

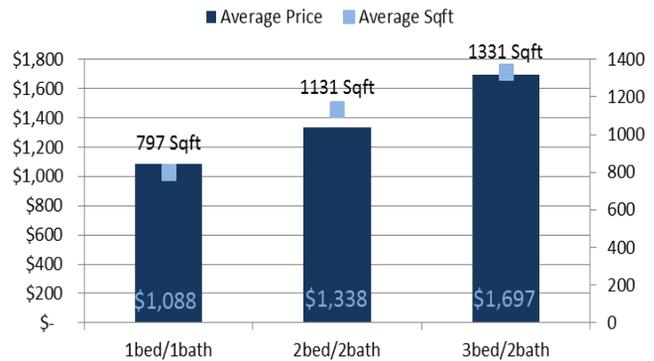


Lee County Apartment Study

Average Apartment Rent 2012 & 2015



Average Rent For New 2015 Projects



Source: Maxwell, Hendry & Simmons, LLC and SWFAA

The Southwest Florida multifamily market continues to produce strong results in 2015. Rental rates resumed their climb ahead of new product projected to hit the market. Following the Great Recession, many homeowners were forced to give up their homes. This coupled with the Echo Boomers/Millennials, who are not as willing or able to own a home, has led to increases in rental rates and in turn the continued strong response from tenants for this sector of the market.

In the near term, the lack of available units will continue to spur rental increases and will create

added value to the existing projects. We surveyed a total of 40 apartment complexes in the Lee County market area which indicated an average occupancy of 97%. Since 2012, the market has experienced an increase in rental rates and occupancy, as shown in the graphs above.

However, as new supply hits the market, expect a settling of rental rates and values of multifamily projects. The new projects proposed are typically focused on the luxury rental market which will primarily impact the Class A market. Currently, there are five significant projects that have broken ground and others in planning. These five

projects (Channelside, Colonial Commons, Estero Oaks, Mirage Bay, Springs at Estero) alone will bring 1,352 new units to the market.

Expect the Class B/C market to be poised for continued rental growth while the Class A market could potentially stabilize and/or potentially decline with supply pressure from new products.

Worthy of Note: Average Rental Rates

Channelside: McGregor Blvd & Gladius Dr

1bed/1bath:	\$1,024
2bed/2bath:	\$1,275
3bed/2bath:	\$1,550

Colonial Commons: Winkler Ave, south of Colonial Blvd

1bed/1bath:	\$1,000
2bed/2bath:	\$1,250
3bed/2bath:	\$1,400

Mirage Bay: Metro Pkwy, south of Daniels

1bed/1bath:	\$995
2bed/2bath:	\$1,250

Springs at Estero: West side of Ben Hill Griffin

Studio:	\$1,254
1bed/1bath:	\$1,433
2bed/2bath:	\$1,667
3bed/2bath:	\$2,234

Estero Oaks: Preleasing



- Commercial and Residential
- Litigation Support/Eminent Domain
- Subdivision/Development Analysis
- Insurable Value
- Estate/Taxation Appraisals
- Ad Valorem Issues
- Rental Studies/Lease Analysis
- General Consulting

