



Market Deep Dive: **Charlotte**

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Key Takeaways

- In August 2024, Charlotte's YoY rent growth (-3.6%) underperformed the U.S. (-1.5%).
- Markerr forecasts Charlottes' 1-year rent growth to be +5.8%. The 5-year rent growth CAGR forecast is 3.8%, which ranks 30/100.
- Demand side indicators for Charlotte like job growth and population growth outperformed, while income growth is underperforming the broader United States.
- Charlotte's supply pipeline for the next 12 months is ~20,000 units.
- Markerr's quantitative rent forecast model has identified the top ten zipcodes with the largest projected 5-year CAGR for rent growth on page 5.

MSA Forecast as of September 2024

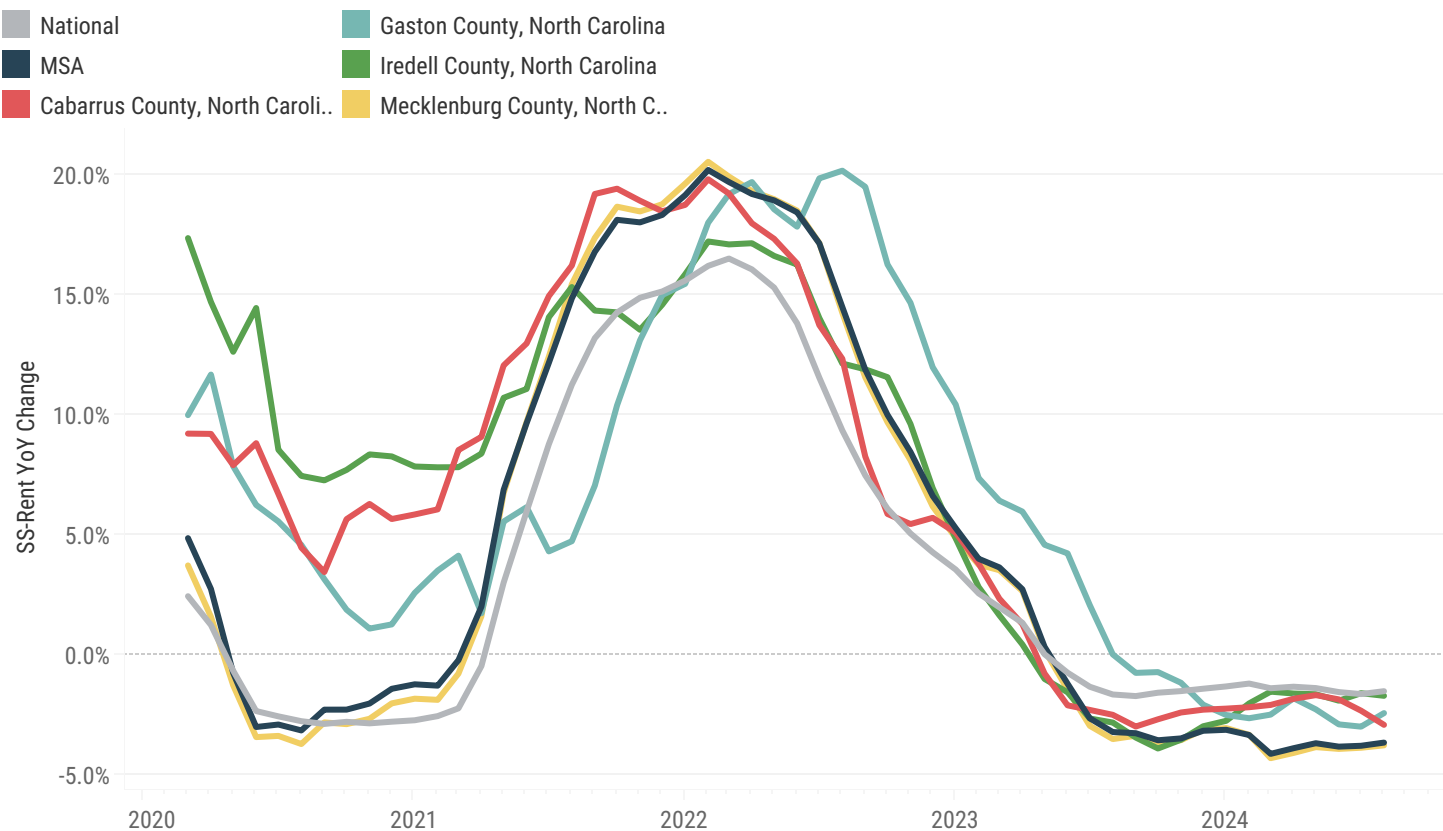
Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR	MSA Rank
5.8%	8.0%	2.3%	5.5%	-2.4%	3.8%	30



Key Metrics	MSA Nominal	MSA 1 Year % Growth	Total U.S. Nominal	Total U.S. 1 Year % Growth
Average MF Rent	\$1,811	-3.6%	\$2,146	-1.5%
Employees (Job Growth)	1,334,923	6.2%	145,442,477	1.8%
Population	2,826,631	1.4%	337,005	0.5%
Median Household Income	\$83,465	2.6%	\$81,146	3.7%
Median Gross Income	\$52,808	2.6%	\$55,566	3.7%
Age 25-34 Year Olds	25.5%	0.4%	24.6%	-0.1%
Six-Figure Earners	22.8%	1.2%	21.4%	1.0%
College Education	38.4%	0.0%	35.1%	0.0%

