

# Southeast Region Update

## Minor Markets Overview



# New and improved Market Intelligence webcast series for 2026

## U.S. & Macro Webcasts

### 2025 Format (6)

4 U.S. updates/year  
2 macroeconomic updates/year

### New 2026 Format (7)

5 U.S. updates/year  
2 macroeconomic updates/year

## Regional Webcasts

### 2025 Format (32)

9 regions 4x/year  
Carolinas, Deserts/Mountains, Florida,  
Midwest, Northeast/Mid-Atlantic,  
Southeast, Texas, West Coast

### New 2026 Format (36)

9 regions 4x/year\*  
California, Florida, Midwest (East),  
Midwest (West), Northeast, Pacific &  
Mountain West, South Atlantic, South  
Central, Southeast

\*9 regions will be split into “major” markets  
and “minor” markets. Major markets will  
have ~40 minute shows while minor  
markets will have ~15 minute shows.

*(Refer to next slide for map)*

## Specialty Webcasts

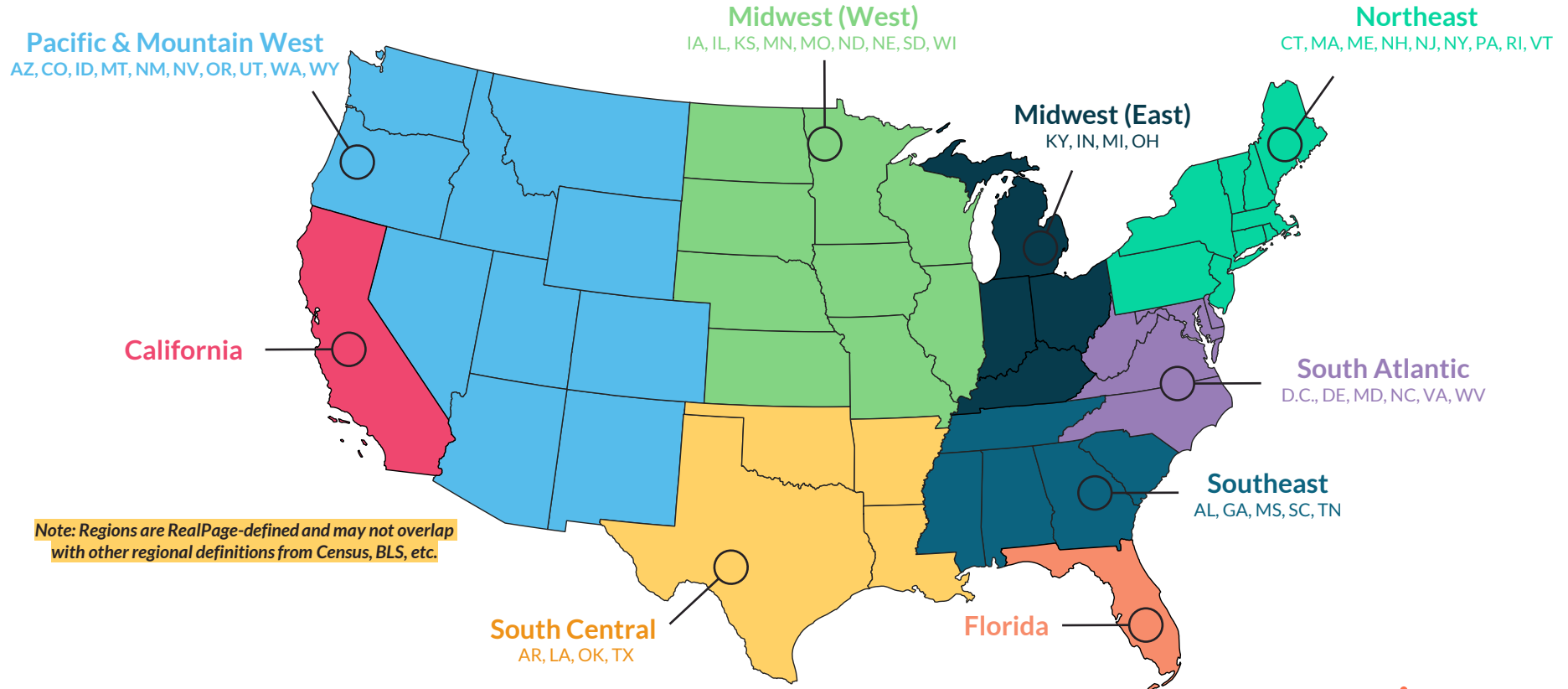
### 2025 Format (5)

