



State of Atlanta's Housing Market

**GSU Economic Forecasting Center Conference
February 25, 2015**

John Hunt – Smart Real Estate Data/ViaSearch

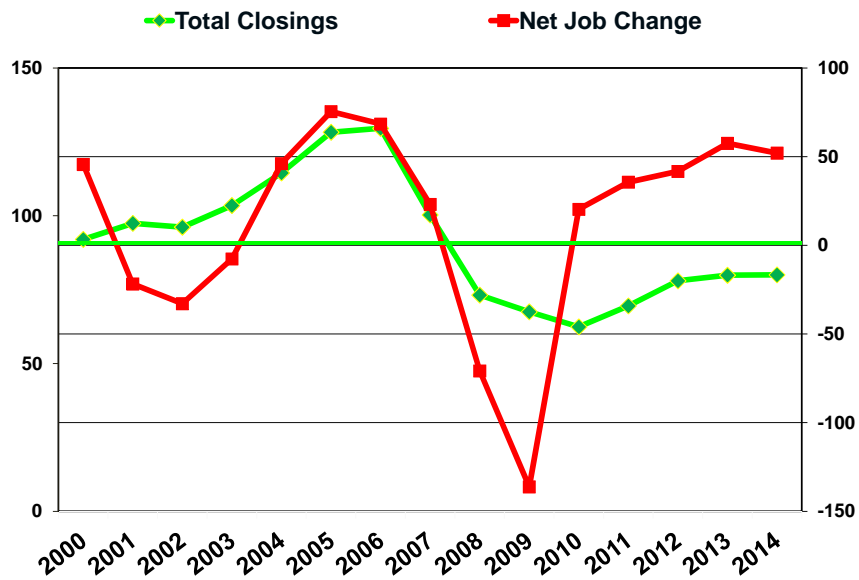


Not Your “Typical” Recession!

Not Your “Typical” Recovery!

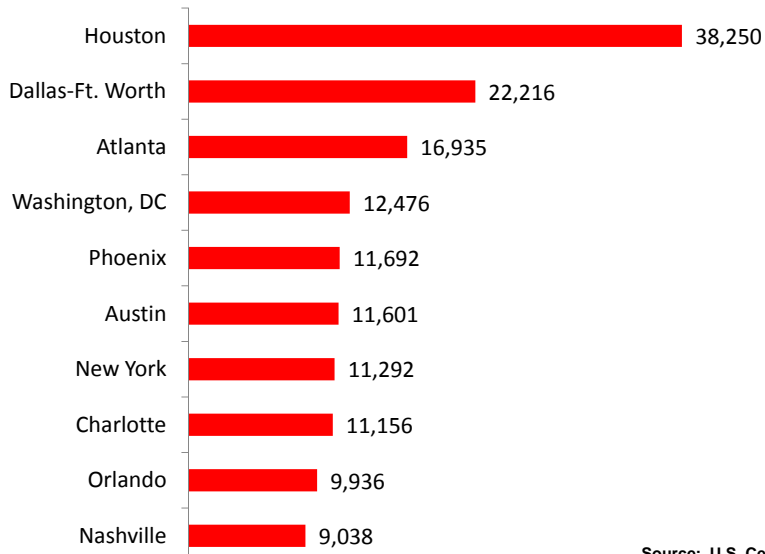
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Atlanta Total Closings With Job Change



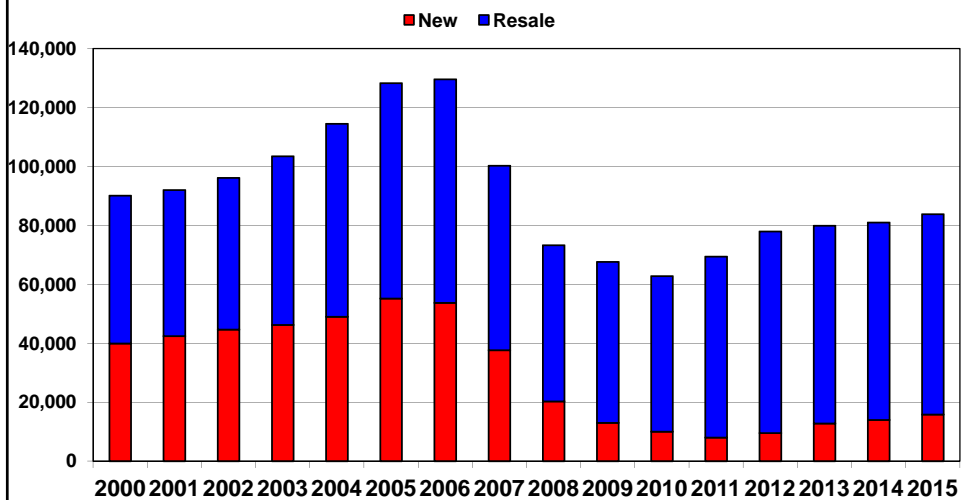
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Annual Single Family Home Permits 2014

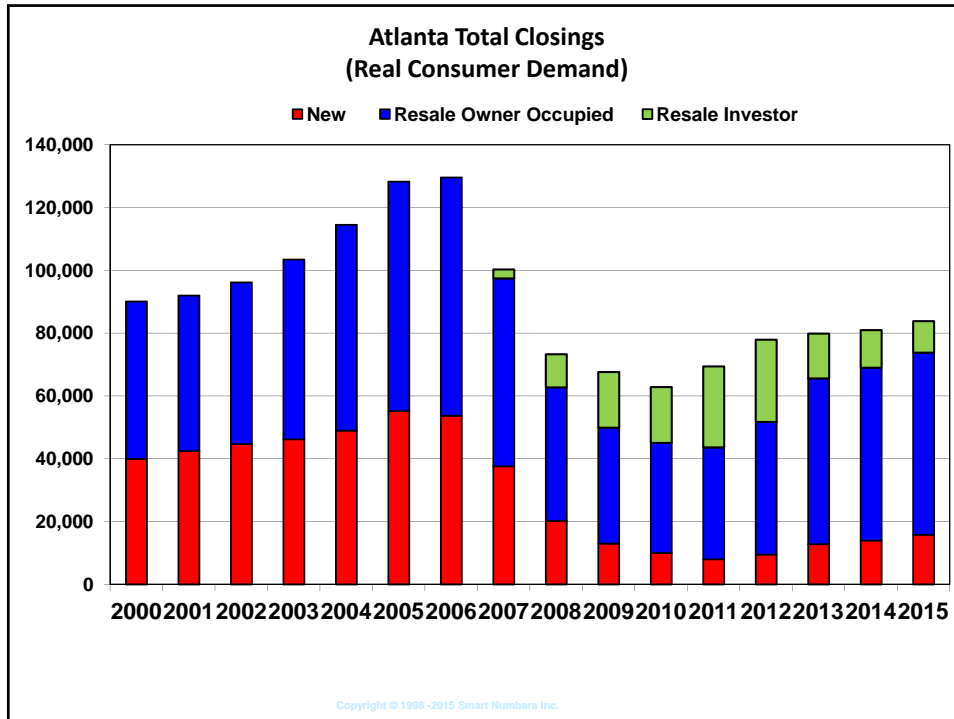


Source: U.S. Census Bureau

Atlanta Total Closings (Including Investor Sales)

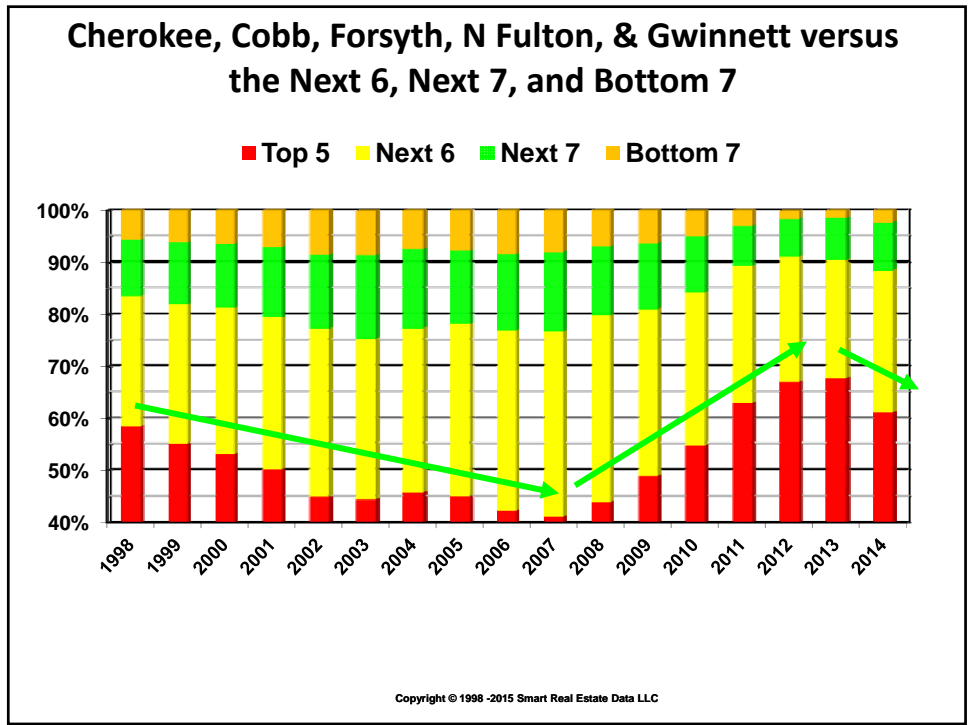
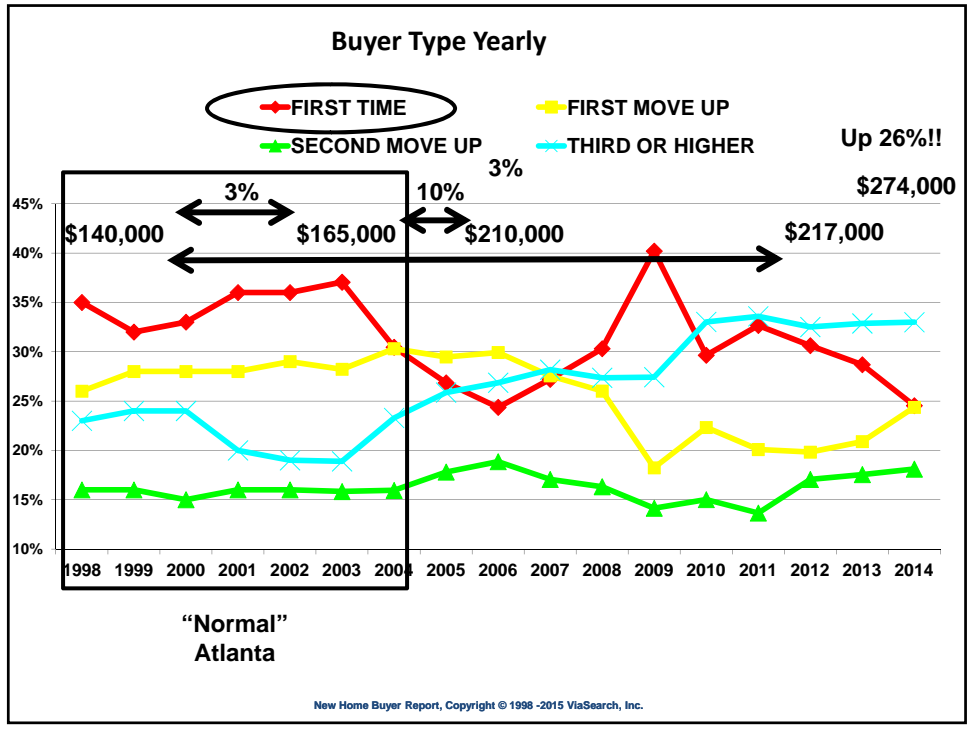