RENT TRENDS & RENT FORECAST

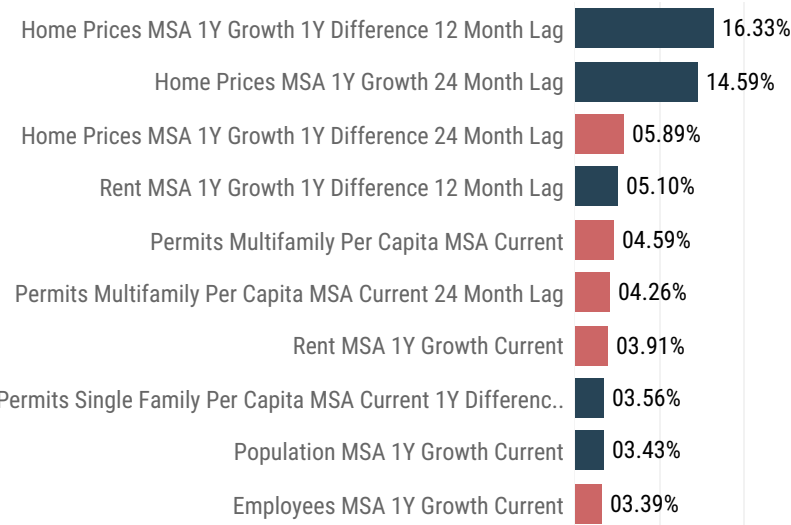
Same-Store Year-Over-Year Change by County



MSA Forecast *as of September 2024*

Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR	MSA Rank
5.8%	8.0%	2.3%	5.5%	-2.4%	3.8%	30

Top 10 Components as % of Year 1 Forecast

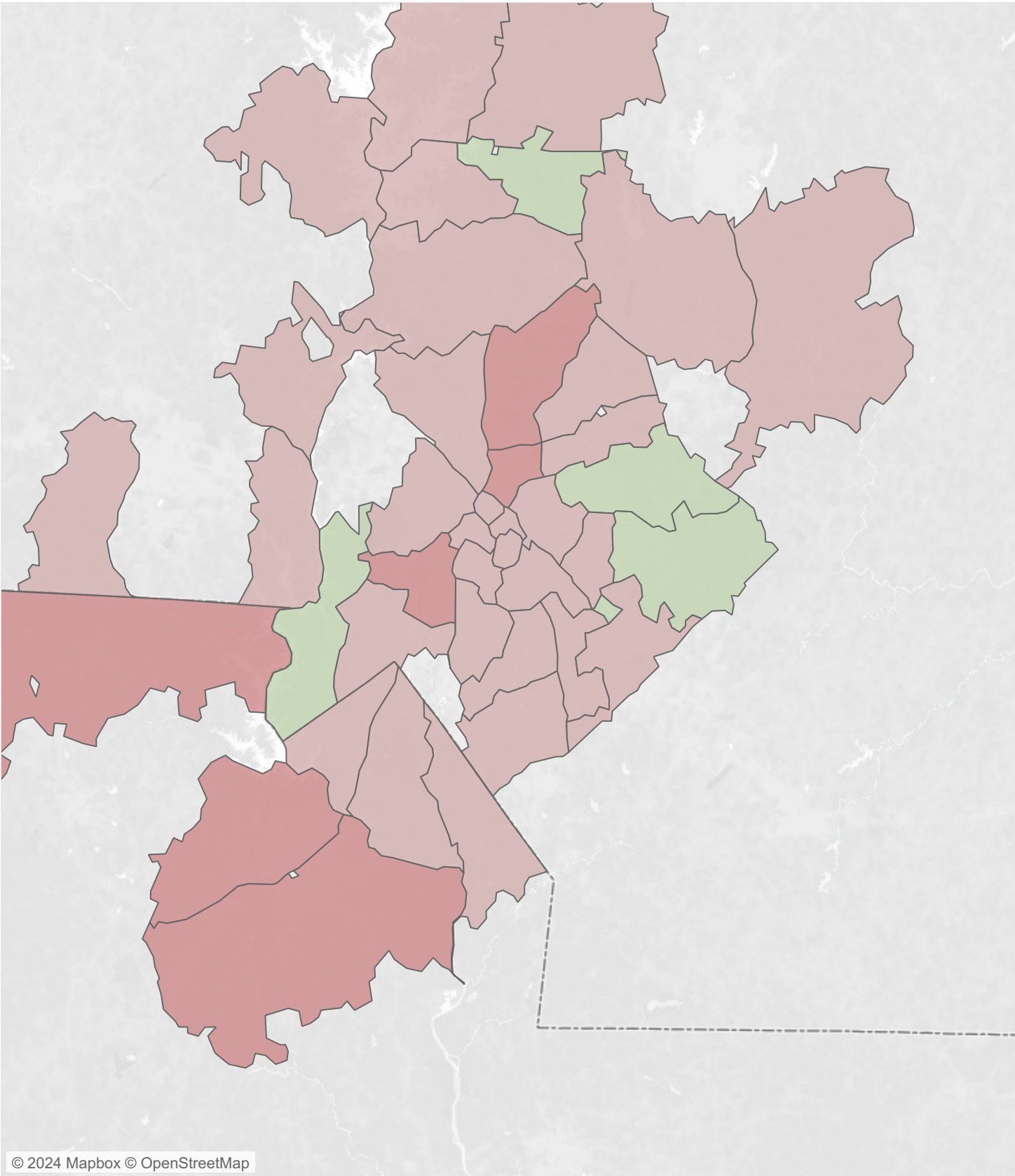


Markerr's rent forecast provides unique insight into underlying output drivers as shown to the left. The way to interpret the key components of the forecast are to focus on the highest contributors to the forecast. The highest blue bar is a positive contributor and the highest red bar is the largest detractor from the forecast.

