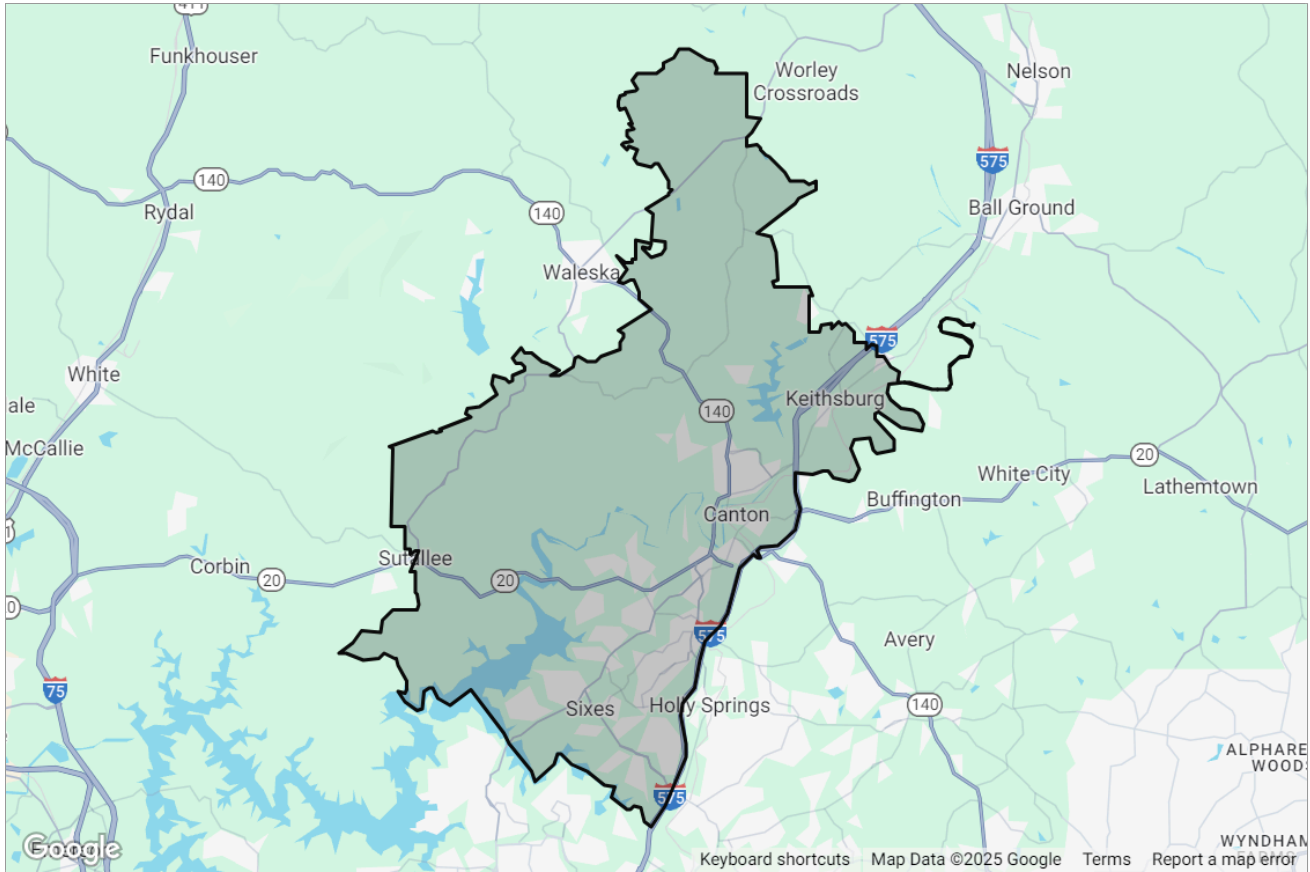


NEIGHBORHOOD REPORT

Canton, GA 30114



Presented by

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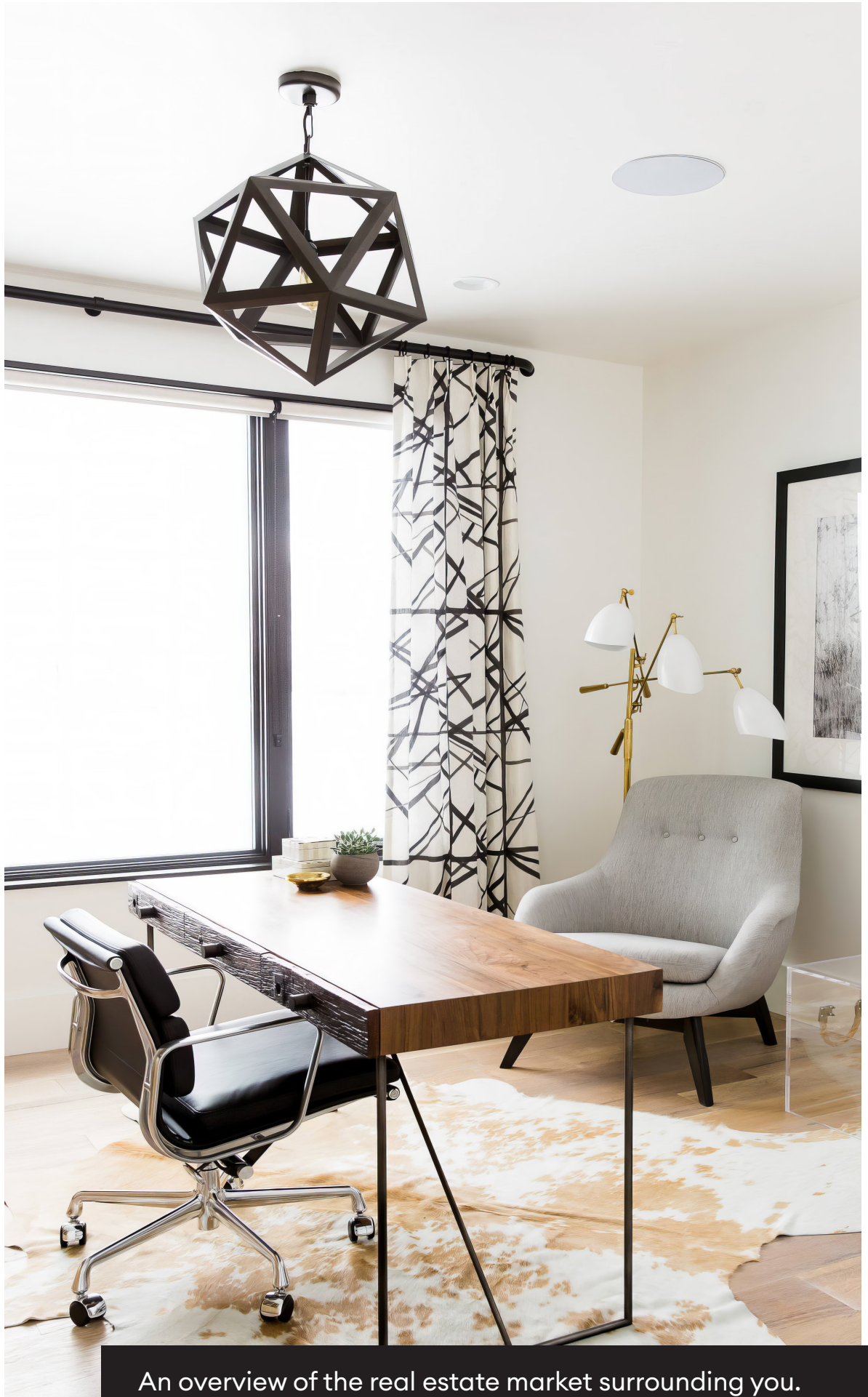
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Atlanta Communities Real Estate Brokerage

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Woodstock, GA 30188

Community Market Report



An overview of the real estate market surrounding you.



