



# Market Deep Dive: **Raleigh**

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# Key Takeaways

- In June 2024, Raleigh's YoY rent growth (-4.6%) underperformed the U.S. (-2.2%).
- Markerr forecasts Raleigh's 1-year rent growth to be +4.6%. The 5-year rent growth CAGR forecast is 1.8%, which ranks 84/100.
- Demand side indicators for Raleigh like job growth, population growth, and income growth outperformed the broader United States.
- Raleigh's supply pipeline for next twelve months is ~15,000 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 May 2024

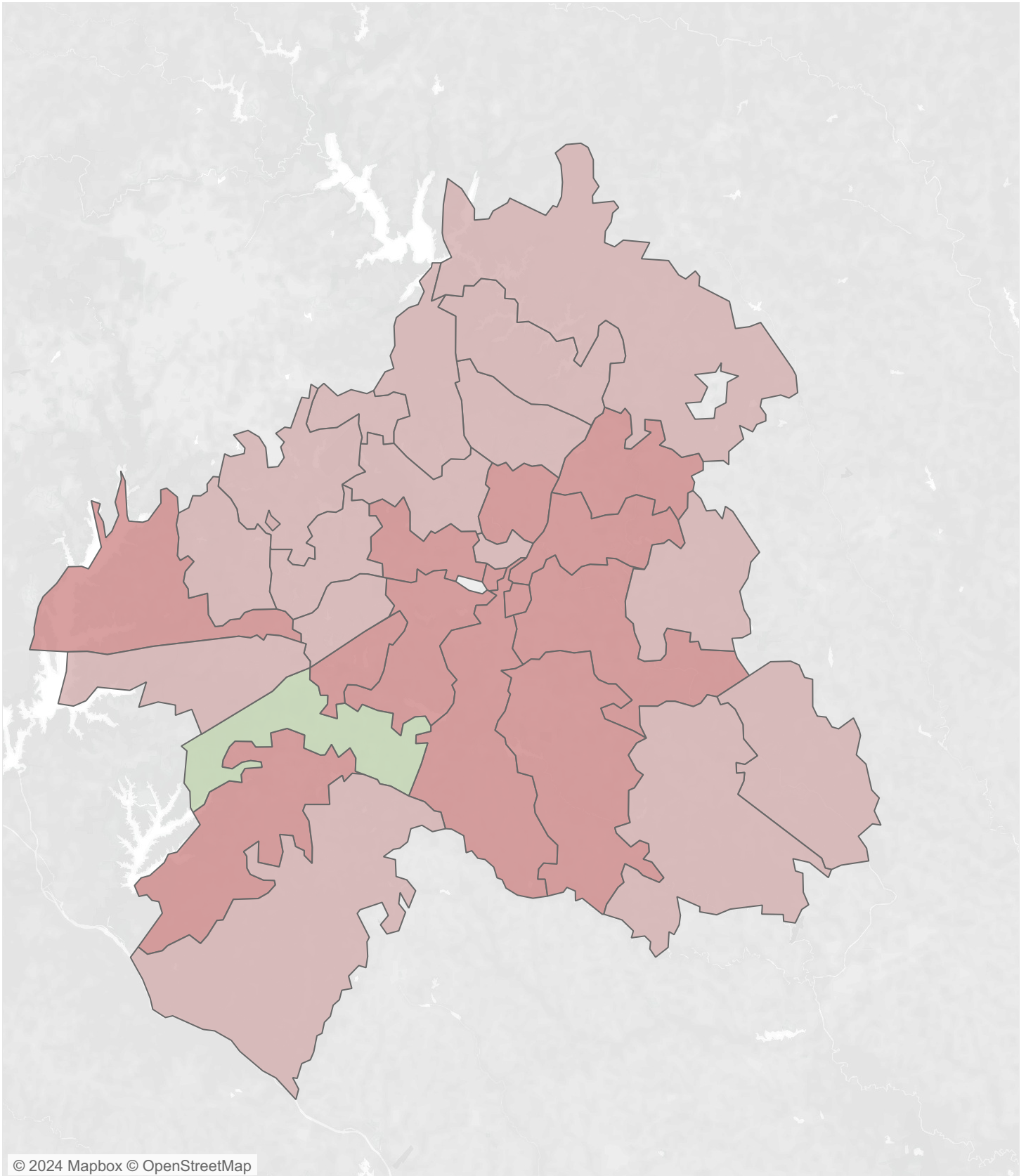
Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR	MSA Rank
4.6%	5.3%	2.1%	-0.1%	-2.6%	1.8%	84



Key Metrics	MSA Nominal	MSA 1 Year % Growth	Total U.S. Nominal	Total U.S. 1 Year % Growth
Average MF Rent	\$1,523	-4.6%	\$2,008	-2.2%
Employees (Job Growth)	709,317	5.2%	144,934,448	1.4%
Population	1,529,418	1.7%	336,550,000	0.5%
Median Household Income	\$104,438	5.5%	\$81,047	3.5%
Median Gross Income	\$78,070	5.5%	\$55,499	3.5%
Age 25-34 Year Olds	25.4%	-0.3%	24.8%	-0.1%
Six-Figure Earners	36.7%	2.6%	21.4%	0.9%
College Education	49.6%	0.0%	35.1%	0.0%

