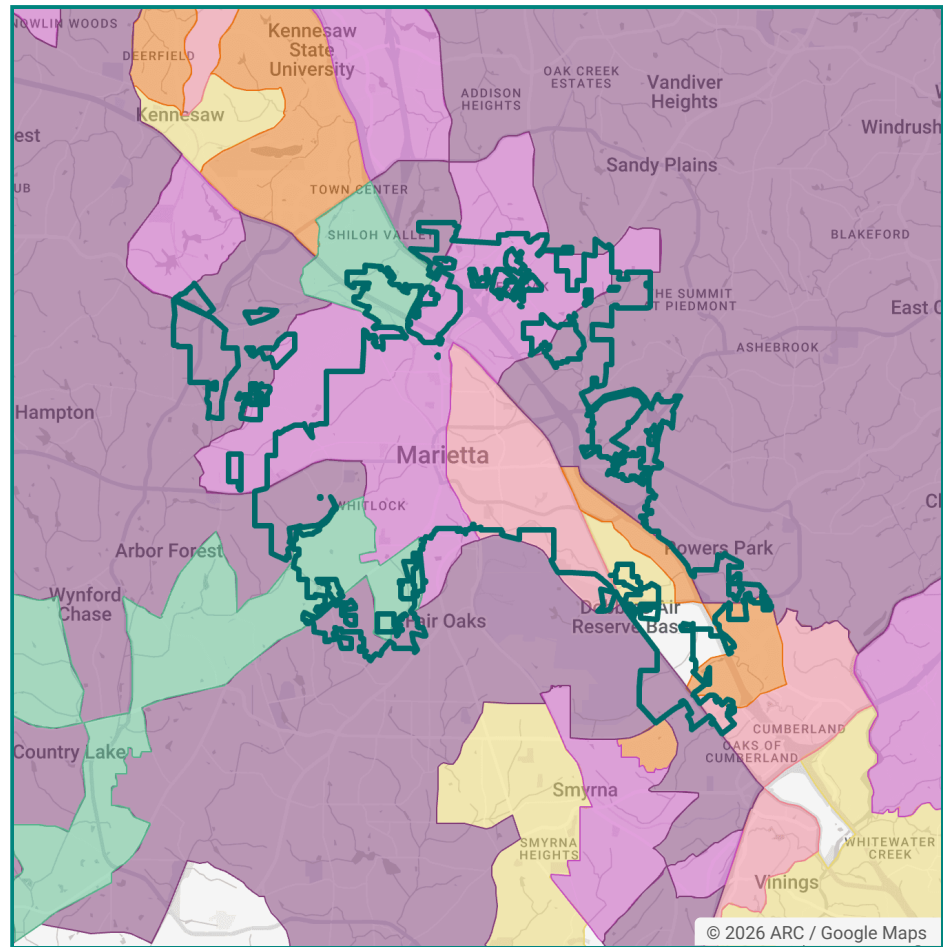


- 30% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- 30% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**
- 15% SUBMARKET 2: HIGHER-PRICED URBAN EMPLOYMENT CENTERS**
- 9% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- 4% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS**
- 3% SUBMARKET 1: HIGHER-PRICED URBAN NEIGHBORHOODS**
- 9% NOT COVERED BY SUBMARKET**

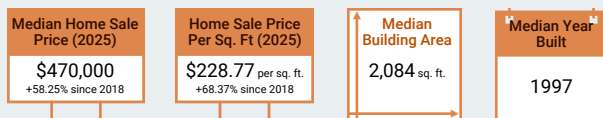


## TOP SUBMARKET(S) BY PERCENTAGE

### Submarket 5: Higher-Priced Suburban Employment Corridors & Town Centers

Moderate-to-higher-priced suburban neighborhoods near employment centers with a mix of single family and multifamily units housing both renters and owners.

- Low proportion of residents in poverty (along with 1 & 6)
- Mostly owners, albeit with a higher proportion of renters than 6
- Mix of SF and MF housing units
- Low proportion of cost-burdened owners (along with 6)

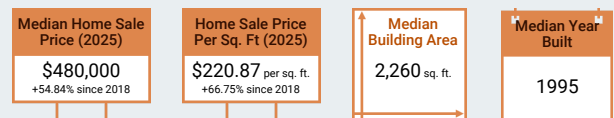


Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the [DATA EXPLORER](#)

### 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](#)

## TOP ACTION STEPS

### Increase Supply

- Allow and incentivize innovative housing types
- Mandate and incentivize affordable housing through inclusionary zoning

### Expand Capital Resources

- Establish local housing funding resources and programs
- 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
- Inventory affordable housing stock

### Promote Housing Stability

- Connect to resources and establish partnerships
- Identify and educate on housing instability

### Reduce Housing & Transportation Costs

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

## CITY SNAPSHOT

Median Home Sale Price (2025)	\$415,000
Change in Median Home Sale Price (2020-25)	+33%
Home Sale Price Per Sq Ft (2025)	\$221.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2020-25)	+48%
Median Building Area of Home Sales (2025)	1,840 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 Marietta City on the Metro Atlanta Housing Toolkit website](https://metroatlhousing.org/cities/marietta/) (https://metroatlhousing.org/cities/marietta/)
- [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)