

TALKING POINTS



“When you do a deal, you have to think if [your] son or daughter could live here. ... I like to drive through a neighborhood at night. And while on paper everything may have looked good, when I was riding around it, I said, ‘I don’t know if I want my daughter here.’ Then, that’s when you begin to rethink it.”

—Ken Bacon, co-owner, RailField Realty Partners

stat

\$171 B

The total amount of multifamily debt originated in 2013—16% higher than the previous peak of \$148 billion, attained in 2007

Source: Mortgage Bankers Association/Freddie Mac

development

TOP 10 METROS WITH MOST UNITS UNDER CONSTRUCTION

Texas markets will be ripe with new units as three Lone Star cities—Austin, Dallas, and Houston—are among the most active new construction markets in the nation.

However, the Washington, D.C., metro area is at the top of the heap, with more than 23,700 units under way, according to a list put together by Reis, Peirce Eislen and Jones Lang LaSalle. While some believe the D.C. area is at risk of overbuilding—the metro was one of only a few that saw negative rent growth in 2013—others believe the city’s job prospects more than offset its growing pipeline.

Other notable areas seeing a glut of cranes in the skyline include Denver and San Francisco as well as Sun Belt markets such as Raleigh, N.C.; South Florida; and Atlanta.

1. Washington, D.C. 23,721
2. Dallas 21,847
3. Houston 21,359
4. Los Angeles 13,660
5. San Francisco 13,263
6. Austin 12,835
7. South Florida 12,087
8. Denver 11,556
9. Raleigh, N.C. 10,681
10. Atlanta 10,201

business

FINDERS, KEEPERS: HOW TO ATTRACT AND RETAIN TALENT

As the face of your company, a great site-level team is critical. But many managers still can’t crack the code on reducing turnover. Yet, if hiring managers placed

more emphasis on general skills, and less on experience or college degrees, the task might get easier.

“Companies get too hung up on looking at a résumé and looking at what the prior experiences are, versus what skills and attributes a specific candidate brings to the table,” says Sarah Levine, a

director for the Arlington, Va.-based National Apartment Association’s Education Institute.

One of the most critical steps in retaining site-level employees is making sure they understand that their position is the first step in a long-term career.

The hospitality industry is a great source of talent,

as well as the military; family members who need a portable career to keep up with a military lifestyle are good options.

Also, more colleges now offer degrees in property management, framing the industry as a surefire career growth opportunity attracting less floating talent.



Jefferson Apartment Group’s 282-unit garden-style property Jefferson West Palm Beach is scheduled for completion in November.

hot spots

JAG High on South Florida

MIKE MULHALL, SENIOR VICE PRESIDENT AND MANAGING PARTNER AT JEFFERSON APARTMENT GROUP, IS enthusiastic about a new project the McLean, Va.-based company started late last year in West Palm Beach, Fla. JAG certainly isn’t alone: South Florida is one of the most active construction markets and also happens to host three of the nation’s top 10 most well-occupied metros.

JAG broke ground on the 282-unit development (pictured above) late last year with the hopes of being part of the area’s revival. The apartments are being built less than a mile from an old mall being redeveloped, says Mulhall.

“The mall was basically shuttered,” he says. “A new Whole Foods Market is going in ... and a lot of new retail. It’s kind of a new hot spot right outside of downtown West Palm Beach.” The mall, Palm Beach Outlet Center, recently underwent a \$200 million renovation.

The garden-style, three-story walk-up JAG is building will be a Class A property and include 13 buildings, 10 of which will be apartments, according to the company. The project is expected to begin pre-leasing in October and is scheduled for completion in November.

“There’s a tremendous amount of international appeal in South Florida, in addition to solid job growth and a lot of migration,” Mulhall says.