



MARKET AT A GLANCE



**OCCUPANCY RATE** **91.8%**  
Up **30 bps** since 2Q19



**EFFECTIVE RENT** **\$946**  
Down **0.1%** since 2Q19

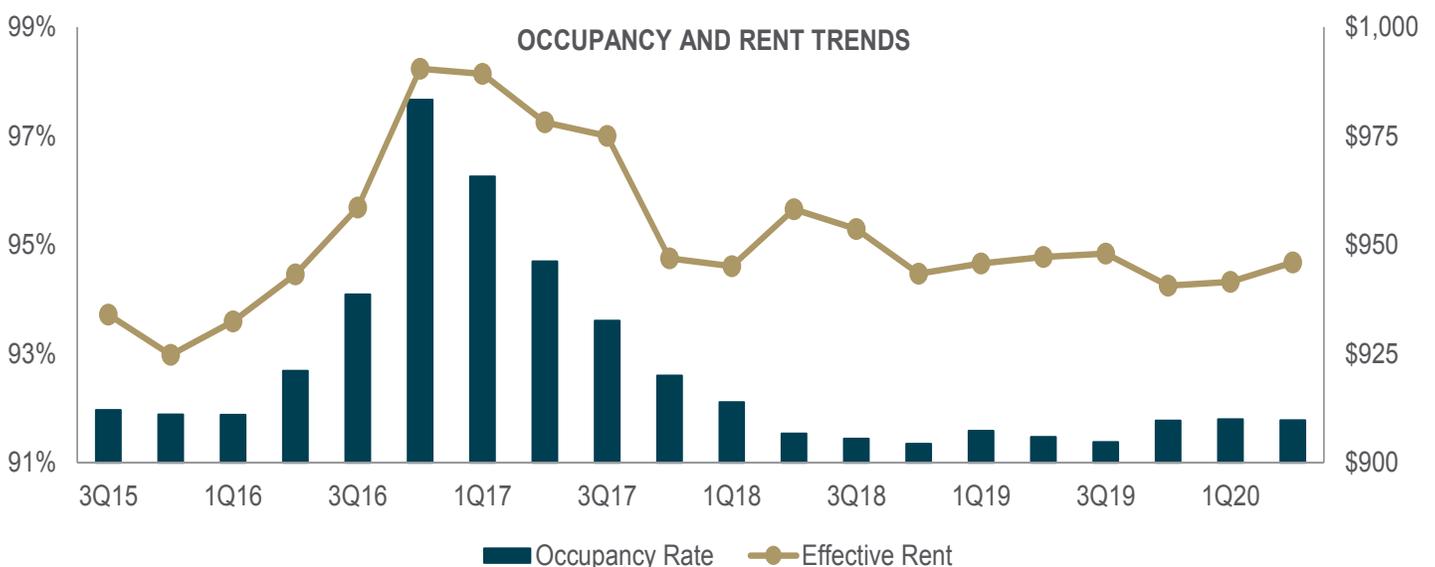


**TOTAL INVENTORY** **49,130**

OCCUPANCY AND RENT TRENDS

CONSTRUCTION HARD HIT BY COVID-19, BUT APARTMENT OCCUPANCY REMAINS STABLE

The pandemic delayed one out of four construction projects nationwide, and the Baton Rouge apartment market felt the brunt of this trend in the second quarter. Unemployment spiked and the metro shed 20% of its construction jobs, just over 10,000 employees, due to stay-at-home orders and health concerns. Employers overall hired back much of the workforce by the end of the second quarter. However, construction jobs, hurt by delays, continued to contract during this period. No new apartments were brought online during the second quarter, nor was there positive absorption. However, occupancy remained unchanged from the previous quarter at 91.8% while apartment operators raised rents 0.5% to \$946. COVID-19 cases began spiking at the end of the second quarter, suggesting issues may persist into the third. The second phase of reopening was extended until the end of July, keeping water parks, camps, and music venues closed. Positive signs included new luxury multifamily developments in the pipeline for Downtown Baton Rouge and a recent influx of \$152 million in state funding dedicated to construction projects, many of which are located near or on the Louisiana State University campus.



