

# market100



164 UNIT / 532 BED, 98% OCCUPIED STUDENT HOUSING COMMUNITY  
SERVING GEORGIA SOUTHERN UNIVERSITY



# CONTACTS

## market100

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# THE OFFERING

Jones Lang LaSalle Americas, Inc. (“JLL”) is pleased to present Market 100 (the “Property”), a 164 unit, 532 bed student housing community serving Georgia Southern University (“GSU”, “Georgia Southern”, or the “University”) in Statesboro, GA. Market 100 is currently 98% occupied and 82% preleased for the 2025-2026 Academic Year (“AY”), while tracking to achieve 5%+ rent growth. The Property offers tenants 2-, 3-, and 4-bedroom floorplans, with bed-bath parity in most units. Situated just 0.30 miles from campus and adjacent to major retailers, Market 100 is strategically positioned to meet the growing tenant demand driven by GSU and the Savannah-Hinesville-Statesboro MSA. **Investors have the opportunity to acquire the top value provider in one of the best performing markets in the southeast for 30% of replacement cost.**

Georgia Southern’s Statesboro campus experienced 3% enrollment growth in Fall 2024, reaching 18,258 students. This increase was significantly boosted by a 26% rise in out-of-state enrollment, facilitated by the Border State Waiver program offering in-state tuition to residents of neighboring states. The University anticipates continued strong enrollment growth for Fall 2025, with on-campus housing already oversubscribed at 103% occupancy, necessitating the master leasing of an off-campus property.

Further enhancing Statesboro’s market appeal is its proximity to Savannah, GA, located just 55 miles away. Savannah’s population is approaching 148,000 residents and supports over 200,000 jobs. Additionally, the new Hyundai Motor Group Metaplant America, situated only a 30-minute drive from GSU, is set to bring **8,500 jobs and \$7.59 billion in investments to the Savannah-Hinesville-Statesboro MSA**. The strong fundamentals at GSU and in the surrounding Statesboro area have propelled it to become the **#6 ranked student housing market on College House**.

While Market 100’s current rents are competitive, they remain below those of comparable properties in the market. Analysis reveals significant mark-to-market potential, with possible rent increases of over \$100 per bed for Market 100’s renovated, “Premium”, unit types. Further upside can be achieved by renovating “Flooring”, “Tile”, and “Standard” unit types. This positions Market 100 to narrow the gap with competitors while maintaining its attractive market price point.



## UNIT MIX

UNIT CODE	UNIT TYPE	UNITS	BEDS	SQFT / UNIT
2x1 Duplex	2BRx1BA	2	4	1,020
2x2 Flooring	2BRx2BA	13	26	1,020
2x2 Premium	2BRx2BA	1	2	1,020
2x2 Standard	2BRx2BA	28	56	1,020
2x2 Tile	2BRx2BA	6	12	1,020
2x2 Townhouse	2BRx2BA	2	4	1,020
3x3 Flooring	3BRx3BA	4	12	1,085
3x3 Premium	3BRx3BA	1	3	1,085
3x3 Standard	3BRx3BA	13	39	1,085
3x3 Tile	3BRx3BA	2	6	1,085
4x4 Flooring	4BRx4BA	16	64	1,230
4x4 Premium	4BRx4BA	30	120	1,230
4x4 Standard	4BRx4BA	35	140	1,230
4x4 Tile	4BRx4BA	11	44	1,230
Total/Avg.		164	532	1,146 SF

## PROPERTY DESCRIPTION

ADDRESS	100 Bermuda Run Rd
CITY, STATE	Statesboro, GA
UNIVERSITY	Georgia Southern University
FALL 2024 ENROLLMENT	18,258
ENROLLMENT GROWTH YOY	3%
DISTANCE TO CAMPUS	0.30 Miles
YEAR BUILT	1995
UNITS	164
BEDS	532
AVERAGE UNIT SIZE	1,146 SF
2024-25 AY OCCUPANCY	98%
2025-26 AY PRELEASING OCCUPANCY	82%



# INVESTMENT HIGHLIGHTS



## STRENGTHENING ENROLLMENT FUNDAMENTALS DRIVE DEMAND

Georgia Southern University’s Statesboro campus welcomed 18,258 students in the Fall of 2024, driven by the 8% increase in first-year enrollment and the 26% increase in out-of-state enrollment. The University is expecting another year of enrollment growth, with projected on-campus occupancy at 103% for the 2025-2026 AY.



## #6 RANKED STUDENT HOUSING MARKET PER COLLEGE HOUSE

Driven by the University’s growing enrollment, the GSU student housing market has thrived. The market’s rent per bed, over \$300 below the industry average, has kept the development pipeline muted, allowing existing housing demand to grow.