Introduction

If you are thinking of buying or selling a home, determining an offer or asking price is not always straightforward and it's certainly not simple. The value of a home is much more difficult to determine and the information available to you on the internet can be untrustworthy.

Online home valuation sites are readily accessible and interesting to play with, but they are not always good predictors to the present value of a home because they are primarily based on past sales and not present market activity. And simply looking at current listings gives you some information, but not enough to make a well informed decision about the value of your home. This is because houses can be so different that it makes it difficult to compare.

The best method for deciding on an offer or asking price is to start looking at the market that the property is to be competing with — becoming familiar with what is to choose from.

Once you understand the current inventory of the market, you can formulate a strategy that results in the best offer or asking price a home.

I've put together this Community Market Report so that you can familiarize yourself with what is happening in the area. In the meantime, I will work to complete an analysis of surrounding market condition and any specific property that you are either considering to purchase or place on the market.

With my market analysis and your own hard look at what the market presently offers, we'll be in the best position to set an asking price that will attract the most interested buyers.

Pricing / Offer Strategy

Pricing makes up 80% of the work in selling a property. Because this plays such a vital role, you need an agent who executes a pricing/offer strategy flawlessly.

This community market report is a snapshot of the area, based on the most recent data available. Because the real estate market is constantly changing with new listings, pending sales, closed sales, price reductions and expired listings, it can instantly be rendered obsolete by new listings or a change in price or status of a property. Thus it is important you stay up-to-date with how the market is moving.

Property valuation is either guesswork, or applied knowledge. Everyone has an opinion, but as long as you look at the correct information, your opinion will be robust and form a great base from which to fine tune.



3 RULES TO FOLLOW WHEN DETERMINING VALUE:

RULE #1

Today's value is determined by today's competition (it's that simple).

A new property added to the market or removal of one, which has just sold changes the market. A buyer can now select the new property and the one that sold is no longer competing in today's market.

RULE #2

Opinions on home value are meaningless unless they are backed up with facts (and they have to be the 'right' facts at that):

- » What similar homes historically sold for are facts.
- » What similar homes recently sold for are facts.
- » What similar homes you'll be competing against are facts.
- » What similar homes are failing to sell for are facts.

RULE #3

'Recent' sold prices are more accurate than 'Historic' sold prices when it comes to assessing what buyers (in the market right now) would be willing to pay for your home.



The formula we use for determining an asking price for the homes we list is simple: perform the most in-depth analysis of the market possible. As a result, our clients are more knowledgeable and able to make informed decisions as to the direction they wish to take when marketing their home.

Mark Hall, President
Atlanta Communities Real Estate
Brokerage

A SOLID APPROACH

As we begin our research and analysis of a property, it is important you begin to familiarize yourself of what's happening with real estate surrounding the property.

This report is the first stage of us assisting you with a pricing/offer strategy. We want to provide you an accurate up-to-date market snapshot so you can better understand certain variables that will likely affect your asking/offer price. It will help you to:

- » Look at supply and demand in your local community.
- » See how many homes are on the market, their average 'days on market', how many have sold recently, and how long they took to sell.
- » See the current average list price per sqft and the recent sold price per square foot - which can give you another benchmark for your pricing.
- » Have a feeling for how hot or cold the market you are entering into is.

The next few pages detail necessary steps to effectively establish an asking/offer price for your property. It further defines a pricing strategy to help you formulate a solid approach for being competitive in the market, whether as a seller or a buyer.



The local market activity

It's important to take into consideration any and all immediate properties in the surrounding area. Why a buyer chooses one property over another is not always clear. Thus you should have a clear understanding of what the market offers and how the property fairs in comparion.

We take a structured and organized approach when conducting research for a property. To help understand how the market is performing, it's beneficial to segment the analysis around four axes: market, demand, supply and environment, and then ask the right questions.

STEP 1: BE INFORMED OF THE MARKET

As a first step, it is important to be informed about the market surrounding the home; having knowledge about the market volume, trends, likely progression. We help you understand this by providing the findings of:

- » What is the volume of the market? In particular, in terms of turnover, price points, and properties sold?
- » How is the market doing now, compared to 3, 6 and 12 months ago?
- » What are the current market trends?