# ZIPCODE CURRENT RENT TRENDS

## Zipcode 1Y Rent Growth



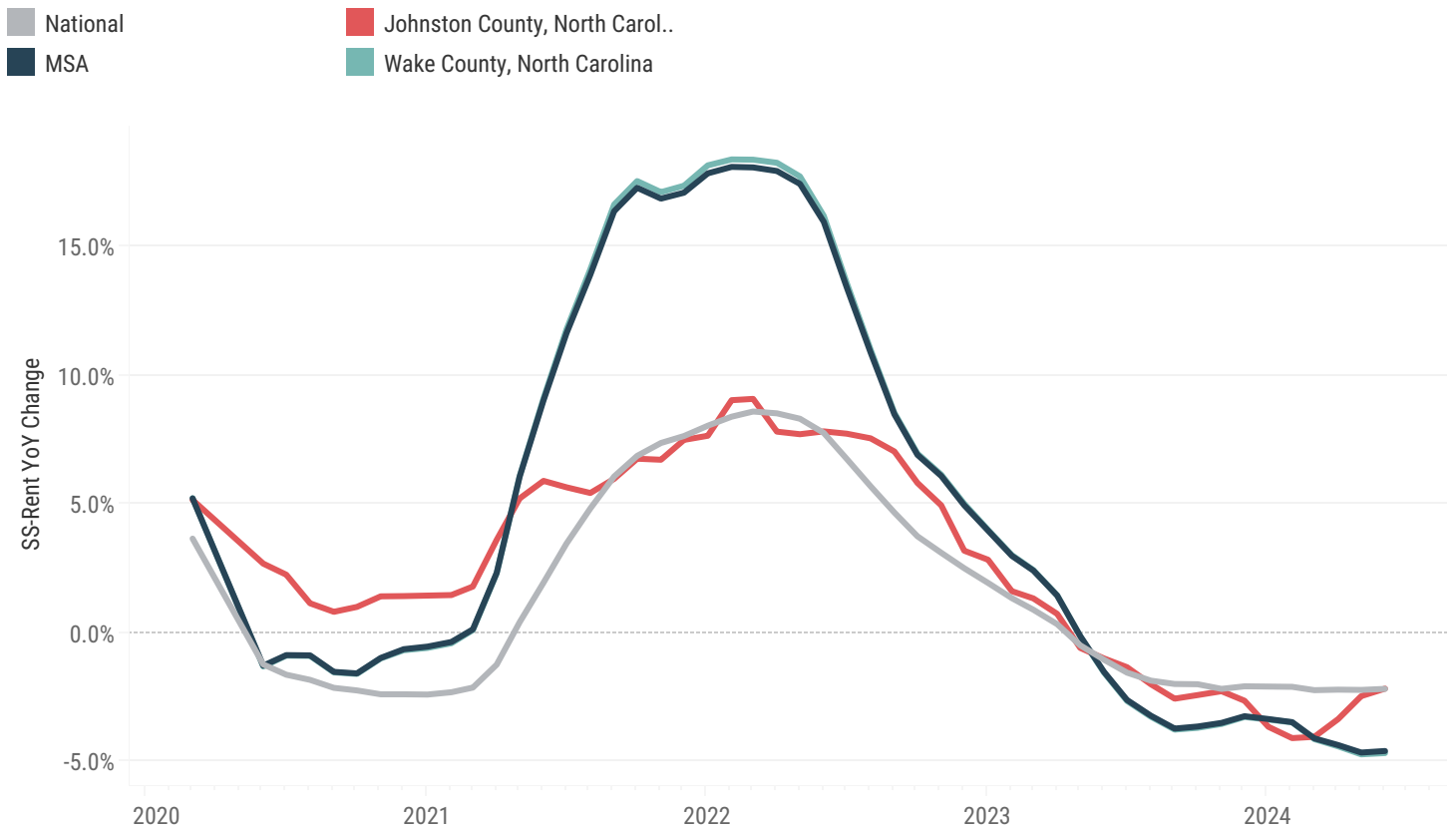
© 2024 Mapbox © OpenStreetMap

Source: Markerr's RealRent Multi-Family Index



# RENT TRENDS & RENT FORECAST

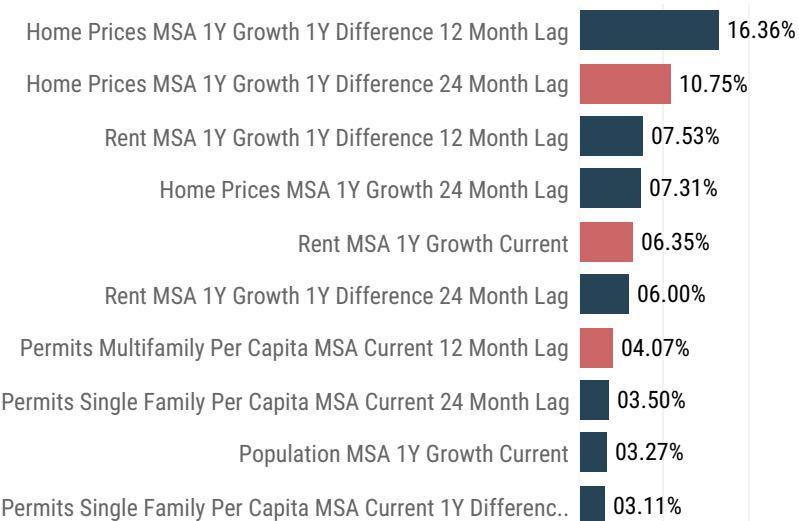
## Same-Store Year-Over-Year Change by County



## MSA Forecast *as of May 2024*

Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR	MSA Rank
4.6%	5.3%	2.1%	-0.1%	-2.6%	1.8%	84

