz Companies	2021
The Solera at Kendall West	Arlington	378	Rich Properties	2021
Presidium at Town Center	Baymeadows	370	Presidium Group	2021
Vista Brooklyn	Central Jacksonville	308	Bristol Development Group	2021
The Barlow	Southeast Jacksonville	290	Chance Partners	2021
Satori Town Center	Baymeadows	289	Davis Development	2021
The Felix	Baymeadows	280	Stanmore Partners	2021
Terabella	Arlington	253	Liv Development	2021
Saddle Brook Landings (Phase II)	Westside	210	Landings Real Estate Group	2021
The Exchange	Southeast Jacksonville	196	Chance Partners	2021
Mill Creek Preserve	Northside	188	Davis Companies	2021
Southbank Urban Residences	Southeast Jacksonville	185	Ventures Development Group	2021
Lofts at Baymeadows	Baymeadows	103	Stratford Management	2021
Sayla	Upper Southside	29	Parkway Property Investments	2021
Ashley Street Container Lofts	Central Jacksonville	18	JWB Real Estate	2021
TOTALS	**16**	**3,553**		**2021**

Source: NAI Hallmark, CoStar Property®, & ESRI®, Real Capital Markets®, RealPages®

The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt the accuracy of information supplied, however, we cannot, and do not, make any guarantees. All information should be verified before relying thereon. We are not responsible for errors, misuse, or misinterpretation of information contained herein & make no warranty of any kind, express or implied, with respect to the property or any other matters.

Property	Submarket	Units	Developer	Proj Delivery
Durbin Creek Crossing	Mandarin	350	DHI Communities	2022
Novo Kendall Town	Arlington	300	Shelton Mcnally Real Estate Partners	2022
Sentosa Beachwalk (Phase II)	Mandarin	298	The Falcone Group	2022
Cadence at Nocatee	Baymeadows	291	RangeWater	2022
Duval Crossing	Northside	270	Corner Lot Development	2022
The Julington	Mandarin	260	RISE	2022
Springs at Flagler Center	Mandarin	250	Continental Properties	2022
Integra Park at Oakleaf	Orange Park/ Clay County	249	Integra Land Company	2022
The Sagefield at River City	Northside	238	Chance Partners	2022
The Preserve at Island Pointe	Northside	192	Becovic Management Group	2022
233 West Duval Street	Central Jacksonville	140	Augustine Development Group	2022
TOTALS	**11**	**2,838**		**2022**
Presidium at Beach Boulevard	Upper Southside	400	Presidium Group	2023+
Bainbridge Avenues Walk	Mandarin	372	The Bainbridge Companies	2023+
Fountainhead Apartments at Flagler Center	Mandarin	352	Fort Family Investments	2023+
Flagler Crossing	Mandarin	330	Corner Lot Development	2023+
Aventon Jacksonville North Apartments	Northside	324	Aventon Companies	2023+
SUR Southside Quarter (Phase II)	Baymeadows	322	Hines	2023+
Exchange at Orange Park	Westside	312	Hathaway Companies	2023+
Long Bay Blanding	Orange Park/ Clay County	280	Corner Lot Development	2023+
The Doro	Central Jacksonville	247	RISE	2023+
San Marco Promenade (Phase II)	Southeast Jacksonville	224	Chance Partners	2023+
World Commerce	St. Augustine	210	Corner Lot Development	2023+
The Hendricks at San Marco	Southeast Jacksonville	133	Corner Lot Development	2023+
TOTALS	**12**	**3,506**		**2023+**

