

# JACKSONVILLE MARKET REPORT

# JAY

MARKET INSIGHTS • 2024



3.6%

Jacksonville Unemployment Rate



19.0%

YoY New Home Starts Up



-2.1%

YoY New Home Closings Down

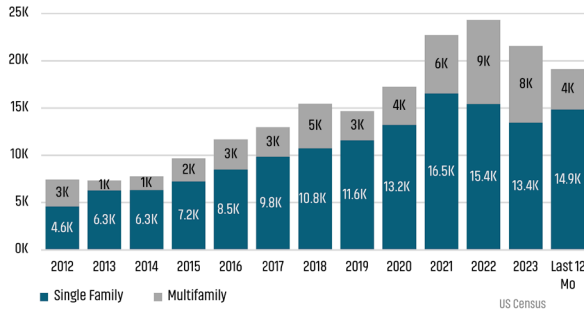


\$528,551

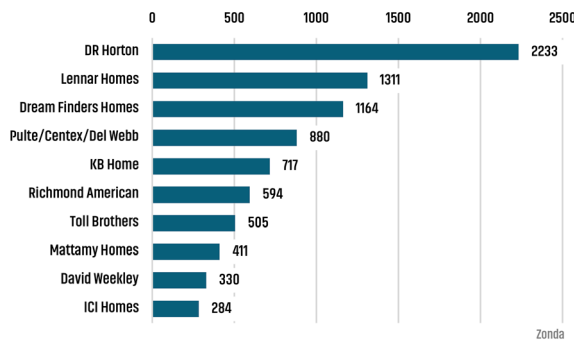
Average New Home Price

**NEW HOUSING TRENDS<sup>1</sup>**

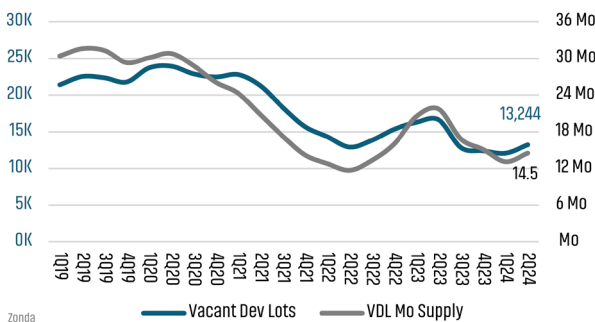
**Single & Multi-Family Permits**



**12 Month Homebuilder Ranking by Closings**



**Vacant Developed Lot Supply**



**ANNUALIZED NEW HOME STARTS**



Jun 2023: 9,206  
Jun 2024: 10,958  
**19.0%**

**ANNUALIZED NEW HOME CLOSINGS**



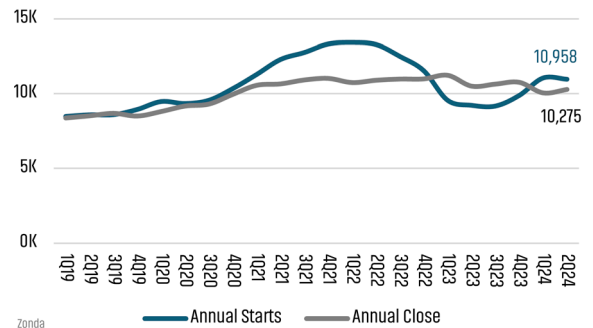
Jun 2023: 10,497  
Jun 2024: 10,275  
**-2.1%**

