



MARKET AT A GLANCE



OCCUPANCY RATE 97.4%
Up 120 bps since 1Q20



EFFECTIVE RENT \$1,001
Up 7.2% since 1Q20

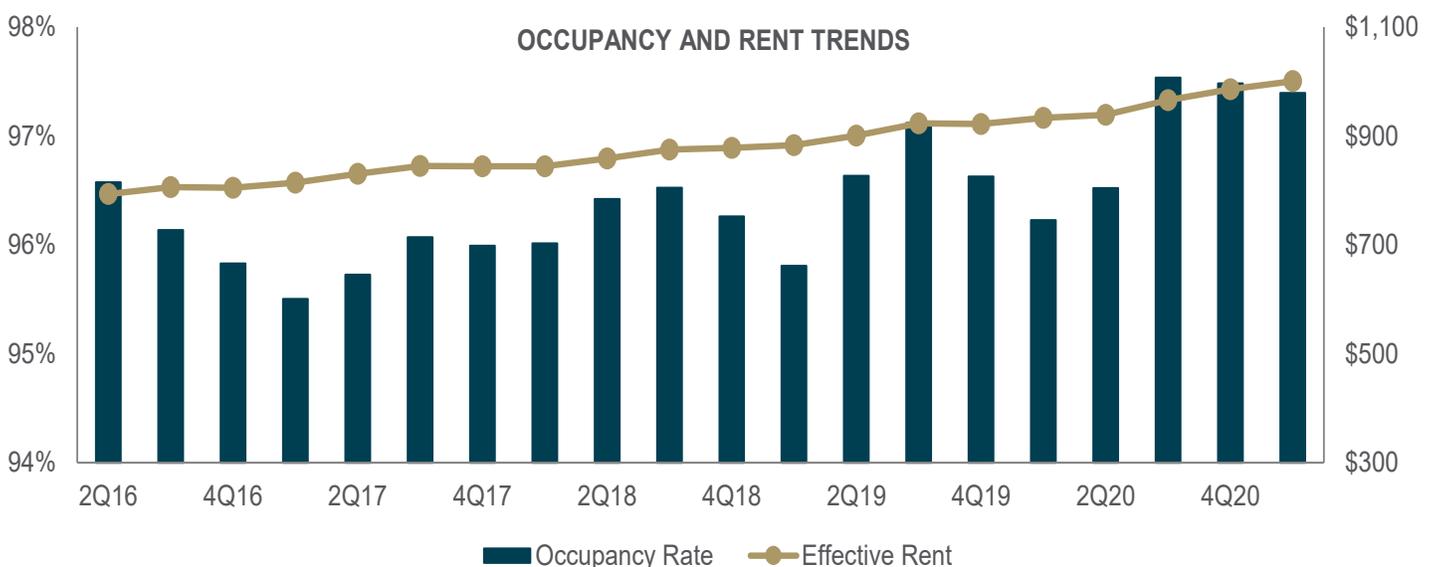


TOTAL INVENTORY 102,159

OCCUPANCY AND RENT TRENDS

EFFECTIVE RENT SURGES AS OCCUPANCY RISES WITH REBOUND IN HIRING

Apartment leasing activity was positive in West Michigan as employers created or restored jobs over the last several months. The 104,200 net new jobs through March 2021 followed layoffs totaling 155,000 jobs from the pre-pandemic high in February 2020 to April 2020. As of March of this year, employment in the financial activities, the education and health services, and the trade, transportation, and utilities sectors reached at least 97% of February 2020 staffing levels. The prevalence of white-collar jobs in the six-county metro area meant that a significant portion of workers could work from home, and many of them moved up to more spacious apartments, helping fuel apartment demand in the last four quarters. Annual apartment absorption outpaced annual deliveries in all the metro's submarkets—and overall, outpaced deliveries by more than two to one, spurring a 120-basis-point increase in occupancy to 97.4% in the first quarter of 2021. At the same time, year-over-year effective rent growth ranged from 2.5% in the North Grand Rapids submarket to 10.3% in the East Kalamazoo/Portage/Battle Creek submarket. Overall, effective rent increased 7.2% annually to \$1,001 in the first quarter of 2021.