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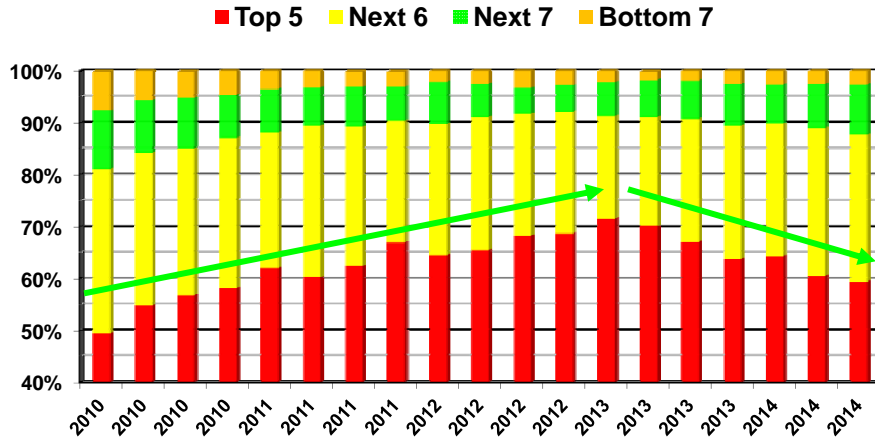


November 3rd 2014

The share of first-time buyers fell to its lowest point in nearly three decades and is preventing a healthier housing market from reaching its full potential, according to an annual survey released Monday by the **National Association of Realtors.**

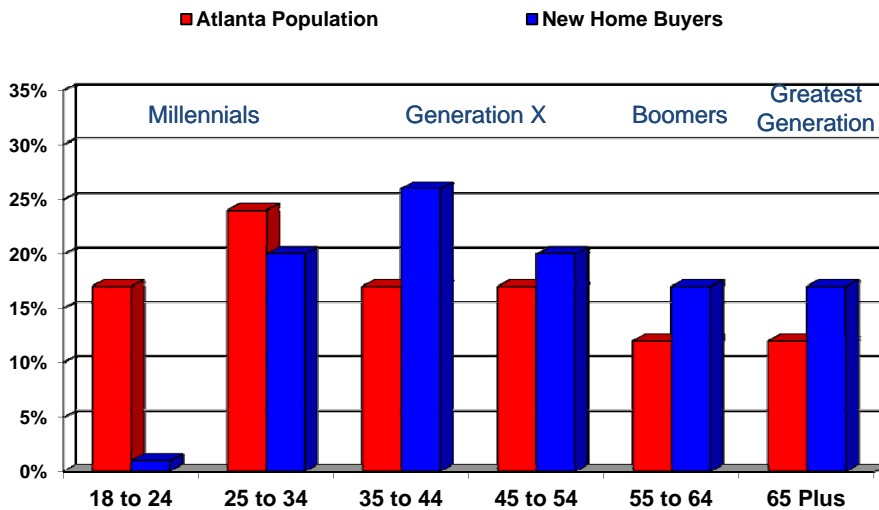


Cherokee, Cobb, Forsyth, N Fulton, & Gwinnett versus the Next 6, Next 7, and Bottom 7

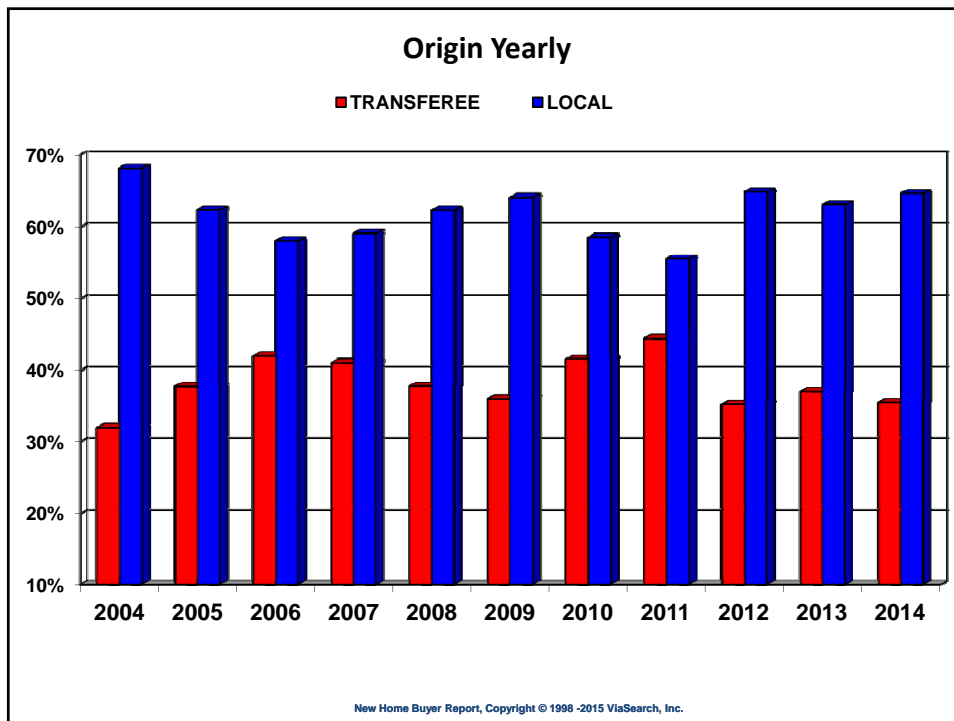
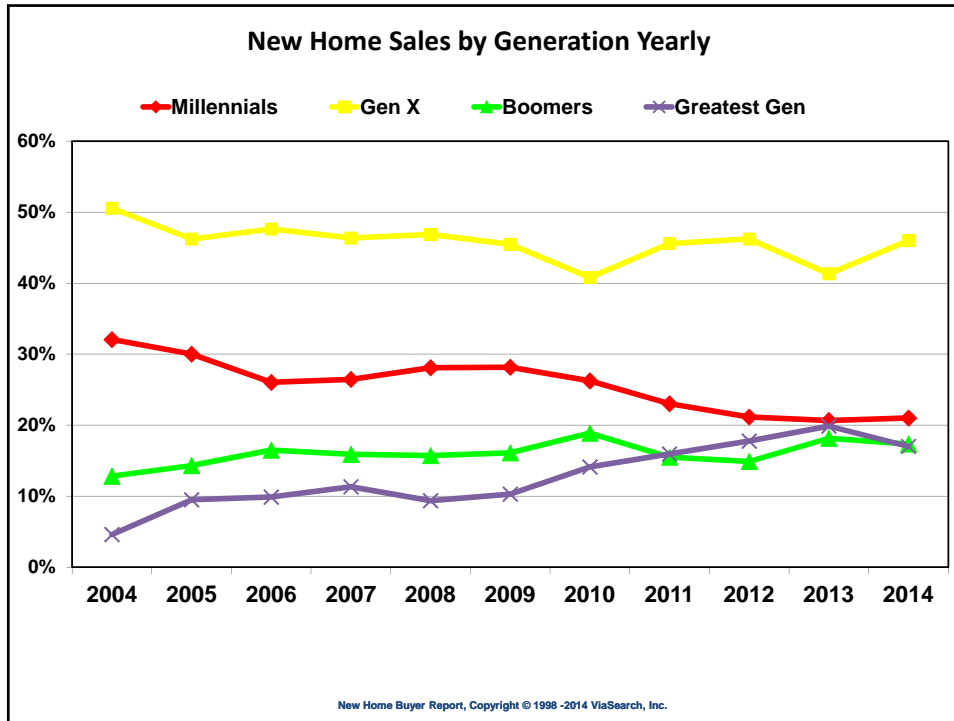


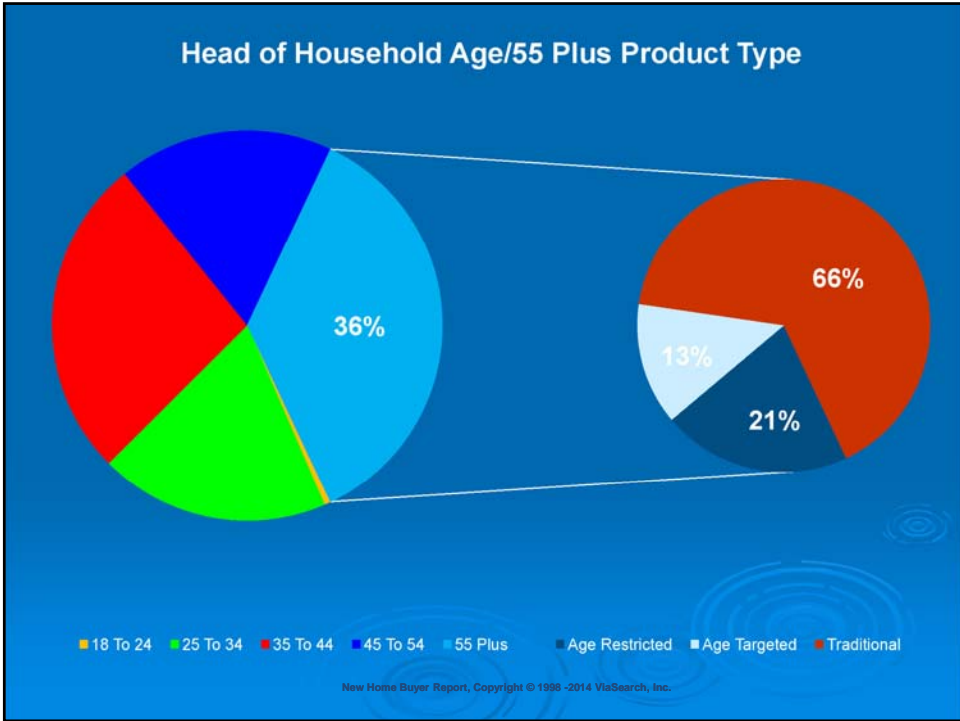
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Head Of Household Age



