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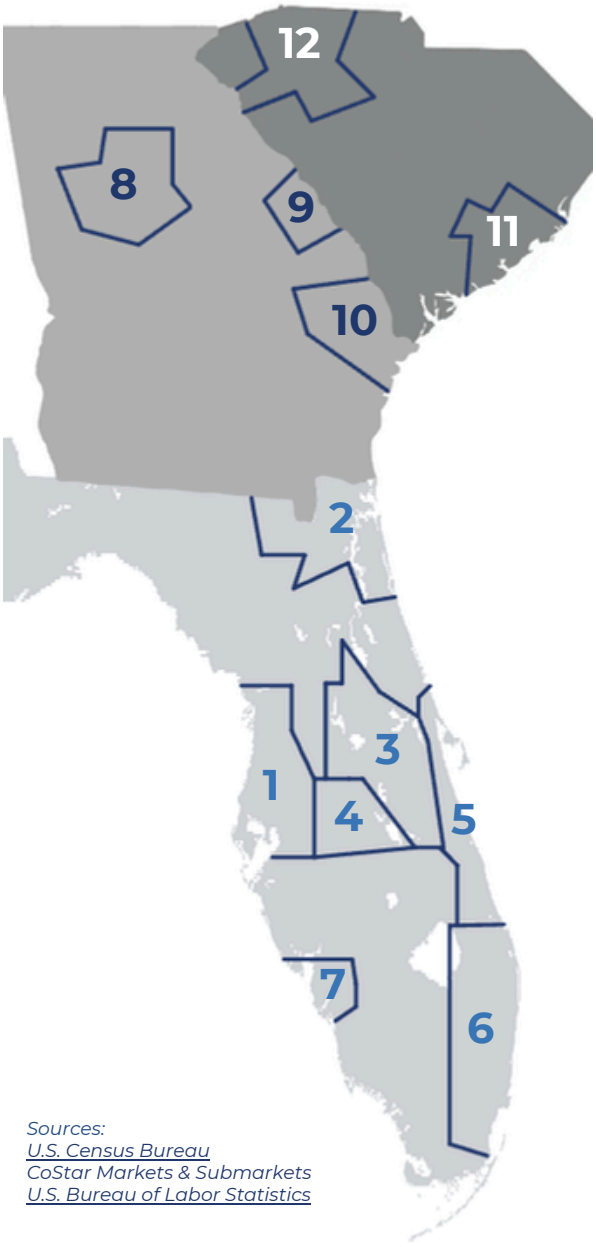
GROWING WEALTH. ENHANCING COMMUNITIES.

SOUTHEAST MARKET DATA SPOTLIGHT

AS OF JULY 2026



Sources:
U.S. Census Bureau
CoStar Markets & Submarkets
U.S. Bureau of Labor Statistics

1 TAMPA - ST. PETERSBURG - CLEARWATER - HOMOSASSA SPRINGS MSA

0.4% population growth
-1.7% YoY rent growth
0.0% Job Growth

2 JACKSONVILLE - ST. AUGUSTINE MSA

1.5% population growth
-0.4% YoY rent growth
0.4% Job Growth

3 ORLANDO - SANFORD - KISSIMMEE MSA

1.3% population growth
-1.0% YoY rent growth
1.2% Job Growth

4 LAKELAND - WINTER HAVEN MSA

2.7% population growth
-1.3% YoY rent growth
1.1% Job Growth

5 MELBOURNE - PALM BAY - TITUSVILLE - SEBASTIAN - VERO BEACH - PORT ST. LUCIE MSA

1.5% population growth
-1.3% YoY rent growth
-0.3% Job Growth

6 MIAMI - FORT LAUDERDALE - WEST PALM BEACH MSA

-0.1% population growth
0.6% YoY rent growth
-0.3% Job Growth

7 CAPE CORAL - FORT MYERS - NAPLES MSA

1.1% population growth
-4.6% YoY rent growth
-0.6% Job Growth

8 ATLANTA - SANDY SPRINGS - ROSWELL MSA

1.0% population growth
-0.2%% YoY rent growth
0.0% Job Growth

9 AUGUSTA - RICHMOND COUNTY MSA

0.9% population growth
1.6% YoY rent growth
0.2% Job Growth

10 SAVANNAH MSA

1.0% population growth
-2.9% YoY rent growth
0.4% Job Growth

11 CHARLESTON - NORTH CHARLESTON MSA

1.7% population growth
2.3% YoY rent growth
0.4% Job Growth

12 GREENVILLE - ANDERSON - GREER MSA

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