STEP 2: IDENTIFY BUYER INTERESTS AND DEMANDS

Understanding how the home compares to other properties on market with respect to buyer interests, helps us evaluate what the probability of a sell might be and if there is any potential to be capitalized on. In considering the demand, we look at:

- » What is the average or median showing history of the properties?
- » Are homes selling below, at or above offer prices?
- » What is the absorption rate of the current inventory?
- » What are the buyer's choice criteria? Are there important points to trigger a purchase?

STEP 3: STUDY THE COMPETITION

The analysis of the competition consists of studying what the competing properties offer in the market. This can help identify any challenges and opportunities you might have to offer and gain competitive advantages.

- » What is your direct or indirect competition? What do they offer? What are the commonalities and differences between what is on the market and what your property will offer?
- » How long has the property been on the market? Has there been any market adjustments (i.e. price, offers, improvements, etc)?
- » What have other sellers done to attract buyer interests over their competition?

STEP 4: DETERMINE ANY MARKET INFLUENCERS

This step involves identifying any outlying factors that may influence the market, such as interest rates, current or future development in the area, or any other element that may have an immediate impact.

- » Are there any changing demographics can impact home prices due to the age, income, and regional preferences of buyers?
- » What is the overall health of the economy? Broadly speaking, when the economy is sluggish, so is the real estate market.

Importance of MLS Statuses

Understanding what various MLS statuses mean is essential for making informed decisions and staying on top of market trends.

Paying attention to statuses can shed light on how healthy a market is overall. For example, if there are fewer active listings, inventory (homes available for sale) could be tight, be in a seasonal shift, both leading to fewer sales. It could also indicate a seller's market.

Paying attention to how many pending and closed listings a market is very important. When these numbers are high, it typically signals a fast-paced market with plenty of sales, while lower numbers generally point to a slower market.

For example, if pending listings drop month over month, one could discern that limited housing inventory, high prices, and high mortgage rates could be factors.

Lastly, a higher-than-normal number of expired listings could indicate pricing problems or few buyers due to economic conditions.

Having a thorough understanding of the current market conditions allows us to adjust our marketing strategy accordingly to ensure we attract as much interests as possible, even if the market is less than ideal.

CURRENT LISTINGS

One of the first forms of analysis that goes into formulating a pricing strategy is a close look at the current, active properties for sale. This helps give you insight into the local competition for prospective buyers. However, take care to note that these prices alone aren't used to determine your home's actual market value. The prices listed for other homes were created by those sellers, who can ask for any price they choose. This may not be accurate or relevant to your own property. The true market value of a house isn't shown until it is actually sold. This could end up being far less than the original asking price, depending on current market conditions.

PENDING SALES

In addition to current listings, you need also look at properties pending sale. These are properties which used to be on the market, but are now under contract. They too shouldn't be used as a full comparison tool, since the deal is not yet closed and the contract price is not known. However, this information can be useful because it can give you some indication regarding where the market is going. If your own house is listed at a higher asking price than pending sales of similar properties, it could indicate that your property will remain on the market for a longer time period.

"COMPETING" PROPERTIES

Competition refers to other properties (similar but not necessarily comparable) currently on the market that may attract buyers.

A 3 bedroom/2 bath home in a cul-de-sac, and a 4 bedroom /2 bath home on a highly traveled road that are priced closely to one another, might not be comparable in size, condition and amenities, but they are competing for the same buyers. It's therefore very important to keep an eye on the competition (as well as the comps).

Even though the "comps" may show that your house is worth one price, the pool of potential buyers will be looking at all the homes available on the market. You need to be aware of homes that not only are comparable to yours, but others that you are competing against.



RECENT SOLDS

Another indication of which way the market is headed is looking at the similar properties to your own which have sold over the past three or so months. If a prospective buyer decides to hire a professional to appraise your home, they will take this information into consideration along with any pending sales to make a final decision. Comparable sales can be the most accurate tool in determining the asking price of your home.

