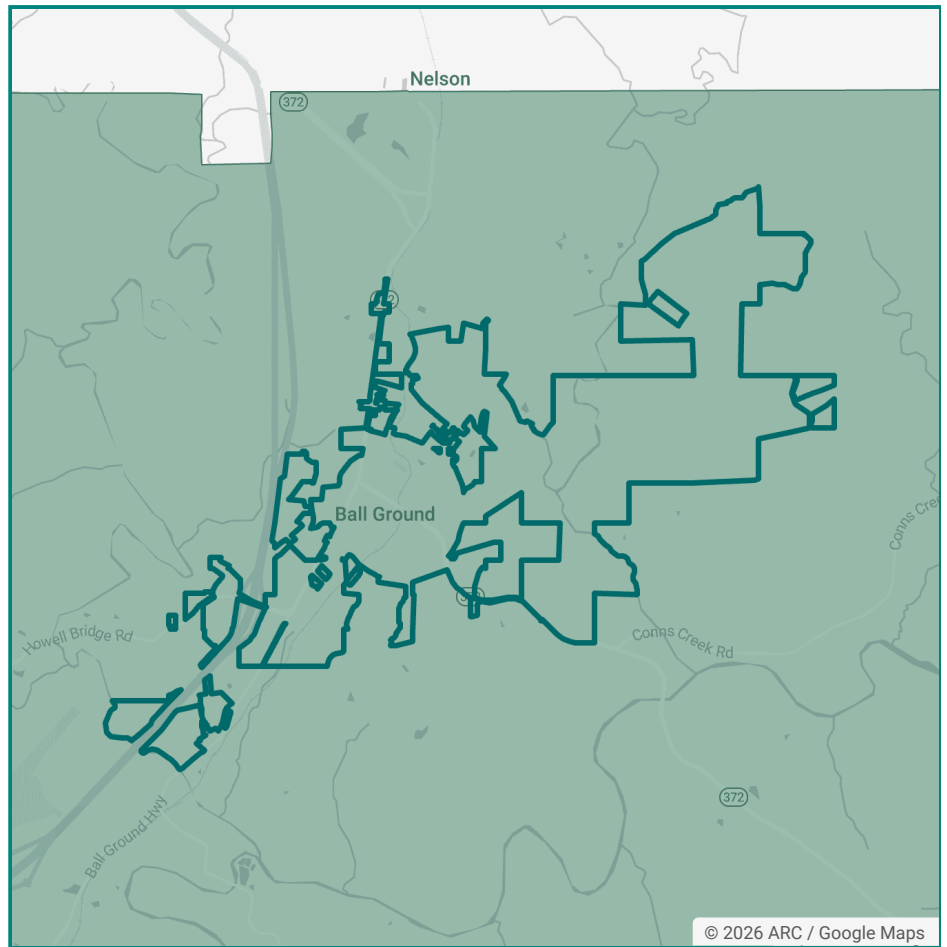


- 93% SUBMARKET 10: HIGHER-PRICED RURAL
- 7% NOT COVERED BY SUBMARKET



TOP SUBMARKET(S) BY PERCENTAGE

Submarket 10: Higher-Priced Rural

Rural areas with generally newer, higher-priced, large owner-occupied single-family homes on large lots.

- Highest proportion of 65+ residents
- Smallest proportion of renters
- Smallest proportion of MF housing units



Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the [DATA EXPLORER](#)

TOP ACTION STEPS

Increase Supply

- Establish new or partner with existing housing entities
- Support smaller homes and ownership opportunities

Expand Capital Resources

- Collaborate on new programs and partnerships
- Identify regional funding mechanisms

Develop Leadership & Collaboration on Affordability

- Identify housing needs through planning
- Support local leaders through regional programs

Preserve Affordable Supply

- Create preservation programs and partnerships
- Leverage funding resources for preservation

Promote Housing Stability

- Establish housing stability policies and programs
- Identify and educate on housing instability

Reduce Housing & Transportation Costs

- Increase walkability

CITY SNAPSHOT

Median Home Sale Price (2025)	\$446,500
Change in Median Home Sale Price (2020-25)	+59%
Home Sale Price Per Sq Ft (2025)	\$216.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2020-25)	+59%
Median Building Area of Home Sales (2025)	2,128 sq ft

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the [DATA EXPLORER](#)

LEARN MORE

- [Explore Ball Ground City on the Metro Atlanta Housing Toolkit website](https://metroatlhousing.org/cities/ball-ground/) (https://metroatlhousing.org/cities/ball-ground/)
- [Explore Housing Strategy Resource](https://metroatlhousing.org/resources) (https://metroatlhousing.org/resources)
- [Explore ARC Housing Success Stories](https://atlantaregional.org/what-we-do/housing) (https://atlantaregional.org/what-we-do/housing)