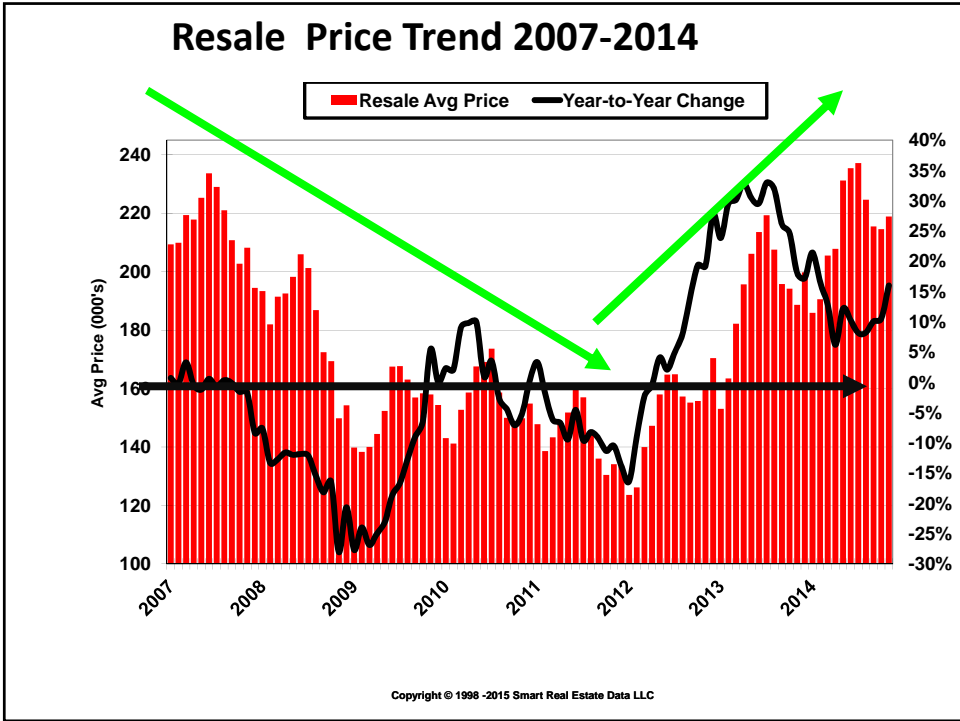
New Home Buyer Report, Copyright © 1998 -2015 ViaSearch, Inc.





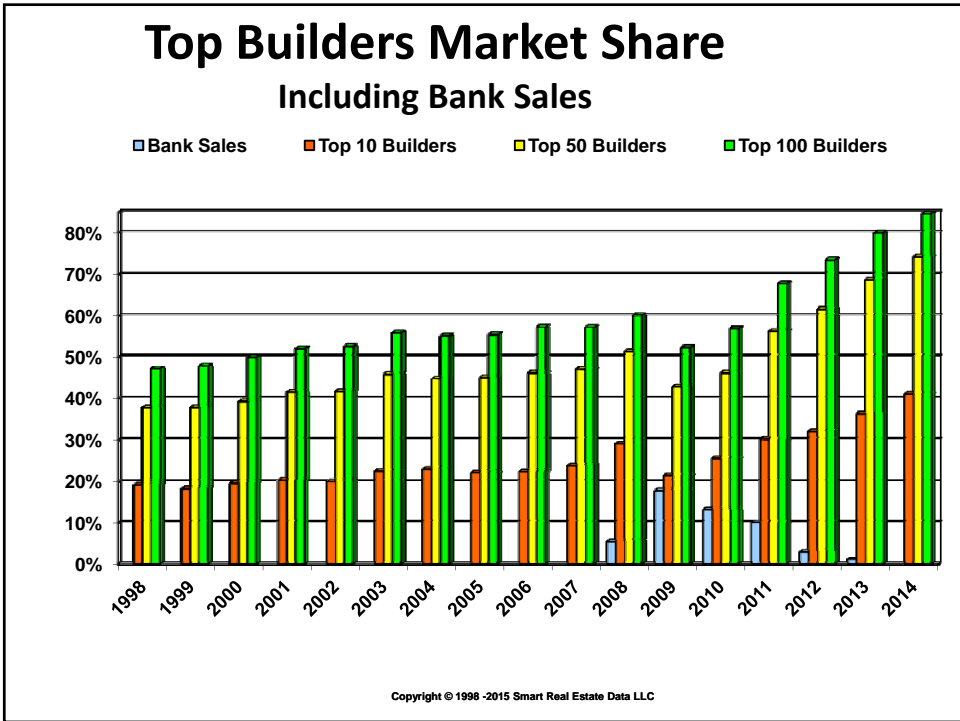
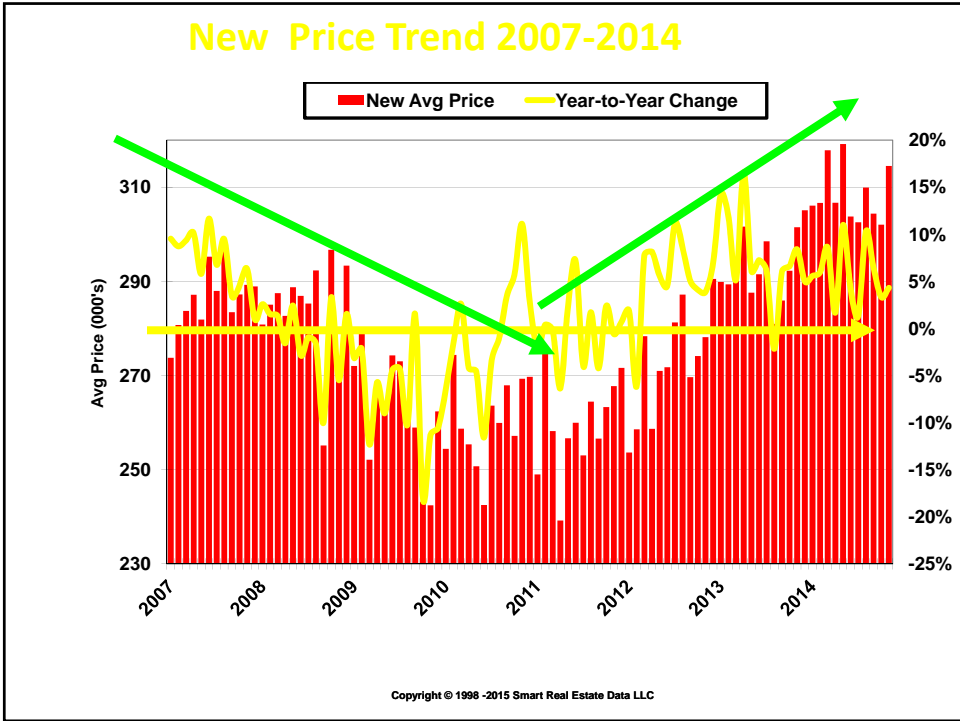
Average Sale Prices For Resales hit a new RECORD in July!!

... \$237,154!



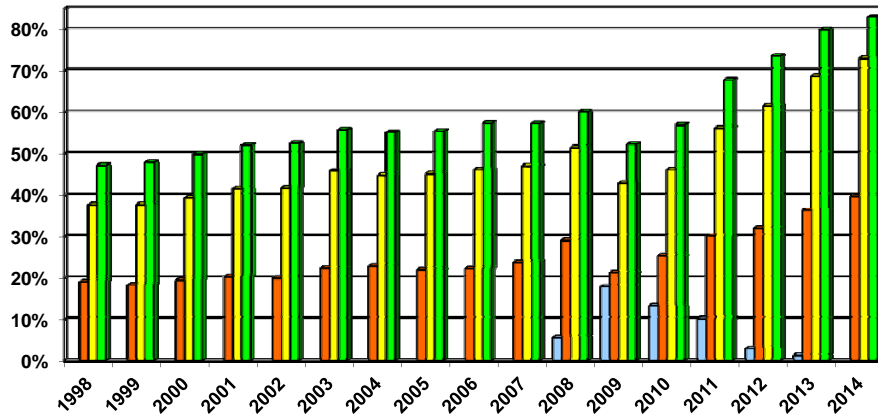
***Average Sale Prices For New
Construction in 2014 is
\$308,000***

***.... All TIME ANNUAL HIGH
\$294M, 2013***



Top Builders Market Share Including Bank Sales

■ Bank Sales
 ■ Top 10 Builders
 ■ Top 50 Builders
 ■ Top 100 Builders



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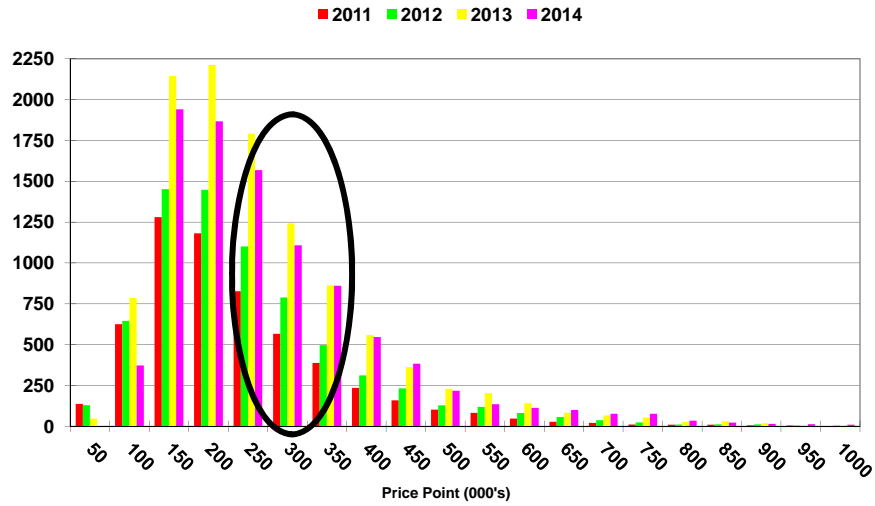
#1 SFD 2014!!
Edgebrook at James Creek \$382,899



