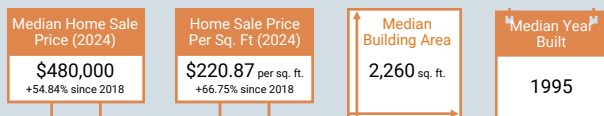


## TOP SUBMARKET(S) BY PERCENTAGE

### 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, 2019-2024. 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, 2019-2024. 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

- Connect property owners with resources
- 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

## COUNTY SNAPSHOT

Median Home Sale Price (2024)	\$394,000
Change in Median Home Sale Price (2019-24)	+49%
Home Sale Price Per Sq Ft (2024)	\$220.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+62%
Median Building Area of Home Sales (2024)	1,824 sq ft

Data source: ARC analysis of ATTOM Data Solutions’ home sale transactions, 2019-2024. Explore this data further in the [DATA EXPLORER](#)

## LEARN MORE

- [Explore Cobb County on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/counties/cobb/) (https://metroatlhousing.org/counties/cobb/)
- [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)