WEST MICHIGAN

MULTIFAMILY REPORT

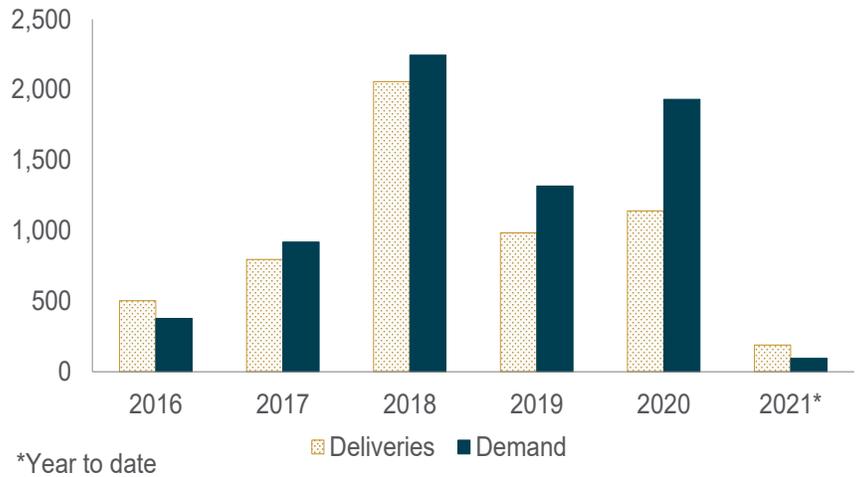
DELIVERIES AND DEMAND



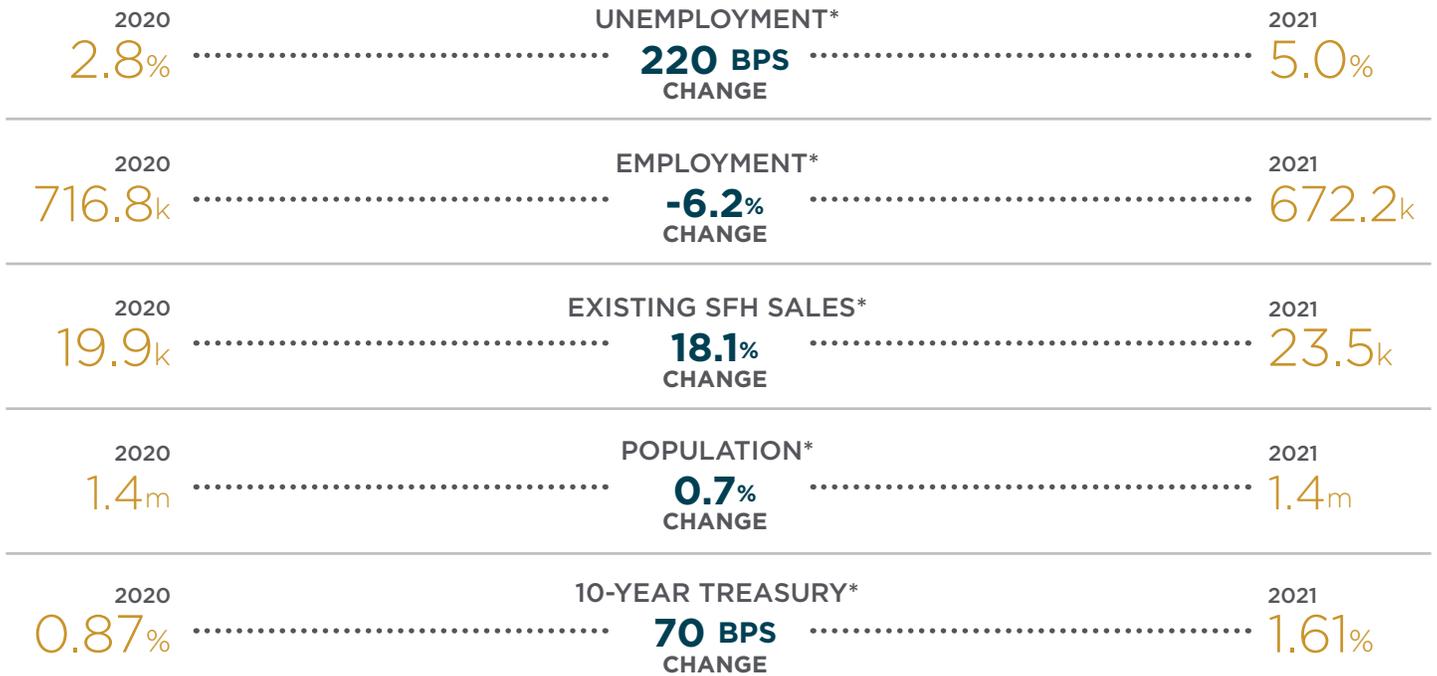
DELIVERIES 190
Units YTD



NET ABSORPTION 95
Units YTD



ECONOMIC TRENDS



*March



WEST MICHIGAN

MULTIFAMILY REPORT

SUBMARKET BREAKDOWN

SUBMARKET NAME	OCCUPANCY			EFFECTIVE RENT			NET ABSORPTION		DELIVERED UNITS	
	1Q21	Q-o-Q Change (BPS)	Y-o-Y Change (BPS)	1Q21	Q-o-Q Change	Y-o-Y Change	1Q21	Annual	1Q21	Annual
Central Grand Rapids	97.4%	-20	170	\$1,198	0.3%	5.1%	-26	435	0	148
East Kalamazoo/Portage/Battle Creek	97.2%	-10	150	\$888	4.3%	10.3%	-10	347	0	43
Kentwood/South Grand Rapids	97.5%	-20	150	\$1,060	0.8%	9.3%	-16	186	0	40
Muskegon/Holland	98.5%	0	190	\$972	1.5%	8.5%	21	546	29	199
North Grand Rapids	96.8%	-70	20	\$1,028	1.9%	2.5%	-62	20	0	0
West Kalamazoo/University	96.9%	50	30	\$908	1.1%	4.7%	74	51	0	0
Wyoming/Grandville	96.8%	-40	20	\$1,001	0.4%	9.9%	115	503	161	501
TOTALS	97.4%	-10	120	\$1,001	1.5%	7.2%	95	2,087	190	931

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