WITHDRAWN

There are many reasons why a property might be taken off of the market, but one of the primary reasons is if the asking price was too high to begin with. When comparing the asking prices of homes that have been taken off of the market, you'll note that the median price is higher than that of comparable sales. The following are a few reasons why someone might cancel their listing:

- » *Overpriced Property:* If a property is priced too high, it could result in a lack of genuine offers except for lowball quotes.
- » *Too Long on the Market:* If the property has sat on the market for too long, sellers may remove the listing and then relist it as a "new property."
- » *Change of Real Estate Agent:* If the seller has been unhappy with the efforts of their agent, they may choose to fire them and hire a new agent to represent the property. If you have been unhappy with an agent in the past, it's best to compare qualifications carefully by using free online tools such as the dashboard at LocalAgentFinder.
- » *A Remorseful Seller:* At times, a seller may change their mind due to sentimental or personal reasons and decide they wish to keep their home.
- » *Maintenance Requests:* A house inspection by a potential buyer could reveal the need for additional repairs or maintenance. If the seller decides that they do not wish to comply with these repairs, they may take the house off the market instead.

EXPIRED

When taking the time to see the median price of expired homes, you'll notice that they tend to be inflated. The listed price could be quite ludicrous, which is a clear indicator of why the house never sold. However, there are other reasons why a listing could potentially expire. If the house was reasonably priced but poorly marketed, or if it was in need of urgent repair, these could also contribute to the house listing expiring. Some properties will be relisted on the market under a different real estate agent.



By providing a deeper knowledge of the real estate market, our clients gain valuable insight that helps them formulate a successful pricing strategy.

Our reports keep you informed about any changes in your local real estate market that could impact the sale of your home.

COMMUNITY MARKET REPORT

The first step in determining the market value of your home is to evaluate the surrounding area. This assessment takes into account ALL current activity on the market, as well as looking at month-to-month and year-over-year trends.

It is important all property types and status' are included in this initial report; giving you insight into the local competition For prospective buyers.

COMPARABLE MARKET ANALYSIS (CMA)

While we won't be able to complete the most accurate assessment of your home until we've seen it in person, we will come prepared with an initial CMA.

We will figure a market range For your property based on comparable properties. Our research includes up to six different valuation benchmarks based on what we know of the market and your property. This differs considerably From the typical agent who uses only one to two benchmarks.

ONGONG MARKET REPORTING

The third step in our pricing strategy is to provide ongoing reporting of the market. We update the CMA every week while the home is on the market.

We report to you the activity every week with updates on Solds, Actives, Price Changes, Pendings and Expired. We summarize the information both for the week and cummulative since listing your property.



Your community market report

The following report is a snapshot of all the activity surrounding your property. This will help you identify the "pulse of the market" and better understand on a deeper level the market you're entering.

MARKET SNAPSHOTS

Estimated Home Values — Average estimated home values, based on the AVMs and RVMs for properties in the area.

12-Month Change in Estimated Values — Change in estimated home values over the past 12 months, based on the AVMs and RVMs for properties in the area.

Statistical Graphs and Heatmaps — Market activity charts by property type, volume, pricing trends and market time.

Sales Price — Average sales price for properties sold in the previous six months.

List Price — Average list price for properties sold in the previous six months.

Summary Stats — Summary of New Listings, Pending Listings, Price Changes, Recently Sold and Expired Listings.

ABOUT RPR

The following report has been pulled using a proprietary tool, **Realtors Property Resource (RPR)** — RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- » **Listing data** from FMLS and GMLS, and related calculations, like estimated value for a property or median sales price for a local market.
- » **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- » **Market conditions and forecasts** based on listing and public records data.