Source: Markerr's RealRent Multi-Family Index and Forecast Dataset

ZIPCODE CURRENT RENT TRENDS

Zipcode 1Y Rent Growth



© 2024 Mapbox © OpenStreetMap

Source: Markerr's RealRent Multi-Family Index

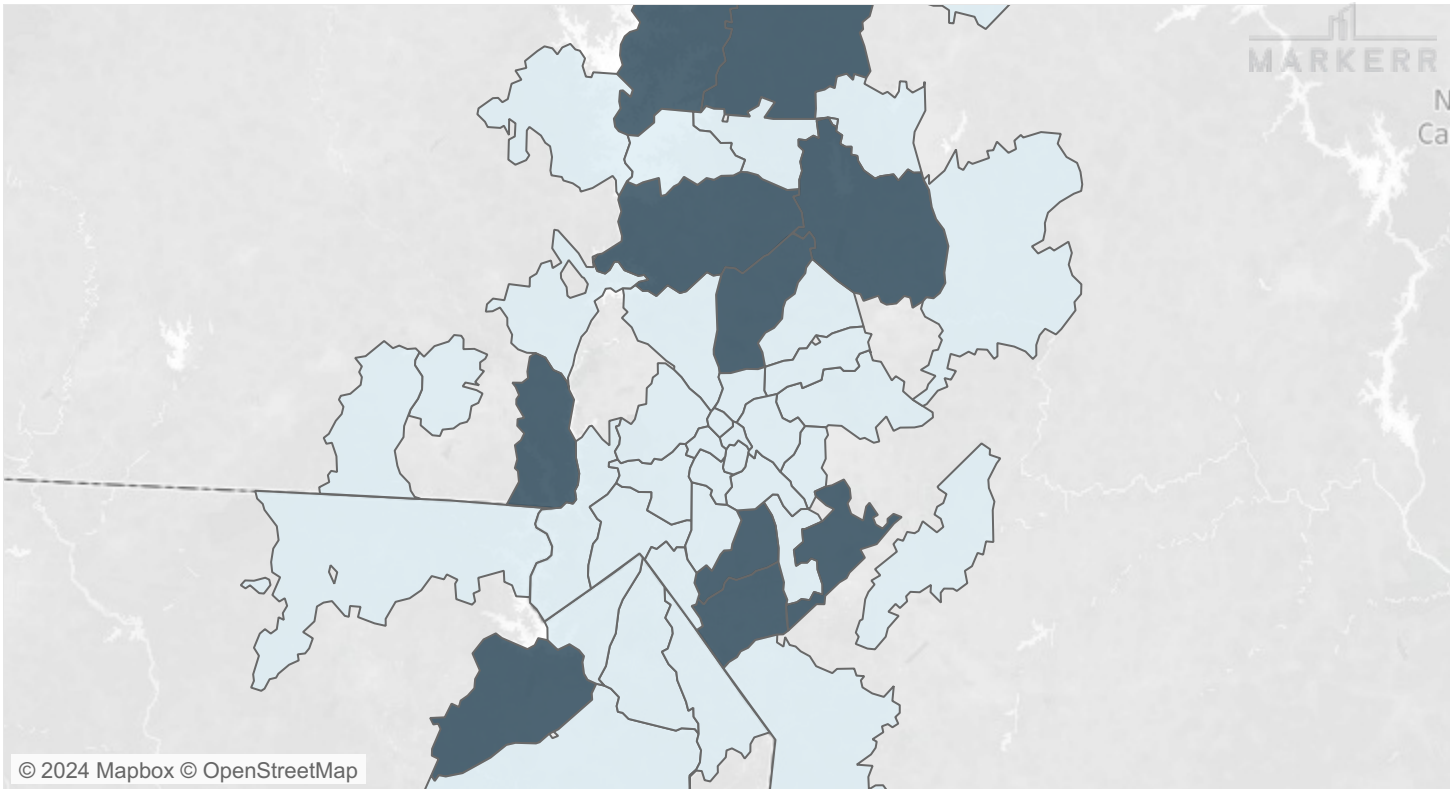


MARKERR TOP ZIPCODE SELECTION

Markerr's 5 Year Forecast for Zipcodes in Charlotte MSA

Top 10 Zipcode Forecast *as of September 2024*

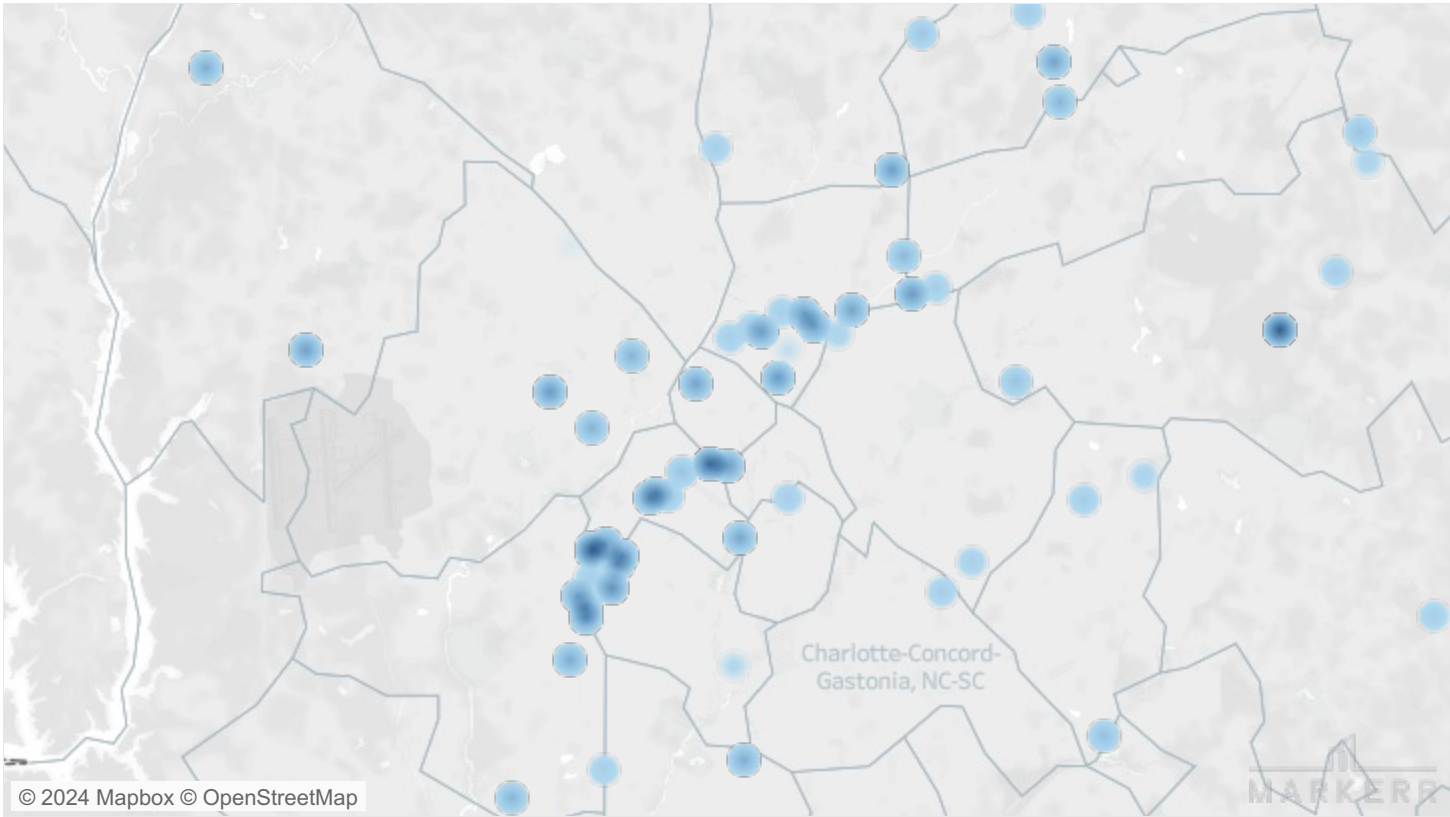
	Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR
29732	5.3%	5.6%	4.4%	2.6%	7.2%	5.0%
28117	5.5%	4.1%	4.8%	4.0%	6.4%	5.0%
