

# Multifamily Market Report

## West Michigan | Q2 2019





# The Market Overview

## Job Growth

### National

 **1.61%**

Both National and West Michigan total employment numbers have risen since this time last year. This data is based on quarterly total nonfarm payrolls, seasonally adjusted.

*Statistics represent annual percentage change of total individuals employed.*

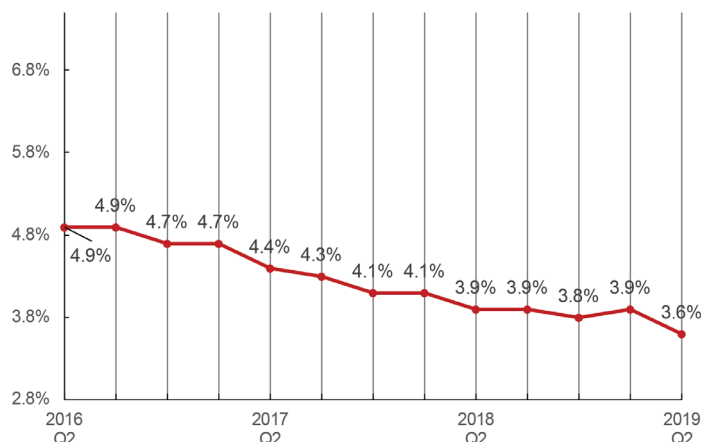
### West Michigan

 **0.44%**

## Unemployment Rate

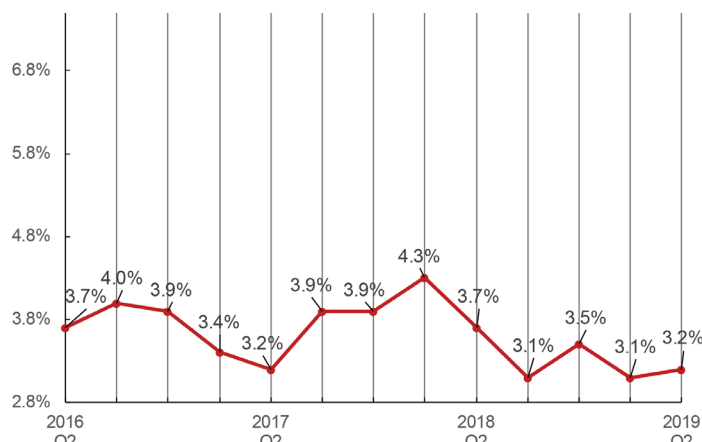
### National

Unemployment Rate, Seasonally Adjusted



### West Michigan

Unemployment Rate, Seasonally Adjusted



*Graphs represent unemployment as a percentage of total population. This statistic is affected by how much, if any, population growth has occurred.*

Source: Federal Reserve Bank of St. Louis

Market changes since this time last year:  
Lakeshore 3.47%, Kalamazoo 2.70%,  
Grand Rapids 3.33%, and Lansing 2.49%.

**3.00%**

## Average Rents

Source: CoStar Realty Information Inc.

## Occupancy



**0.65%**

Average occupancy rates in West Michigan have increased from 94.60% (2018 Q2) to 95.25% (2019 Q2)

Source: CoStar Realty Information Inc.

