

NAR Commercial Real Estate Metro Market Report | 2021.Q2

Savannah, GA

Core-Based Statistical Area Code: 42340

The Savannah, GA commercial real estate market is stronger compared to the overall U.S. market.
NAR Commercial Real Estate Market Conditions Index* 65.9

Overall economic conditions are stronger than nationally.
The apartment property market is stronger than nationally.
The office property market is stronger than nationally.
The industrial property market is stronger than nationally.
The retail property market is stronger than nationally.
The hotel/lodging property market is stronger than nationally.

The commercial real estate market is slowly getting back on track although the rise of Delta variant cases is casting a shadow on the path of the recovery. The multifamily, industrial, and retail property markets will continue to recover more quickly than the office property market where vacancy rates will likely remain elevated in 2021-2022 compared to the pre-pandemic level.

I. Economic and Demographic

	Savannah, GA			U.S.			
	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Economic							
Total non-farm employment ('000)	191	187	175	146,603	143,315	138,501	
Y/Y chg.in nonfarm payroll employment ('000)	16	(5)	(15)	8,102	(6,637)	(13,215)	
Y/Y % chg. in nonfarm payroll employment	9.2%	-2.7%	-7.7%	5.8%	-4.4%	-8.7%	<i>Job creation is stronger than nationally</i>
Unemployment rate (%)	4.3%	4.6%	9.2%	5.9%	6.0%	11.1%	<i>Unemployment rate is lower than nationally</i>
Average weekly wages	\$772	\$724	\$730	\$1,059	\$1,046	\$1,016	
Wage growth, year-over-year (data are as of last month of the quarter)	5.8%	-2.1%	-2.1%	4.3%	6.7%	5.6%	<i>Wages are rising faster than nationally</i>
	2019	2018	2017	2019	2018	2017	
GDP growth (%)	0.9%	3.3%	2.7%	2.3%	2.9%	2.3%	
Median household income	\$60,371	\$58,178	\$56,610	\$87,470	\$84,423	\$81,284	
Demographic	2020	2019	2018	2020	2019	2018	
Net domestic migration ('000)	0.1	2.0	0.9	0	0	0	<i>Area is experiencing net domestic in-migration</i>
Population ('000)	396	394	390	329,484	328,330	326,838	
Population growth (%)	0.45%	1.03%	0.83%	0.35%	0.46%	0.53%	<i>Population is growing faster than nationally</i>
II. Multifamily							
Demand indicators	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Vacancy rate	8.6%	9.5%	12.4%	4.2%	4.7%	5.5%	<i>The area has a higher vacancy rate than nationally</i>
Absorption of units over the quarter	864	520	568	226,871	169,053	78,282	<i>The area has a lower pace of absorption than nationally</i>
Absorption of units in past 12 months	2,433	2,137	707	603,925	455,336	255,168	
Market asking rent per unit	\$1,264	\$1,156	\$1,101	\$1,004	\$978	\$953	
Market asking rent per unit, y/y % chg	14.8%	5.9%	1.1%	6.1%	3.9%	1.8%	
Effective rent per unit	\$1,253	\$1,144	\$1,080	\$1,000	\$972	\$945	
Effective rent per unit, y/y % chg	16.0%	5.7%	0.7%	6.4%	3.7%	2.3%	<i>Rents are rising faster than nationally</i>
Rent as a percent of 2-person annual wage income	18.7%	18.2%	17.0%	10.9%	10.7%	10.7%	<i>The rent to income ratio is higher than nationally</i>
Supply indicators							
Inventory	27,413	26,730	25,833	17,259,876	17,168,283	16,881,961	
Net delivered units in past 12 months	1,580	2,028	2,143	377,954	387,779	389,240	<i>Relatively fewer units are being delivered than nationally</i>
Net delivered units, as % of inventory	5.8%	7.6%	8.3%	2.2%	2.3%	2.3%	
Units under construction	447	1381	1781	578,162	609,682	681,731	
Units under construction, as % of inventory	1.6%	5.2%	6.9%	3.3%	3.6%	4.0%	<i>Construction activity is slower than nationally</i>
12-month total: 5+ unit building permits	923	533	321	463,443	435,217	452,345	
12-month total: all building permits	3,480	3,090	2,508	1,642,586	1,574,266	1,361,395	<i>Building permits are rising faster than nationally</i>
Ratio of jobs created to permits	4.7	(1.7)	(5.9)	4.9	(4.2)	(9.7)	
Sales transactions							
Total investment acquisitions (in million \$)	\$158.0	\$54.4	\$10.9	\$41,291.4	\$28,735.4	\$13,346.3	<i>Sales transactions are rising faster than nationally</i>
Transaction sales price per unit	\$184,953	\$190,772	\$101,402	\$100,508	\$98,594	\$80,364	<i>Prices are rising faster nationally</i>
Cap rate	1.8%	4.0%	4.0%	6.4%	6.6%	6.6%	<i>Cap rates are lower than nationally</i>