28115	5.1%	4.9%	3.6%	3.7%	7.4%	4.9%
28226	5.2%	4.7%	4.2%	3.9%	6.7%	4.9%
28027	5.4%	4.3%	3.9%	3.6%	7.4%	4.9%
28105	5.4%	5.1%	4.4%	1.5%	7.9%	4.8%
28012	5.4%	4.0%	3.8%	2.8%	8.2%	4.8%
28269	5.4%	4.8%	4.0%	3.0%	6.9%	4.8%
28078	5.2%	3.8%	3.8%	3.4%	7.8%	4.8%
28277	5.2%	3.6%	4.6%	3.6%	6.7%	4.8%



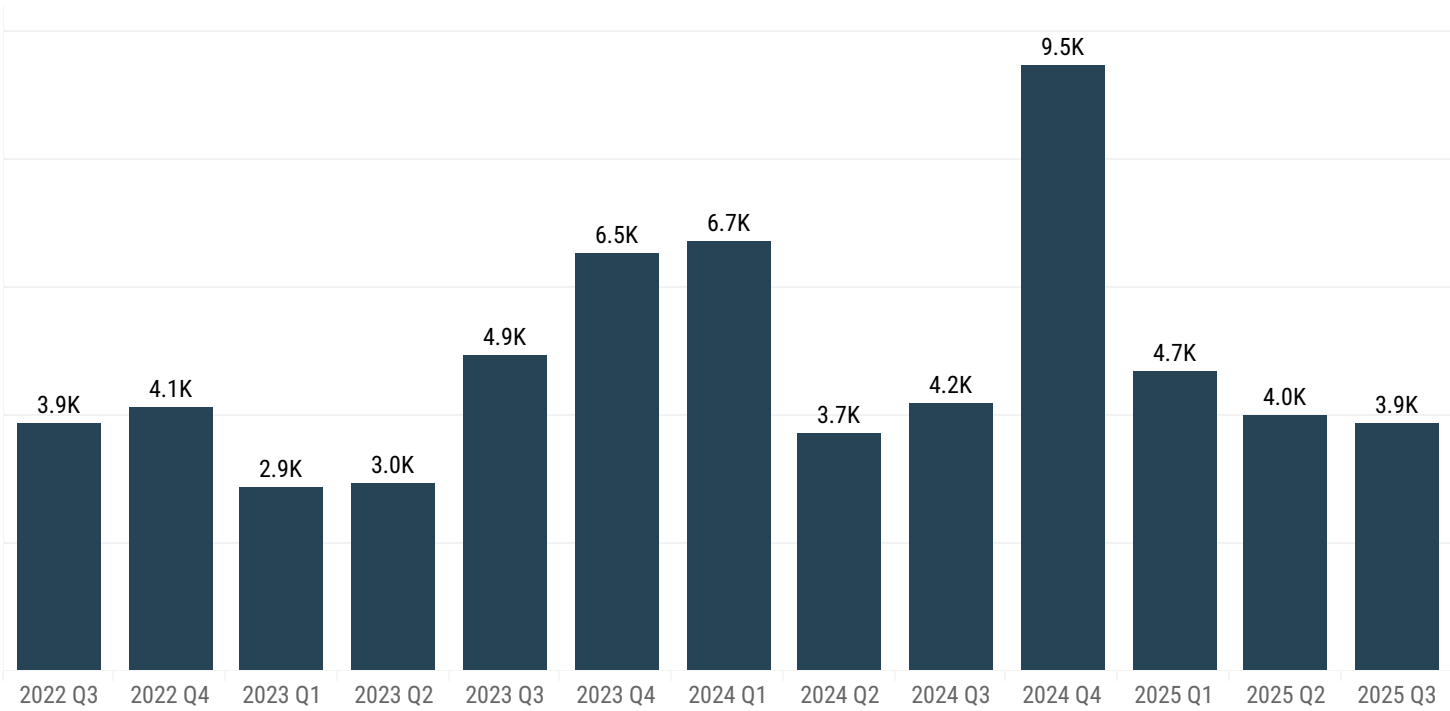
Source: Markerr’s RealRent Multi-Family Forecast Dataset

SUPPLY TRENDS

Supply Map of the Next 12 Months of Deliveries in Charlotte. Larger and darker circles represents areas where a higher amount of MF units are expected to be delivered.