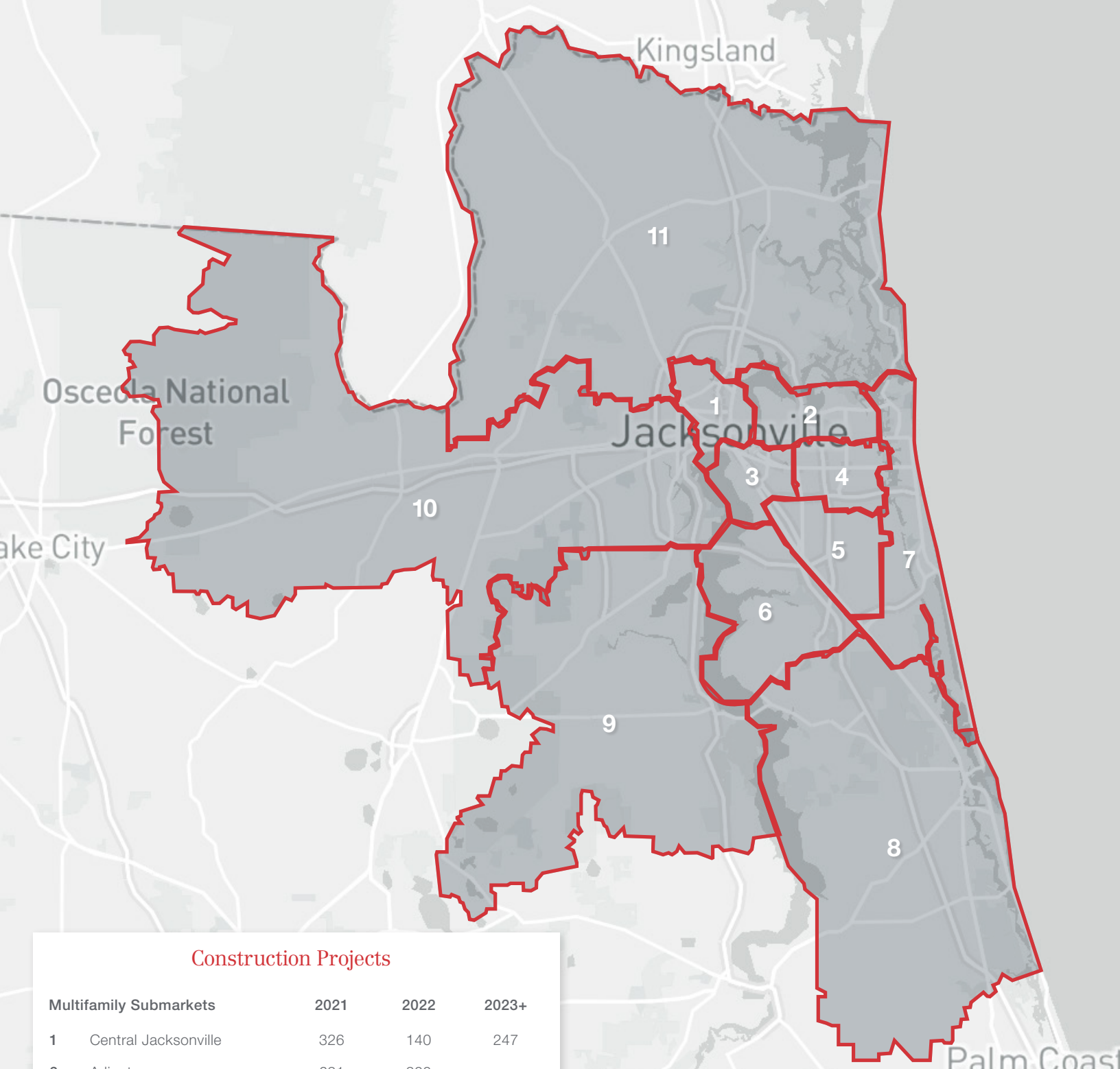
Q1 2021 JACKSONVILLE

Multifamily Market Report

	VACANCY RATE	EFFECTIVE RENT / UNIT	EFFECTIVE RENT / SF	RENT GROWTH	CONCESSIONS
Central Jacksonville	5.6%	$1,264	$1.46	0.1%	10.0%
Arlington	5.5%	$1,037	$1.07	5.2%	1.6%
Southeast Jacksonville	5.1%	$1,059	$1.12	4.8%	2.7%
Upper Southside	4.6%	$1,278	$1.25	1.3%	5.8%
Baymeadows	4.2%	$1,198	$1.22	3.9%	4.3%
Mandarin	3.4%	$1,188	$1.20	3.8%	1.7%
Jacksonville Beaches	4.1%	$1,336	$1.39	3.0%	1.9%
St. Augustine	4.3%	$1,319	$1.39	1.0%	—
Orange Park / Clay County	3.3%	$1,143	$1.09	6.9%	0.9%
Westside	5.0%	$1,029	$1.06	7.0%	2.3%
Northside	3.6%	$1,117	$1.14	6.0%	3.2%
Jacksonville MSA	**4.4%**	**$1,154**	**$1.18**	**4.2%**	**3.9%**
National Index	**4.5%**	**$1,442**	**$1.57**	**1.0%**	**6.3%**

"Investor interest remains high throughout the Jacksonville MSA due to the consistent rent growth and the resilience of the economy. We saw sales volume continue to increase during the first quarter of 2021, and we expect this trend to continue throughout the remaining year."