	STATESBORO	NATIONAL AVERAGE
RENT PER BED	\$673	\$1,007
25/26 AY RENT GROWTH	14%	4%
PRELEASING OCCUPANCY	87%	75%
PL INCREASE YOY	10%	-1%



## MARK-TO-MARKET UPSIDE

Market 100’s “Premium” units are underpriced compared to similar properties near Georgia Southern University’s east campus, presenting a mark-to-market opportunity. Investors have the opportunity to renovate units and align rents with the market, unlocking over \$500,000 in rent annually.



## HYUNDAI’S METAPLANT SPARKS ECONOMIC GROWTH

The new Hyundai Metaplant, located just a 30-minute drive from Market 100, is bringing significant economic benefits to Georgia. The facility will create 8,500 direct jobs and invest \$7.59 billion in the Statesboro community.



## PROXIMITY TO SAVANNAH – HINESVILLE – STATESBORO POPULATION

Georgia Southern is just 55 miles away from Savannah, GA, providing proximity to a population of nearly 148,000 and access to a thriving economic hub with a diverse industrial base. Savannah’s port, the fourth-busiest container port in the United States, drives significant economic activity in the region.



# UNIT FEATURES

2-, 3- &  
4-BEDROOM  
FLOOR PLANS

PRIVATE  
BEDROOMS &  
BATHROOMS  
AVAILABLE

WALK-IN  
CLOSETS

PRIVATE  
BALCONIES &  
PATIOS

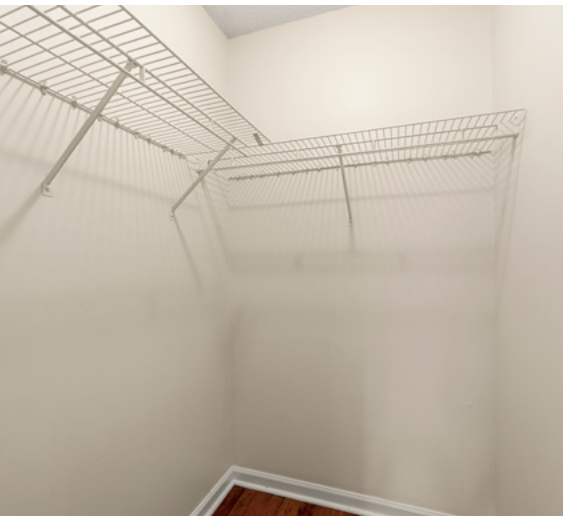
WASHER AND  
DRYER

FULL-SIZE  
KITCHEN WITH  
BREAKFAST BAR

FIBER OPTIC  
INTERNET

FURNITURE  
PACKAGES  
AVAILABLE

PET FRIENDLY





# AMENITIES

- |                       |                             |                                  |                   |                    |                     |                         |                    |                   |                                     |
|-----------------------|-----------------------------|----------------------------------|-------------------|--------------------|---------------------|-------------------------|--------------------|-------------------|-------------------------------------|
| RESORT-<br>STYLE POOL | SAND<br>VOLLEYBALL<br>COURT | 24-HOUR<br>RESIDENT<br>CLUBHOUSE | FITNESS<br>CENTER | COMPUTER<br>LOUNGE | BASKETBALL<br>COURT | ENTERTAINMENT<br>CENTER | BILLIARDS<br>TABLE | COMMUNITY<br>WIFI | 24-HOUR<br>EMERGENCY<br>MAINTENANCE |
|-----------------------|-----------------------------|----------------------------------|-------------------|--------------------|---------------------|-------------------------|--------------------|-------------------|-------------------------------------|





# UNLOCK ADDITIONAL VALUE THROUGH UNIT UPGRADES

Market 100 rents represent a \$100+ discount to its competitive set and \$400+ discount to top of market rents. New ownership has the ability to improve units and drive a 40%+ ROI.

