

# JACKSONVILLE MARKET REPORT

# JAY

MARKET INSIGHTS • 4Q24



3.0%

Jacksonville Unemployment Rate



5.4%

YoY New Home Starts Up



-0.4%

YoY New Home Closings Down



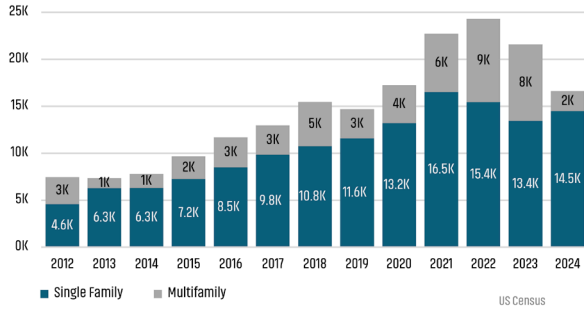
\$477,480

Average New Home Price

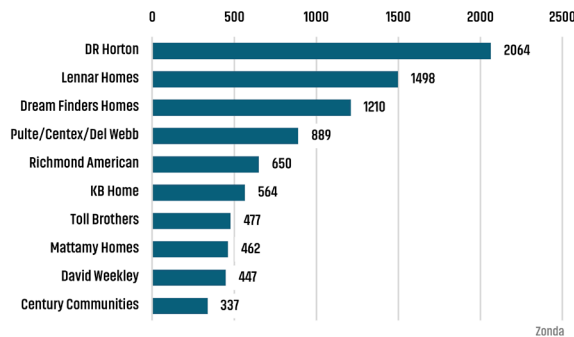


NEW HOUSING TRENDS<sup>1</sup>

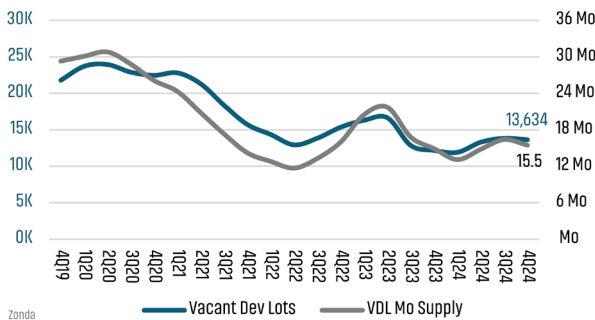
Single & Multi-Family Permits



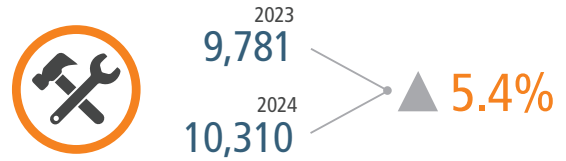
12 Month Homebuilder Ranking by Closings



