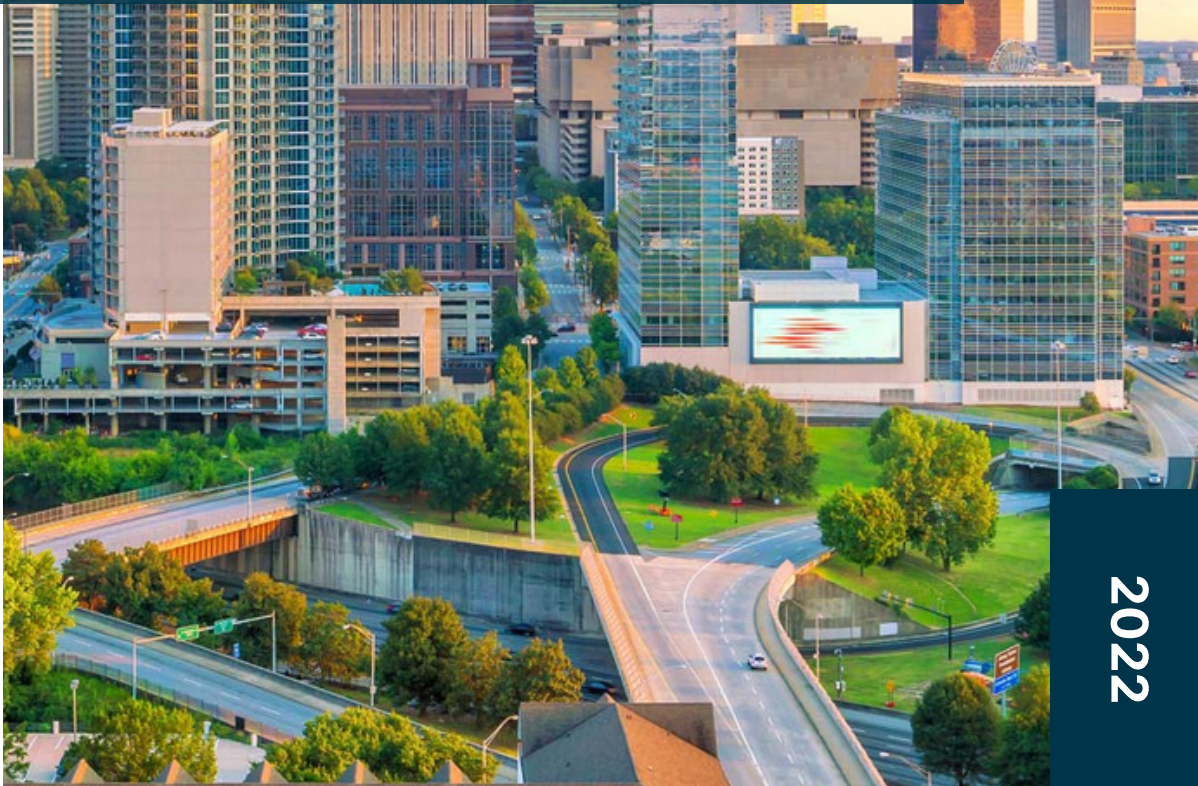


Walton®

# ATLANTA

REGIONAL MARKET REPORT • Q4 2022



2022

Metro Atlanta is Georgia's most populous MSA, and the second largest in the U.S. Southeast region. The Atlanta metro has a robust and diverse population – including a high Millennial occupancy. Atlanta is rich with culture, boasting a vast array of outdoor and indoor attractions. The metro is currently working on an expansive network of multi-use trails that unites several neighborhoods called the Belt Line.



Rapid Population Growth



Strong Economy



Robust Job Market



Business Friendly Environment

PEOPLE

POPULATION	6,328,380
PROJECTED % CHANGE IN 2023	1.1%
MEDIAN AGE	39 y/o
HOUSEHOLDS	2,346,390
MEDIAN HOUSEHOLD INCOME	\$87,739

Source: Zonda Home; Market Reports

RANK

#3 Cities With Most Fortune 500 Headquarters
#4 For Best Business Climate (Large MSA's)
#2 For International Investments in Multifamily Assets

Source: Metro Atlanta Chamber

JOBS

UNEMPLOYMENT RATE	2.6% (as of Dec. 2022)
TOTAL JOBS 2022	3,043,200
JOBS ADDED Q4 2022	23,800

Source: Bureau of Labor Statistics

ECONOMIC FACTORS

The Atlanta MSA is a pro-business region equipped with a robust workforce. The metro is highly specialized in transportation, logistics, warehousing, wholesale trade, and IT.