Neighborhood: Housing Stats and Charts

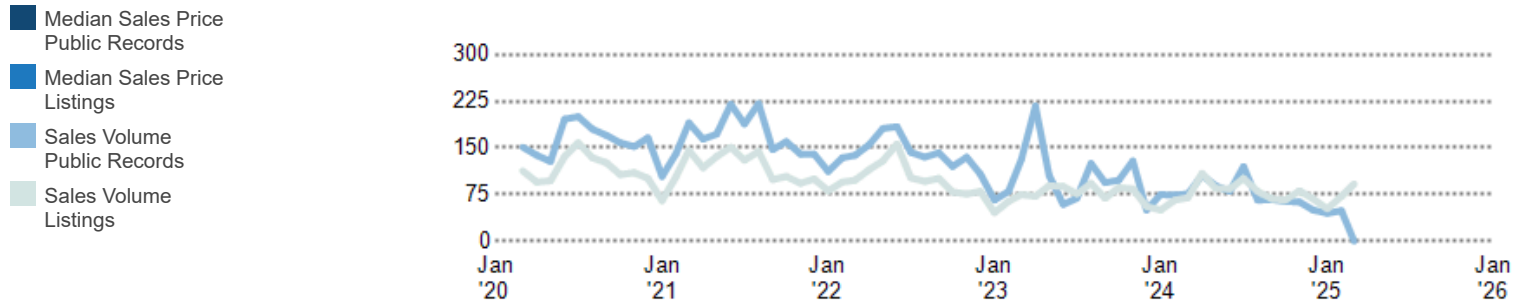
	30114	Cherokee County	Georgia	USA
Median Estimated Home Value	\$479K	\$470K	\$369K	\$370K
Estimated Home Value 12-Month Change	+0.5%	+2.4%	+2.2%	+2.5%
Median List Price	\$565K	\$580K	\$390K	—
List Price 1-Month Change	+2.7%	+1.8%	+3.3%	—
List Price 12-Month Change	+2.3%	+0.2%	+6.8%	—
Median Home Age	24	26	37	44
Own	67%	77%	65%	65%
Rent	33%	23%	35%	35%
\$ Value of All Buildings for which Permits Were Issued	—	\$923M	\$14.7B	\$365B
% Change in Permits for All Buildings	—	-13%	-6%	-6%
% Change in \$ Value for All Buildings	—	+8%	-8%	-5%

Median Sales Price vs. Sales Volume

This chart compares the listings and public records sales price trend and sales volume for homes in an area.