III. Office

	Savannah, GA			U.S.			
	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Demand indicators							
Vacancy rate	4.8%	5.1%	4.1%	6.1%	5.1%	4.1%	<i>The area has a lower vacancy rate than nationally</i>
Absorption in sq. ft. over the quarter	39,887	(91,544)	12,679	(9,309,111)	(51,131,309)	(13,966,267)	<i>The area has a faster pace of absorption than nationally</i>
Absorption in sq. ft. over 12 months	(45,128)	(72,336)	(15,027)	(140,700,116)	(145,357,270)	19,961,128	
Asking rent per sq.ft.	\$21.0	\$21.0	\$20.7	\$18.9	\$18.9	\$18.8	
Asking rent growth, y/y % chg.	1.8%	1.4%	2.0%	0.3%	0.0%	1.3%	<i>Rents are rising faster than nationally</i>
Leasing activity in sq.ft.	36,159	48,030	47,082	100,568,800	81,175,252	81,276,145	<i>Leasing volume is not rising as fast than nationally</i>
Y/Y chg.in professional/business services jobs ('000) (as of last month of the quarter)	7	3	(2)	1,260	(501)	(1,715)	<i>The area has slower office job creation than nationally</i>
Supply indicators							
Inventory in sq. ft.	12,184,470	12,184,470	12,145,412	12,454,676,333	12,428,381,226	12,364,751,288	
Net delivered over 12 months, in sq.ft.	39,058	39,058	16,100	87,967,591	76,138,970	78,991,496	<i>Relatively more units are being delivered than nationally</i>
Net delivered units, as % of inventory	0.3%	0.3%	0.1%	0.7%	0.6%	0.6%	
Under construction in sq.ft.	-	-	37,000	177,275,188	186,528,025	209,268,041	
Under construction, as % of inventory	0.0%	0.0%	0.3%	1.4%	1.5%	1.7%	<i>Construction activity is slower than nationally</i>
Sales transactions							
Total investment acquisitions (in million \$)	\$25.0	\$11.3	\$2.4	\$23,909.8	\$21,181.7	\$11,269.3	<i>Sales transactions are rising faster than nationally</i>
Transaction sale price per sq.ft.	\$222	\$120	\$178	\$108	\$106	\$105	<i>Prices are rising faster nationally</i>
Cap rate	1.8%	4.0%	4.0%	6.4%	6.6%	6.6%	<i>Cap rates are lower than nationally</i>

NAR Commercial Real Estate Metro Market Report | 2021.Q2

Savannah, GA

Core-Based Statistical Area Code: 42340

IV. Industrial

	Savannah, GA			U.S.			
	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Demand indicators							
Vacancy rate	7.7%	6.9%	6.8%	4.2%	6.9%	6.8%	The area has higher vacancy rate than nationally
Absorption in sq.ft. over the quarter	1,183,637	1,398,110	1,510,922	146,182,325	119,411,326	56,883,324	The area has lower pace of absorption than nationally
Absorption in sq.ft. over 12 months	4,152,361	4,479,646	6,875,829	437,432,148	348,133,148	231,052,238	
Asking rent per sq.ft.	\$6.3	\$6.1	\$5.9	\$6.5	\$6.4	\$6.1	Rents are rising faster than nationally
Asking rent growth, y/y % chg.	5.8%	4.4%	4.7%	5.2%	4.4%	4.7%	Leasing volume is rising faster than nationally
Leasing activity in sq.ft.	2,205,201	2,779,299	536,387	319,474,044	296,163,970	254,024,482	
Supply indicators							
Inventory in sq. ft.	87,089,019	85,147,729	81,849,714	26,553,663,022	26,461,805,496	26,166,021,757	
Net delivered over 12 months, in sq.ft.	5,239,305	5,941,254	9,360,558	385,387,457	398,260,005	382,527,483	Relatively fewer units are being delivered than nationally
Net delivered units, as % of inventory	6.0%	7.0%	11.4%	1.5%	1.5%	1.5%	
Under construction in sq.ft.	10,666,258	10,521,688	6,298,185	567,307,627	521,498,024	452,528,658	Construction activity is more robust than nationally
Under construction, as % of inventory	12.2%	12.4%	7.7%	2.1%	2.0%	1.7%	
Sales transactions							
Total investment acquisitions (in million \$)	\$192.7	\$120.6	\$114.7	\$27,261.9	\$21,600.7	\$13,713.9	Sales transactions are not rising as fast than nationally
Transaction sale price per sq.ft.	\$120	\$84	\$79	\$61	\$56	\$54	Prices are rising faster nationally
Cap rate	4.8%	0.0%	8.5%	7.4%	0.0%	8.5%	Cap rates are lower than nationally

