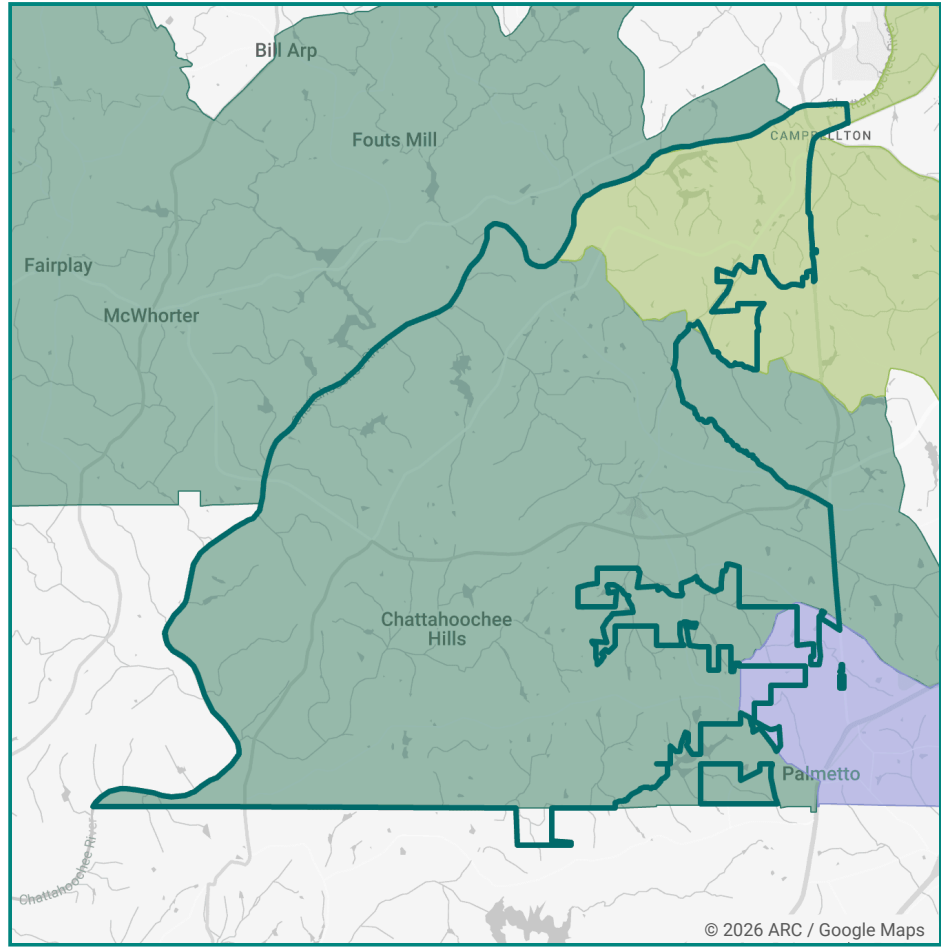


- 85% SUBMARKET 10: HIGHER-PRICED RURAL**
- 13% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL**
- 1% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- 1% NOT COVERED BY SUBMARKET**



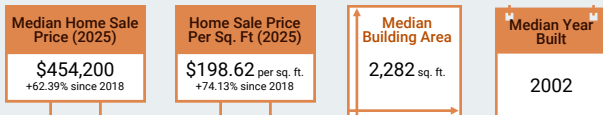
© 2026 ARC / Google Maps

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



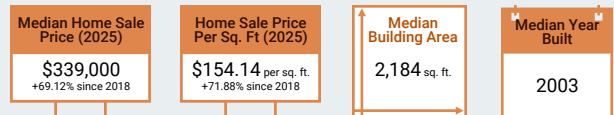
Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the

[DATA EXPLORER](#)

Submarket 9: Below-Median Priced Rural

Lower-priced rural areas with large lots and mostly single-family housing stock.

- High proportion of investor-owned properties (along with 7 & 8)
- Mostly owners
- Mostly SF housing units
- Highest proportion of cost-burdened owners



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)	\$600,000
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Change in Median Home Sale Price (2020-25)	+31%
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Home Sale Price Per Sq Ft (2025)	\$360.00 sq ft
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Percent Change in Home Sale Price Per Sq Ft (2020-25)	+38%
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Median Building Area of Home Sales (2025)	1,679 sq ft
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Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the

[DATA EXPLORER](#)

PRIORITY SUBMARKETS FOR INVESTMENT

Submarket 10: Higher-Priced Rural

Submarket 9: Below-Median Priced Rural
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LEARN MORE

- [Explore Chattahoochee Hills City on the Metro Atlanta Housing Toolkit website](https://metroatlhousing.org/cities/chattahoochee-hills/) (https://metroatlhousing.org/cities/chattahoochee-hills/)
- [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)