Lennar Georgia
Ryland Group

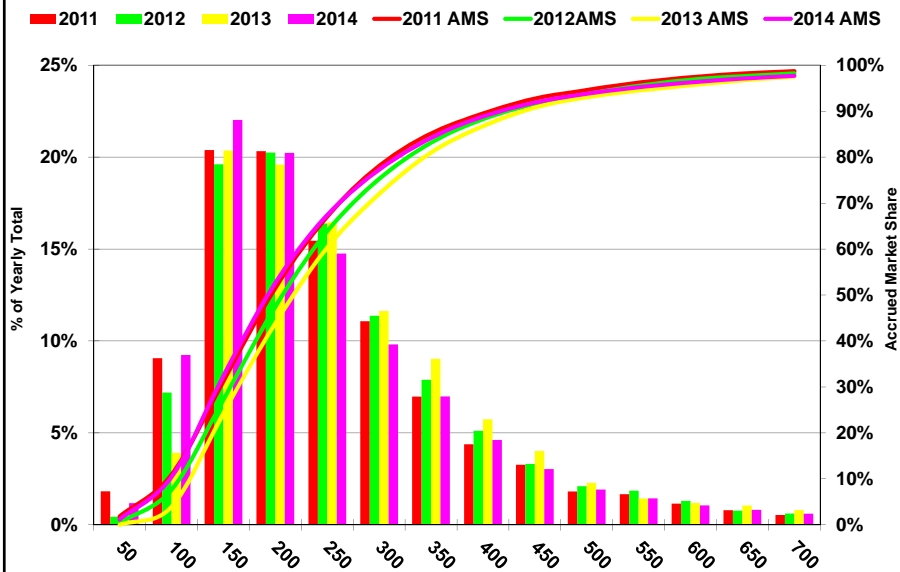
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Price Point Trending - New Construction SFD



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Price Point Trending - New Construction SFD



#1 2014
Madison Sq at Dunwoody Cnv
Average Price - \$109,606

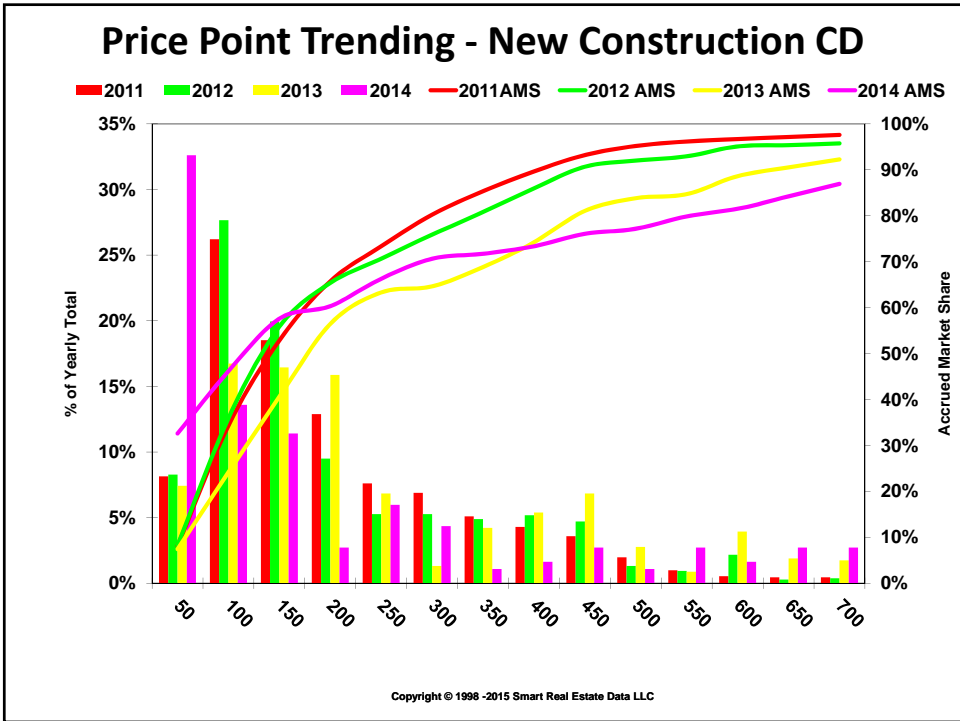
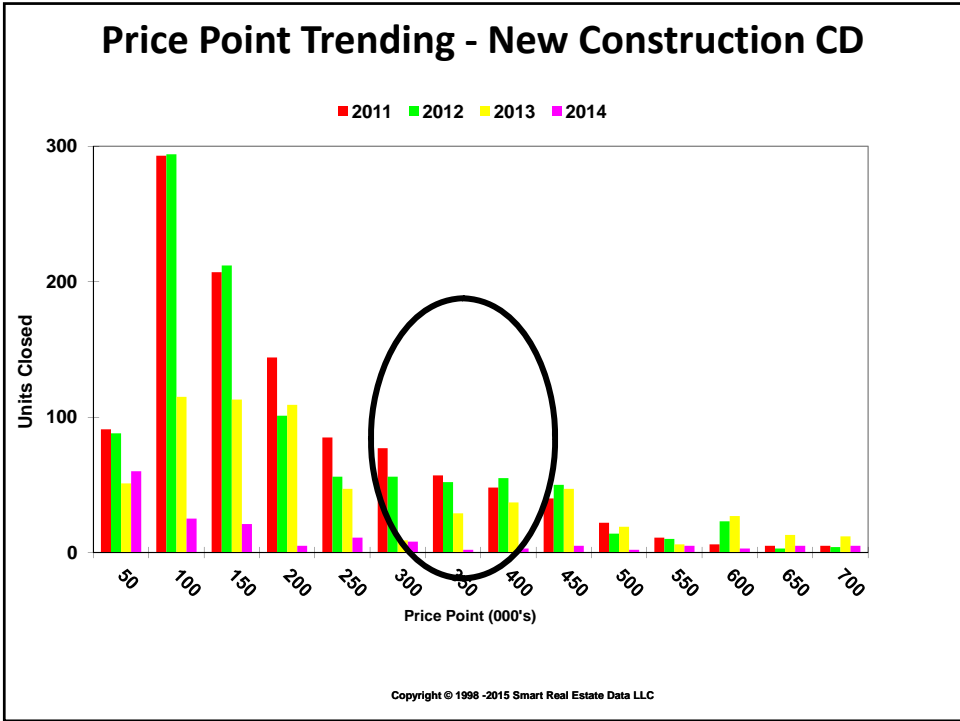