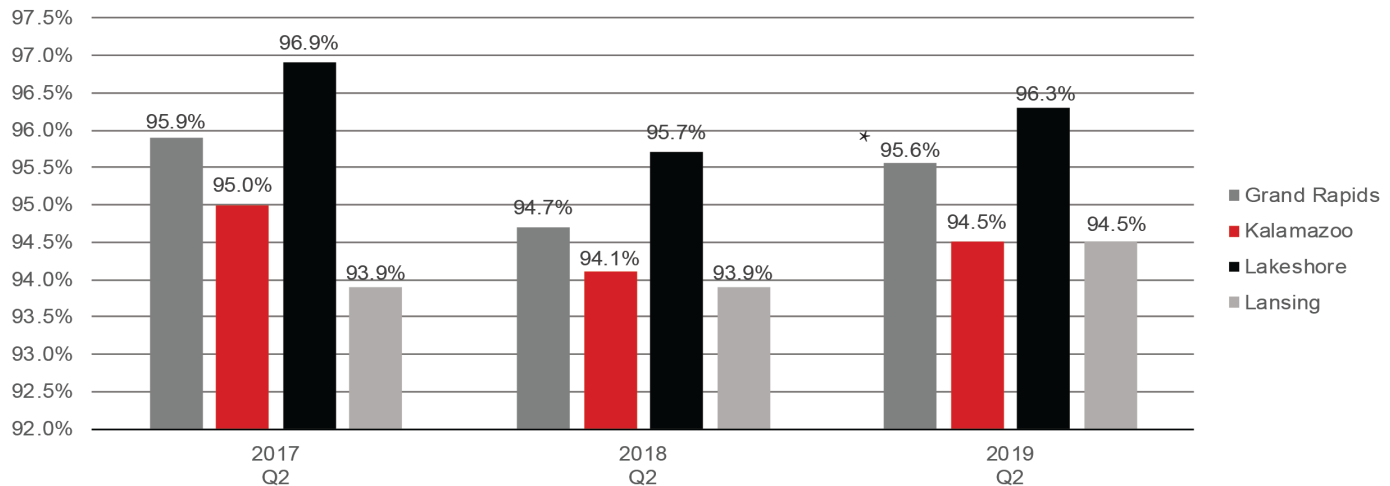
## Recent Sales Transactions (April - June, 2019)

Property	City	Units	Year Built	Sale Price	\$/Unit
Hagerview Townhomes	Jenison	14	2014	\$1,932,000	\$138,000
Cottonwood Forest Condominium Apartments	Jenison	160	1975-1988	\$12,000,000	\$75,000
Village Green of Marshall Apartments	Marshall	54	1976	\$2,520,000	\$46,666
Arbor Hills Apartments	Springfield	47	2004	\$1,500,000	\$31,915
Brentwood Apartments	Belding	48	1978	\$1,500,000	\$31,250

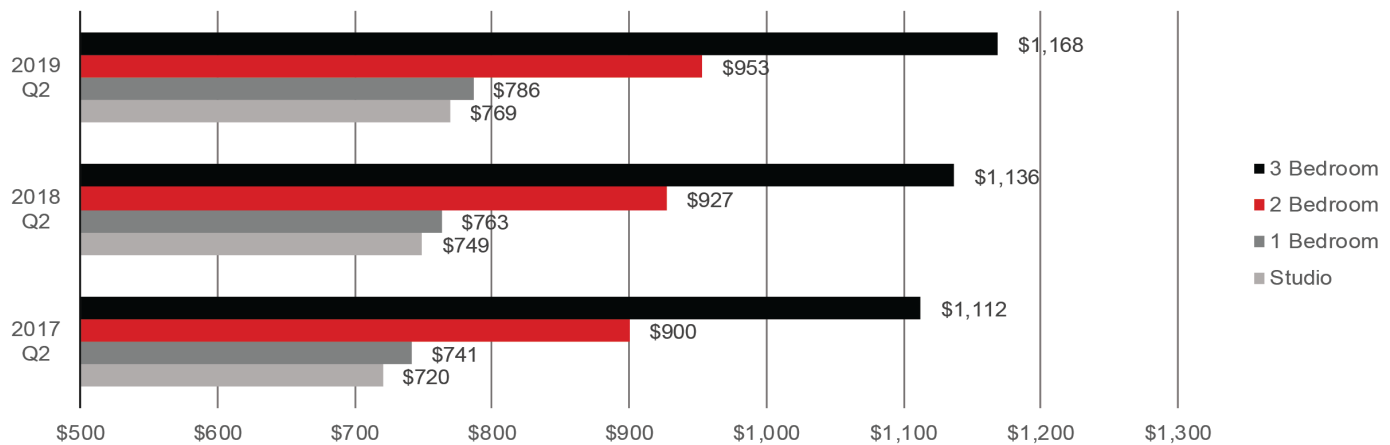
Source: CoStar Realty Information Inc., Yardi Matrix, Real Capital Analytics

