

Jay Lybik is Senior Director of Market Research at Continental Properties, where he leads the firm's national research platform supporting multifamily investment strategy, site selection, and portfolio performance. He specializes in analyzing supply-demand dynamics, migration patterns, demographic shifts, and rent growth trends across U.S. markets, with a focus on identifying emerging opportunities in high-growth regions.

Jay partners closely with executive leadership and investment teams to translate complex data into actionable insights that inform development and acquisition decisions. He also leads a team of analysts responsible for tracking market fundamentals, competitive positioning, and forward-looking risk across the firm's portfolio and target markets.

Prior to joining Continental Properties, Jay held several senior research and analytics roles across the multifamily industry, including National Director of Multifamily Analytics at CoStar, Vice President of Market Research at Institutional Property Advisors, and Vice President of Market Research at Equity Residential. He began his career as a Senior Research Analyst at Cushman & Wakefield, building a strong foundation in real estate market analysis and investment strategy.

Jay holds a Bachelor's degree in Economics from the University of Michigan.