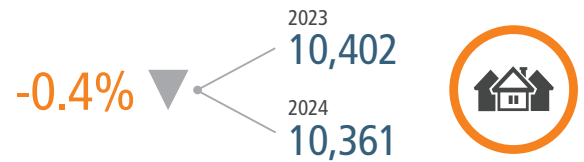
Vacant Developed Lot Supply



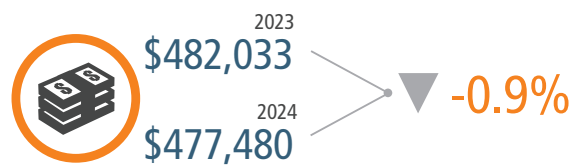
ANNUALIZED NEW HOME STARTS



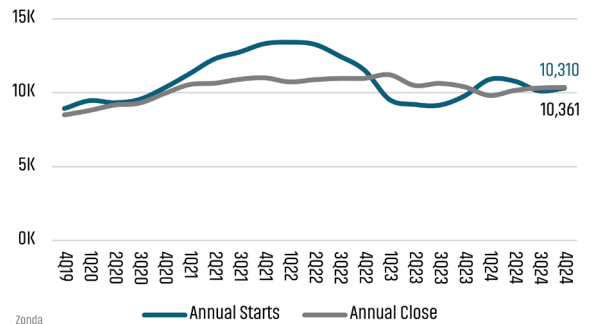
ANNUALIZED NEW HOME CLOSINGS



AVERAGE NEW HOME PRICE



Annual Starts vs Closings



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

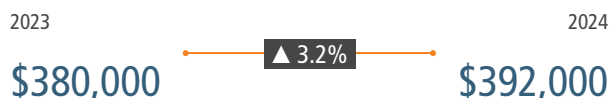
CLOSED SALES YTD



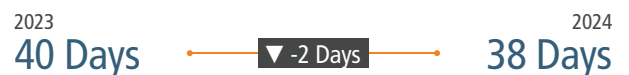
MONTHS OF INVENTORY



MEDIAN SALE PRICE



DAYS ON MARKET



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

**UNEMPLOYMENT RATE** (unadjusted)

**JACKSONVILLE**

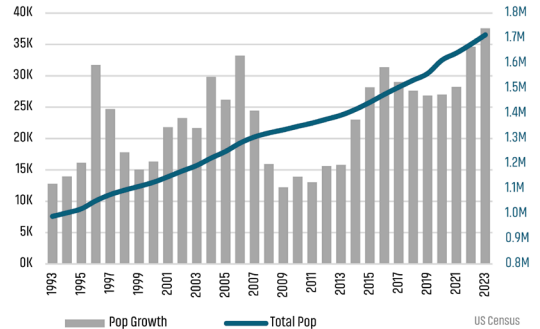
2023	2024
3.0%	3.0%
0.0%	

**FLORIDA**

2023	2024
3.1%	3.4%
▲ 0.3%	



**Population Growth & Total Population**



**TOTAL NONFARM EMPLOYMENT** (in thousands)

**JACKSONVILLE**

2023	2024
822.8	816.5
▼ -0.8%	

**FLORIDA**

2023	2024
10,722	10,630
▼ -0.9%	



**EMPLOYMENT CHANGE**

**JACKSONVILLE**

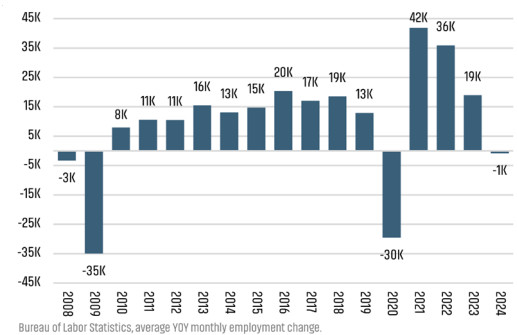
Annualized Employment Change  
**-0.1%**

**FLORIDA**

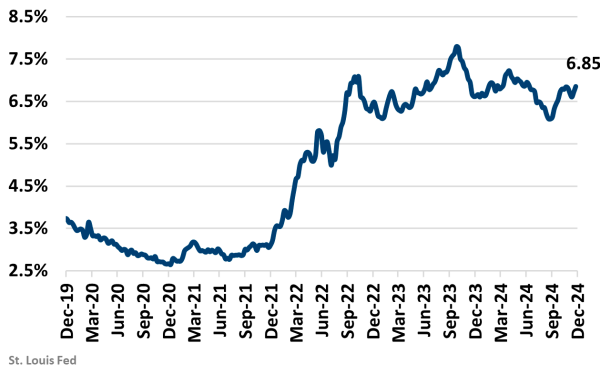
Annualized Employment Change  
**0.3%**



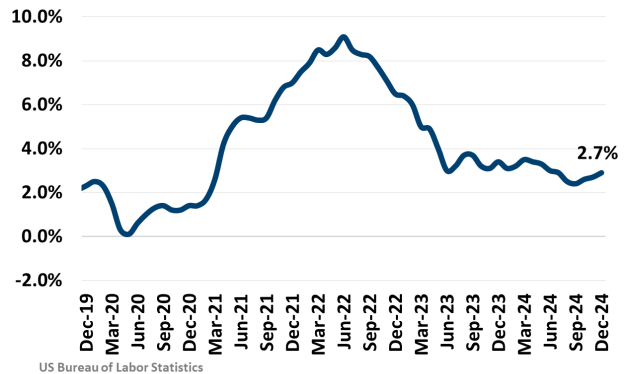
**Change in Employment**



**30 Year Fixed Mortgage Rate**

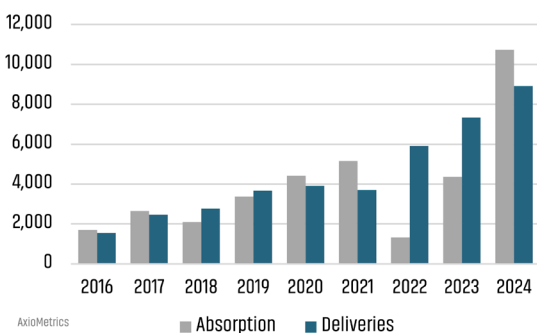


**US Inflation Rate**

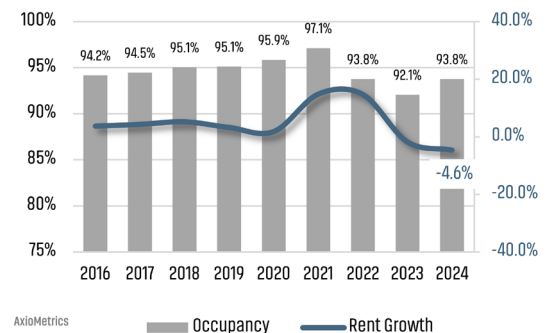


**MULTIFAMILY STATISTICS**

**Absorption & Deliveries**



**Occupancy & Rent Growth**



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

# THE NATION'S LEADING LAND BROKERAGE & ADVISORY FIRM



30 Offices Across the Nation



85+ Specialized Advisors



45+ Staff Professionals



\$15+ Billion in Sales Since 2017

PHOENIX, AZ (HQ)

CASA GRANDE, AZ

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

HOUSTON, TX

SALT LAKE CITY, UT

BELLEVUE, WA

## FUTURE OFFICES

ALBUQUERQUE, NM

CHARLESTON, SC

COLORADO SPRINGS, CO

RALEIGH-DURHAM, NC

SAN ANTONIO, TX

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