## 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

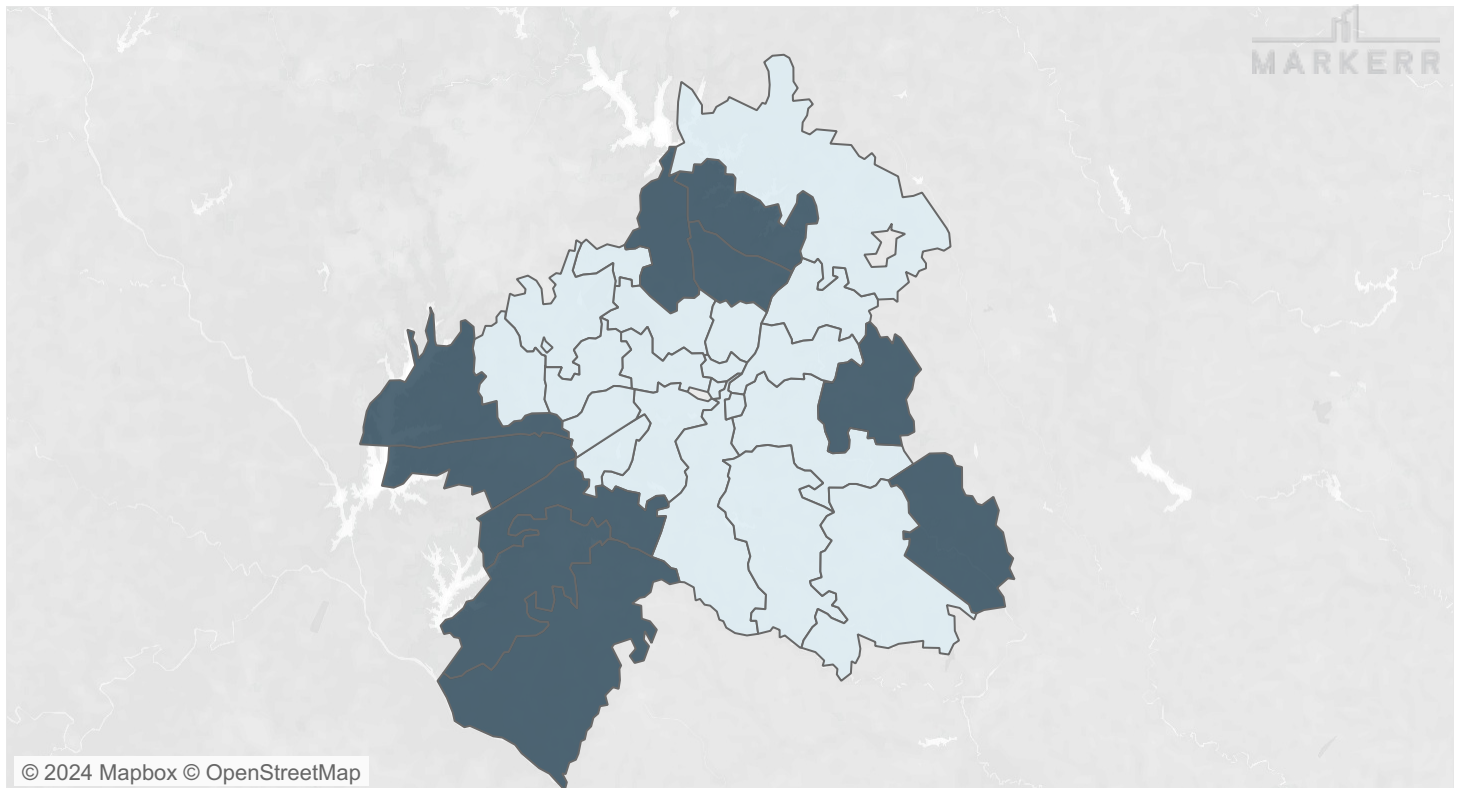
# MARKERR TOP ZIPCODE SELECTION

## Markerr's 5 Year Forecast for Zipcodes in Raleigh MSA

### Top 10 Zipcode Forecast *as of May 2024*



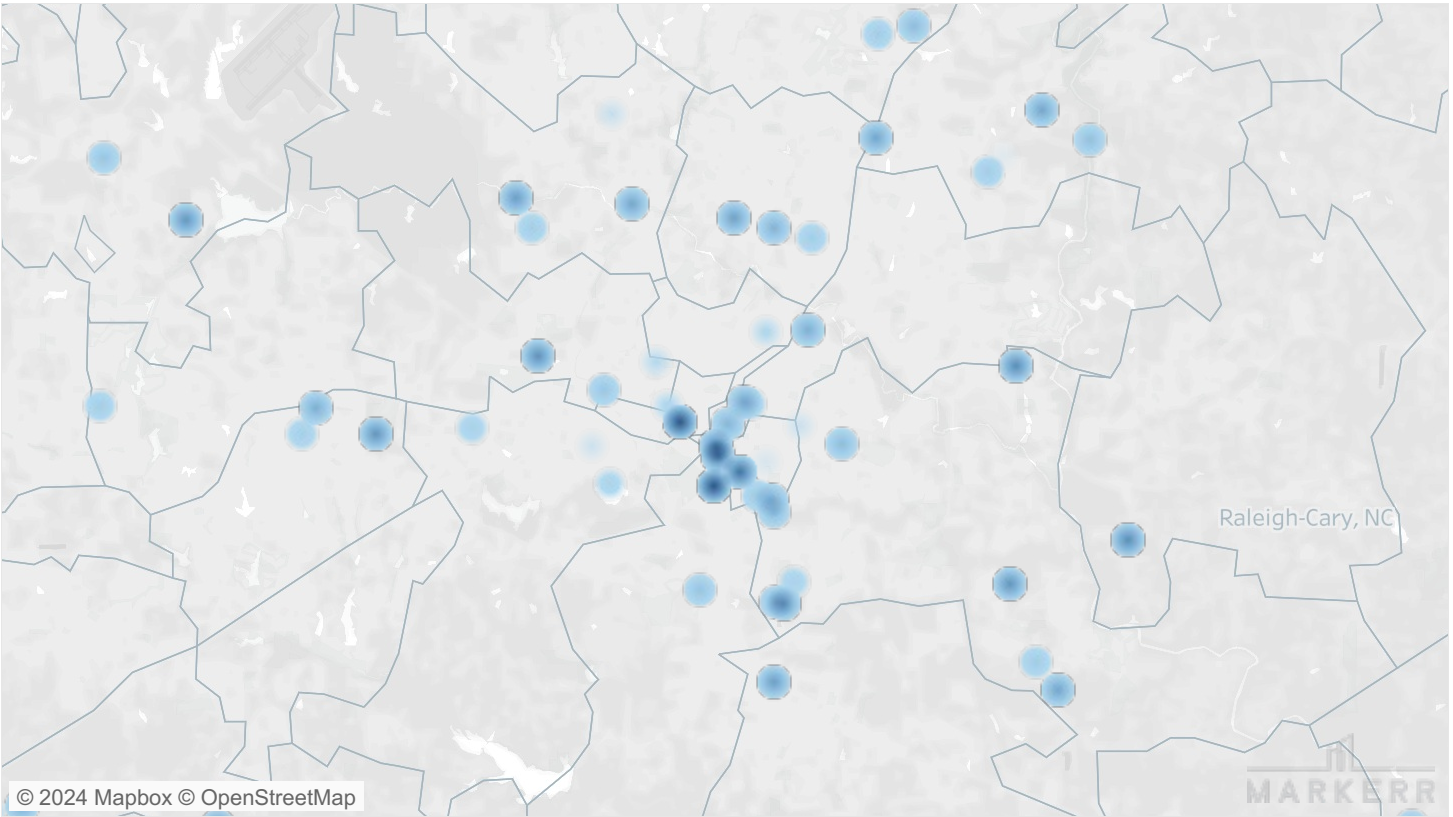
	Year 1	Year 2	Year 3	Year 4	Year 5	5Y CAGR
27527	4.8%	8.3%	2.3%	4.2%	-1.7%	3.5%
27539	4.3%	8.2%	1.7%	3.6%	-0.2%	3.5%
