



Market Intelligence Atlanta, GA Multifamily Investment Market Report

August 2026

Mid-2026 Outlook

Longview Commercial's bi-annual, institutional-grade market intelligence publication — designed to give accredited investors, whether new to private real estate funds or experienced in direct asset ownership, a clear, unvarnished view of the markets we target for deployment.

Each edition focuses on a single metropolitan market, assessed across the dimensions that matter most: demographic momentum, employment health, supply/demand dynamics, capital flows, and submarket selectivity. Our goal is not simply to share data, but to translate that data into investment context relevant to a diversified multifamily portfolio.

Atlanta, Georgia serves as our inaugural edition and a foundational market in the Longview portfolio strategy. As one of the nation's most dynamic Sunbelt metros, Atlanta exemplifies both the opportunity and the nuance that sophisticated multifamily investing demands. The following pages present our mid-2026 assessment.

“Atlanta has absorbed a significant supply wave and is now positioned where disciplined investors want to be — early in the recovery, with improving fundamentals and easing competition.”

How to Read This Report

This publication is organized into nine substantive sections following this overview. Readers new to multifamily investing will find grounding context in the market fundamentals and demographic sections. More experienced capital allocators will find granular submarket data, risk analysis, and our forward outlook of greatest value.

New to Private Multifamily

Start with the market fundamentals and demographic sections for grounding context before moving into submarket-level detail.

Experienced Capital Allocators

Submarket data, competitive landscape, forward outlook, and our risk matrix carry the greatest weight for your review.

Data Sources

Marcus & Millichap, Yardi Matrix, Northmarq, U.S. Census Bureau, Atlanta Regional Commission, and institutional research, as of mid-2026.

Where sources conflict, we present the range rather than a single point estimate. Market conditions evolve; investors should conduct independent due diligence and consult offering documents.

Our Philosophy

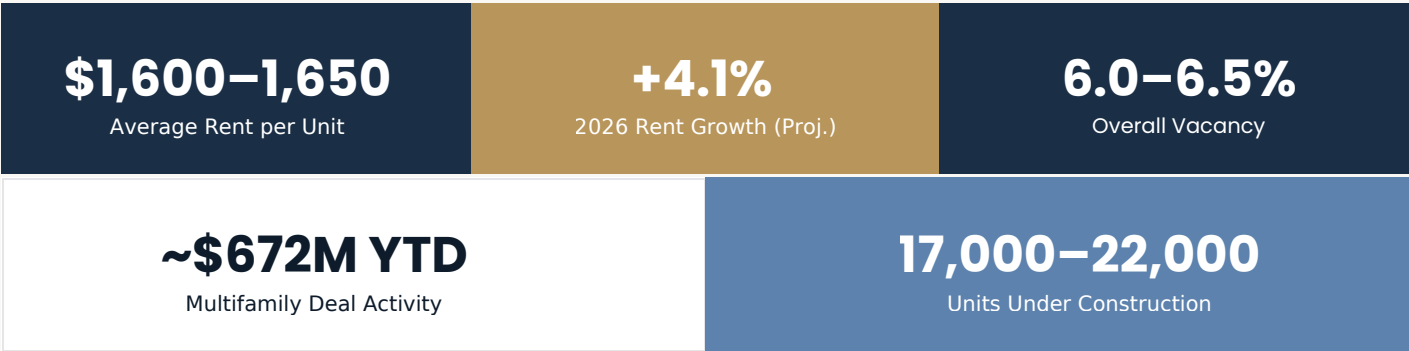
Built as a portfolio. Not a single bet. Longview constructs diversified, multi-market, multi-operator multifamily portfolios for accredited investors, grounded in disciplined capital allocation and long-term value creation rather than single-asset speculation.

A Note on This Report

This is market research, not an offer. It does not describe the terms of, or constitute a solicitation for, any specific Longview Commercial fund or offering. See disclosures on the final page.

This Is What Atlanta Looks Like

Longview Commercial specializes in constructing diversified institutional-quality multifamily portfolios for accredited and sophisticated investors. This report delivers an independent, data-driven assessment of the Atlanta multifamily sector as of mid-2026, focusing on metrics that signal market health, investment viability, and long-term positioning.



Sources: Yardi Matrix, Marcus & Millichap, Northmarq, U.S. Census Bureau. Data as of Q1–Q2 2026.

Signs of Growth After the Supply Wave

Atlanta's multifamily market has transitioned from a period of elevated new supply — inventory expanded roughly 7% over the prior three years — into a phase of stabilization and improving fundamentals. Renter demand outpaced deliveries in both 2024 and 2025, driving vacancy to its lowest levels since the post-pandemic recovery. Net absorption was supported by strong net in-migration and local household formation.