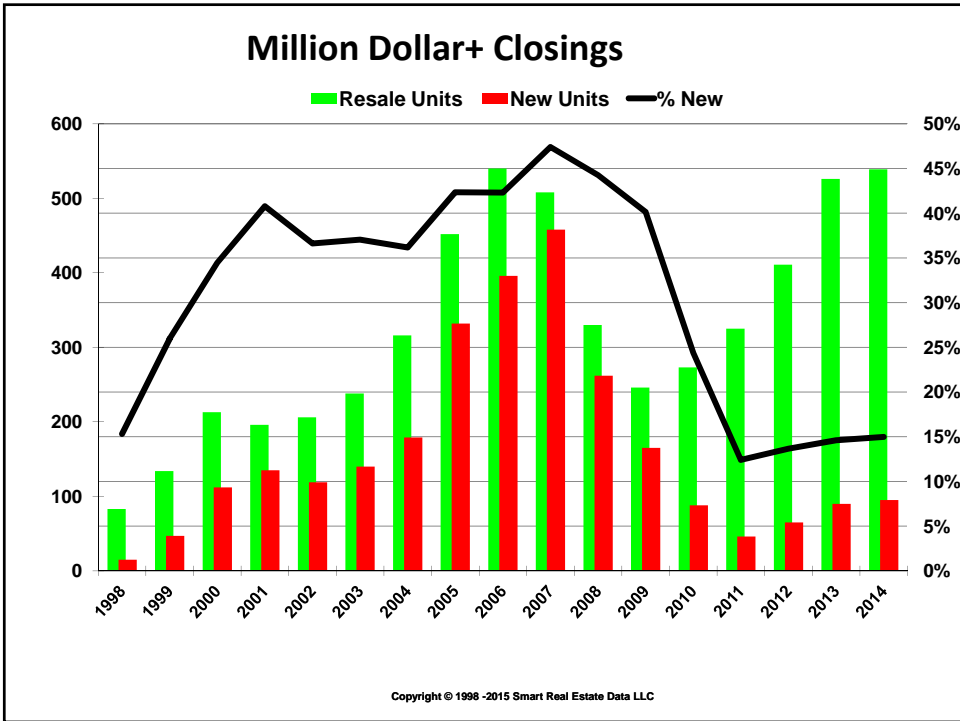
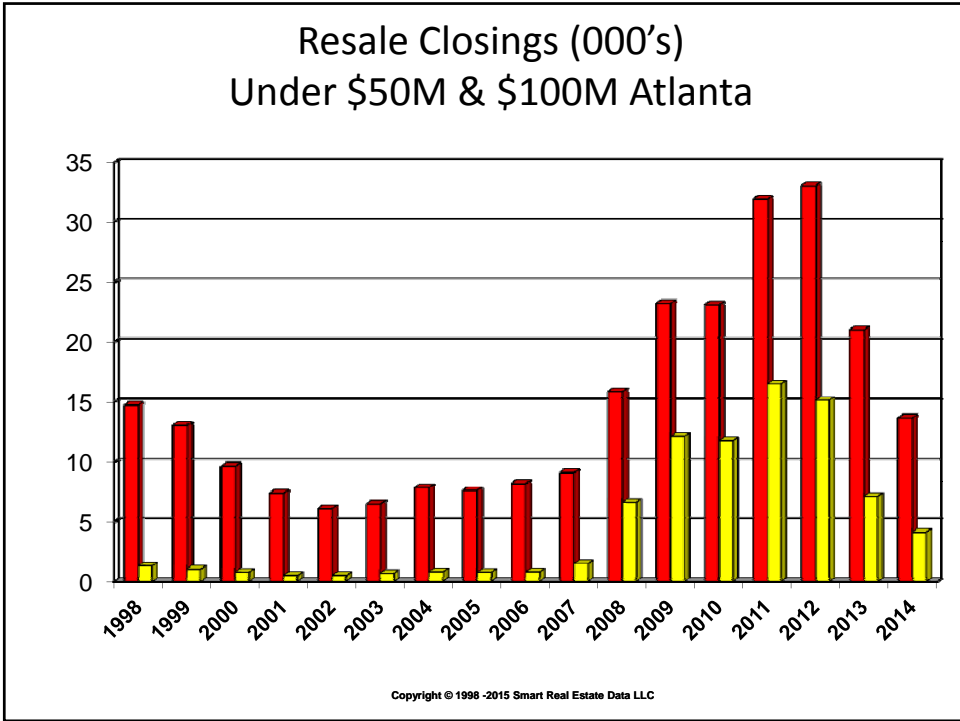
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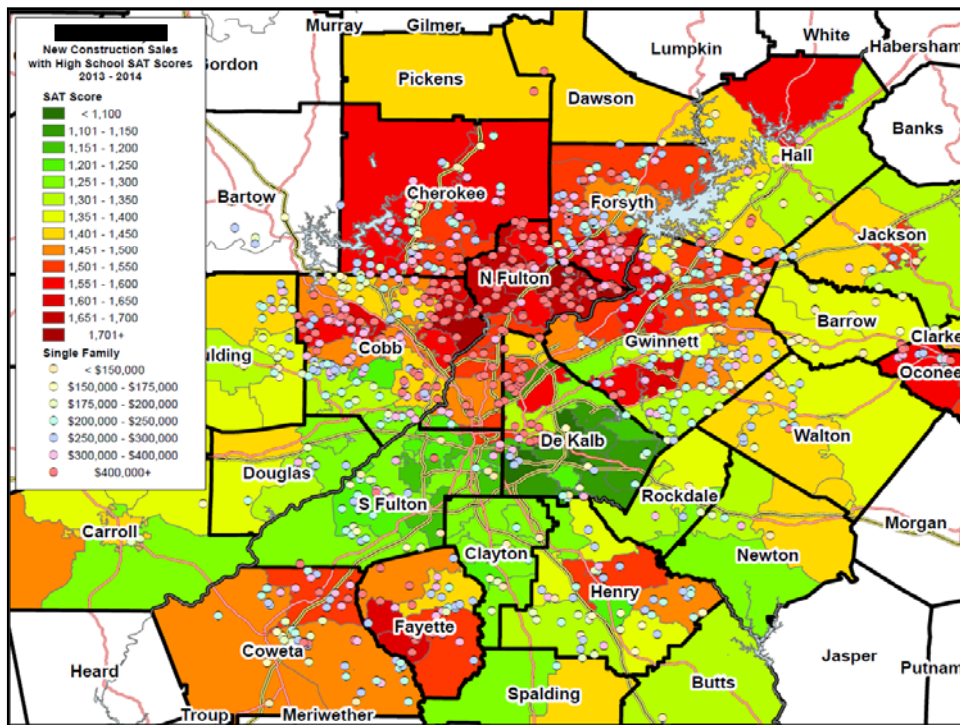
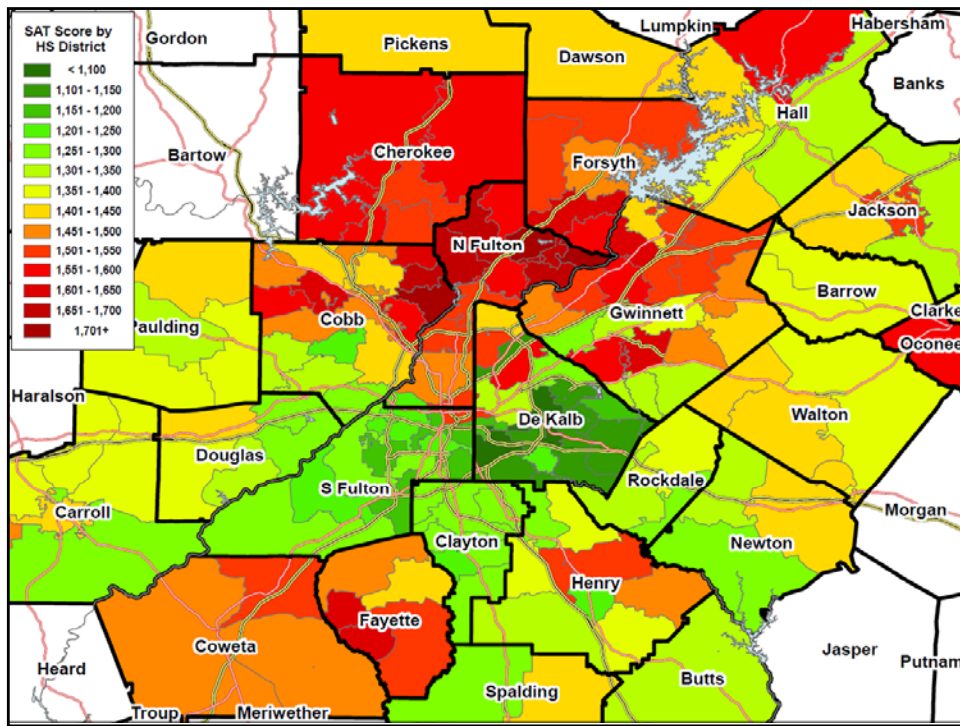
#1 2014 – *The Atlantic*
Average Price - \$388,300

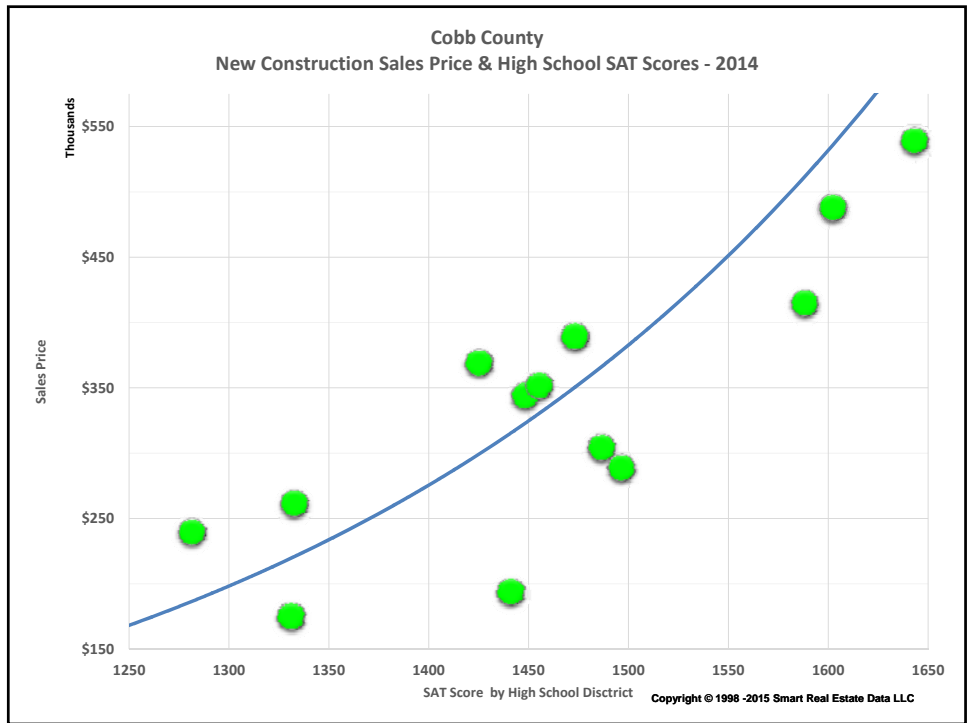
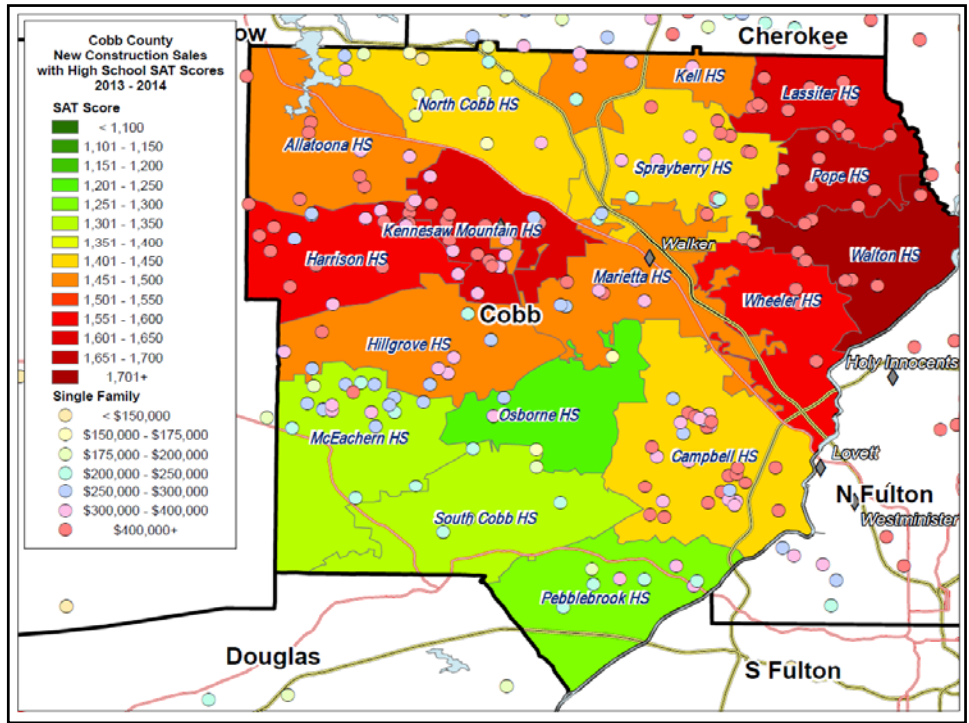