27540	4.1%	7.9%	0.9%	3.5%	0.6%	3.4%
27613	4.3%	8.5%	0.6%	3.9%	-0.4%	3.3%
27615	4.2%	8.0%	0.8%	3.8%	-0.3%	3.3%
27614	3.9%	7.5%	1.8%	3.3%	-0.2%	3.2%
27523	4.3%	7.1%	1.9%	3.6%	-0.8%	3.2%
27502	4.2%	7.8%	0.7%	3.6%	-0.1%	3.2%
27545	4.4%	7.8%	1.2%	3.2%	-0.4%	3.2%
27526	4.1%	7.8%	1.5%	3.2%	-0.7%	3.1%



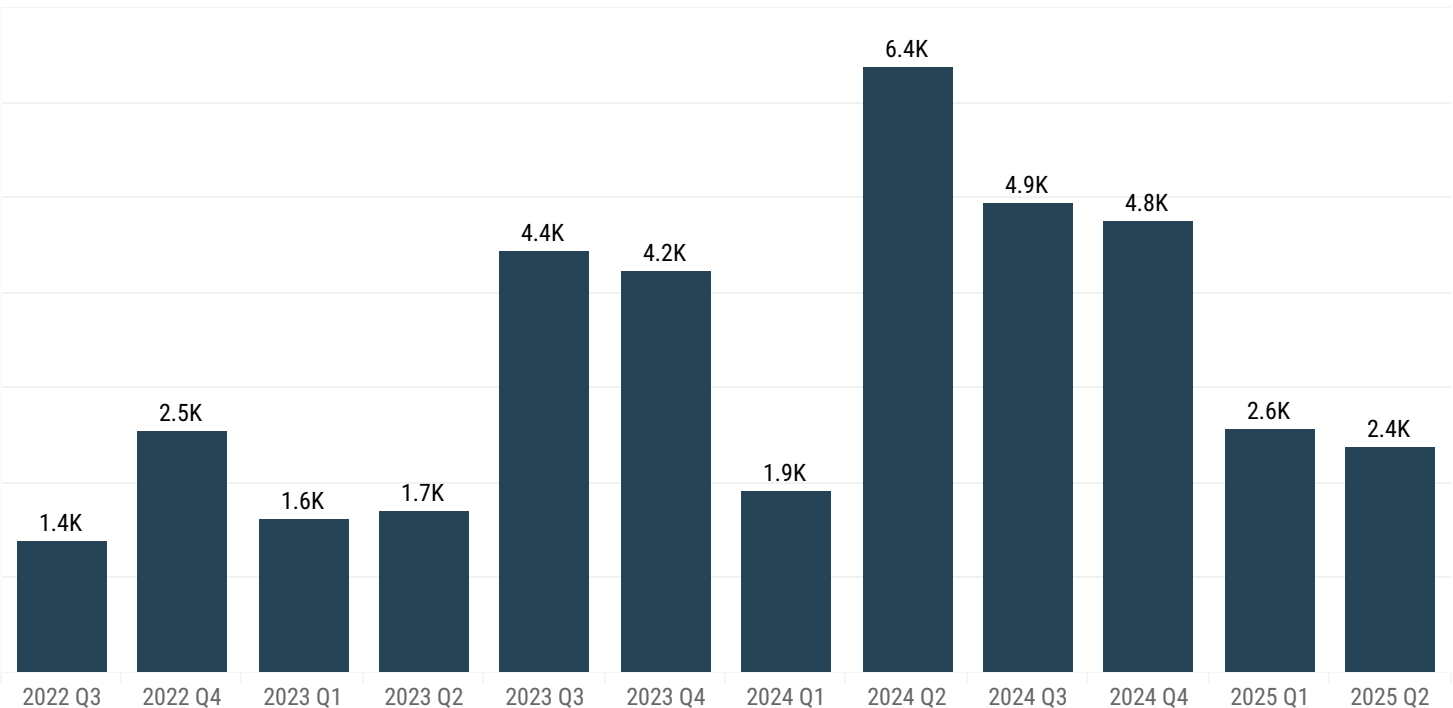
Source: Markerr's RealRent Multi-Family Forecast Dataset