Current indicators point to growth rather than stagnation or decline:

- Supply pressure is easing meaningfully in 2026.
- Vacancy is compressing.
- Rent growth is resuming, with one 2026 forecast ranking Atlanta #2 nationally.
- Investor activity remains constructive, with selective capital targeting both stabilized yield-driven assets and value-add opportunities.

This dynamic creates a favorable window for disciplined investors. The market has absorbed much of the recent oversupply overhang, setting the stage for a healthier supply-demand balance ahead.

General Metro Atlanta Metrics

Economy & Demographics



Metro Atlanta (MSA) population reached approximately 6.48 million as of the July 2025 Census estimate (6th-largest U.S. metro), with continued net gains of roughly 62,000 residents in the most recent year. Long-term forecasts from the Atlanta Regional Commission project the broader region adding 1.8 million people by 2050 (to approximately 7.9 million, +30% from 2020 levels), driven by domestic migration and economic opportunity.

Employment & Labor Force

Job growth moderated in 2025 (roughly 0.4-1% in various estimates) with some net losses in specific sectors, but the unemployment rate remains low (approximately 3.5-3.8%). Forecasts for 2026 anticipate positive, though slower, job gains — one projection cites approximately 19,000 new jobs, still ranking among the top U.S. metros. The labor force continues expanding alongside in-migration.

Job Diversity & Industry

Highly diversified economy anchored by logistics and aviation (Hartsfield-Jackson Airport, UPS), corporate headquarters, professional and business services, healthcare, finance, and entertainment — Atlanta's film industry is often called the "Hollywood of the South." Key tailwinds include data centers, AI-related investment, and ongoing Beltline corridor revitalization.

Fortune 500 Headquarters

Atlanta metro ranks among the top U.S. cities for corporate headquarters, home to major players including The Home Depot, UPS, Delta Air Lines, The Coca-Cola Company, Southern Company, and others — roughly 16-18 Fortune 500 companies maintain significant presence or headquarters in the metro.

Demographics & Renter Population

Diverse, relatively young population with strong appeal to professionals and families. Atlanta proper shows high renter occupancy (approximately 54% renter-occupied households). The metro benefits from consistent inflows of young adults seeking housing that is more affordable than coastal gateway markets, combined with strong lifestyle amenities.

Crime & Livability Trends

Significant and sustained improvement. Homicides have declined nearly 40% over the past four years, with broader violent and property crime also trending downward in 2025. This enhances livability and supports long-term investment appeal in urban and revitalizing submarkets.

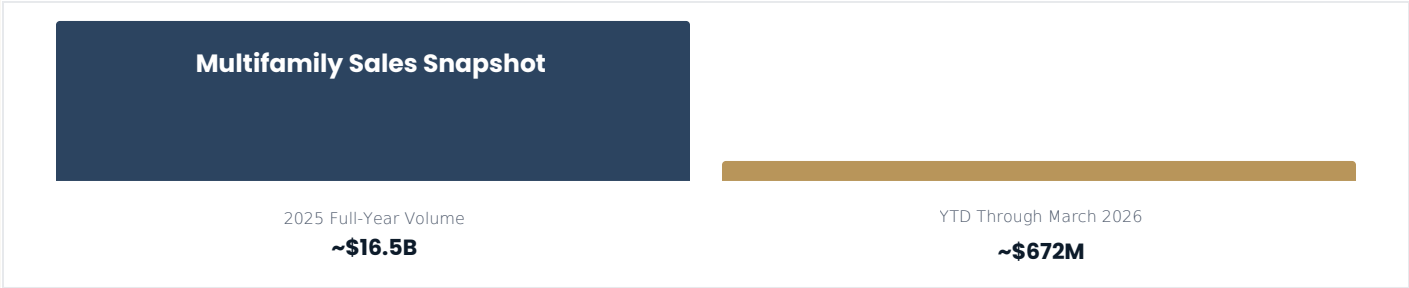
Overall, Atlanta's economic and demographic foundation remains robust, with migration and corporate strength providing structural demand support for multifamily housing.

Multifamily Metrics vs. National Benchmarks

- **Average Rent per Unit:** Asking rents around \$1,600-\$1,650 (Yardi Matrix reported \$1,634 in Q1, with other sources in a similar range). Slightly below national averages (roughly 20 basis points in one comparison).
- **Rent Escalation:** Recent performance mixed to modestly negative in some trailing periods due to supply absorption. 2026 forecasts are more positive, with one projection ranking Atlanta #2 nationally at +4.1% mean effective rent growth.