2 research topics/year  
3 student housing updates/year

### New 2026 Format (11)

6 special research topics/year  
3 industry trend topics/year  
*(new webcast mini-series)*  
2 student housing updates/year

# New and improved Market Intelligence webcast series regions for 2026



Source: RealPage Market Analytics

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

## Southern Appalachia

Athens, GA; Chattanooga, TN; Johnson City, TN

## Interior Georgia

Albany, Columbus, Macon/Warner Robins

## Atlantic Coast & Coastal Plains

Augusta, GA; Brunswick, GA; Hilton Head Island, SC

## Central and Gulf South

Gulfport, MS; Hattiesburg, MS; Jackson, MS; Mobile, AL; Montgomery, AL; Tuscaloosa, AL

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Data as of 1Q26

## Southern Appalachia Metros

Metro Area	Existing Units	Annual Supply / Demand			Y/Y Change (Rents & Occupancy)		
		Supply	% Inventory Growth	Absorption	Effective Rent Change (Y/Y)	Occupancy	Occupancy Change (Y/Y)
Athens, GA	15,830	247	0.6%	170	-1.7%	94.2%	0.5%
Chattanooga, TN	34,914	180	0.5%	-20	-1.8%	94.3%	-0.5%
Johnson City, TN	23,931	200	0.8%	-44	-2.2%	96.4%	-1.0%
<b>Southern Appalachia</b>	<b>74,675</b>	<b>627</b>	<b>0.8%</b>	<b>106</b>	<b>-1.8%</b>	<b>94.7%</b>	<b>-0.4%</b>
U.S. Average	20.3m	367K	1.8%	303K	-0.5%	94.9%	-0.2%

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Forecast as of April 2026

## Southern Appalachia Metros

Metro Area Forecast as of Apr. 2026	2026 Forecast		
	Supply	% Inventory Growth	Y/Y Effective Rent Chg. (Annual Avg.)
Athens, GA	47	0.3%	0.6%
Chattanooga, TN	462	1.3%	0.4%
Johnson City, TN	350	1.5%	-0.7%
<b>Southern Appalachia Avg.</b>	<b>859</b>	<b>1.2%</b>	<b>0.3%</b>
U.S. Average	317k	1.6%	1.9%

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Data as of 1Q26

## Interior Georgia Metros

Metro Area	Existing Units	Annual Supply / Demand			Y/Y Change (Rents & Occupancy)		
		Supply	% Inventory Growth	Absorption	Effective Rent Change (Y/Y)	Occupancy	Occupancy Change (Y/Y)
Albany, GA	6,779	12	0.2%	54	2.7%	93.8%	0.6%
Columbus, GA	25,154	0	-0.9%	-409	0.4%	95.8%	-0.7%
Macon, GA	26,547	127	0.5%	-221	-0.4%	92.8%	-1.3%
<b>Interior Georgia Avg.</b>	<b>58,480</b>	<b>139</b>	<b>0.2%</b>	<b>-576</b>	<b>0.1%</b>	<b>94.3%</b>	<b>-1.0%</b>
<b>U.S. Average</b>	<b>20.3m</b>	<b>367K</b>	<b>1.8%</b>	<b>303K</b>	<b>-0.5%</b>	<b>94.9%</b>	<b>-0.2%</b>

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Forecast as of April 2026

## Interior Georgia Metros

Metro Area Forecast as of Apr. 2026	2026 Forecast		
	Supply	% Inventory Growth	Y/Y Effective Rent Chg. (Annual Avg.)
Albany, GA	115	0.3%	3.4%
Columbus, GA	440	1.1%	-0.9%
Macon, GA	0	0.0%	3.4%
Interior Georgia Avg.	555	0.9%	1.3%
U.S. Average	310K	1.5%	0.7%