Data Source: Public Record and Listing data

Update Frequency: Monthly



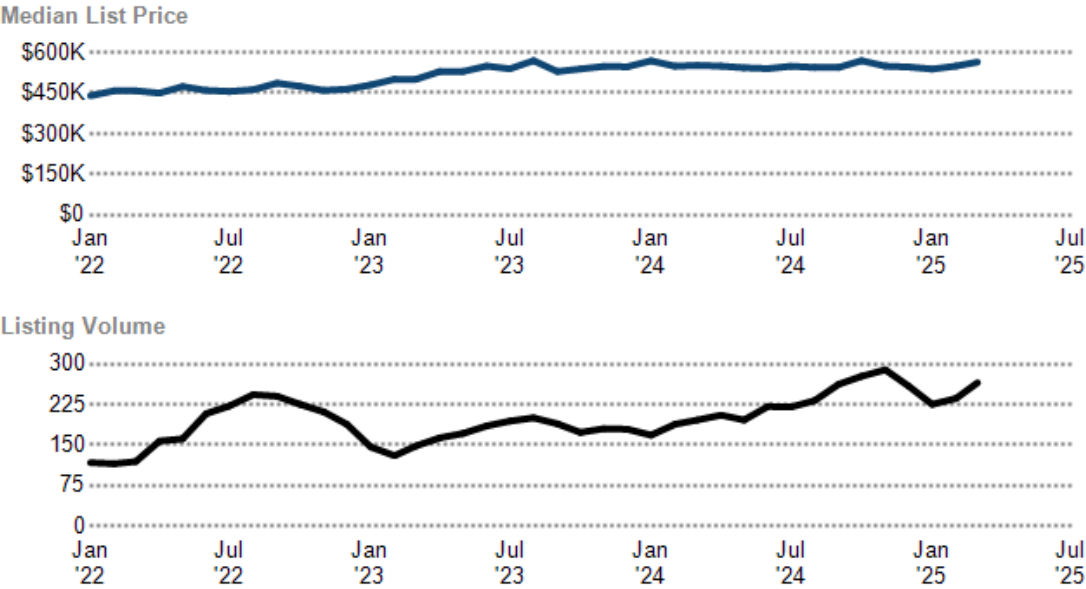
Median Listing Price vs. Listing Volume

This chart compares the listings and public records sales price trend and sales volume for homes in an area.

Data Source: Public Record and Listing data

Update Frequency: Monthly

- Median List Price
- Listing Volume



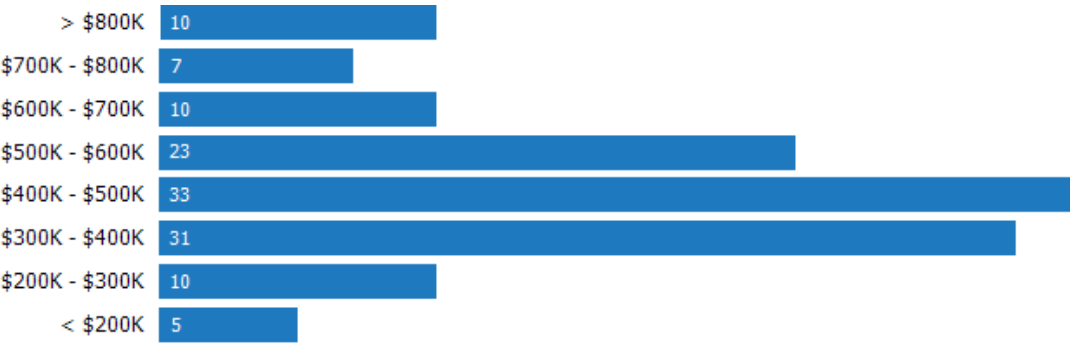
Price Range of Comps Sold

This chart shows the distribution of homes reported sold in the past three months within different price ranges in the area of your search. The amount shown for the subject property is sold data where available, or the property's estimated value when sales data is unavailable (such as a non-disclosure state) or provided in range format.

Data Source: Public records data

Update Frequency: Daily

- Sales Count By Price Range



Price per Square Foot of Comps Sold

This chart shows the distribution of homes reported sold in the past three months at different prices per square foot.

Data Source: Public records data

Update Frequency: Daily

- Sales Count By Price Per Sq Ft



Size of Homes Sold

This chart shows the distribution of homes reported sold in the past three months of different sizes in the area of your search.

Data Source: Public records data

Update Frequency: Daily

 Sales Count By Living Area




Age Range of Comps Sold

This chart shows the distribution of homes reported sold in the past three months of different age ranges in the area of your search.

Data Source: Public records data

Update Frequency: Daily

 Sales Count by Age of House




Number of Bedrooms in Homes Sold

This chart shows the distribution of homes reported sold in the past three months, compared by the number of bedrooms, in the area of your search.

Data Source: Public records data

Update Frequency: Daily

 Sales Count by Bedroom



Neighborhood: People Stats and Charts

	30114	Cherokee County	Georgia	USA
Population	57.7K	275K	10.8M	332M
Population Density per Sq Mi	765	652	188	94
Population Change since 2020	+12.3%	+9.8%	+3.9%	+2.1%
Median Age	38	40	37	39
Male / Female Ratio	51%	50%	49%	50%

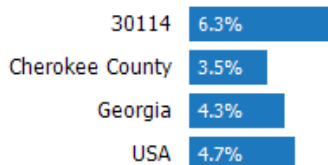
Education Levels of Population

This chart shows the educational achievement levels of adults in an area, compared with other geographies.