Rent, Occupancy & Transaction Detail

- Occupancy:** Stabilized properties reached 93.3% (+20 bps year-over-year as of February). Overall market vacancy in the 6.0–6.5% range (6.3–6.4% in late 2025/early 2026 readings), showing improvement and further compression ahead.
- Multifamily Deals (Volume & Value):** Moderate activity. Through March 2026, approximately \$672 million in sales with an average price per unit of approximately \$193,000 (below national). 2025 full-year volume showed gains — one source cited approximately \$16.5 billion at an average of \$174,500–\$191,000 per unit. Cap rates generally in the 4.5–5.5% range (low-to-mid 5% for stabilized assets).
- Permits & New Supply Pipeline:** Construction pipeline has contracted sharply to decade lows. Under construction: approximately 17,000–22,000 units. 2026 deliveries projected at approximately 9,800 units — well below recent peaks and closer to historical averages. Permitting activity is also declining; Q1 2026 supply additions were modest (approximately 1,800–3,200 units, depending on source).



Atlanta is outperforming or aligning favorably with many Sunbelt peers as its supply wave normalizes faster than some comparable markets. While national vacancy has stabilized and rent growth remains measured, Atlanta's combination of easing supply and resilient demand positions it for relative strength in 2026 and beyond.

Current & Future Trends

CURRENT (2026)	5-YEAR OUTLOOK (~2031)	10-YEAR OUTLOOK
The market is in a clear recovery phase. Core submarkets (Buckhead, Midtown, Downtown) lead with lower vacancy and stronger rent performance, bolstered by Beltline development and urban revitalization.	Supply growth returns to sustainable historical levels. Continued, though moderating, in-migration and job growth should support further vacancy compression — potentially into the mid-5% range — and sustained positive rent growth.	Long-term structural tailwinds remain compelling. ARC population and employment forecasts indicate robust regional expansion.
Select suburbs (Southwest Atlanta, Duluth, Sandy Springs) benefit from limited new supply. Investors are targeting yield-driven stabilized assets and value-add opportunities in older stock.	Fundamentals are expected to strengthen, driving increased investment velocity and potential cap rate compression as interest rate environments evolve.	Atlanta's diversified economy, logistics hub status, and quality-of-life improvements position it as a continued beneficiary of domestic migration and corporate relocation trends.
Transaction activity is steady but selective, with stronger interest in newer high-end properties in northern/central suburbs.	Submarkets with structural advantages — transit access, corporate proximity, limited pipeline — should outperform.	Multifamily demand should remain resilient, supporting attractive risk-adjusted returns for long-duration institutional capital.

Market Projection — Five Years From Now (~2031)

- Vacancy likely stabilized in the low-to-mid 5% range.
- Annual rent growth in the 3-5%+ range, subject to economic conditions.
- Transaction volumes recovering toward or exceeding historical norms.
- Pricing power returning for well-located, well-managed assets.
- Stronger institutional interest in core and growth-oriented suburban portfolios.

Important Statistics Snapshot

Atlanta Multifamily Market	
Recent inventory growth over three years, now normalizing	+7.0%
2026 deliveries forecast, sharp decline from peaks	~9,800 units
Stabilized occupancy	93.3%
Average asking rent	~\$1,634
Projected 2026 rent growth (#2 nationally in one forecast)	+4.1%
Cap rates, generally	4.5–5.5%

Atlanta Economy Statistics	
Metropopulation (2025 est.), strong long-term growth trajectory	~6.48M
Unemployment Rate (May 2026 preliminary)	~3.2%
Job Growth: Modest recent (~0-1.1% YoY range in benchmarks); forecasted acceleration	to ~1.7% in 2026
Homicide rate decline over four years	~40%
Key Notes/Drivers: Logistics/distribution hub, film/entertainment (“Hollywood of the South”), tech (“Silicon Peach”), corporate HQs, healthcare, and professional services. Diversified and resilient with strong historical job and population growth.	

Main Companies & Market Players

Local & Regional: Wood Partners (Atlanta-based developer) and Cortland Partners (significant local ownership) represent the strongest regional bench in the market.

National Platforms: Greystar, Alliance Residential, MAA (Mid-America Apartment Communities), and Middleburg, alongside a range of institutional owners and REITs active in acquisitions and development.

Investors: A mix of institutional capital, private equity, and REITs, focusing on both stabilized yield and value-add strategies. Longview Commercial structures diversified portfolios to give investors access to institutional-quality multifamily without single-asset concentration risk.

Opportunities

- **Supply Normalization:** Easing deliveries create a tailwind for occupancy and rent growth.
- **Demographic & Economic Drivers:** Sustained in-migration, job diversity, and corporate presence support durable renter demand.
- **Submarket Selectivity:** Core urban and select low-supply suburban locations offer outperformance potential.
- **Value-Add & Repositioning:** Older assets in revitalizing areas (Beltline influence) present upside.
- **Portfolio Approach:** Diversified institutional portfolios mitigate single-market or single-asset risk while capturing Atlanta's growth.

Submarket Intelligence

Longview evaluates submarkets on the same lens we apply to every acquisition: supply exposure, demand durability, and price discipline.