market100

MARKET 100 BATHROOM



BATHROOM RENDERING

MARKET 100 KITCHEN



KITCHEN RENDERING





# GEORGIA SOUTHERN UNIVERSITY SNAPSHOT

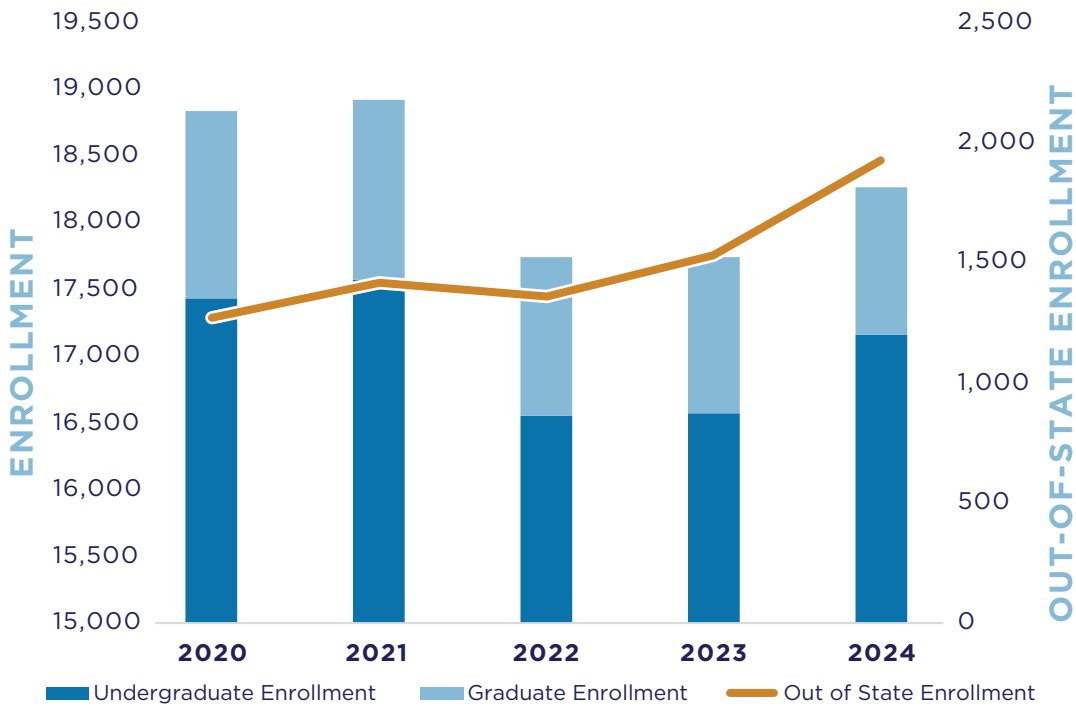
Georgia Southern University is a public research institution located in Statesboro, Georgia. Founded in 1906, it has grown to become the state’s largest center of higher education south of Atlanta. The University is part of the University System of Georgia and offers more than 140 degree programs at the bachelor’s, master’s, and doctoral levels. GSU competes in NCAA Division I athletics and is a member of the Sun Belt Conference. The University has a diverse student body with students from all 50 states and numerous countries.

Georgia Southern’s enrollment rebounded in Fall 2024, with total enrollment of 18,258 students marking a 3% increase from the previous year. The University has experienced significant expansion

across various sectors. Notable increases include undergraduate programs, out-of-state students, and international student populations. This growth is driven by the Border State Waiver program, offering in-state tuition to residents from Alabama, Florida, North Carolina, South Carolina, and Tennessee.

Cassie Morgan, GSU’s new head of enrollment, brings nearly two decades of experience in strategic enrollment planning and has a proven record of innovation and impact. Her previous success, combined with her extensive leadership experience in higher education, positions her to drive enrollment growth and enhance student services, aligning with the University’s mission and goals.

GEORGIA SOUTHERN PRESENTS THE OPPORTUNITY TO INVEST IN THE REBOUND



## FALL 2024 STATESBORO ENROLLMENT HIGHLIGHTS

3%

Increase in enrollment totaling 18,258 students

8%

Increase in first-year enrollment totaling 5,737 students

45%

Increase in applications totaling 20,840 applications

26%

Increase in out-of-state enrollment totaling 1,925 students



# DRIVING GEORGIA'S FUTURE:

## HYUNDAI'S METAPLANT REVOLUTION

Georgia's automotive landscape is undergoing a transformation with the arrival of Hyundai Motor Group Metaplant America (HMGMA). Construction of the project began in 2022 and production began in October of 2024. **This groundbreaking facility, representing a \$7.59 billion investment, is set to become a powerhouse in electric and hybrid vehicle production. With the capacity to manufacture 500,000 vehicles annually** across the Hyundai, Kia, and Genesis brands, HMGMA is positioning Georgia as a leader in sustainable transportation.

The economic impact of this venture is profound. **HMGMA will directly create 8,500 jobs at the plant by 2031, while stimulating the creation of nearly 6,900 additional positions through its supplier network.** In total, industry experts project that **Hyundai's presence will generate close to 40,000 jobs throughout Georgia, contributing an estimated \$4.6 billion in annual wages to the state's economy.**

HMGMA's strategic location near the Port of Savannah, one of the busiest container ports in North America, provides a significant logistical advantage. This proximity ensures efficient import of materials and export of finished vehicles, enhancing the plant's global competitiveness. Additionally, the nearby Port of Brunswick, a leading auto-processing port, further strengthens Georgia's automotive logistics capabilities. The state's robust transportation infrastructure, including an extensive rail network and well-maintained highways, facilitates seamless connectivity between the plant, ports, and markets across North America. Supported by Georgia's strategic location, world-class port facilities, and innovative workforce development programs, HMGMA is not just building cars – it's crafting the future of mobility and economic growth in the Southeast.









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