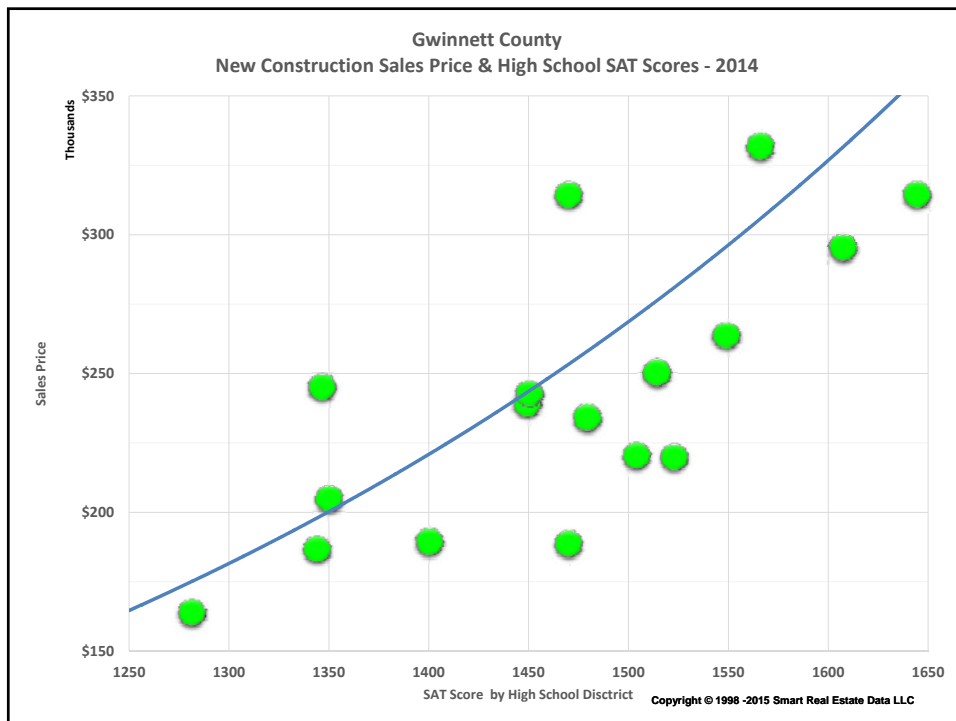
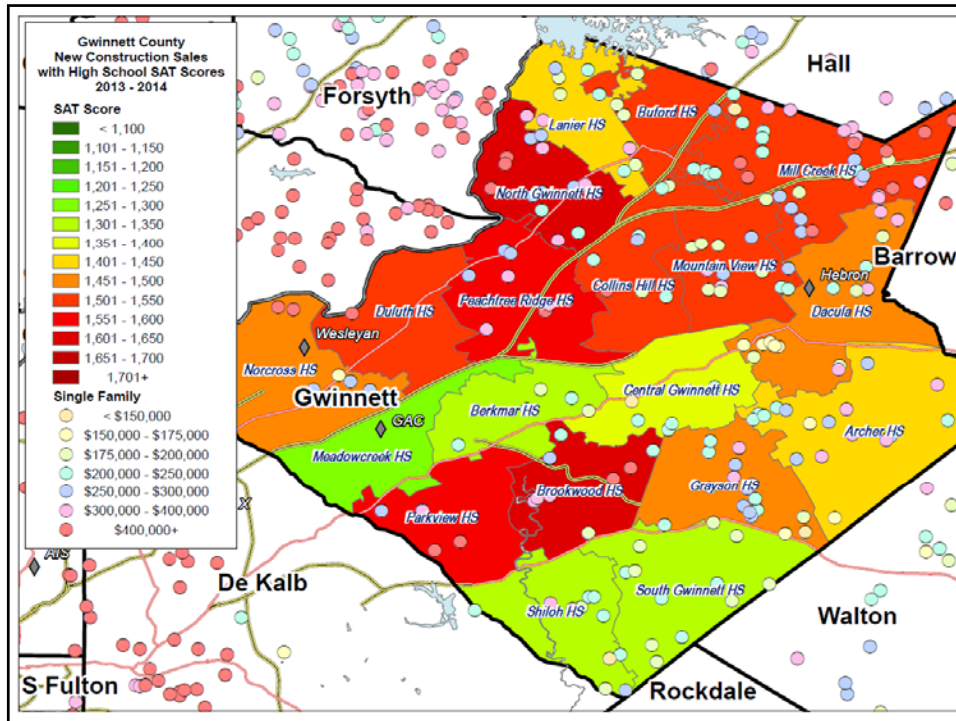
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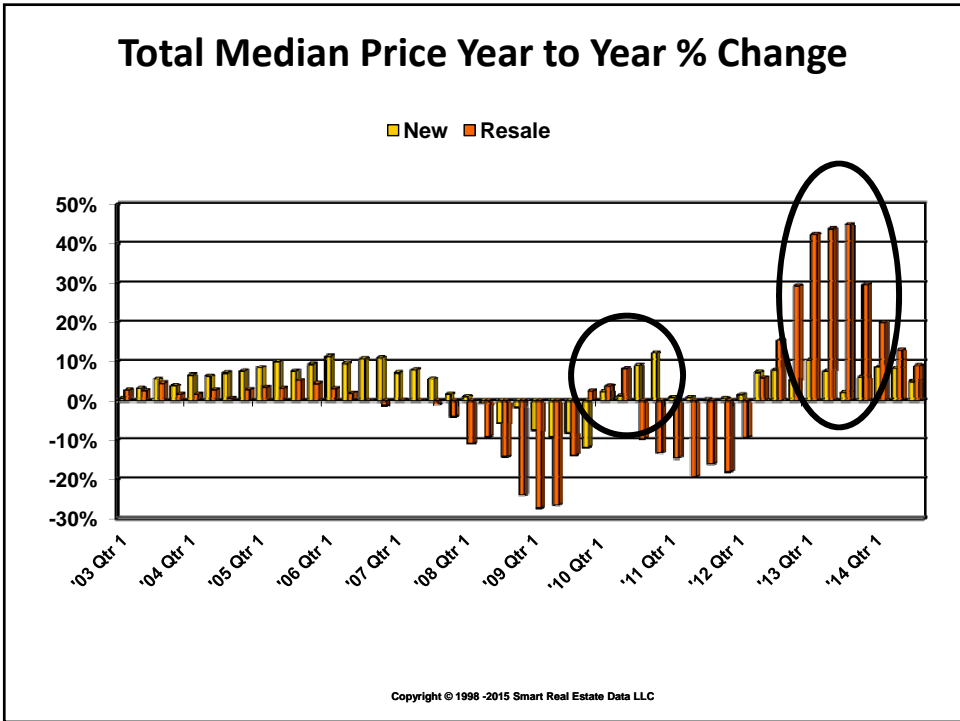
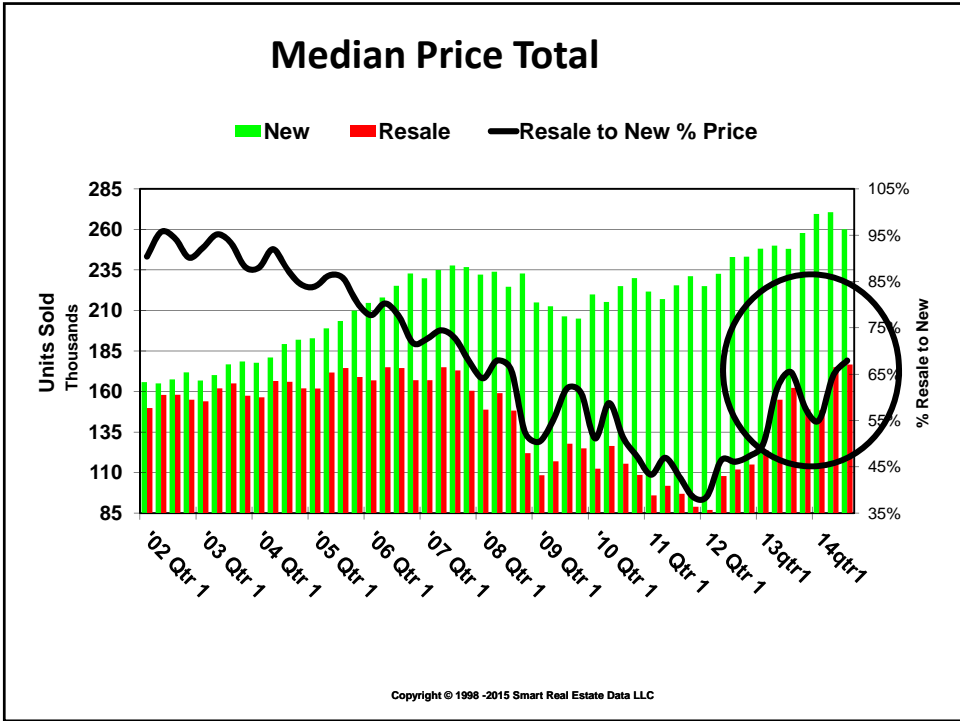