## SUPPLY TRENDS

Supply Map of the Next 12 Months of Deliveries in Raleigh. 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



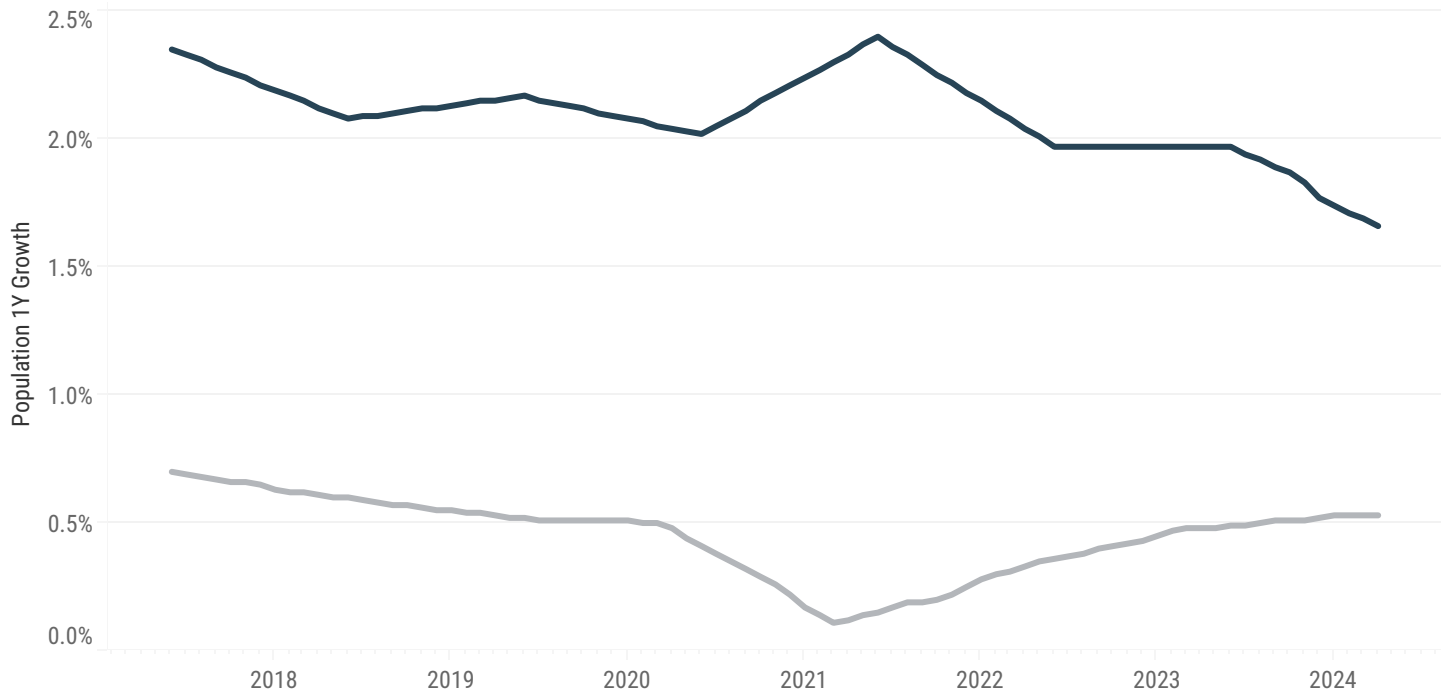
Source: Markerr's New Construction Dataset

