

Martin County, Florida: A Compelling Multifamily Investment Market

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For years the real estate investment community viewed South Florida as a three-county region ending at the Palm Beach County line. This is now changing in the eyes of multifamily investors as the perceived South Florida “boundary” is shifting north to include Martin County. Martin County apartment performance is strong, market fundamentals are favorable and prospective investors are taking note. The trends and statics discussed below make a compelling case for investing in Martin County apartments.

Impressive income demographics: Martin ranks among the most affluent counties in Florida. According to census data, Martin County ranks third in the state for per capita income (\$35,772) and eleventh with regard to median household income (\$53,210). These income figures compare favorably with neighboring Palm Beach and Broward Counties.

Limited apartment supply: Large apartment communities are scarce in Martin County. In fact, there are only seven market-rate communities countywide with over 100 units. Since two of these properties are fractured condominiums which are expected to sell off units when the for-sale housing market improves, the number of 100+ unit apartment communities could soon drop to five.

Strong operating performance: Owners and managers of Martin County apartments report persistent rent growth and occupancy rates in excess of 95%. In fact, one local community reportedly has a waiting list for new tenants. Rent concessions in the county are virtually non-existent.

Barriers to entry: Martin County is known for its anti-growth posture, alleviating investor concerns about the prospect of overbuilding. The stable to potentially decreasing supply of existing apartments, coupled with real development constraints, creates an optimal environment for continued rent growth.

Below the institutional investor radar: Since large, institutional investors tend to focus on major markets, few will consider opportunities in Martin County. This unique circumstance levels the competitive field for private and corporate investors who struggle to compete with institutions in larger markets.

Close to northern Palm Beach County growth markets: Martin County represents a 20-to-30 minute commute to northern Palm Beach County’s bio-tech corridor in Jupiter and Palm Beach Gardens. These markets represent South Florida’s new frontier of high-paying job growth and Martin County is poised to benefit from its proximity.

Great lifestyle experience: Martin County offers a desirable lifestyle experience that draws residents north from neighboring counties and south from the northeast U.S. Highly ranked schools, fabulous beaches, controlled growth, a wide variety of parks and community amenities make Martin County a great place to live.

Apartment owners in Martin County are reaping the benefits of the optimal market conditions and trends discussed above. Investors who thought they knew Martin County owe it to themselves to take another look.

Fort Lauderdale-based CapasGroup Realty Advisors offers multifamily, commercial and land brokerage service to owners, investors and developers throughout Florida. For additional information contact:

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