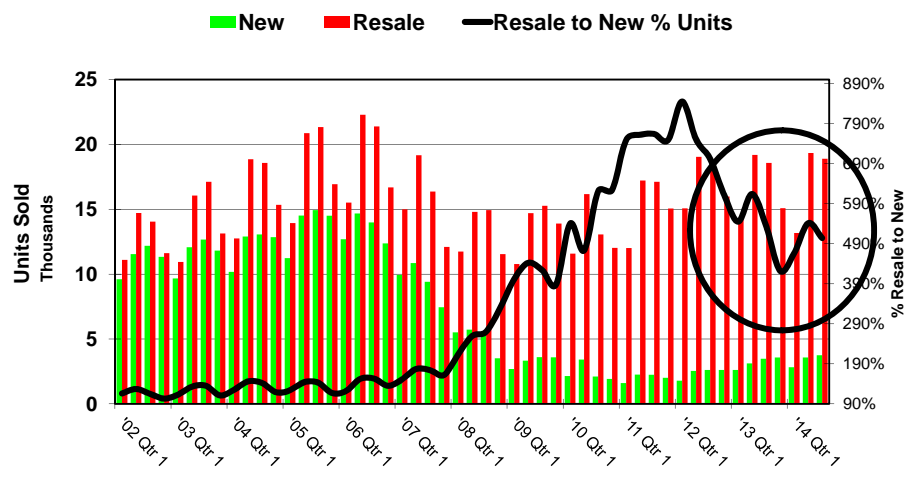






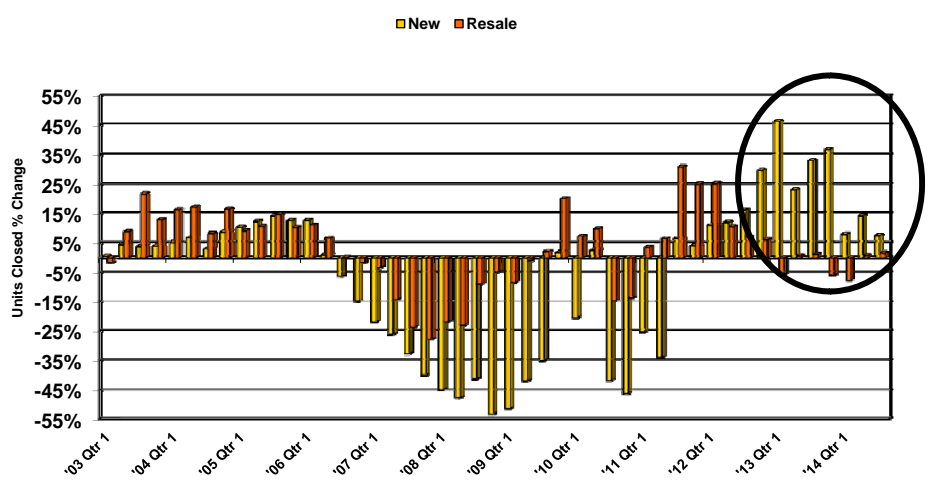


Units Closed Total



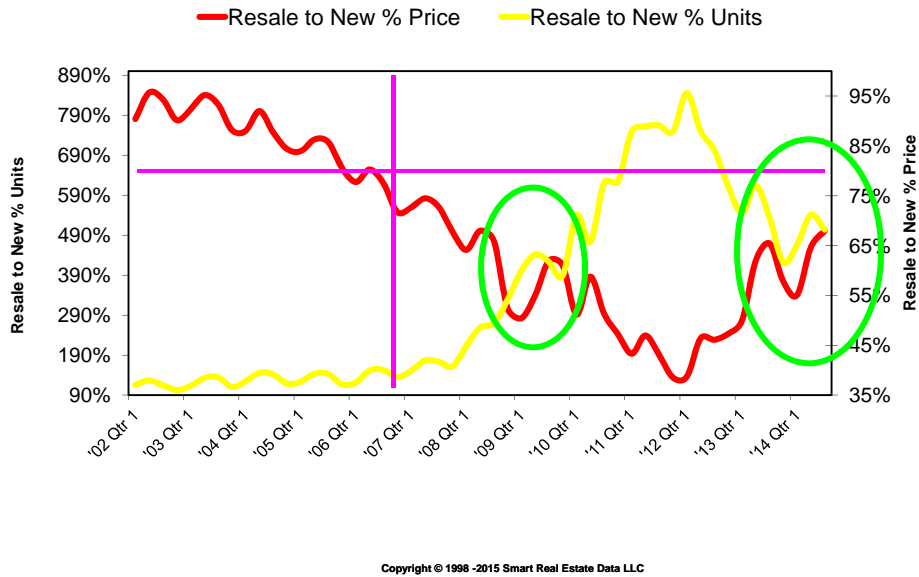
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Total Units Closed Year to Year % Change



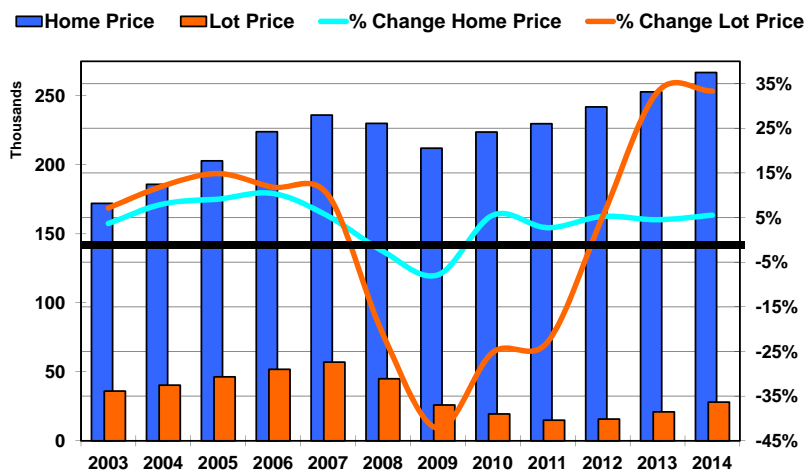
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Radical Change in Price Results in Radical Change in Demand

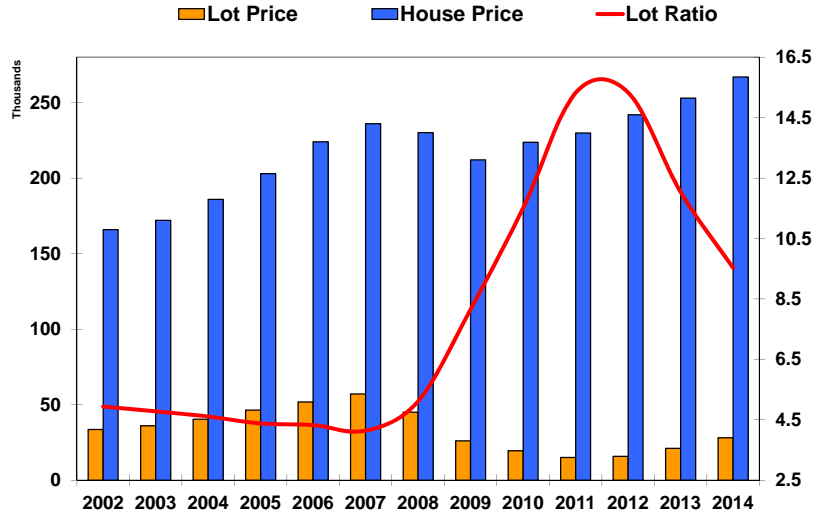


Lot Price Increase vs. Home Price Increase

Median Lot & Home Price

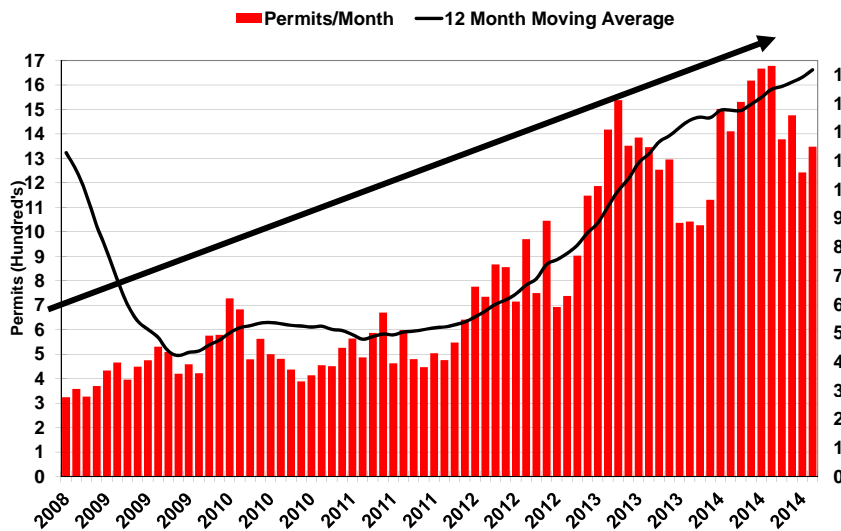


Lot Ratio - Median Prices

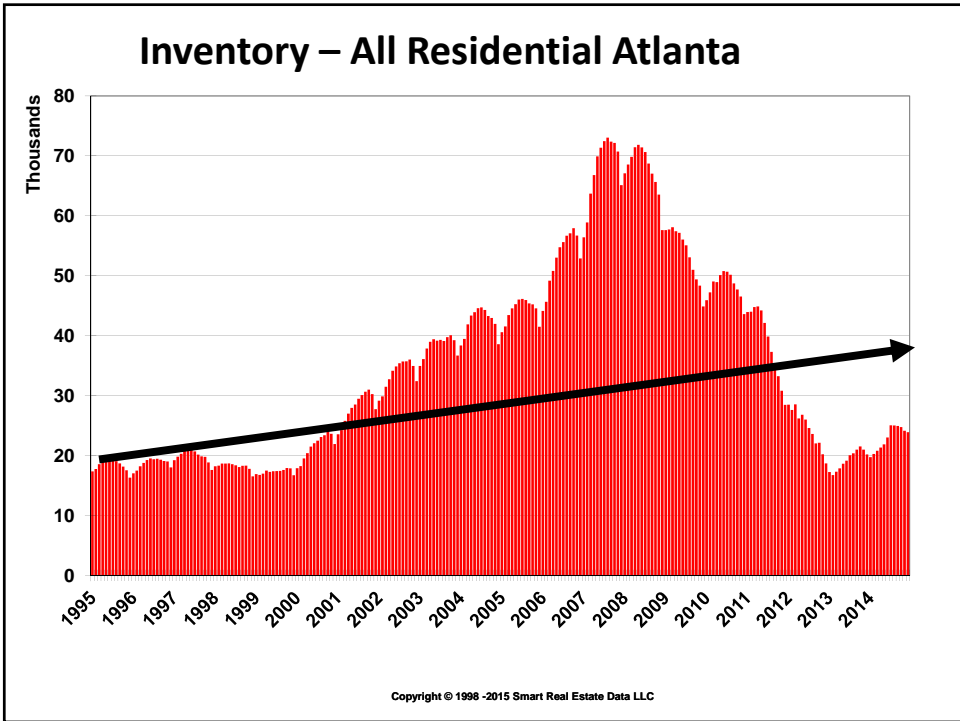
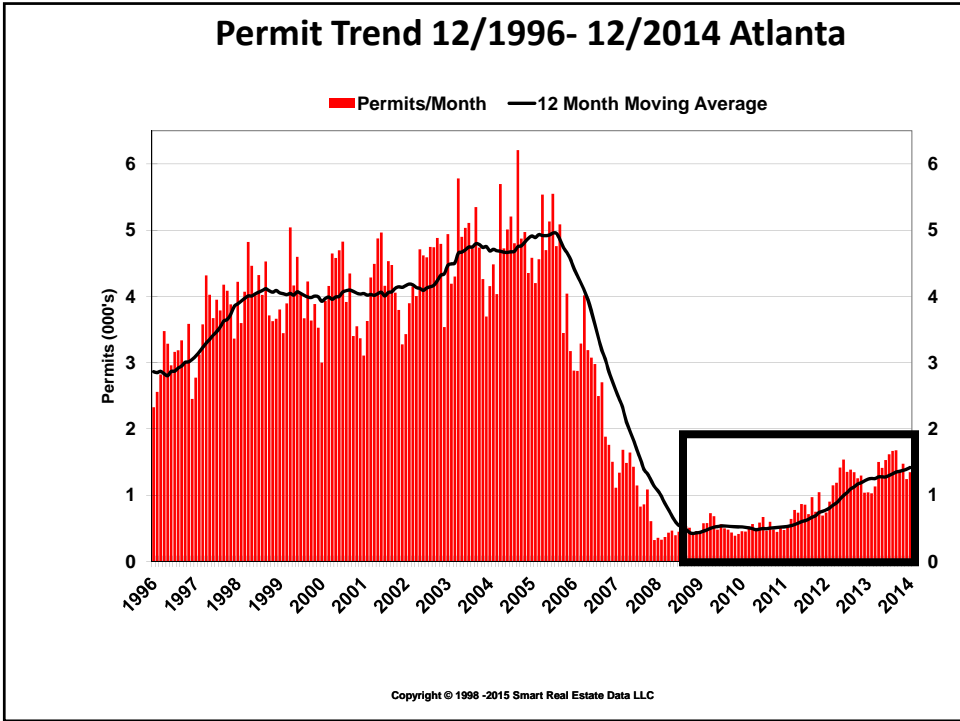