V. Retail

	Savannah, GA			U.S.			
	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Demand indicators							
Vacancy rate	4.9%	5.4%	4.6%	4.3%	4.5%	4.2%	The area has a higher vacancy rate than nationally
Absorption in sq.ft. over the quarter	194,165	1,150	(7,949)	26,554,046	6,829,628	(12,969,003)	The area has a lower pace of absorption than nationally
Absorption in sq.ft. over 12 months	112,417	(89,697)	(14,722)	12,853,280	(26,669,769)	5,842,298	
Asking rent per sq.ft.	\$20.1	\$19.9	\$19.7	\$14.5	\$14.5	\$14.3	
Asking rent growth, y/y % chg.	2.2%	1.6%	1.5%	1.4%	1.0%	1.5%	Rents are rising faster than nationally
Leasing activity in sq.ft.	167,163	84,502	83,307	65,144,289	60,598,011	44,924,273	Leasing volume is rising faster than nationally
Y/Y chg. in retail trade payroll employment ('000) (as of last month of the quarter)	0.00	(0.90)	(0.40)	822.30	(1,100.50)	(245.60)	The area has stronger retail trade job creation than nationally
Supply indicators							
Inventory in sq. ft.	27,566,946	27,482,300	27,355,412	15,772,300,571	15,764,713,778	15,724,204,780	
Net delivered over 12 months, in sq.ft.	211,534	126,888	156,427	46,178,397	47,102,191	58,535,237	Relatively more units are being delivered than nationally
Net delivered units, as % of inventory	0.8%	0.5%	0.6%	0.3%	0.3%	0.4%	
Under construction in sq.ft.	59,990	137,801	171,743	55,829,483	58,628,746	71,303,691	Construction activity is slower than nationally
Under construction, as % of inventory	0.2%	0.5%	0.6%	0.4%	0.4%	0.5%	
Sales transactions							
Total investment acquisitions (in million \$)	\$61.9	\$47.1	\$6.4	\$20,811.7	\$15,469.2	\$8,857.2	Sales transactions are rising faster than nationally
Transaction sale price per sq.ft.	\$143	\$279	\$178	\$134	\$136	\$134	Prices are not rising as fast than nationally
Cap rate	6.5%	6.8%	7.1%	6.6%	6.6%	6.7%	Cap rates are lower than nationally

VI. Hotel/Lodging

	Savannah, GA			U.S.			
	2021 Q2	2021 Q1	2020 Q2	2021 Q2	2021 Q1	2020 Q2	
Leisure and hospitality payroll workers ('000)	25.8	23.8	21.5	15,395.0	13,448.0	12,637.0	
Y/Y change ('000)	4.3	(2.5)	(6.3)	2,758.0	(2,297.0)	(4,590.0)	Job creation in the leisure industry is weaker than nationally
% share to nonfarm payroll employment	13.5%	12.7%	12.3%	10.5%	9.4%	9.1%	The area has a larger share of leisure jobs than nationally

*An index below 50 means local market conditions are weaker than nationally, above 50 means local market conditions are stronger, and 50 means local market conditions are about the same as nationally. NAR derived the index by assigning 1 point for each indicator where local market conditions are better than the national (US) condition.

The total points for each local market are divided by the number of variables that are available at the local area, with 46 indicators if all the data are available. The fraction is multiplied by 100 to get the index.

Economic data may not be available for all markets. In some submarkets or metropolitan divisions (e.g., Long Island) reported by CoStar®, the economic data that is reported (e.g., employment) is of the metropolitan area (New York-Newark-Jersey City). The 390 markets in this report are based on the CoStar® market areas.

NAR reserves the right to add new variables or drop variables that comprise the index based on its analysis of variables that impact market trends.

Sources of data used: National Association of Realtors®, CoStar®, US Census Bureau, US Bureau of Labor Statistics, and US Bureau of Economic Analysis.

For information about this report, email data@nar.realtor.