SUBMARKET	PROFILE & THEME	LONGVIEW VIEW
Buckhead, Midtown & Downtown	Core urban submarkets leading the recovery with lower vacancy and stronger rent performance, bolstered by Beltline development and ongoing revitalization.	FAVORABLE
Southwest Atlanta, Duluth & Sandy Springs	Select suburbs benefiting from limited new supply; a focus for yield-driven stabilized assets and value-add opportunities in older stock.	SELECTIVE
Buford & Parts of Buckhead	Certain pockets face elevated near-term deliveries that could pressure local fundamentals over the next several quarters.	CAUTIOUS

Data Note

Submarket views reflect qualitative positioning drawn from broker and proprietary market research as of mid-2026. Granular submarket-level rent and occupancy data were not available at point-estimate resolution for this edition and are flagged rather than estimated.

Risks

- **Economic Moderation:** A recent slowdown in job growth and potential further moderation in in-migration could temper demand if prolonged.
- **Residual Supply Pockets:** Certain submarkets (e.g., Buford, parts of Buckhead) face elevated near-term deliveries that could pressure local fundamentals.
- **Macro / Financing Environment:** Interest rates, inflation, or a broader slowdown could impact cap rates, transaction velocity, and renter affordability.
- **Affordability & Competition:** Rising rents relative to incomes, or competition from other Sunbelt markets, could challenge absorption in lower-tier segments.
- **Execution Risk:** Successful investment requires careful submarket and asset selection amid uneven performance.

In a Nutshell

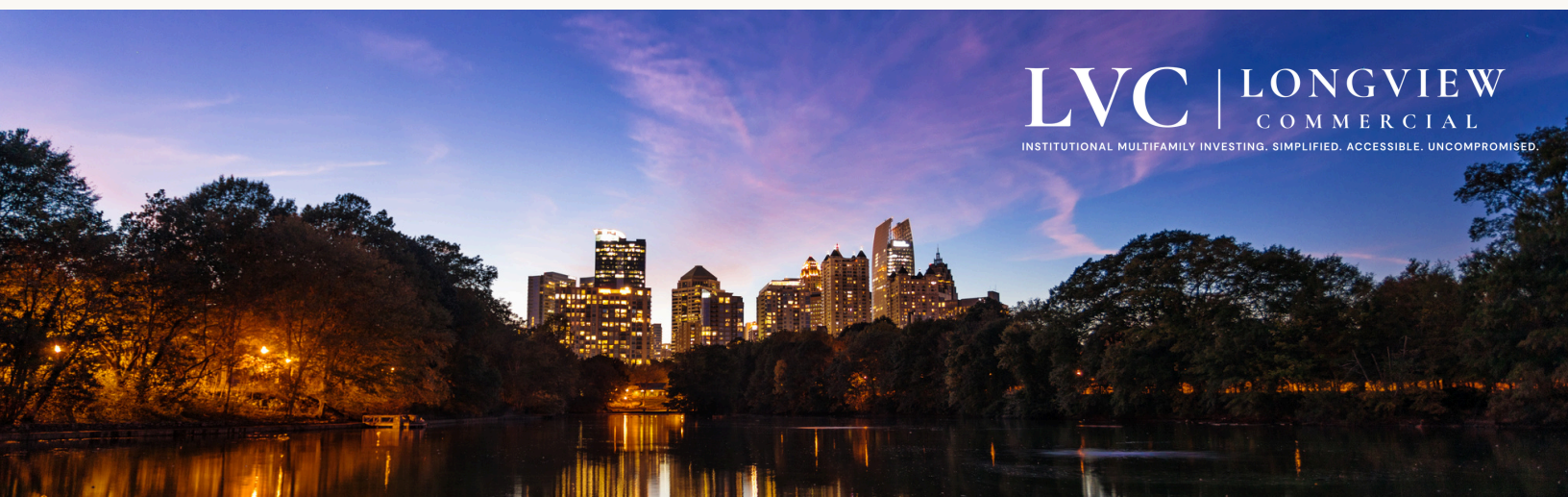
Atlanta's multifamily market in 2026 exhibits clear signs of recovery and forward momentum following the recent supply surge. Fundamentals are stabilizing, supply is normalizing, and long-term demographic and economic tailwinds remain intact. For investors seeking growth-oriented Sunbelt exposure with improving risk/reward dynamics, Atlanta presents a compelling opportunity — particularly through diversified institutional portfolios.

Longview Commercial is positioned to help accredited investors access high-quality, professionally managed multifamily exposure in this evolving market. All projections involve uncertainty; investors should conduct independent due diligence and consult offering documents.

Contact and Next Steps

To learn more about Longview Commercial fund offerings or to request placement on the investor distribution list for the Market Intelligence series:

Email: invest@longviewcommercial.com **Website:** www.longviewcommercial.com



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