

WELCOME TO

Georgia

A BRIEF INTRODUCTION TO
THE PEACH STATE

A REAL ESTATE EBOOK FROM



An aerial photograph of Atlanta, Georgia, showing a mix of urban development, green spaces, and major highways. The skyline is visible in the background under a blue sky with scattered clouds. The foreground shows a multi-lane highway with traffic, surrounded by trees and some commercial buildings.

INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS

Georgia

From the picturesque mountain landscapes of northern Georgia to the trendy up-and-coming neighborhoods of Atlanta, the state of Georgia is on many people's minds. In the past decade, the state has welcomed over 1 million new residents, and not just because it's the Hollywood of the South, (seriously, in 2016 more major films were produced in Georgia than California) but because it offers residents a unique blend of opportunity, affordability, and character. With that said, here are some of the Peach State's sweetest real estate markets.



Hottest spots in Georgia

#5: AUGUSTA

Augusta may be known as home to one of professional golf's most revered tournaments, the Masters, but that's not the only thing drawing people to the city. As Georgia's second fastest-growing economy, the Augusta metropolitan area experienced a job growth rate double the national average. It's affordable too, so it comes as no surprise that Zillow rates Augusta's market temperature as 'Very Hot'.

Local Tip: Unless you're one of the lucky few, you likely won't get to play at Augusta National, but you can enjoy a round at Forest Hills Golf Club. Built in 1926, Forest Hills was designed by world renowned golf course architect Donald Ross, and operates today as a much loved staple in the Georgia golf community.

The median home value in the Augusta Metro is \$109,043 which is a 4.2% increase from the previous year. Zillow predicts this will rise another 4.1% within the next year.



“Oh, Augusta

Your dogwoods and pines

They play on my mind like a song

Oh, Augusta

It's you that I love

It's you that I miss when I'm gone.”

- "Augusta" by Dave Loggins

#4: ATLANTA

Hottest spots in Georgia

Recognized as the fourth fastest-growing large metropolitan area in the country from 2017-2018, Atlanta serves as the state's economic engine. Since 2010, the city has added 650,000 jobs with corporate positions, healthcare, and logistics leading the way. Neighborhoods and suburbs like Cross Creek, Sugar Hill, Heron Bay, Mountain Park, Evans, and others have caught the attention of many real estate experts. By 2050, forecasts by the Atlantic Regional Commission predict that the capitol city could see up to 2.9 million new residents.

Local tip: From brewery tours to art galleries and professional sports, there's always something going on in Atlanta. However, if you're looking for a more 'classic' experience, check out the Starlight Drive-In theatre. Just 15 minutes from the city's center, it's only \$9 per adult and \$1 for kids ages 5-9.

The median home value in the Atlanta Metro is \$288,746 which is a 3.3% increase from the previous year. Zillow predicts this will rise another 4.7% within the next year.






Hottest spots in Georgia

#3: MACON

They say Macon is “Where Soul Lives”, and they’re not kidding. Beyond the life-size bronze statue of R&B legend Otis Redding, a Georgia native who got his start in Macon, this charming Georgia town is home to 6,000 National Historic Register structures. It’s also home to the Ocmulgee Mounds National Historical Park, a Native American earth lodge with floors that date back to 1015. As it turns out, people want to be a part of Macon’s history. The median home value in the area has grown 6% since last year, and it’s expected to continue.

The median home value in Macon is \$92,860 which is a 6% increase from the previous year. Zillow predicts this will rise another 4.3% within the next year.



“Macon has such a
rich musical history
- **and the state of
Georgia**, as well.”

- Jason Aldean



Hottest spots in Georgia

#2: COLUMBUS

About 2 hours south of Atlanta, many young families and professionals call Columbus home. A city of 196,670 residents, Columbus offers its residents a city feel without all of the hustle and bustle of a large city. When it comes to real estate, a very low cost of living and plenty of demand warrants a 'Very Hot' market temperature from Zillow.

Local tip: Columbus is nestled along the scenic Chattahoochee river. Is there ever a bad time to take a leisurely stroll down the riverwalk?

The median home value in the Columbus Metro is \$104,901 which is a 4.4% increase from the previous year. Zillow predicts this will rise another 4.2% within the next year.

#1: SAVANNAH

Savannah is undoubtedly one of America's most beautiful cities, which is likely why tourism in the area is on the rise. In 2017, over 14.1 million people came from around the country to shop at the town's quaint boutiques, snack at charming little eateries, and stroll its historic cobblestone streets. It's an experience that captivates, and people want a piece of it, earning Savannah a 'Very Hot' market temperature rating from Zillow.

Local tip: Savannah is often regarded as one of America's most haunted cities. Take your guests from out of town on one of the many guided paranormal tours for a scary good time.

The median home value in Savannah is \$165,734 which is a 5% increase from the previous year. Zillow predicts this will rise another 4.1% within the next year.

Hottest spots in Georgia





Why Georgia Real Estate?

With a high demand for real estate, great jobs, and undeniable charm, Georgia markets are some of the best in the country for real estate professionals.

Quick Stats- GEORGIA

YEAR/YEAR MEDIAN HOME PRICES (FEB 2019 - FEB 2020):	5%
MEDIAN HOME VALUE:	\$204,957
MEDIAN RENT PRICE:	\$1,434
AVERAGE DAYS LISTED:	92
HOMES WITH NEGATIVE EQUITY:	9.5%
DELINQUENT MORTGAGES:	1.1%

MARKET OUTLOOK

Atlanta is home to the Centers for Disease Control and Prevention (CDC) headquarters, as well as 26 Fortune 1000 and Fortune 500 companies. In 2010, the average home price in Atlanta was \$165k. In 2020, it's \$288k. According to Zillow, the Georgia real estate market is 'Hot' and is predicted to grow 4.4% by 2021.

THERE'S NEVER A BETTER TIME TO BECOME A *Real Estate Agent in Georgia*

Between the relatively low cost of living, the wealth of jobs, and the fact that there's always something unique going on, Georgia has become an appealing destination for employers, individuals, and real estate agents alike. With numbers projected to grow in each respective market, now is the time for new real estate agents to start selling in the Peach State.

If you want to learn more about how you can easily get your license and join the ranks of Georgia real estate agents, visit us at TheCEShop.com/Georgia/GA-Real-Estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

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