Previous & Expected MF Unit Deliveries by Quarter

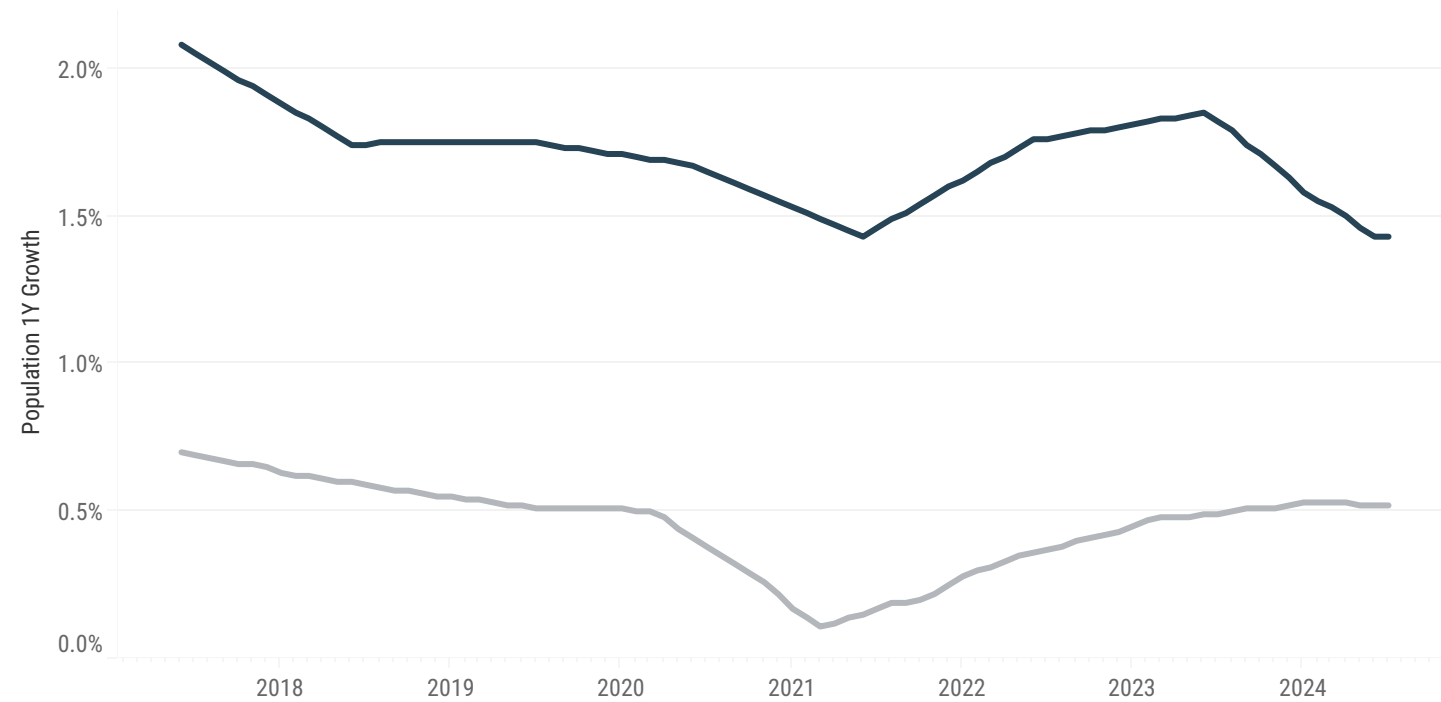


Source: Markerr’s New Construction Dataset

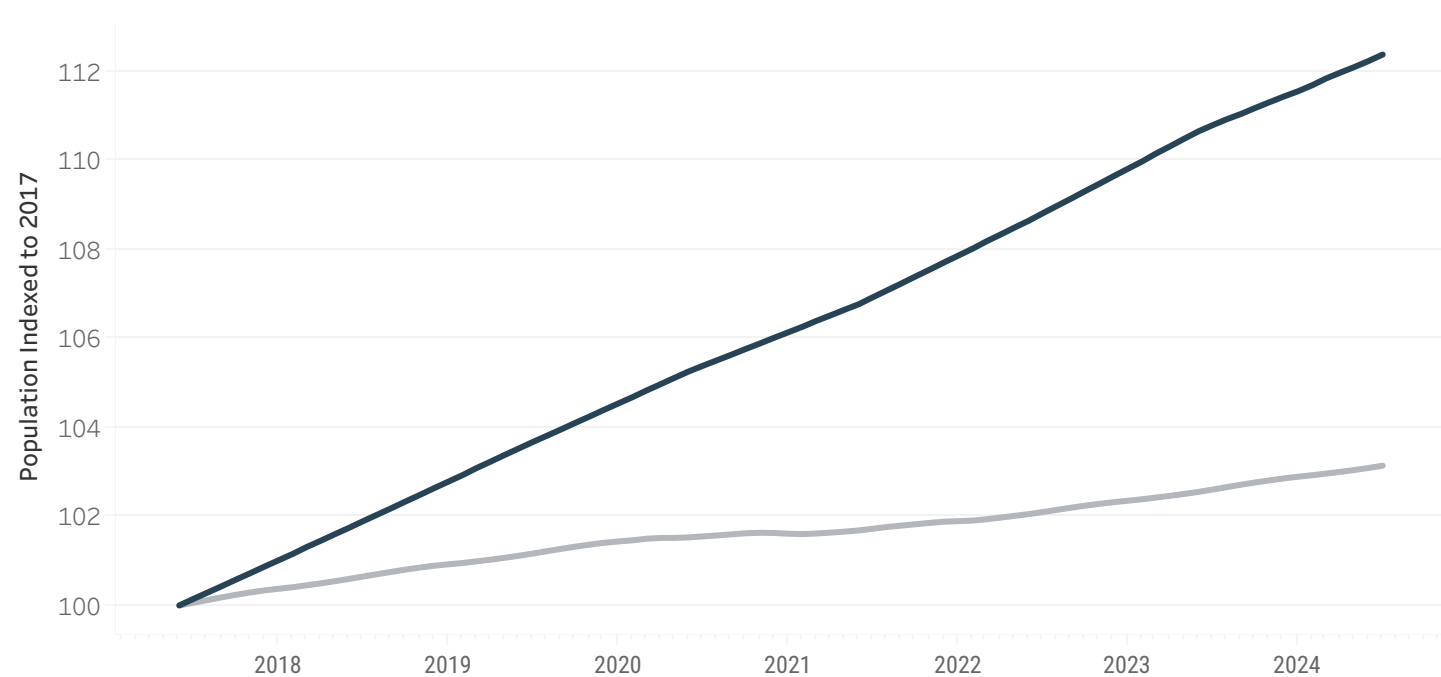
POPULATION TRENDS

Population 1 Year Growth Comparision

- MSA
- National



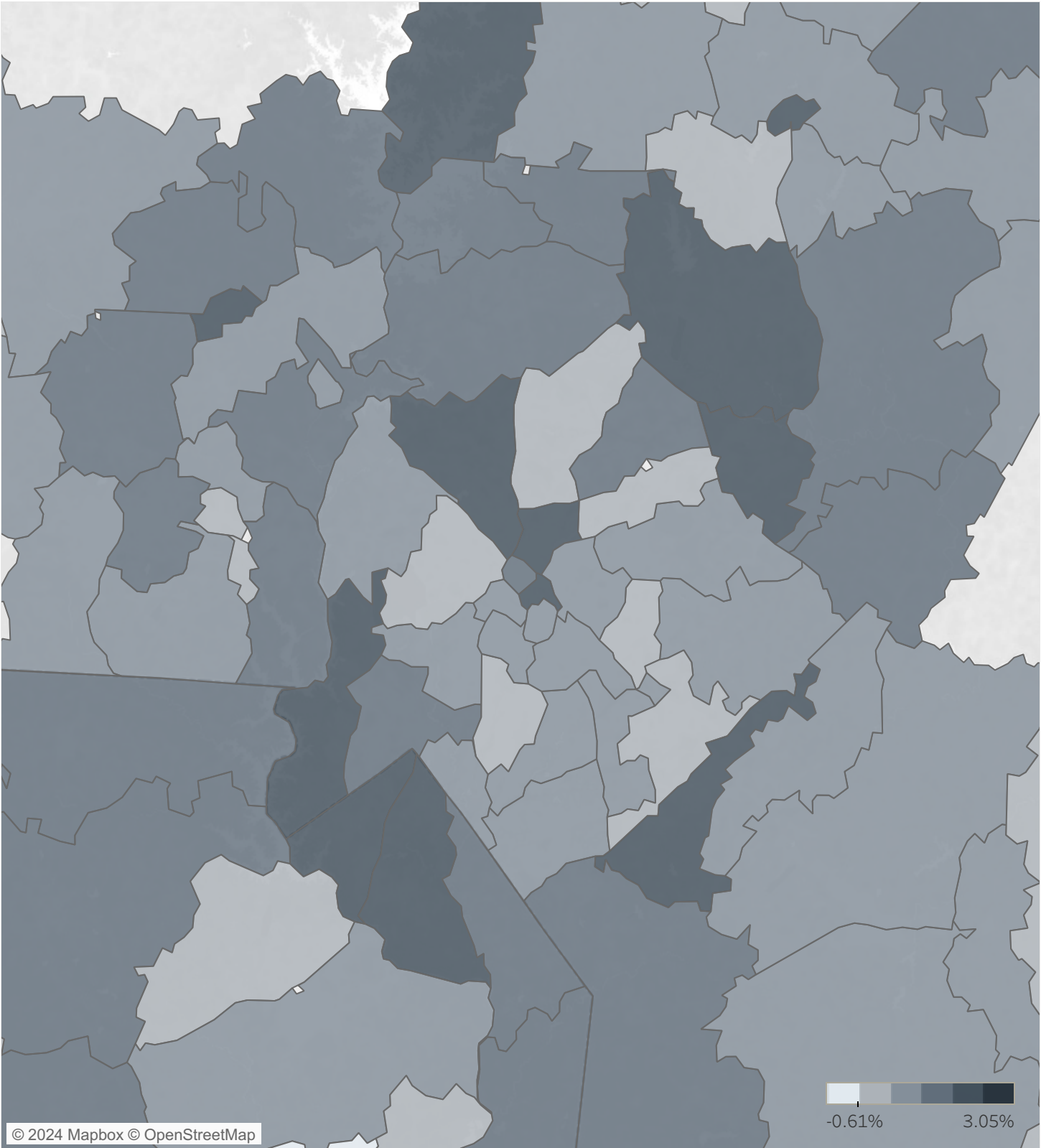
Population Indexed to 2017



Source: Markerr's Population Dataset

POPULATION TRENDS

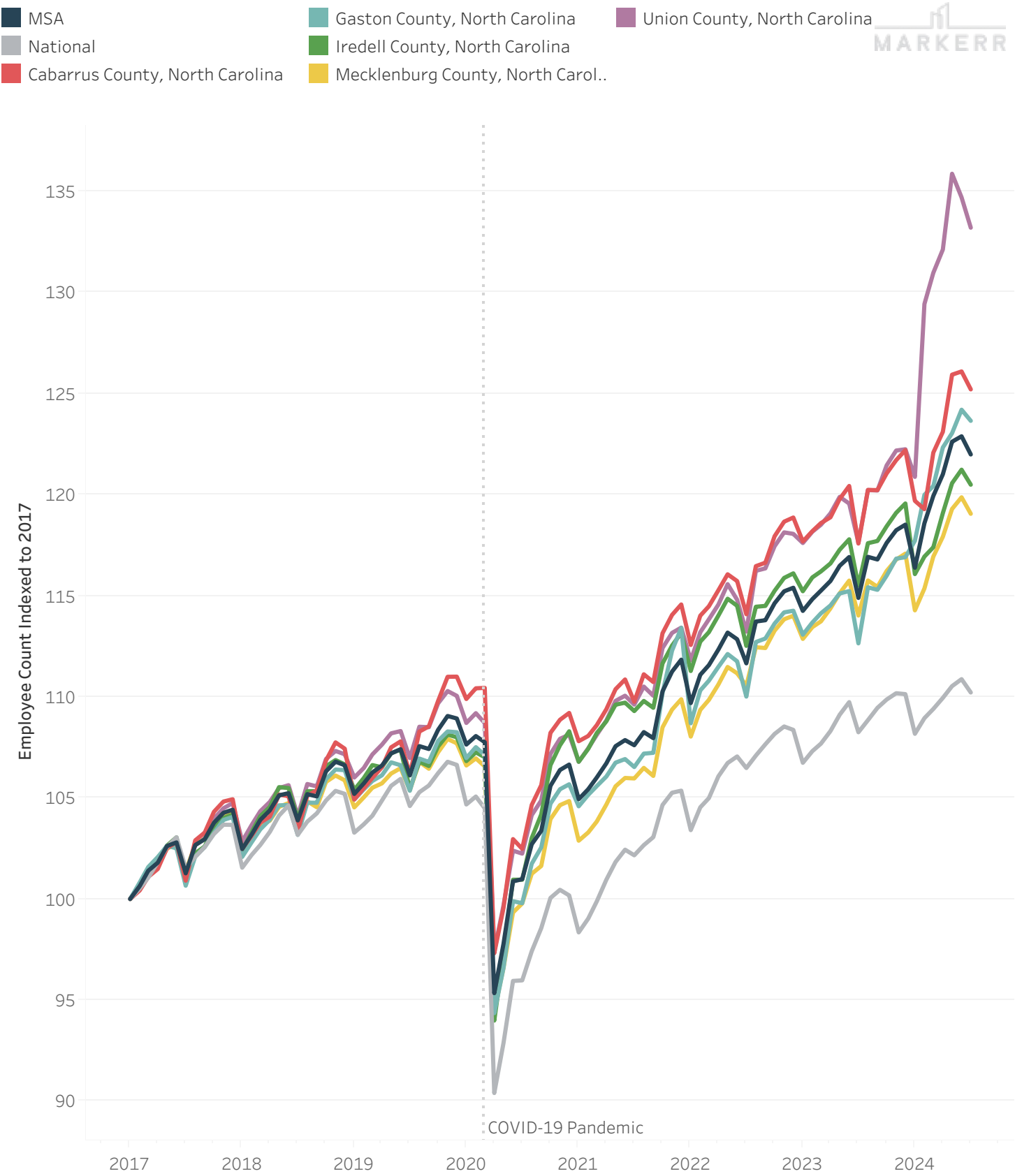
Population 1 Year Growth Zipcode Map



Source: Markerr’s Population Dataset

EMPLOYMENT TRENDS