# West Michigan Multifamily

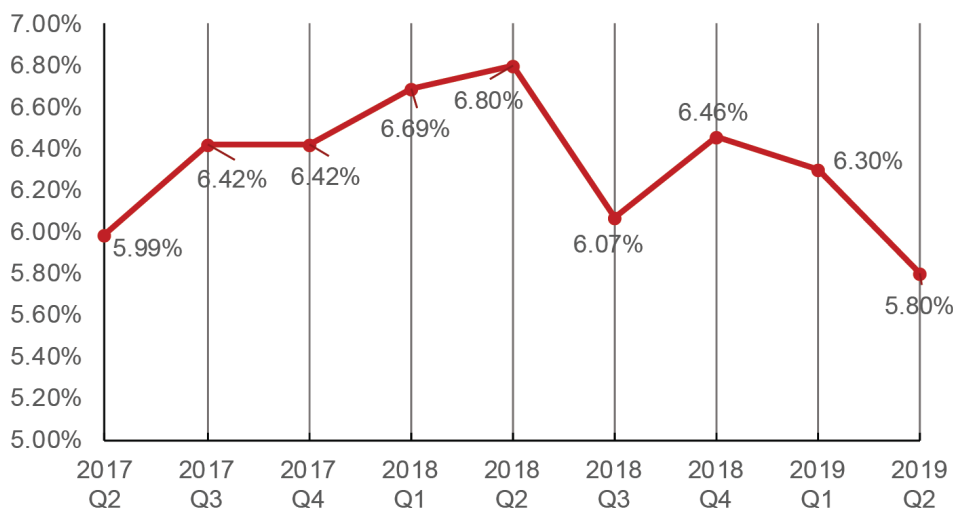
## Occupancy: All Unit Types by Market



## Average Rents: All Markets by Unit Type



## Cap Rate: All Markets



\*For Grand Rapids, Costar shows 94.3% occupancy for Q2 2019 for properties 30 units and larger. However, there are 7 newly developed properties that recently came online and are in the early stages of lease up. Costar treats properties as having 100% unit availability, even if certificate of occupancy has not been received for 100% of the units. This inflates effective vacancy rates for these properties. By removing the 7 properties, the effective occupancy for the remainder of the market is 95.5%, suggesting that the vast majority of properties remain full or very well occupied, even as new unit inventory is entering the market.

Source: CoStar Realty Information Inc., Yardi Matrix, Real Capital Analytics



# NAI Global Great Lakes Multifamily Team



MIDWEST EXPERIENCE. **GLOBAL REACH.**



a network of  
**6,000+**  
professionals



a total of  
**\$20B** in  
transaction  
value

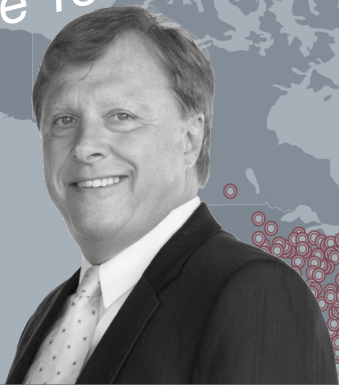


a total of  
**375+**  
offices



Located in  
**36**  
countries

Meet the Team



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## Regional Market Expertise. Globally Connected.

NAI Global, headquartered in New York City, has 375 individual offices in 36 countries around the world. This enables our team, as representatives of the Great Lakes Region, to engage with an expansive network of multifamily owners, developers and buyers involved with transactions that include market rate, student, senior and affordable housing. NAI Global offers institutional level marketing and sale capabilities by utilizing a world class brokerage platform. In conjunction, we conduct broad based direct calling to prospective buyers. There is no substitute for this approach, which allows us to generate the most offers and **highest price for your property**. Furthermore, our team approach allows us to handle multiple complex transactions and still maintain great client communications.

**NAI Global**  
Great Lakes Region

### Combined Experience:

Over

**60 Years**  
in the  
industry

**8,600**  
Units  
Sold



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Lakes Region

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