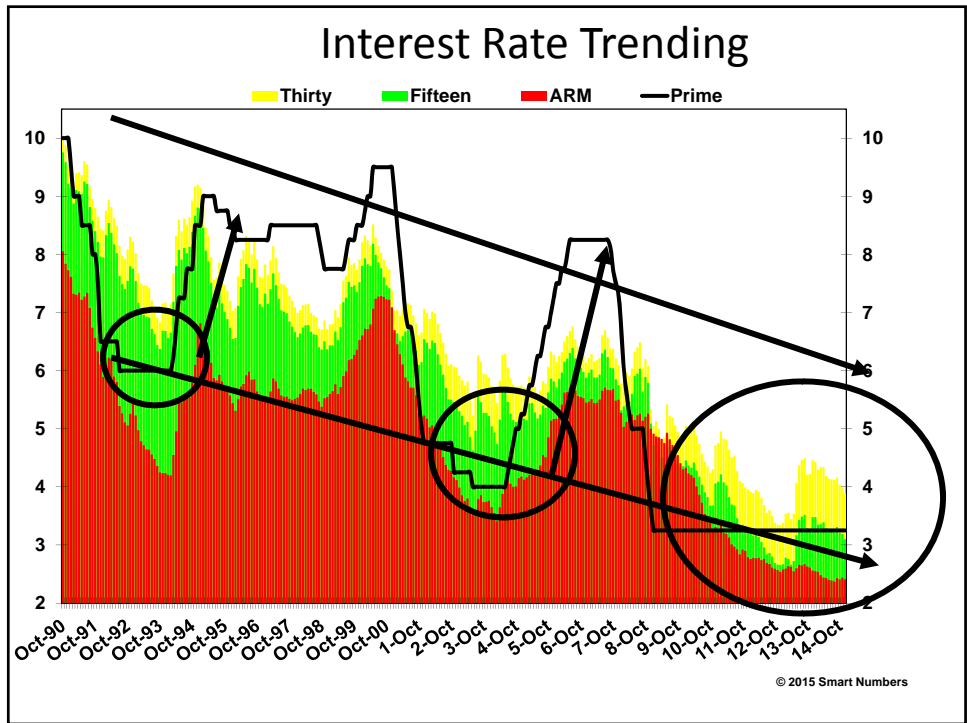
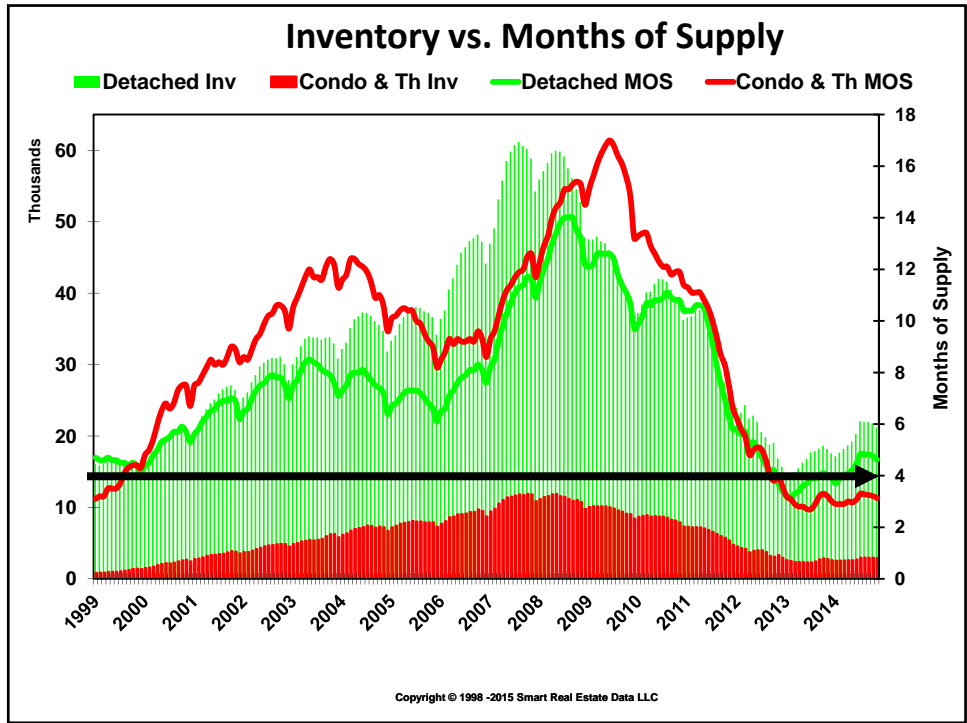
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Permit Trend 11/2008 – 12/2014 Atlanta

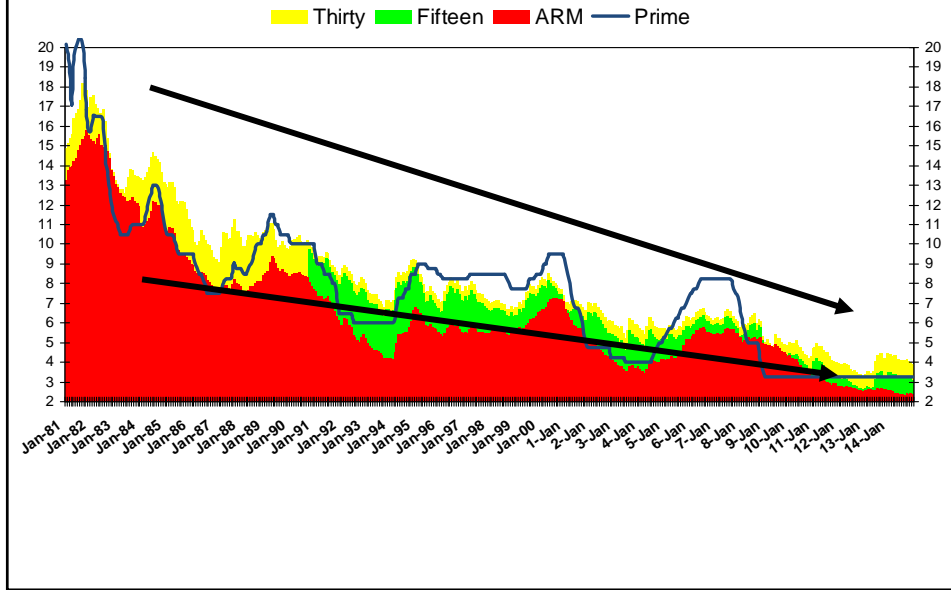


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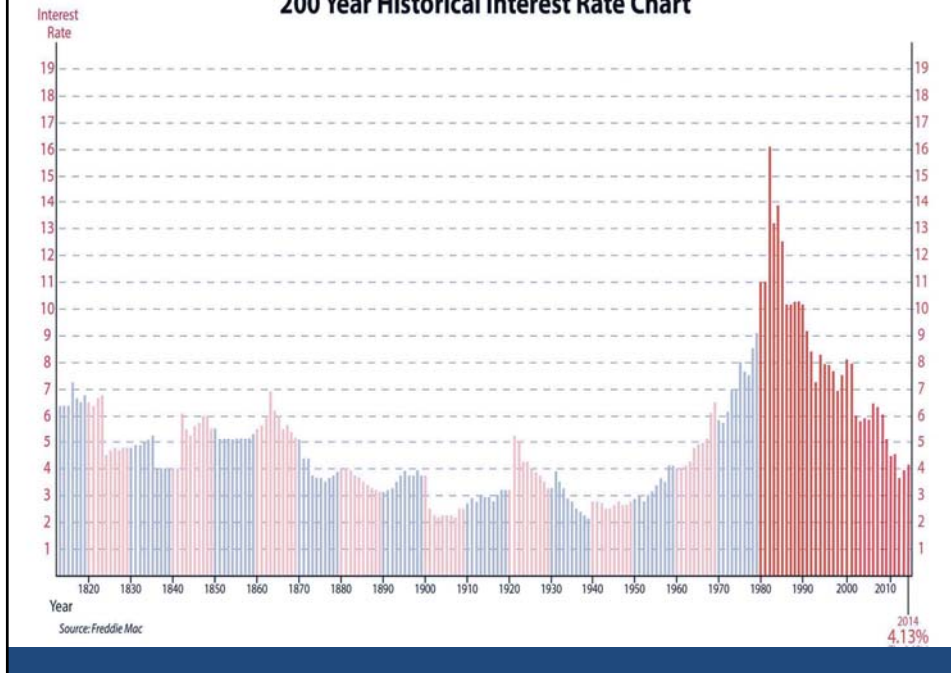




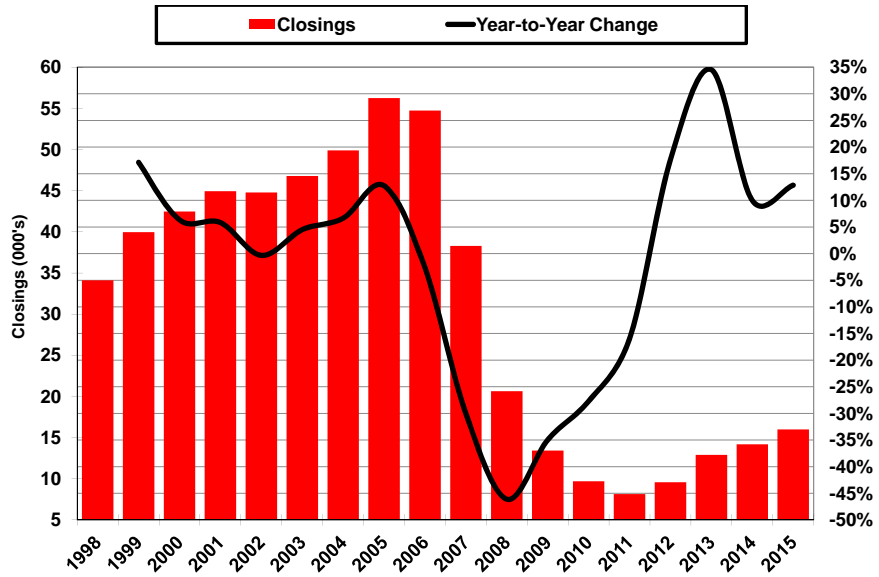
Interest Rate Trending



200 Year Historical Interest Rate Chart



New Construction All 1998-2015



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