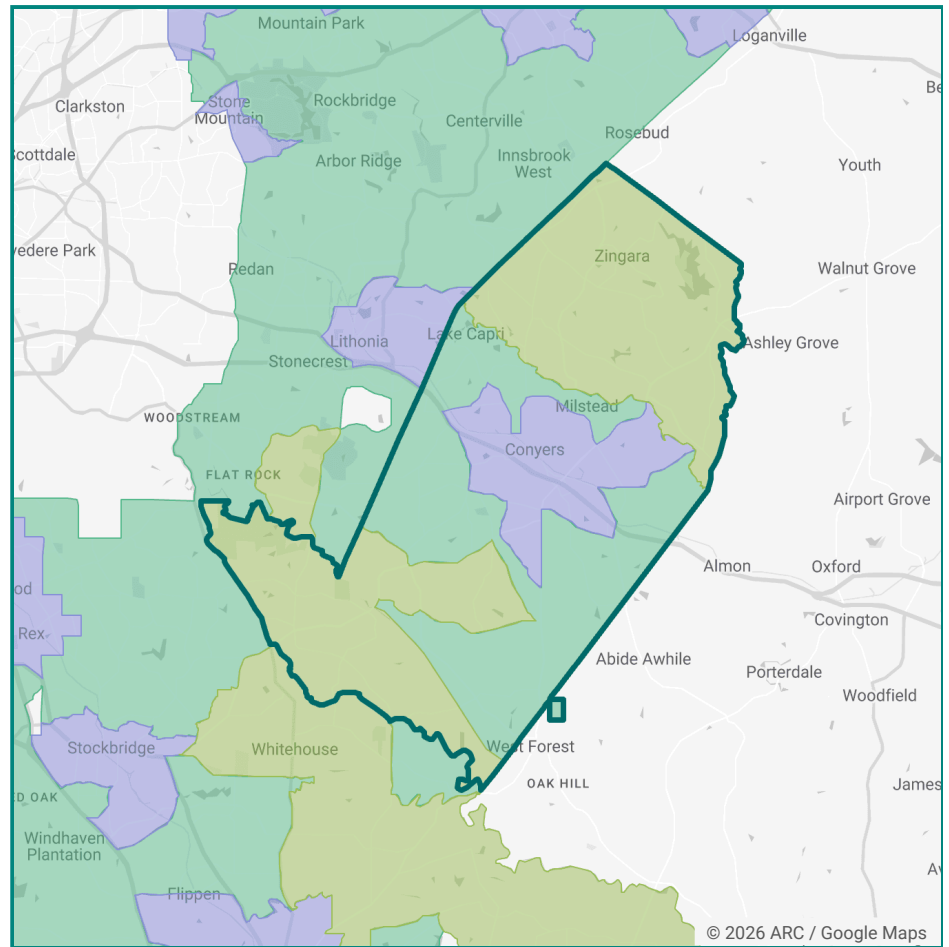


- **53% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL**
- **34% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- **13% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**

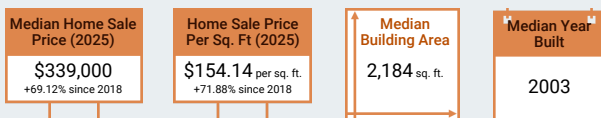


## TOP SUBMARKET(S) BY PERCENTAGE

### 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



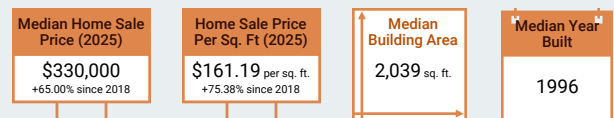
Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2020-2025. Explore this data further in the

[DATA EXPLORER](#)

### Submarket 7: Below-Median Priced Suburban Neighborhoods

Lower-priced suburban neighborhoods with both single-family owners and a large, rapidly-increasing number of single-family renters.

- High proportion of investor-owned properties (along with 8 & 9)
- Mostly owners
- Mostly SF housing units
- Low proportion of cost-burdened renters (along with 8)



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
- Mandate and incentivize affordable housing through inclusionary zoning
- Support smaller homes and ownership opportunities

### Expand Capital Resources

- Collaborate on new programs and partnerships
- 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

- Address blight
- Leverage funding resources for preservation

### Promote Housing Stability

- Establish housing stability policies and programs
- Reduce evictions and homelessness

### Reduce Housing & Transportation Costs

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

## COUNTY SNAPSHOT

Median Home Sale Price (2025)	\$282,900
Change in Median Home Sale Price (2020-25)	+48%
Home Sale Price Per Sq Ft (2025)	\$147.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2020-25)	+55%
Median Building Area of Home Sales (2025)	1,884 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 Rockdale County on the Metro Atlanta Housing Toolkit website](https://metroatlhousing.org/counties/rockdale/) (https://metroatlhousing.org/counties/rockdale/)
- [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)