**AVERAGE NEW HOME PRICE**



Jun 2023: \$519,031  
Jun 2024: \$528,551  
**1.8%**

**Annual Starts vs Closings**



**MLS RESALE STATISTICS - JACKSONVILLE MSA SINGLE FAMILY HOMES<sup>2</sup>**

**CLOSED SALES YTD**

Jun 2023: 11,025  
Jun 2024: 10,660  
**-3.3%**

**MONTHS OF INVENTORY**

Jun 2023: 1.8 Mo  
Jun 2024: 4.1 Mo  
**2.3 Mo**

**MEDIAN SALE PRICE**

Jun 2023: \$375,000  
Jun 2024: \$391,990  
**4.5%**

**DAYS ON MARKET**

Jun 2023: 41 Days  
Jun 2024: 33 Days  
**-8 Days**

**ECONOMIC TRENDS<sup>3</sup>**

**UNEMPLOYMENT RATE** (unadjusted)

**JACKSONVILLE**

Jun 2023	Jun 2024
3.2%	3.6%
▲ 0.4%	

**FLORIDA**

Jun 2023	Jun 2024
2.8%	3.3%
▲ 0.5%	



**TOTAL NONFARM EMPLOYMENT** (in thousands)

**JACKSONVILLE**

Jun 2023	Jun 2024
825.0	820.5
▼ -0.5%	

**FLORIDA**

Jun 2023	Jun 2024
10,690	10,706
▲ 0.1%	



**EMPLOYMENT CHANGE**

**JACKSONVILLE**

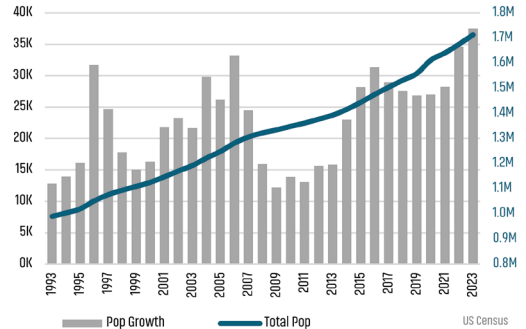
Annualized Employment Change  
**1.4%**

**FLORIDA**

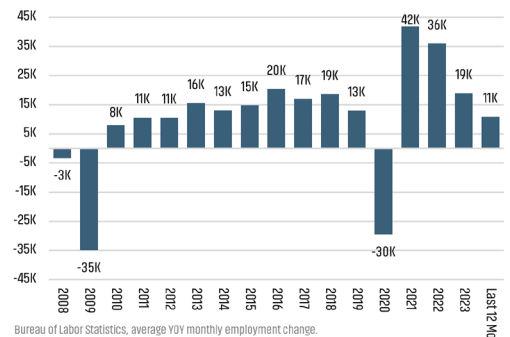
Annualized Employment Change  
**1.8%**



**Population Growth & Total Population**



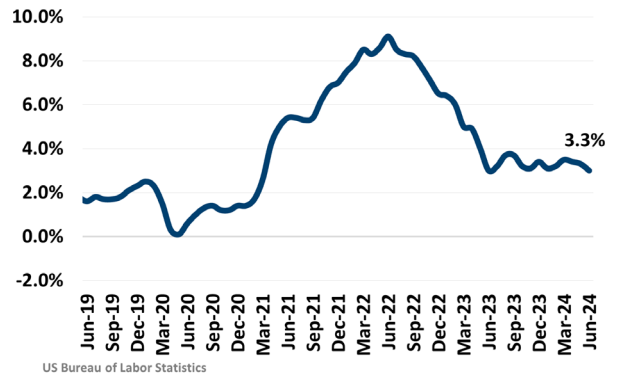
**Change in Employment**



**30 Year Fixed Mortgage Rate**

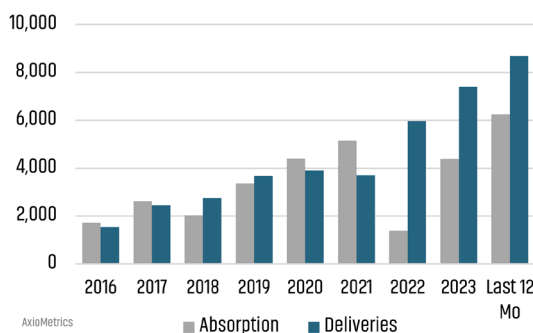


**US Inflation Rate**

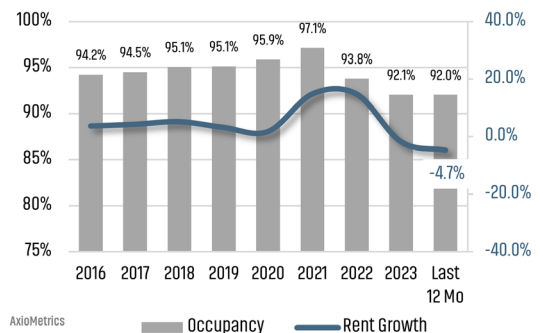


**MULTIFAMILY STATISTICS**

**Absorption & Deliveries**



**Occupancy & Rent Growth**



Sources: (3) Bureau of Labor Statistics  
\*Seasonally Adjusted

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85+ Specialized Advisors



45+ Staff Professionals



\$15+ Billion in Sales Since 2017

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PRESCOTT, AZ

TUCSON, AZ

BAY AREA, CA

IRVINE, CA

LODI, CA

PASADENA, CA

ROSEVILLE, CA

SACRAMENTO VALLEY, CA

SAN DIEGO, CA

SANTA BARBARA, CA

VALENCIA, CA

DENVER, CO

JACKSONVILLE, FL

ORLANDO, FL

TAMPA, FL

ATLANTA, GA

BOISE, ID

KANSAS CITY, KS/MO

CHARLOTTE, NC

LAS VEGAS, NV

RENO, NV

GREENVILLE, SC

NASHVILLE, TN

AUSTIN, TX

DALLAS-FORT WORTH, TX

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SALT LAKE CITY, UT

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