Atlanta's workforce is among the most educated in the nation. As a result, Atlanta has become a hub for big businesses. The metro is home to 16 Fortune 500 companies and has surpassed Silicon Valley for jobs in STEM related professions.

Top Employers:	# of Employees
1. Emory University	32,482
2. Delta Airlines Inc.	31,834
3. Northside Hospital Inc.	25,296
4. Piedmont Healthcare	25,110
5. The Home Depot Inc.	25,000

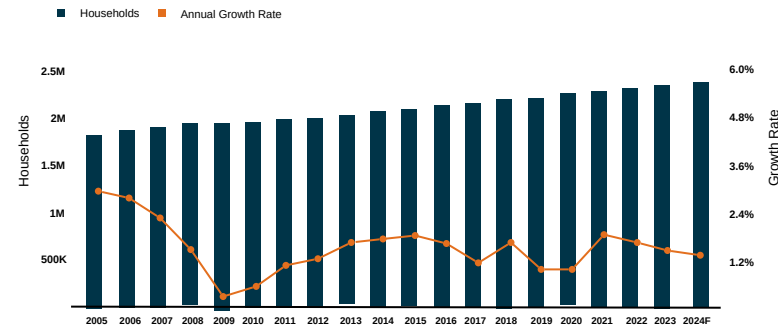
New & Notable Employers:

- Coca-Cola (HQ)
- United Parcel Service (UPS) (HQ)
- Equifax Inc. (HQ)

GROWTH TRENDS

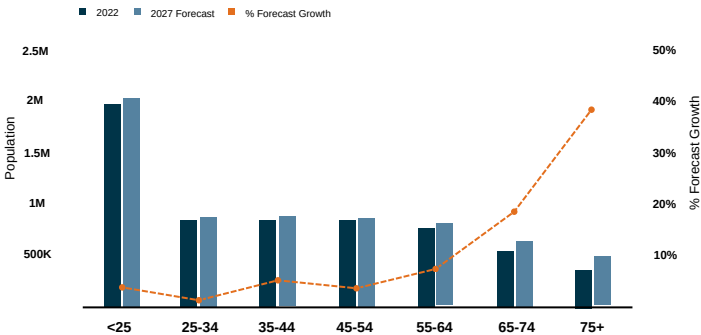
HOUSEHOLD GROWTH

Source: Zonda Home; Market Reports



POPULATION GROWTH BY AGE

Source: Zonda Home; Market Reports





## HOUSING MARKET

The Atlanta market is forecasted to be the top U.S. property market of 2023 based on affordability, population growth, and the percentage of renters who can afford a home.\* The growth being experienced in the Atlanta metro has resulted in high demand for new housing. Home prices have increased ~ 25% on a year-to-year basis and are expected to continue to appreciate. However, the positive economic conditions in Atlanta – including population, household, and job growth – are able to provide the support for such a price appreciation.