Comparsion of Counties, MSA and National's Employment Growth Indexed to 2017

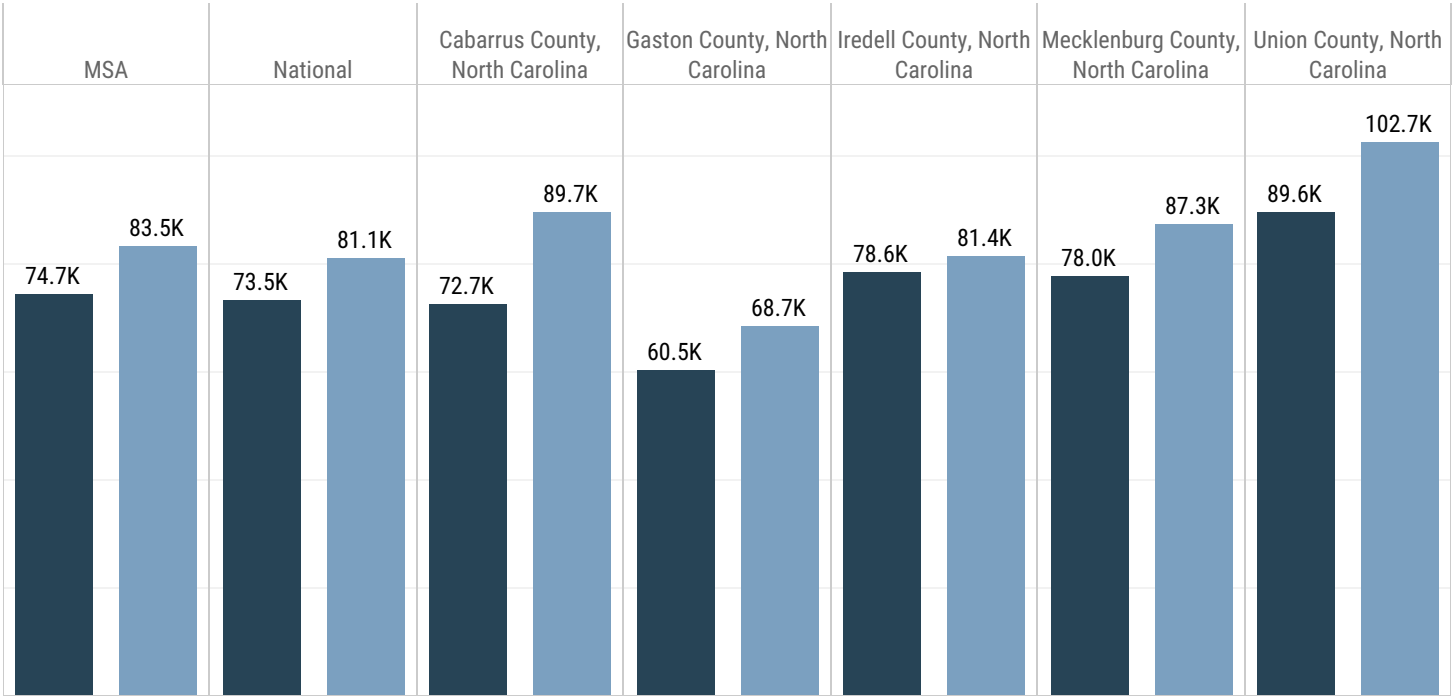


Source: Markerr's Income and Employment Dataset

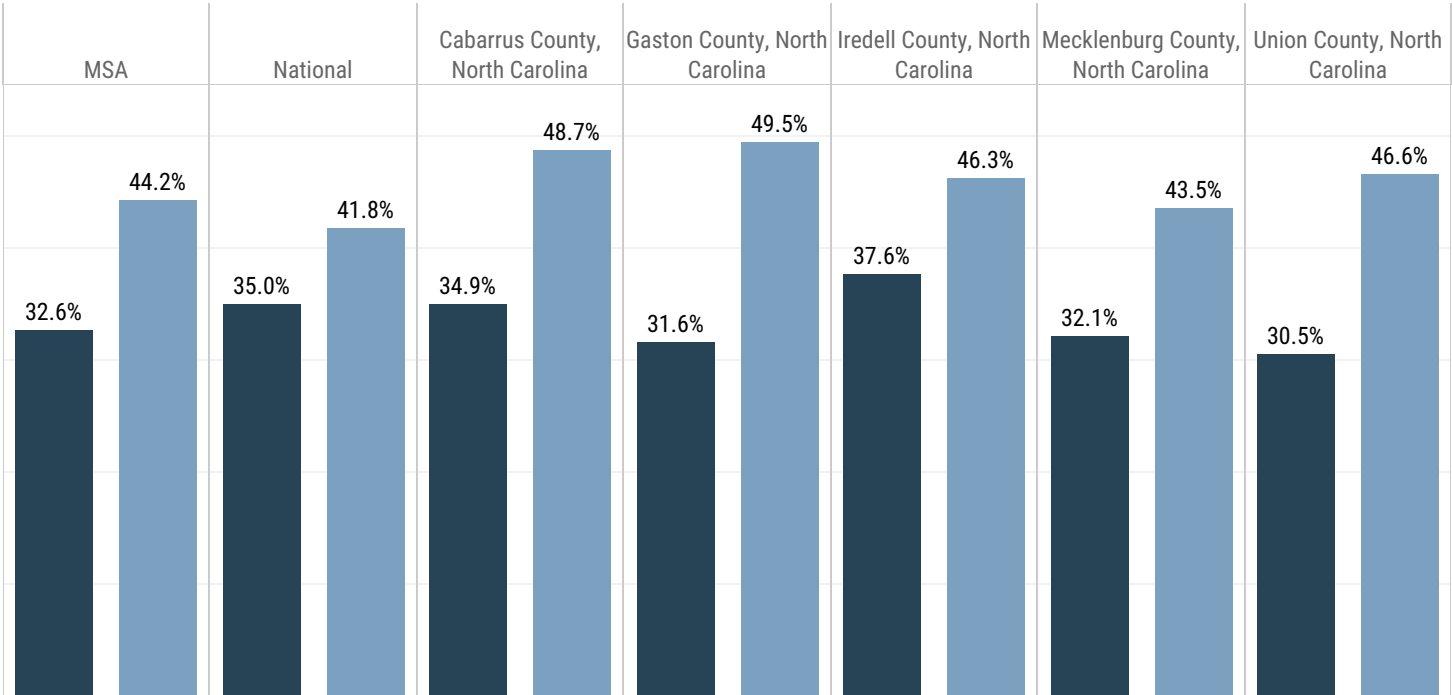
INCOME TRENDS

Comparsion of Individual & Household Income across Counties, MSA, and National

Mean Gross Income Mean Household Income



Gross Income Compounded Growth since 2017 Household Income Compounded Growth since 2017



Source: Markerr’s Income and Employment Dataset

SOURCES:

Markerr Income & Employment (I&E) Dataset *[Data Through: July 2024]*

Payroll records for 8M workers and 80K employers in the U.S. gives insight into employment, income, and demographics trends from the MSA level to below the zip code level.

Markerr Population Dataset *[Data Through: July 2024]*

Historical and forecasted U.S. population data from the Census and Markerr's quantitative population forecast.

Markerr RealRent Forecast *[Data Through: September 2029]*

A machine learning based prediction model that predicts rent price growth (as a YoY %) one year into the future at the MSA and zip code level. The forecast uses a variety of supply and demand metrics from the last ten years as predictors for the model.

Markerr RealRent Monthly MFR Index Dataset *[Data Through: August 2024]*

Historical market and effective rents from listings, surveys and sale transactions across 300+ MSAs

Markerr New Construction Dataset *[Data Through: October 2025]*

New Construction data sourced from both publicly available data and data from a leading human-verified construction intelligence platform.

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