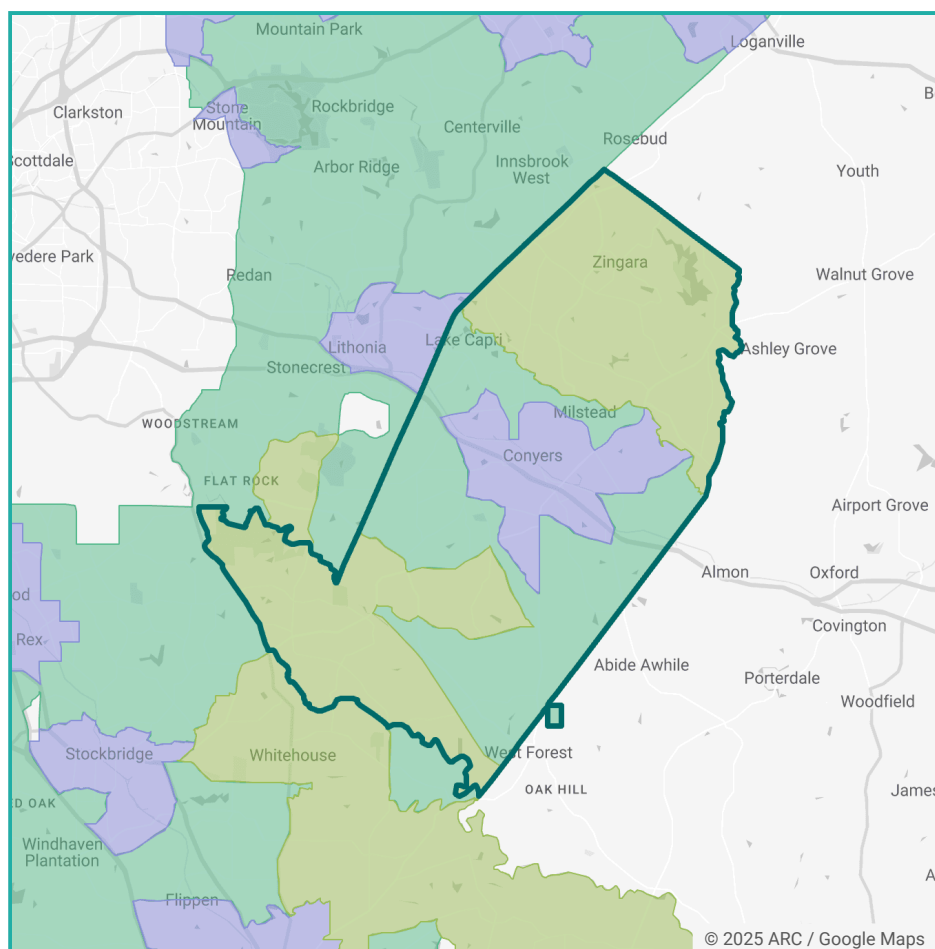




53% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL

34% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS

13% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS



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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

Median Home Sale Price (2024)

\$339,000

+69.12% since 2018

Home Sale Price Per Sq. Ft. (2024)

\$154.14 per sq. ft.

+71.88% since 2018

Median Building Area

2,184 sq. ft.

Median Year Built

2003

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)

Median Home Sale Price (2024)

\$330,000

+65.00% since 2018

Home Sale Price Per Sq. Ft. (2024)

\$161.19 per sq. ft.

+75.38% since 2018

Median Building Area

2,039 sq. ft.

Median Year Built

1996

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

COUNTY SNAPSHOT

Median Home Sale Price (2024)	\$272,000
Change in Median Home Sale Price (2019-24)	+72%
Home Sale Price Per Sq Ft (2024)	\$154.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+74%
Median Building Area of Home Sales (2024)	1,788 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 Rockdale County on the Metro Atlanta Housing Strategy 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)