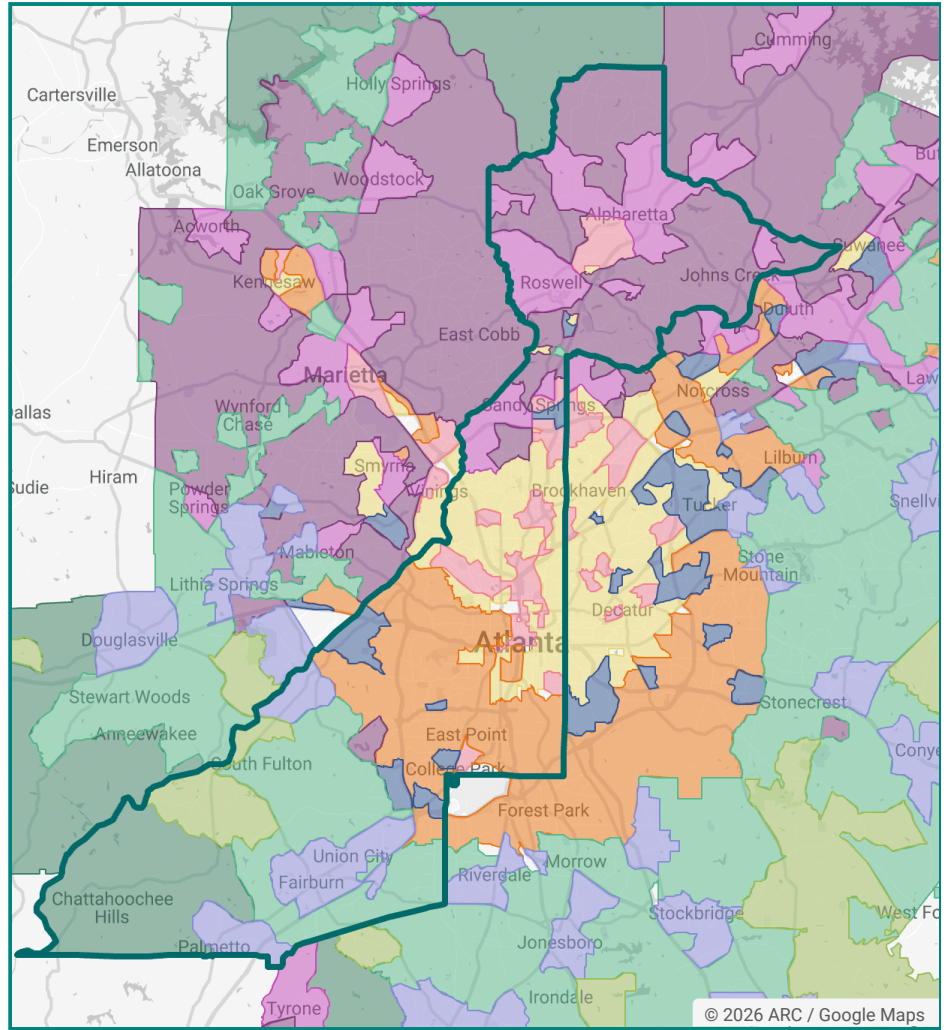




- 20% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**
- 16% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS**
- 13% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- 12% SUBMARKET 10: HIGHER-PRICED RURAL**
- 10% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- 9% SUBMARKET 1: HIGHER-PRICED URBAN NEIGHBORHOODS**
- 7% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- 5% SUBMARKET 2: HIGHER-PRICED URBAN EMPLOYMENT CENTERS**
- 4% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL**
- 3% SUBMARKET 4: BELOW-MEDIAN PRICED URBAN NEIGHBORHOODS**
- 1% NOT COVERED BY SUBMARKET**

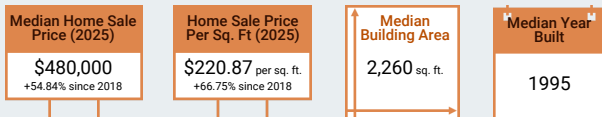


TOP SUBMARKET(S) BY PERCENTAGE

Submarket 6: Higher-Priced Suburban Neighborhoods

Moderate-to-higher-priced suburban neighborhoods consisting almost entirely of single family homes.

- Low proportion of residents in poverty (along with 1 & 5)
- Mostly owners
- Mostly SF housing units
- Low proportion of cost-burdened owners (along with 5)



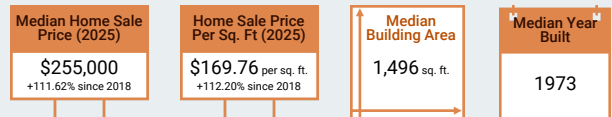
Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the

[DATA EXPLORER](#)

Submarket 3: Rapidly Changing Urban Neighborhoods

Rapidly changing urban neighborhoods with the region's oldest homes and quickest increases in home sale prices.

- High proportion of residents in poverty (along with 4)
- Mix of owners and renters
- Mix of SF and MF housing units
- Low median household incomes (along with 4)
- Mix of low, medium, and high cost-burdened owner households



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

- Allow and incentivize innovative housing types
- Support smaller homes and ownership opportunities

Expand Capital Resources

- Establish local housing funding resources and programs
- Identify regional funding mechanisms

Develop Leadership & Collaboration on Affordability

- Form committees and work groups for housing
- Support local leaders through regional programs

Preserve Affordable Supply

- Create preservation programs and partnerships
- Inventory affordable housing stock

Promote Housing Stability

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

Reduce Housing & Transportation Costs

- Increase walkability
- Reduce costs of housing near transit and amenities

COUNTY SNAPSHOT

Median Home Sale Price (2025)	\$400,000
Change in Median Home Sale Price (2020-25)	+36%
Home Sale Price Per Sq Ft (2025)	\$252.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2020-25)	+50%
Median Building Area of Home Sales (2025)	1,729 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 Fulton County on the Metro Atlanta Housing Toolkit website](https://metroatlhousing.org/counties/fulton/) (https://metroatlhousing.org/counties/fulton/)
- [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)