

THE BEACHAM

# INSIDER

VOL. VIII ISSUE III







## A BROKER'S PERSPECTIVE

Summer in Atlanta is a season marked by hot temperatures and vibrant cultural events, making it a popular time for both tourists and locals to enjoy the city's offerings. The heat is often tempered by the lush greenery of numerous parks, including Piedmont Park and the Atlanta Botanical Garden. Festivals, outdoor concerts, and sports events, like Braves games at Truist Park, are summer staples. This season also sees a surge in real estate activity as families look to move before the new school year.

The housing market in Atlanta during the summer typically experiences heightened activity. The demand for homes increases as buyers are eager to settle in before fall. This often leads to competitive bidding, with properties selling quickly and sometimes above the asking price. The city's diverse neighborhoods, from the historic charm of Inman Park to the modern appeal of Midtown, cater to a variety of tastes and budgets. Despite rising prices, Atlanta remains relatively affordable compared to other major metropolitan areas.

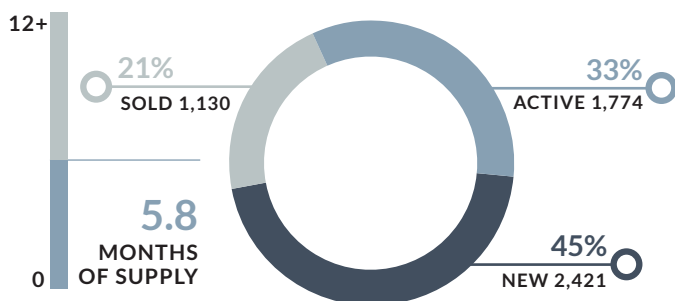
Recent years have seen a trend of new developments and renovations, driven by the city's growing population and economic opportunities. Whether it's charming bungalows or sleek high-rises, the summer housing market in Atlanta reflects the dynamic and evolving nature of this Southern city.

**Nancy Meister**  
BROKER

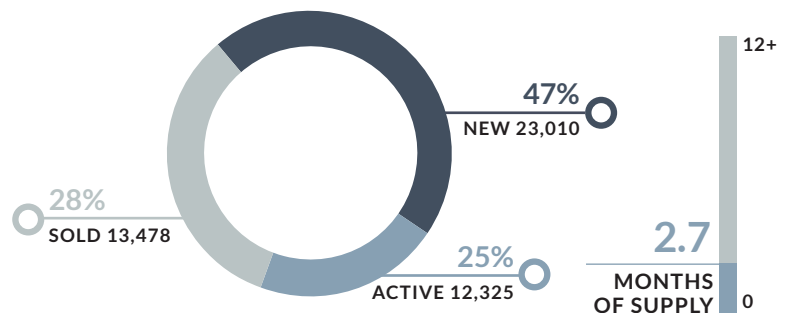


### Q2 | 2024 | OVERALL ATLANTA

#### Detached Over 1M



#### Detached Under 1M



Source: FMLS | ■ Buyer's Market (Supply > Demand) ■ Seller's Market (Supply < Demand) ■ Balanced Market (Supply = Demand)

# SEARCHING FOR THE Perfect Home?

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Timing plays a crucial role in the search for the perfect home, influencing both market conditions and personal circumstances. The real estate market fluctuates throughout the year, with certain seasons presenting more favorable conditions for buyers. For instance, spring and summer often see a surge in listings, providing more options but also increasing competition. Conversely, winter months may offer fewer choices but could lead to better deals, as sellers may be more motivated.

Interest rates also vary over time, affecting mortgage affordability. Lower rates can reduce monthly payments and expand your buying power, while higher rates might limit your budget. Keeping an eye on economic trends and forecasts can help you time your purchase to secure the best financing terms.

Personal timing is equally important. Consider your own life circumstances, such as job stability, family needs, and long-term plans. Rushing into a purchase due to external pressures can lead to regrets, while waiting for the right moment can ensure you're financially and emotionally prepared for homeownership. Ultimately, being strategic about timing can help you navigate the market more effectively and find a home that fits both your needs and budget.