# POPULATION TRENDS

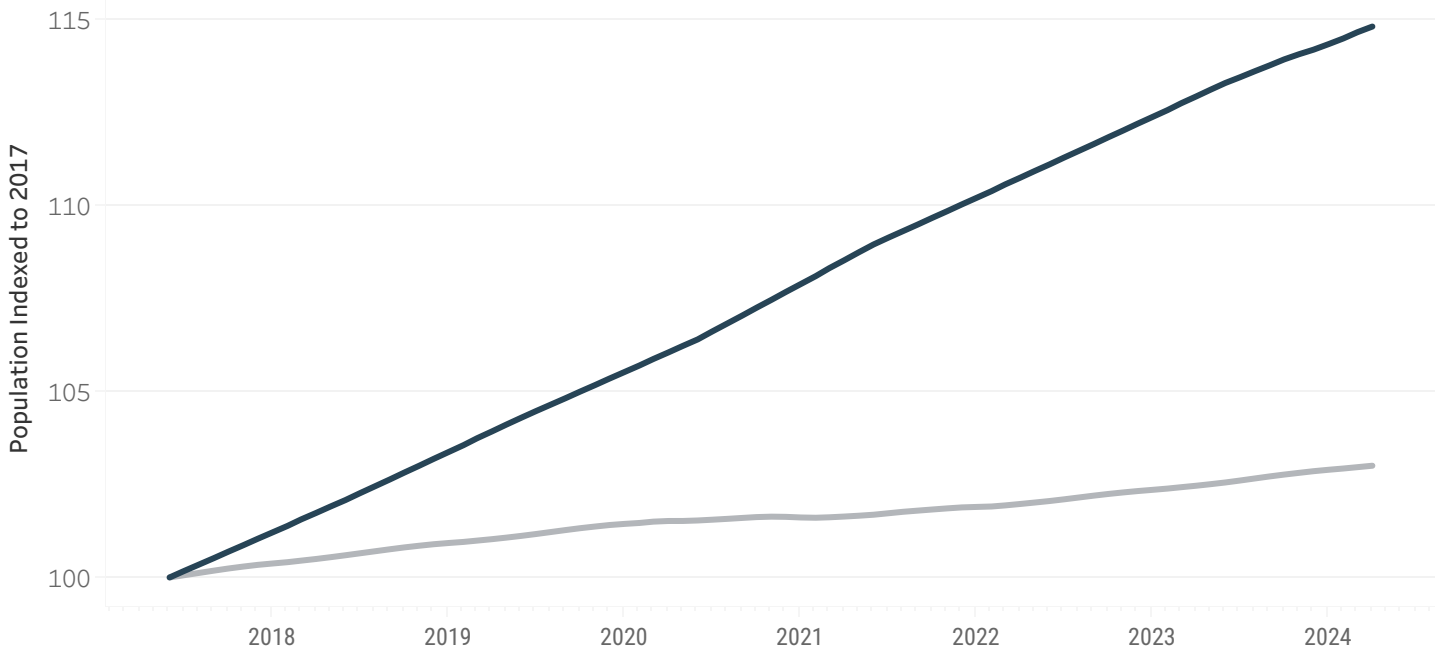


## Population 1 Year Growth Comparision

- MSA
- National



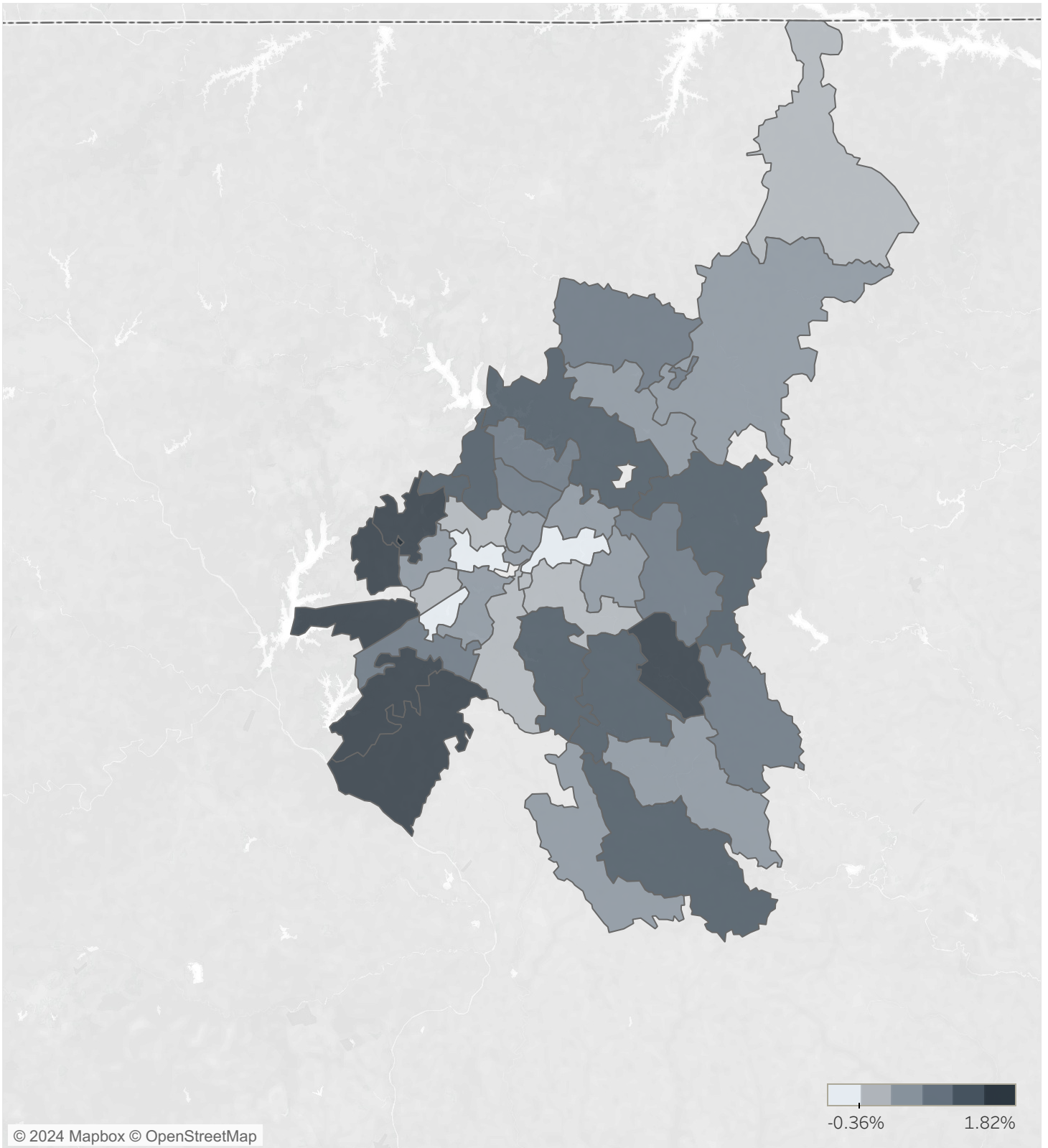
## Population Indexed to 2017



Source: Markerr's Population Dataset

# POPULATION TRENDS

## Population 1 Year Growth Zipcode Map

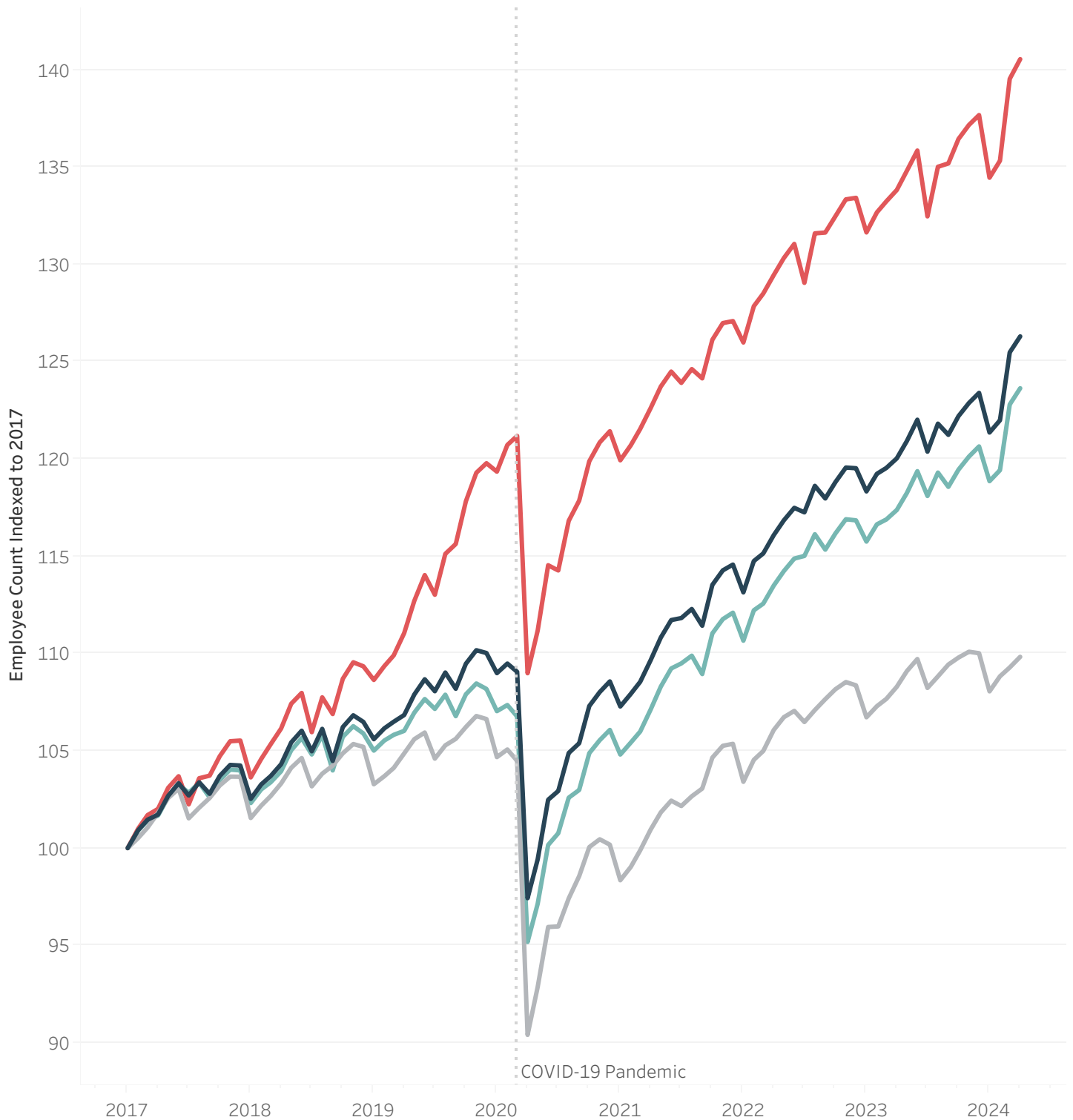


Source: Markerr's Population Dataset

# EMPLOYMENT TRENDS

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