John Rutherford
SENIOR VICE PRESIDENT
MULTIFAMILY INVESTMENT SALES



Construction Projects

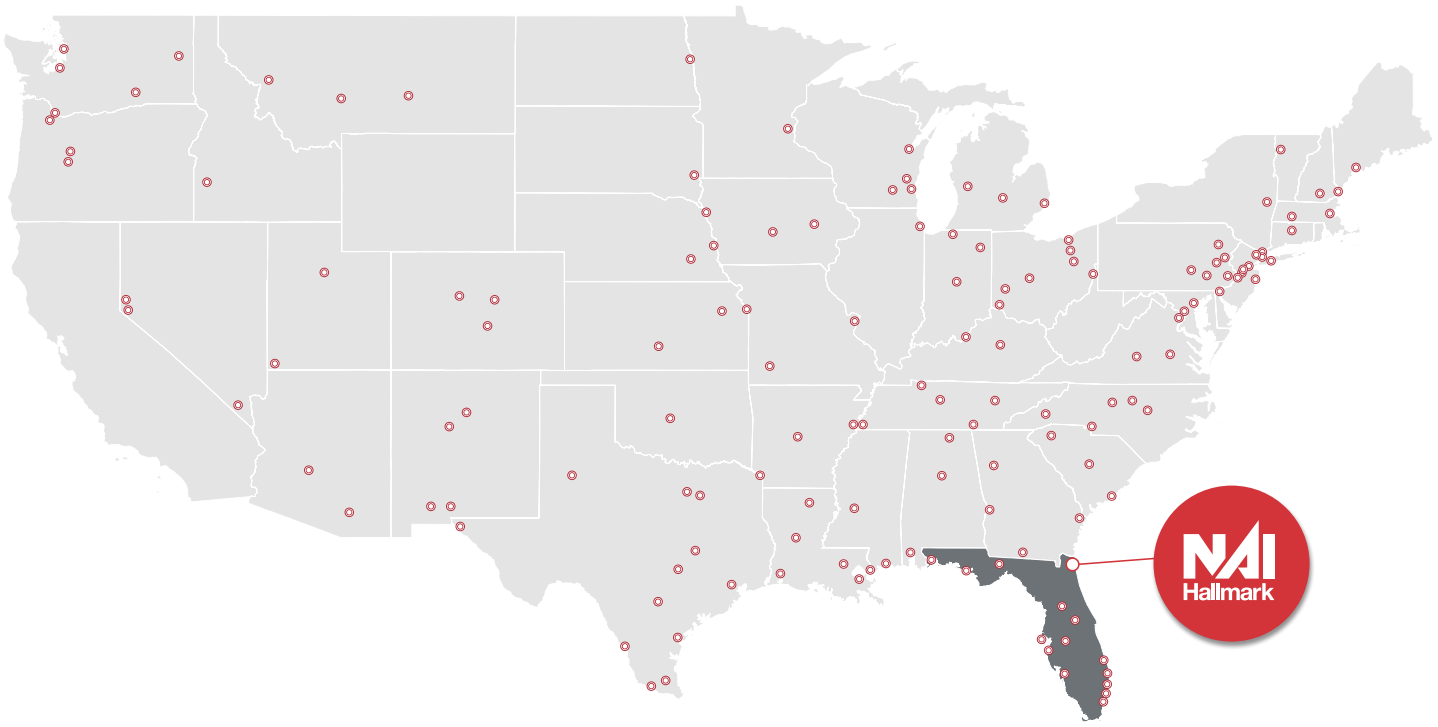
	Multifamily Submarkets	2021	2022	2023+
1	Central Jacksonville	326	140	247
2	Arlington	631	300	—
3	Southeast Jacksonville	671	—	357
4	Upper Southside	29	—	400
5	Baymeadows	1,042	291	322
6	Mandarin	—	1,158	1,054
7	Jacksonville Beaches	456	—	—
8	St. Augustine	—	—	210
9	Orange Park / Clay County	—	249	280
10	Westside	210	—	312
11	Northside	188	700	324
		3,553	**2,838**	**3,506**

NAI Hallmark

Q1 2021 JACKSONVILLE

Our Market and Beyond

NAI Hallmark is the Northeast Florida representative for NAI Global, the world's largest network real estate professionals. We are among the best in the industry, serving clients in our market and beyond.



Together, we act and think as a team, working in unison to deliver seamless, exceptional results for our clients with local, regional or global needs.

Whether you need to buy, sell, lease or manage property across the United States and beyond, NAI Hallmark is your local point of entry into a world of creative solutions in commercial real estate.

THE PREMIER MANAGED

Commercial Real Estate Network

NAI Global is the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. NAI Global member firms are leaders in their local markets and span the world with 300+ offices and more than 5,100 professionals supported by the central resources of the NAI Global organization.

NAI Global professionals achieve extraordinary results for clients locally and globally through creativity, collaboration, and the consistent delivery of exceptional knowledge and service that only market-leading firms can provide.

Market your products and services to this global audience either year round via our special packages designed to put your name in lights and keep it there or via an event sponsorship or exhibit.

Top 4 Brand

300+
Offices Worldwide

43
Countries

5,100+
Professionals

1.1+
Billion
SQUARE FEET MANAGED

$20
Billion
TRANSACTION VOLUME

$1.5
Billion
TOTAL GROSS REVENUE

NAI Global

Q1 2021 JACKSONVILLE

Quarterly Market Report

NAI Hallmark has a 28-year history of successfully managing commercial real estate to its highest performance. Our team is committed to providing best-in-class service to our clients and takes an owner's perspective approach to unlock the full potential of every deal.

It would be our privilege to work with you.

get in touch

6675 Corporate Center Parkway, Suite 100
Jacksonville, Florida USA 32216

+1 904 363 9002
info@naihallmark.com