## NEW MEDIAN CLOSING PRICE

as of Nov. 2022  
**\$473,000** — YoY **20.0%**

Source: John Burns Real Estate Consulting

## HOME STARTS

YoY  
**4,933** — **-24.2%**

Source: Zonda Home; Market Reports

## SINGLE-FAMILY PERMITS

Q4 2021  
**6,621**  
 Q4 2022  
**4,612**  
**-30.3%**

Source: U.S. Census Bureau



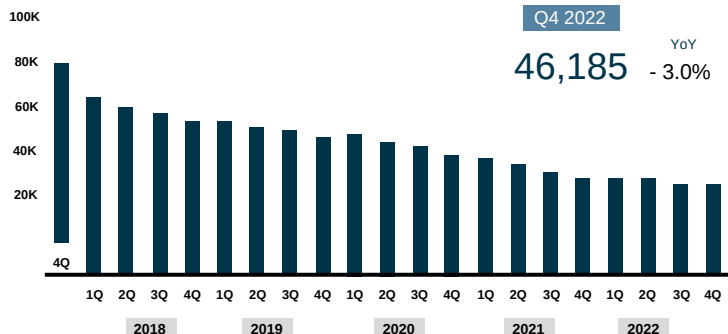
## TOP HOMEBUILDERS BY RANK

TOP HOMEBUILDERS BY RANK	MARKET SHARE
1. D.R. Horton, Inc.	11.7%
2. PulteGroup Inc.	7.3%
3. Lennar	6.7%
4. Ashton Woods Homes	5.8%
5. Smith Douglas Homes	5.3%
6. Century Communities, Inc.	4.7%
7. Meritage Homes	4.5%
8. Green Brick Partners, Inc.	3.7%
9. Dan Ryan Builders	2.9%
10. Toll Brothers	2.8%

Source: Zonda Home; Market Reports

## VACANT DEVELOPED LOTS

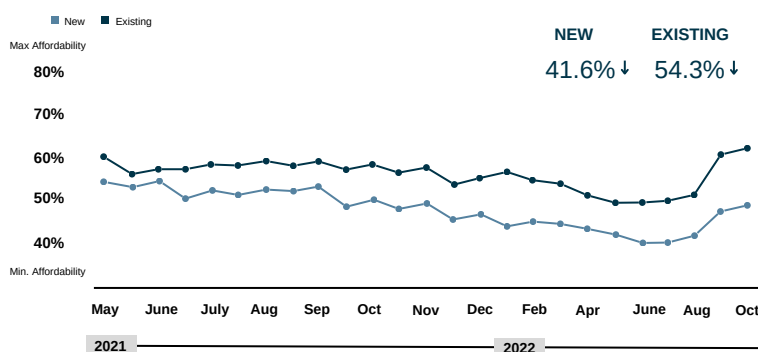
Source: Zonda Home; Metro Study



\*National Association of Realtors

## AFFORDABILITY RATIO

Source: Zonda Home; Market Reports



## RENTAL MARKET

The Atlanta rental market had a strong fourth quarter. Median rental prices were 13% higher than the U.S. national average. The median rental price in Atlanta was \$1,681 as of Dec. 2022 – a near 4% increase on a year-on-year basis. Despite upward trending rental rates, monthly payments on a typical apartment in Atlanta are \$916 – or 54% – less than payments on an entry-level home. The rental occupancy rate in Atlanta sits at a comfortable 94%.

## MULTIFAMILY PERMITS

Q4 2021  
**2,788**  
 Q4 2022  
**5,588**  
**100.4%**

Source: U.S. Census Bureau



## RENTER OCCUPANCY RATE



Source: John Burns Real Estate Consulting

## MEDIAN RENTAL PRICE

as of Dec. 2022  
**\$1,681** — YoY **3.9%**

Source: John Burns Real Estate Consulting

# Walton®

## REGIONAL MARKET REPORTS • 4Q22

### ARIZONA

MARICOPA COUNTY  
PINAL COUNTY

### CALIFORNIA

NORTHERN CALIFORNIA  
SOUTHERN CALIFORNIA  
CENTRAL CALIFORNIA

### COLORADO

DENVER  
COLORADO SPRINGS

### FLORIDA

CENTRAL FLORIDA  
SOUTHEAST FLORIDA  
NORTHEAST FLORIDA

### GEORGIA

ATLANTA  
SOUTHEAST GEORGIA

### D.C. - VA - MD

MARYLAND  
RICHMOND

### NEVADA

LAS VEGAS

### NORTH CAROLINA

CHARLOTTE

### SOUTH CAROLINA

UPSTATE - SPARTANBURG

### TENNESSEE

CHATTANOOGA  
KNOXVILLE  
NASHVILLE

### TEXAS

DALLAS-FORT WORTH  
AUSTIN  
HOUSTON

### UTAH

ST. GEORGE

### WASHINGTON

SEATTLE  
SPOKANE

## NEW LAND ACQUISITIONS

For U.S.-based land sellers searching for a buyer contact us:

BARRY DLUZEN, Executive Vice President, Land Acquisitions | [infousa@walton.com](mailto:infousa@walton.com)