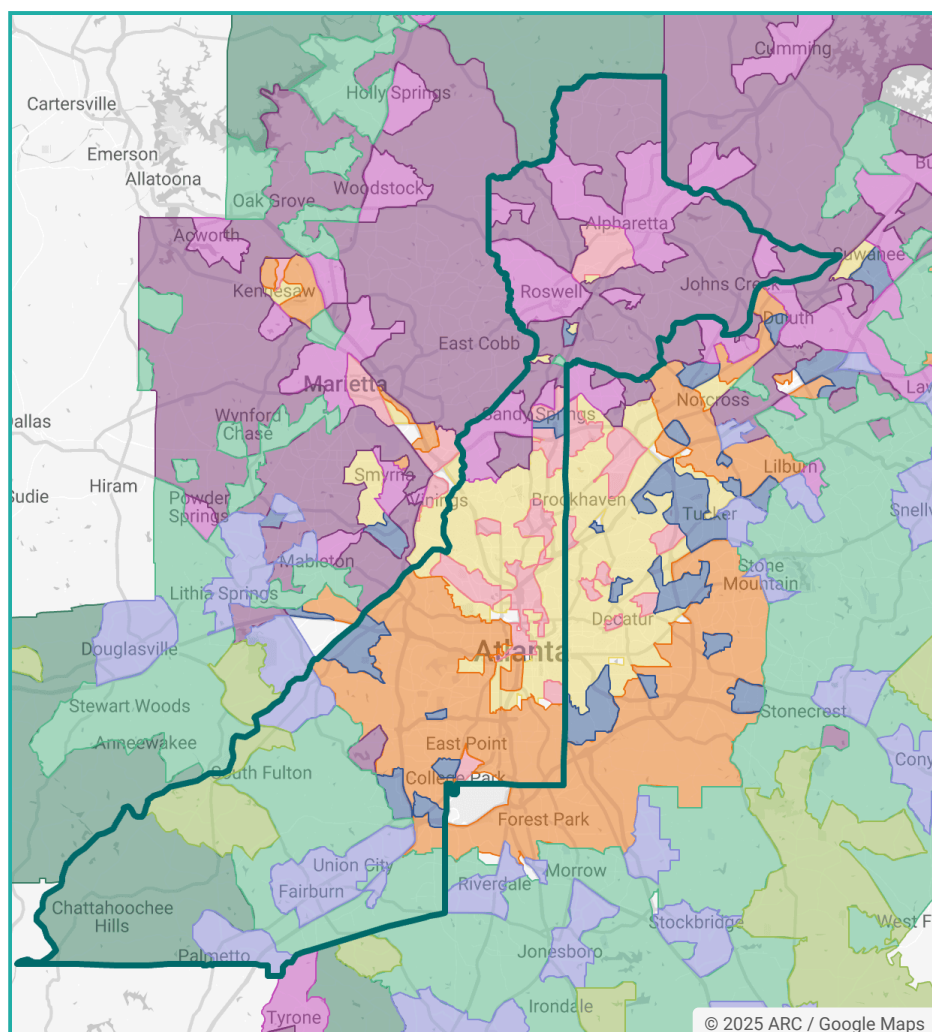




- 20% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**
- 16% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS**
- 13% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- 12% SUBMARKET 10: HIGHER-PRICED RURAL**
- 10% SUBMARKET 5: HIGHER-PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- 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**



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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)

Median Home Sale Price (2024)

\$480,000

+54.84% since 2018

Home Sale Price Per Sq. Ft (2024)

\$220.87 per sq. ft.

+66.75% since 2018

Median Building Area

2,260 sq. ft.

Median Year Built

1995

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

Median Home Sale Price (2024)

\$255,000

+111.62% since 2018

Home Sale Price Per Sq. Ft (2024)

\$169.76 per sq. ft.

+112.20% since 2018

Median Building Area

1,496 sq. ft.

Median Year Built

1973

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[DATA EXPLORER](#)

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[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 (2024)	\$395,000
Change in Median Home Sale Price (2019-24)	+50%
Home Sale Price Per Sq Ft (2024)	\$255.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+68%
Median Building Area of Home Sales (2024)	1,670 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 Fulton County on the Metro Atlanta Housing Strategy 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)