## JUNE 2024 HIGHLIGHTS

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Nationally year over year, the median single-family home sales price and the median condo sales price were up 4.1% and 2.6%, respectively. In Atlanta, the median single family home price was up 5.3% while condo sales price went down 4.8%

Across the nation the supply of listings for sale rose 23.4% year-over-year to the highest monthly count in almost 4 years. In Atlanta, the supply rose 70.5% which is the highest monthly count since 2019.

The number of sales declined 7.4% from May and 13.4% from June 2023 nationally. The number of sales in Atlanta rose 5.4% in May and declined 8.6% in June.



As of mid-July, 30 year conforming loan interest rates were the lowest since March, and June's inflation reading declined again, rekindling hopes the Fed will soon begin to reduce its benchmark rate. Finding comprehensive homeowner's insurance coverage at an affordable cost has become deeply challenging in many regions.

"We're seeing a slow shift from a seller's market to a buyer's market," NAR Chief Economist Lawrence Yun said, regarding national dynamics. "Homes are sitting on the market a bit longer, and sellers are receiving fewer offers (with more contingencies), and inventory is definitely rising."

*Data from the National Association of Realtors and FMLS*





# CREATING A PRIVATE OUTDOOR OASIS

Transforming your outdoor area into a functional and inviting extension of your home is easier than you might think. With thoughtful design and strategic placement of furniture, plants, and decor, you can create a space that enhances relaxation and enjoyment of nature, making it perfect for both quiet moments and lively gatherings.

Begin by planning your layout efficiently. Think about how you want to use the space and designate areas for dining, lounging, and various activities based on your needs and the dimensions of the area. For instance, a cozy nook for reading or a designated play area for children can make the space more versatile and functional. Choose furniture that is not only stylish but also versatile. Opt for pieces like storage benches that can double as seating and storage or foldable tables and chairs that can be easily moved or stowed away when not in use.

Creating distinct zones is essential for maximizing utility and comfort. By defining separate areas for cooking, dining, lounging, and gardening, you enhance the functionality of the space and make it more enjoyable to use. Incorporating greenery will further elevate the space. Plants and landscaping add color, texture, and privacy, while using vertical space with hanging baskets or trellises can help make the most of a limited area.

Lighting plays a crucial role in setting the mood and extending the usability of your outdoor area into the evening. Ambient lighting options like string lights or lanterns can create a warm, inviting atmosphere perfect for evening relaxation or entertaining guests.

## BUCKHEAD Q2, \$1M+

50 Avg. DOM	\$2,077,665 Avg. Sales Price	75.4% Sale-to-List Ratio
↓	↓	↓
-23.1%	-12.8%	-11.4%

5.3 Months of Supply

## BROOKHAVEN Q2, \$1M+

46 Avg. DOM	\$1,594,915 Avg. Sales Price	93% Sale-to-List Ratio
↓	↑	↑
-2.1%	+9.6%	+4.5%

4.3 Months of Supply

## SANDY SPRINGS Q2, \$1M+

56 Avg. DOM	\$1,991,918 Avg. Sales Price	76.5% Sale-to-List Ratio
↑	↑	↓
+21.7%	+14.7%	-3.9%

3 Months of Supply





# GARDEN *Goals*

In the bustling expansion of Atlanta, creating inviting spaces with natural shade has become a hallmark of sustainable living and eco-friendly practices. Landscaping offers homeowners a transformative opportunity to enhance their environment by integrating indigenous plants that not only beautify but also provide essential cooling shade in our warm climate. These plants not only elevate your property's aesthetics but also promote energy efficiency and bolster environmental resilience.

