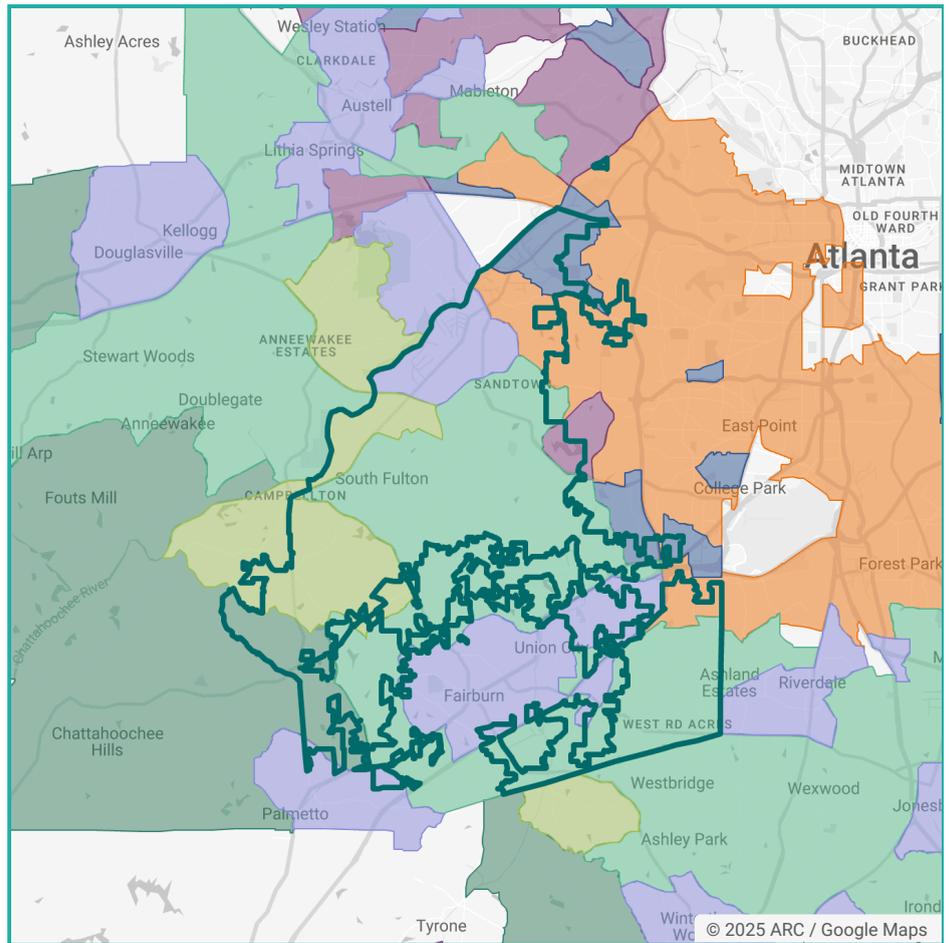




- **53% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS**
- **15% SUBMARKET 9: BELOW-MEDIAN PRICED RURAL**
- **12% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS**
- **7% SUBMARKET 3: RAPIDLY CHANGING URBAN NEIGHBORHOODS**
- **7% SUBMARKET 10: HIGHER-PRICED RURAL**
- **5% SUBMARKET 4: BELOW-MEDIAN PRICED URBAN NEIGHBORHOODS**
- **1% SUBMARKET 6: HIGHER-PRICED SUBURBAN NEIGHBORHOODS**



TOP SUBMARKET(S) BY PERCENTAGE

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](#)

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](#)

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

- 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

- Address blight
- Leverage funding resources for preservation

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

CITY SNAPSHOT

Median Home Sale Price (2024)	\$289,500
Change in Median Home Sale Price (2019-24)	+50%
Home Sale Price Per Sq Ft (2024)	\$144.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2019-24)	+62%
Median Building Area of Home Sales (2024)	1,900 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 South Fulton City on the Metro Atlanta Housing Strategy Toolkit website](https://metroatlhousing.org/cities/south-fulton/) (https://metroatlhousing.org/cities/south-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)