



LEE COUNTY MARKET SNAPSHOT MULTI-FAMILY & SINGLE FAMILY

July 2018

Welcome to our Lee County Multi-Family and Single Family Market Snapshot! Hopefully, you will find the summary provided to be informational and helpful with your rental investments.

Rental / Single Family Home Market Analysis

A quick Snapshot of the market in Lee County. This summary provides housing information relating to proposed growth, new development activity, sales trends, population trends, apartment rental analysis, and economic indicators.

➤	According to a recent report from U.S. News & World Report, Lee County ranks second nationwide on its list of “The Best 25 places people are moving to in 2018”. Lee County’s population spiked more than 14% from 2012 to 2016, behind only Myrtle Beach, South Carolina.
➤	Apartment rents have grown aggressively over much of the past seven years, with operators having pushed rents as high as 10% annually over that time, but averaging closer to 6% annually. Rent growth has moderated in recent quarters as supply has remained elevated by local standards over much of the past two years.
➤	In all, Fort Myers/Naples looks to remain a fairly strong market in the coming years, with occupancy around 90-95% and rent growth trending around 3% to 4%. Moreover, while there could be a stronger upside scenario, this high risk, high reward market could lose momentum quickly.
➤	In first quarter 2018, Fort Myers/Naples recorded demand for 818 units while concurrent supply totaled 110 units. On an annual basis, absorption of 951 units also outpoured new supply of 639 units.
➤	April 2018 single family home sales increased by 16% from the previous year. In May 2018, there were 738 closed sales of townhomes and condominiums. This represents a 10% increase from May 2017. The median sale price was \$191,500.
➤	Southwest Florida’s regional economy continues to display signs of robust growth. Positive signs include an 11% increase in airport passenger activity from March 2017 to March 2018, a 30% increase in single family building permits from April 2017 to April 2018, and a 16% increase in tourist tax revenues for March 2018 over March 2017.