## BEST INDIGENOUS PLANTS FOR SHADE IN ATLANTA



### Oconee Azalea

(*Rhododendron flammeum*): Known for its fiery red, orange, or yellow blooms, the Oconee Azalea is found in central Georgia and is particularly vibrant in spring.



### Oakleaf Hydrangeas

(*quercifolia*): Well adapted to the climate and soil conditions of Georgia, Oakleaf Hydrangeas are often found in woodland areas and along stream banks in the state.



### Southern Magnolia

(*Magnolia grandiflora*): Large, glossy leaves and fragrant white flowers provide excellent shade and elegance.



### Eastern Redbud

(*Cercis canadensis*): Small to medium-sized tree with heart-shaped leaves and delicate pink spring flowers, ideal for smaller yards or as an understory tree.

Personalize your outdoor space with decor that reflects your style. Adding elements like rugs, outdoor pillows, and artwork can make the space feel more like an extension of your indoor living areas. These touches not only enhance comfort but also create a welcoming ambiance.

Finally, consider incorporating shade solutions to extend the usability of your outdoor area throughout the day. Umbrellas, awnings, or pergolas can provide relief from the sun, making the space more comfortable and inviting during sunny days. By thoughtfully combining these elements, you can create an outdoor retreat that is both functional and enjoyable, enhancing your home's overall living experience.

## ALPHARETTA Q2, \$1M+

45 Avg. DOM	\$1,518,694 Avg. Sales Price	82.8% Sale-to-List Ratio
↑	↓	↓
+25%	-4.9%	-5.1%

5.4 Months of Supply

## ROSWELL Q2, \$1M+

55 Avg. DOM	\$1,362,013 Avg. Sales Price	81.7% Sale-to-List Ratio
↑	↓	↓
+3.8%	-7%	-13.8%

4.4 Months of Supply

## MILTON Q2, \$1M+

27 Avg. DOM	\$1,814,372 Avg. Sales Price	86.5% Sale-to-List Ratio
↓	↑	↑
-63.5%	+13.2%	+6.9%

5 Months of Supply



A photograph of a modern outdoor swimming pool. The pool is in the foreground, with clear blue water. A wooden deck surrounds the pool, and several lounge chairs with light-colored cushions are arranged on the deck. In the background, there are green bushes and a building. The text "BRING LUXURY HOME" is overlaid on the image in large, white, bold letters. Below it, in smaller white letters, is "ELEVATING YOUR RESIDENCE WITH BESPOKE AMENITIES".

# BRING LUXURY HOME

ELEVATING YOUR  
RESIDENCE WITH  
BESPOKE AMENITIES

In the realm of luxury real estate, homeowners are increasingly transforming their residences into havens of opulence and exclusivity. Whether nestled in bustling cities or serene countryside, the addition of bespoke amenities represents a pinnacle of refined living.

## Elevating Your Living Space

A tranquil plunge pool offers a serene retreat from the demands of daily life. Beyond mere relaxation, plunge pools add a touch of sophistication and leisure to your property. Whether integrated into a secluded garden or perched on a rooftop terrace with panoramic views, these pools redefine your home as a luxurious escape.

## Indulging in Wellness

For those who prioritize health and wellness, a private sauna offers unparalleled benefits. From detoxifying the body to promoting relaxation and stress relief, a sauna creates a spa-like ambiance within your home.

## Crafting a Personal Fitness Haven

Designing a home gym isn't just about convenience—it's about cultivating a space that inspires and supports your fitness goals. Whether dedicated to strength training, cardio workouts, or yoga sessions, a home gym ensures that health and fitness are seamlessly integrated into your lifestyle.