- MSA
- National
- Johnston County, North Carolina
- Wake County, North Carolina

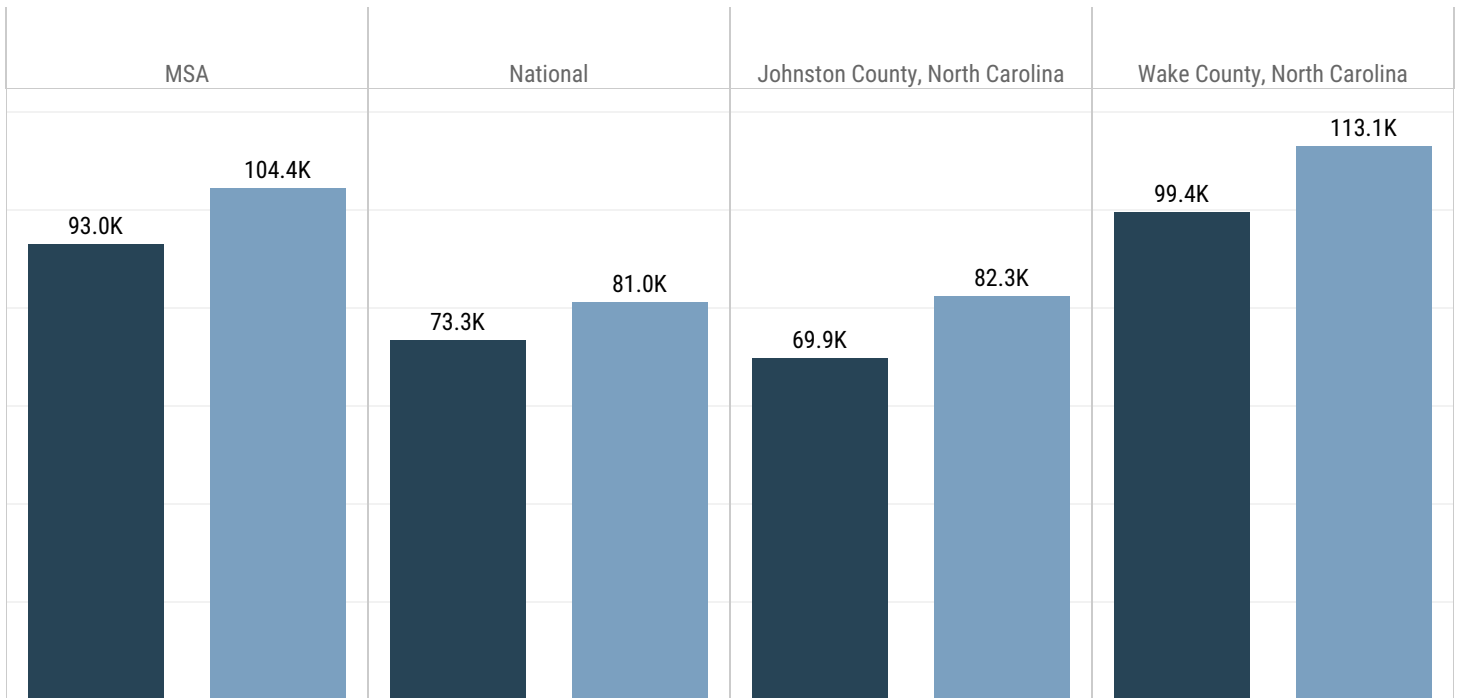


Source: Markerr's Income and Employment Dataset

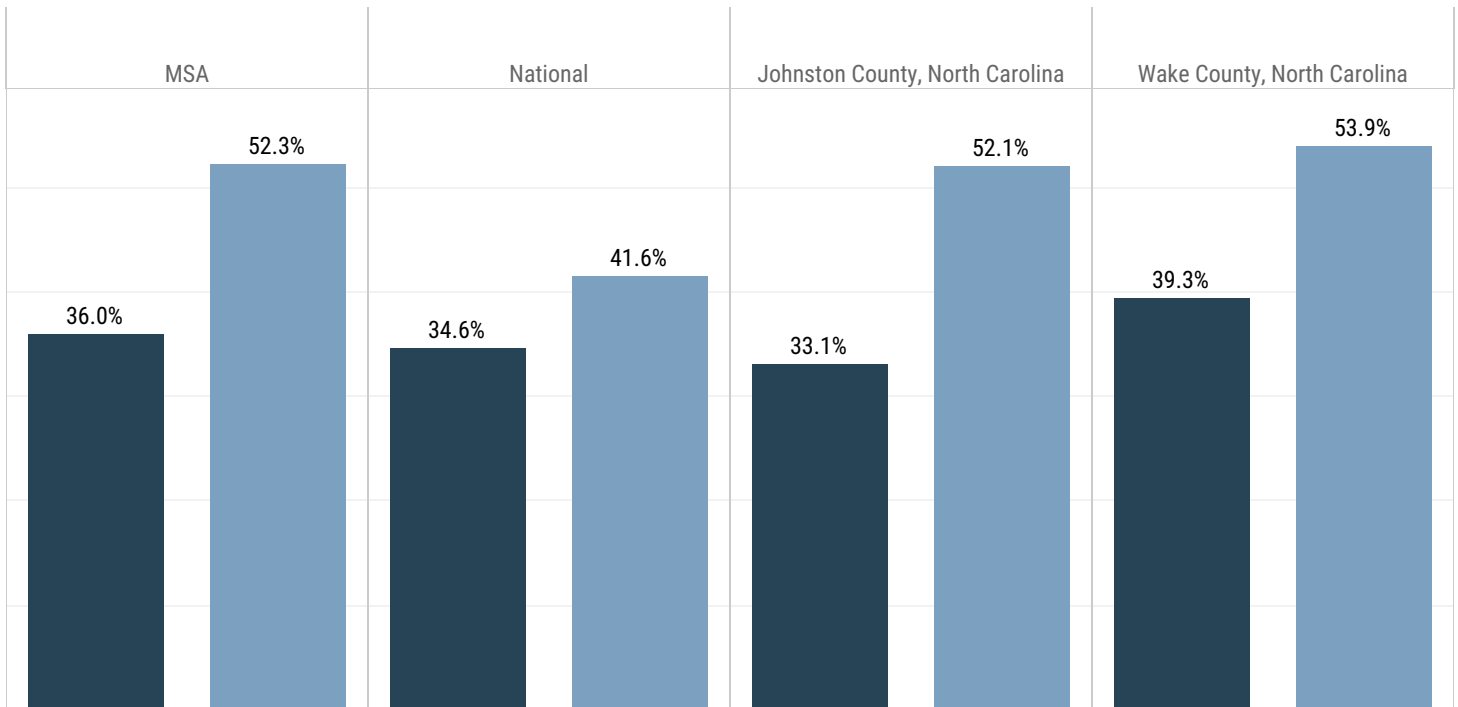
# INCOME TRENDS

## Comparison 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: April 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 & Migration Dataset** *[Data Through: April 2024]*

Nowcasted U.S. population data from the Census to present day based on transformed USPS data.

### **Markerr RealRent Forecast** *[Data Through: May 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: June 2024]*

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

### **Markerr New Construction Dataset** *[Data Through: July 2025]*

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

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