



MARKET AT A GLANCE



OCCUPANCY RATE **96.5%**
Down **20 bps** since 2Q19



EFFECTIVE RENT **\$1,201**
Up **1.1%** since 2Q19

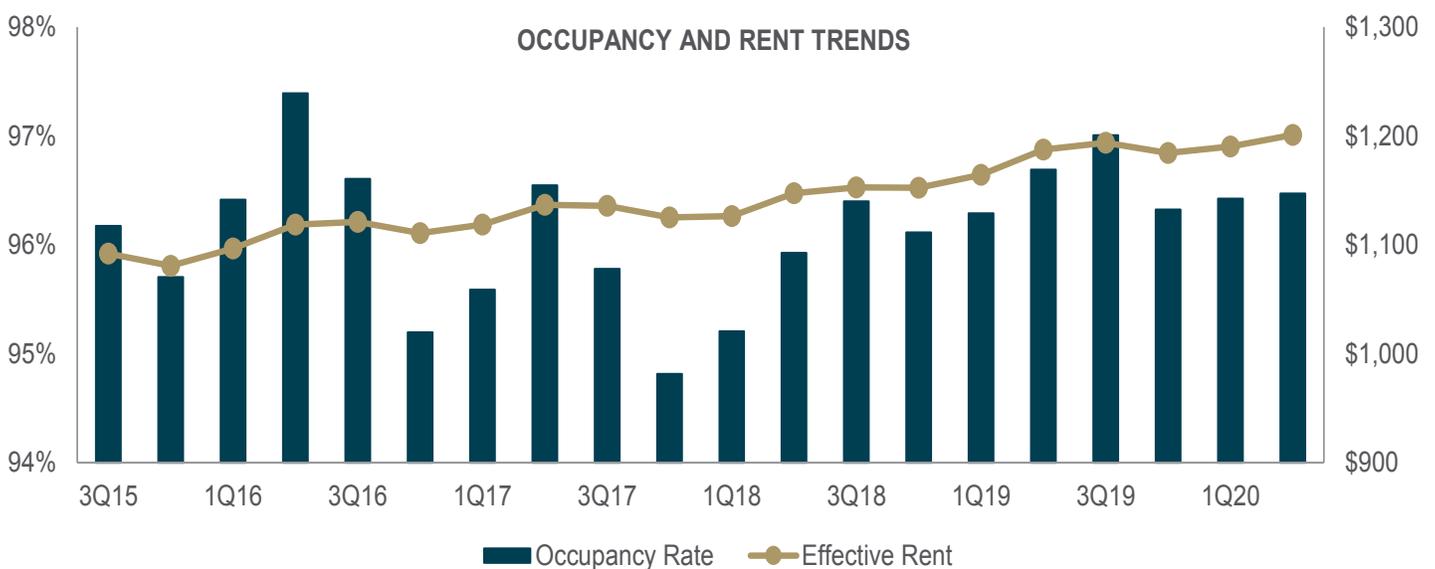


RENT PAYMENT TRACKER (July 1-20) **92.5%**
Down **130 bps** since June 1-20

OCCUPANCY AND RENT TRENDS

RENT GROWTH REMAINS POSITIVE AS DOWNTOWN ATTRACTS TECH JOBS

Concerns surrounding COVID-19 put constraints on multifamily development during the second quarter, but most apartment fundamentals in Milwaukee continued along positive trajectories. Early signs of economic recovery encouraged apartment operators to raise rent in each submarket; effective rent metrowide increased 0.9% during the quarter to \$1,201. Occupancy increased 10 basis points during the second quarter as 606 units were absorbed compared to the 551 units brought online. Unemployment improved, down to 12.9% in May, but employment issues persisted through the end of the quarter; 92.5% of renters made their rent payment by July 20 compared to 93.8% of renters who had made payments during the same time the month prior. Thankfully, economic development ongoing during the second quarter suggested a growing need for apartment housing in the short- and long-term, especially in Downtown Milwaukee, where rent increased 0.5% to \$1,494 during the quarter. The submarket is an attractive destination for technology companies despite pandemic woes. IT services firm GalaxE Solutions announced planned to bring 300 new jobs to the metro in June.



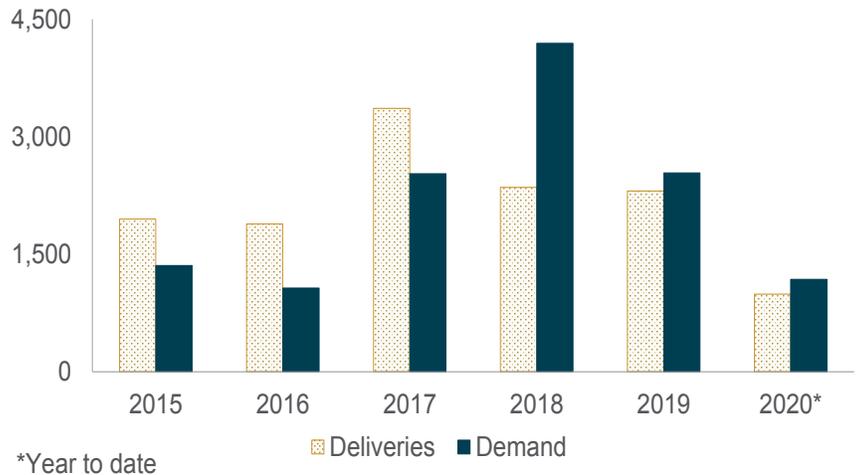
DELIVERIES AND DEMAND



DELIVERIES 991
Units YTD



NET ABSORPTION 1,180
Units YTD



ECONOMIC TRENDS

2019 3.5% **UNEMPLOYMENT*** 2020 12.9%
940 BPS CHANGE

2019 874.9k **EMPLOYMENT**** 2020 802.0k
-8.3% CHANGE

2019 19.1k **EXISTING SFH SALES**** 2020 20.7k
8.4% CHANGE

2019 1.6m **POPULATION**** 2020 1.6m
0.2% CHANGE

2019 2.07% **10-YEAR TREASURY**** 2020 0.73%
-130 BPS CHANGE

*May; **June



MILWAUKEE

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/Shorewood	94.6%	-40	-80	\$1,494	0.5%	-0.1%	25	123	131	338
Far North Side	96.2%	10	0	\$1,147	1.2%	3.5%	24	27	0	26
Franklin/Oak Creek	97.7%	-30	-120	\$1,110	2.2%	2.1%	51	263	84	414
Near North/West Side/Wauwatosa	96.0%	70	70	\$1,293	1.1%	-0.3%	153	165	0	0
Racine	98.3%	190	160	\$899	2.4%	3.4%	196	237	0	73
South Side/West Allis/Greenfield	97.3%	20	-20	\$1,008	1.1%	1.6%	310	443	270	514
Washington/Ozaukee Counties	96.0%	-120	-60	\$1,245	0.2%	1.8%	-80	233	60	318
Waukesha County	96.8%	-30	-70	\$1,232	0.2%	0.8%	-73	-67	6	138
TOTALS	96.5%	10	-20	\$1,201	0.9%	1.1%	606	1,423	551	1,821



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