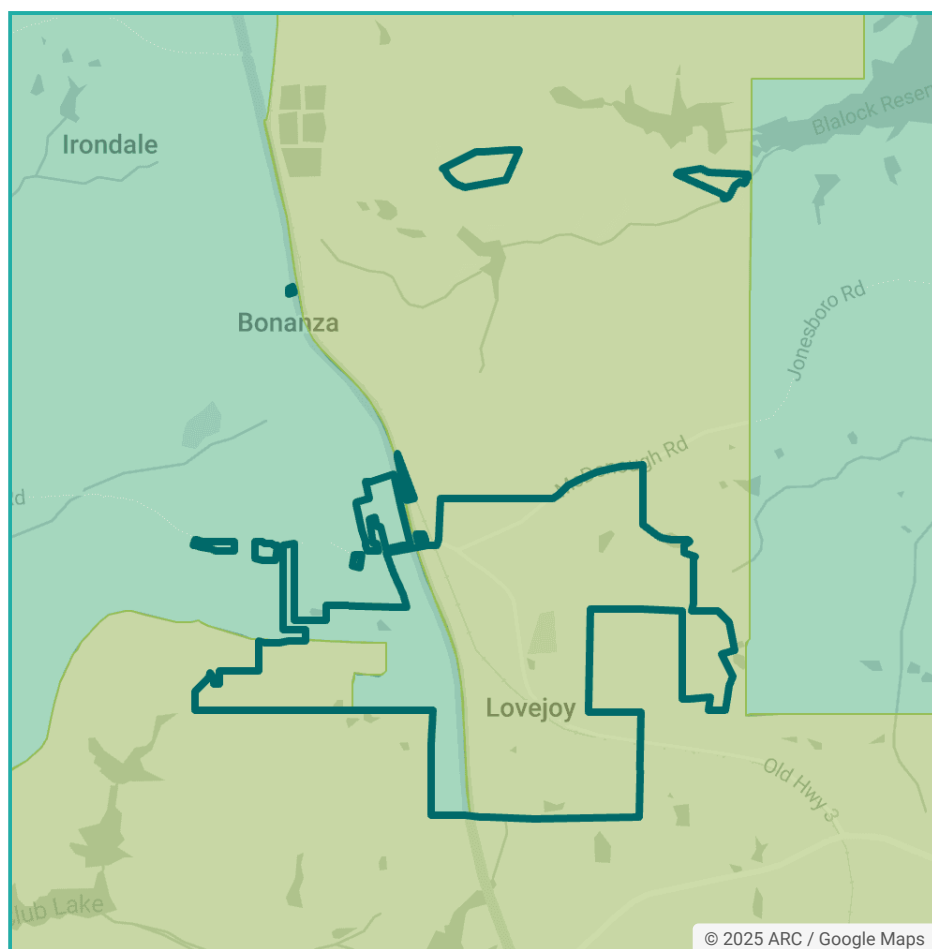




79% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL

21% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS



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



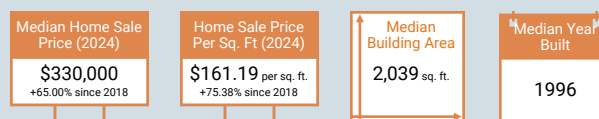
Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2019-2024. Explore this data further in the

[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

- 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

CITY SNAPSHOT

Median Home Sale Price (2024)	\$292,000
Change in Median Home Sale Price (2019-24)	+69%
Home Sale Price Per Sq Ft (2024)	\$144.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+76%
Median Building Area of Home Sales (2024)	1,939 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 Lovejoy City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/lovejoy/) (https://metroatlhousing.org/cities/lovejoy/)
- [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)