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# SUMMER

*sipping & savory bites*

## A collection of our favorite

*Sauvignon Blancs perfect for summertime:*

**Cloudy Bay** - (Marlborough, New Zealand)  
Known for its vibrant tropical fruit flavors and crisp acidity. (\$25)

**Domaine Pascal Jolivet Sancerre** (Loire Valley, France) Elegant with citrus, green apple, and mineral notes. (\$30)

**2022 Domaine Vacheron Sancerre Blanc**  
complex layers of citrus, green apple, and melon. (\$53)

**Merry Edwards** (Russian River Valley)  
Rich in style with a touch of oak. (\$48)

## *Buckhead*...and beyond

NEW TO THE ATLANTA AREA



### AUBURN ANGELS

Chef Robbie Pacheco uplifts Downtown Atlanta with new neighborhood joint boasting a contemporary American menu.

**302 AUBURN AVE NE,  
ATLANTA, GA 30303**



### FORTH

The highly anticipated FORTH Atlanta will open this summer. The \$150 million project will include a 196-room luxury boutique hotel, four food and beverage concepts, private event spaces, and a members-only social club.

**800 RANKIN ST NE,  
ATLANTA, GA 30308**

Source: atlantahomesmag & Discover Atlanta

## FIG SALAD

*with blue cheese & prosciutto*

### Ingredients

2 oz. thinly sliced prosciutto

1½ lb. fresh figs, halved lengthwise (about 6 cups), divided

¼ cup extra-virgin olive oil

3 Tbsp. balsamic vinegar

1 Tbsp. minced shallot

1 tsp. kosher salt

½ tsp. black pepper, plus more for serving

6 oz. blue cheese, crumbled into large pieces

½ cup loosely packed fresh basil leaves

### Instructions

1. Preheat oven to 375°F. Line a large rimmed baking sheet with parchment paper. Place prosciutto in a single layer on baking sheet. Bake in preheated oven until rendered and crisp, 12 to 14 minutes. Transfer to a paper towel-lined plate, and let cool, about 10 minutes. Break into 2-inch pieces.

2. Mash 2 large fig halves with a fork in a small bowl to equal about 2 tablespoons. Whisk in oil, vinegar, shallot, salt, and pepper until combined; set vinaigrette aside.

3. Arrange cheese, basil, crispy prosciutto, and remaining fig halves on a large platter. Sprinkle with additional black pepper, and drizzle with vinaigrette just before serving.





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Buyers deserve representation at every income level. Our experience has shown that transactions flow more smoothly when there is professional representation on each side, creating open lines of communication which benefit all parties involved.

Beacham agents provide tremendous value to our clients. As a result, we will continue to encourage a transparent commission conversation that reflects the time, effort, expertise, and support we invest in each transaction.

## RECENT SOLDS



## STRETCH THE SUMMER INTO FALL!

The best part about weekend getaways is the opportunity to escape daily routines and recharge. These short trips offer a refreshing change of scenery, whether you're hiking in nature or relaxing at a cozy retreat. The spontaneity and flexibility of weekend travel make it easy to plan, requiring no time off of work or school. Weekend getaways provide quality time with friends and family, strengthening relationships and creating lasting memories. They offer a perfect blend of adventure and relaxation, allowing you to return to everyday life rejuvenated and with a fresh perspective.

### AMICALOLA FALLS STATE PARK

One of the highest cascading falls east of the Mississippi is nestled in Dawsonville, GA, offering a variety of trail difficulty levels and serving as a gorgeous spot for hiking and picnicking.

### RED OAK LAVENDER FARM

Located in Dahlgonega, the calming aroma and picturesque beauty of its lavender fields indulges visitors. Visit to pick your own lavender for bouquets, sachets, and more.

### BLUE RIDGE MOUNTAINS

Nestled in the heart of the mountains, Blue Ridge, GA, offers a charming blend of vibrant arts and breathtaking natural beauty, making it a perfect retreat for nature lovers and art enthusiasts.

### SERENBE COMMUNITY

Immerse yourself in a sustainable community where organic farming, art, and architecture converge in a serene countryside setting, perfect for reconnecting with nature.

POWERED BY COMPASS | BEACHAM.COM | 3060 PEACHTREE ROAD, SUITE 100 | ATLANTA, GA 30305

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