# BATON ROUGE

MULTIFAMILY REPORT

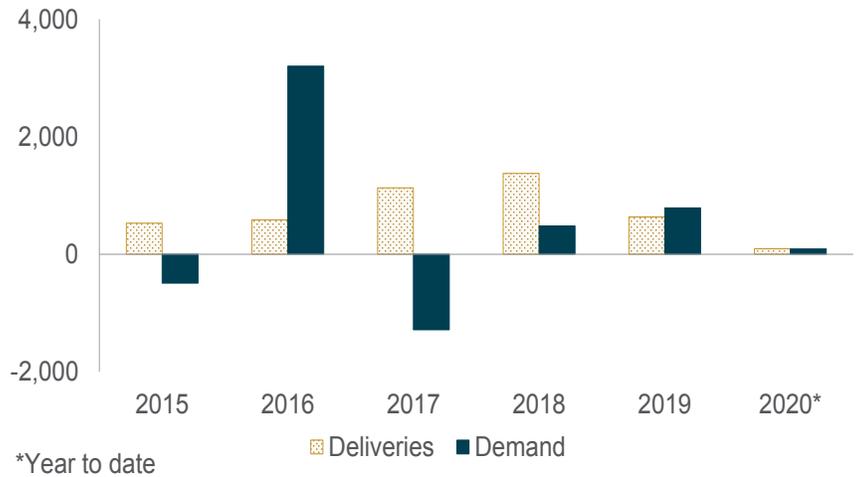
## DELIVERIES AND DEMAND



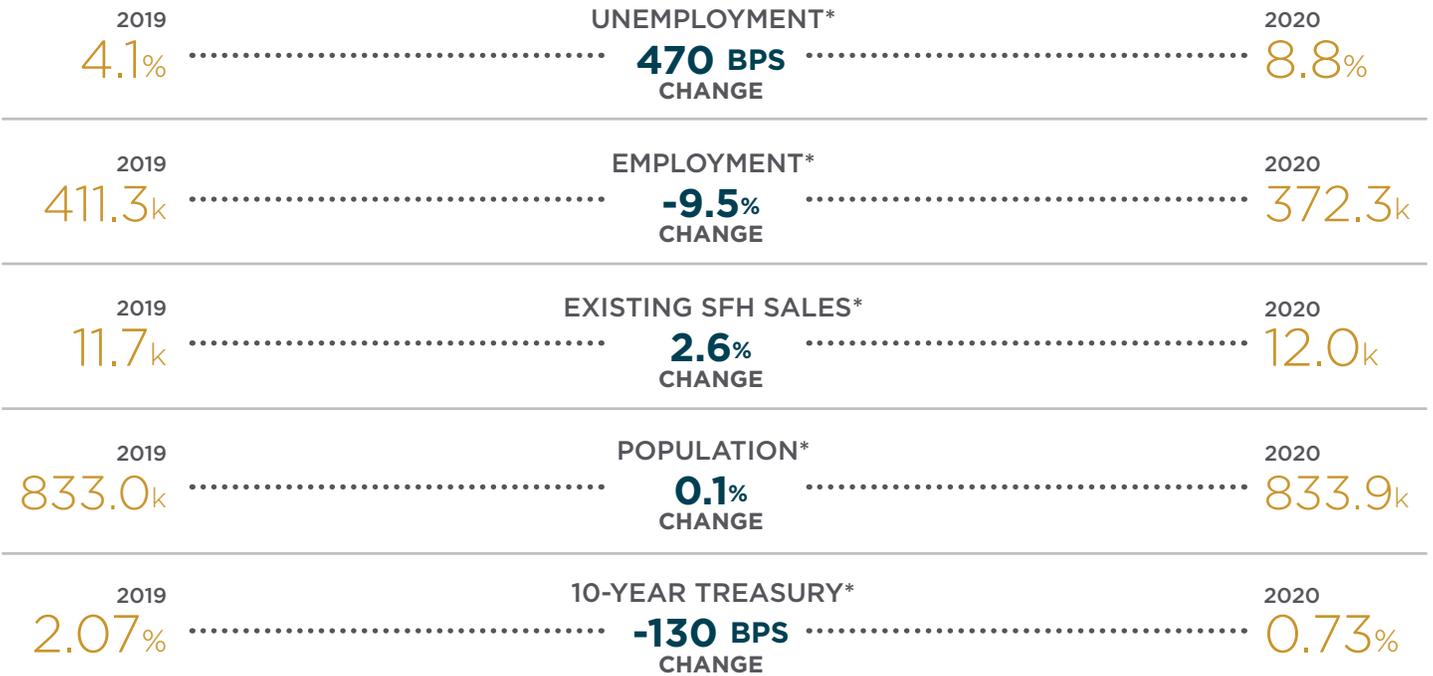
**DELIVERIES** 92  
Units YTD



**NET ABSORPTION** 89  
Units YTD



## ECONOMIC TRENDS



\*June



# BATON ROUGE

## MULTIFAMILY REPORT

### SUBMARKET BREAKDOWN

SUBMARKET NAME	OCCUPANCY			EFFECTIVE RENT			NET ABSORPTION		DELIVERED UNITS	
	2Q20	Q-o-Q Change (BPS)	Y-o-Y Change (BPS)	2Q20	Q-o-Q Change	Y-o-Y Change	2Q20	Annual	2Q20	Annual
Downtown Baton Rouge/University	91.7%	-20	180	\$1,032	0.4%	-1.0%	-26	216	0	0
Eastern Baton Rouge	92.2%	-10	70	\$915	1.7%	1.4%	-8	89	0	0
North Baton Rouge	92.4%	60	-100	\$806	0.1%	-0.4%	82	-138	0	0
South Baton Rouge/Gonzales	90.6%	-50	-10	\$1,068	-0.2%	-0.8%	-54	436	0	493
<b>TOTALS</b>	<b>91.8%</b>	<b>0</b>	<b>30</b>	<b>\$946</b>	<b>0.5%</b>	<b>-0.1%</b>	<b>-7</b>	<b>603</b>	<b>0</b>	<b>493</b>



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