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Data as of 1Q26

## Atlantic Coast & Coastal Plains Metros

Metro Area	Existing Units	Annual Supply / Demand			Y/Y Change (Rents & Occupancy)		
		Supply	% Inventory Growth	Absorption	Effective Rent Change (Y/Y)	Occupancy	Occupancy Change (Y/Y)
Augusta, GA	34,938	705	2.1%	870	0.2%	94.5%	0.6%
Brunswick, GA	5,400	153	2.9%	46	-2.9%	92.7%	-1.8%
Hilton Head Island, SC	17,491	864	5.2%	772	-1.9%	93.4%	-0.2%
<b>Atlantic Coast &amp; Coastal Plains Avg.</b>	<b>57,829</b>	<b>1,722</b>	<b>3.1%</b>	<b>1,688</b>	<b>-0.5%</b>	<b>94.1%</b>	<b>0.2%</b>
U.S. Average	20.3m	367K	1.8%	303K	-0.5%	94.9%	-0.2%

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Forecast as of April 2026

## Atlantic Coast & Coastal Plains Metros

Metro Area Forecast as of Apr. 2026	2026 Forecast		
	Supply	% Inventory Growth	Y/Y Effective Rent Chg. (Annual Avg.)
Augusta, GA	827	2.4%	2.2%
Brunswick, GA	64	1.2%	0.7%
Hilton Head Island, SC	510	3.0%	1.4%
<b>Atlantic Coast &amp; Coastal Plains Avg.</b>	<b>1,401</b>	<b>2.4%</b>	<b>1.9%</b>
U.S. Average	310K	1.5%	0.7%

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Data as of 1Q26

## Central & Gulf South Metros

Metro Area	Existing Units	Annual Supply / Demand			Y/Y Change (Rents & Occupancy)		
		Supply	% Inventory Growth	Absorption	Effective Rent Change (Y/Y)	Occupancy	Occupancy Change (Y/Y)
Gulfport-Biloxi, MS	22,935	0	0.0%	-54	2.9%	95.3%	-0.2%
Hattiesburg, MS	8,684	16	0.2%	175	-0.3%	95.6%	1.8%
Jackson, MS	33,419	0	0.0%	-95	3.3%	94.3%	-0.3%
Mobile, AL	44,918	335	0.8%	155	1.1%	94.3%	-0.4%
Montgomery, AL	22,502	0	0.0%	52	3.0%	95.4%	0.2%
Tuscaloosa, AL	19,753	0	0.0%	-5	2.5%	96.4%	0.0%
<b>Central &amp; Gulf South Avg.</b>	<b>152,211</b>	<b>351</b>	<b>0.2%</b>	<b>228</b>	<b>2.2%</b>	<b>94.9%</b>	<b>-0.1%</b>
<b>U.S. Average</b>	<b>20.3m</b>	<b>367K</b>	<b>1.8%</b>	<b>303K</b>	<b>-0.5%</b>	<b>94.9%</b>	<b>-0.2%</b>

# Southeast Region: Secondary/Tertiary (Minor) Metro Areas

Forecast as of April 2026

## Central & Gulf South Metros

Metro Area Forecast as of Apr. 2026	2026 Forecast		
	Supply	% Inventory Growth	Y/Y Effective Rent Chg. (Annual Avg.)
Gulfport-Biloxi, MS	0	0.0%	2.7%
Hattiesburg, MS	8	0.1%	0.6%
Jackson, MS	240	0.7%	3.0%
Mobile, AL	0	0.0%	2.5%
Montgomery, AL	310	1.4%	2.8%
Tuscaloosa, AL	0	0.0%	3.4%
<b>Central &amp; Gulf South Avg.</b>	<b>558</b>	<b>0.4%</b>	<b>2.7%</b>
<b>U.S. Average</b>	<b>310K</b>	<b>1.5%</b>	<b>0.7%</b>



## Q&A + APPENDIX SLIDES