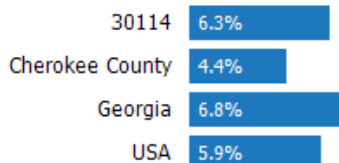
Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Less Than 9th Grade



9-12th Grade/No Diploma



High School Graduate



Associate Degree



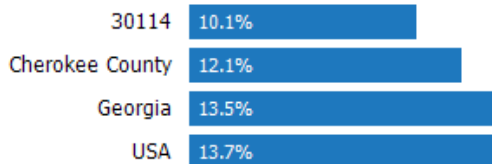
Bachelor's Degree



At Least a College Education



Grad/Professional Degree



Population of Children by Age Group

This chart shows the distribution of the population of children by age range — from birth to 17 — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

30114



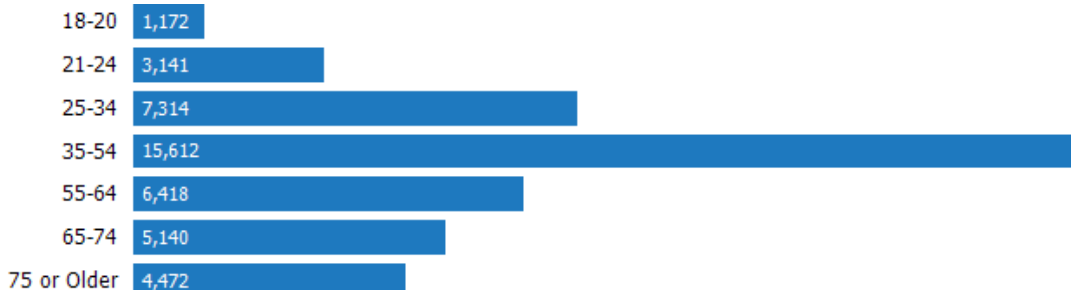
Population of Adults by Age Group

This chart shows the distribution of the population of adults by age range — from 18 to 75-plus — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

30114



Households With Children

This chart shows the distribution of households with children, categorized by marital status, in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

30114



Household Income Brackets

This chart shows annual household income levels within an area.

Data Source: U.S. Census

Update Frequency: Annually

30114



Presidential Voting Pattern

This chart shows how residents of a county voted in the 2020 presidential election.

Data Source: USElectionAtlas.org

Update Frequency: Quadrennially



Cherokee County

Neighborhood: Economic Stats and Charts

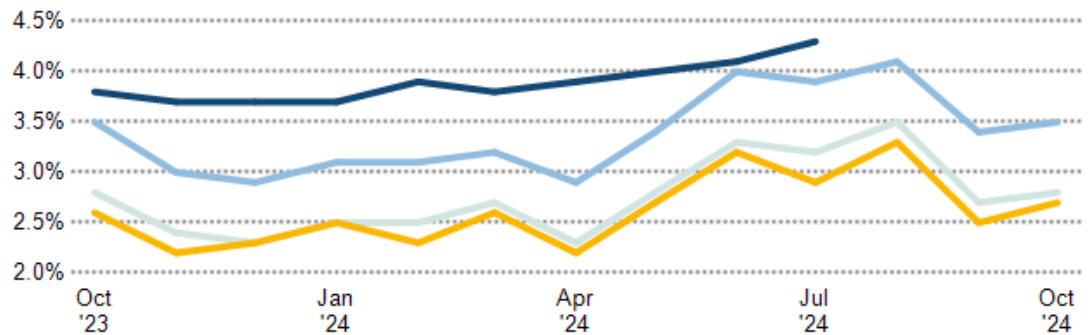
	30114	Cherokee County	Georgia	USA
Income Per Capita	\$44,423	\$47,337	\$39,525	\$43,289
Median Household Income	\$98,141	\$105,442	\$74,664	\$78,538
Unemployment Rate	—	2.8%	3.5%	4.3%
Unemployment Number	—	4.16K	191K	7.16M
Employment Number	—	142K	5.22M	—
Labor Force Number	—	147K	5.41M	168M

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Data Source: Bureau of Labor Statistics

Update Frequency: Monthly

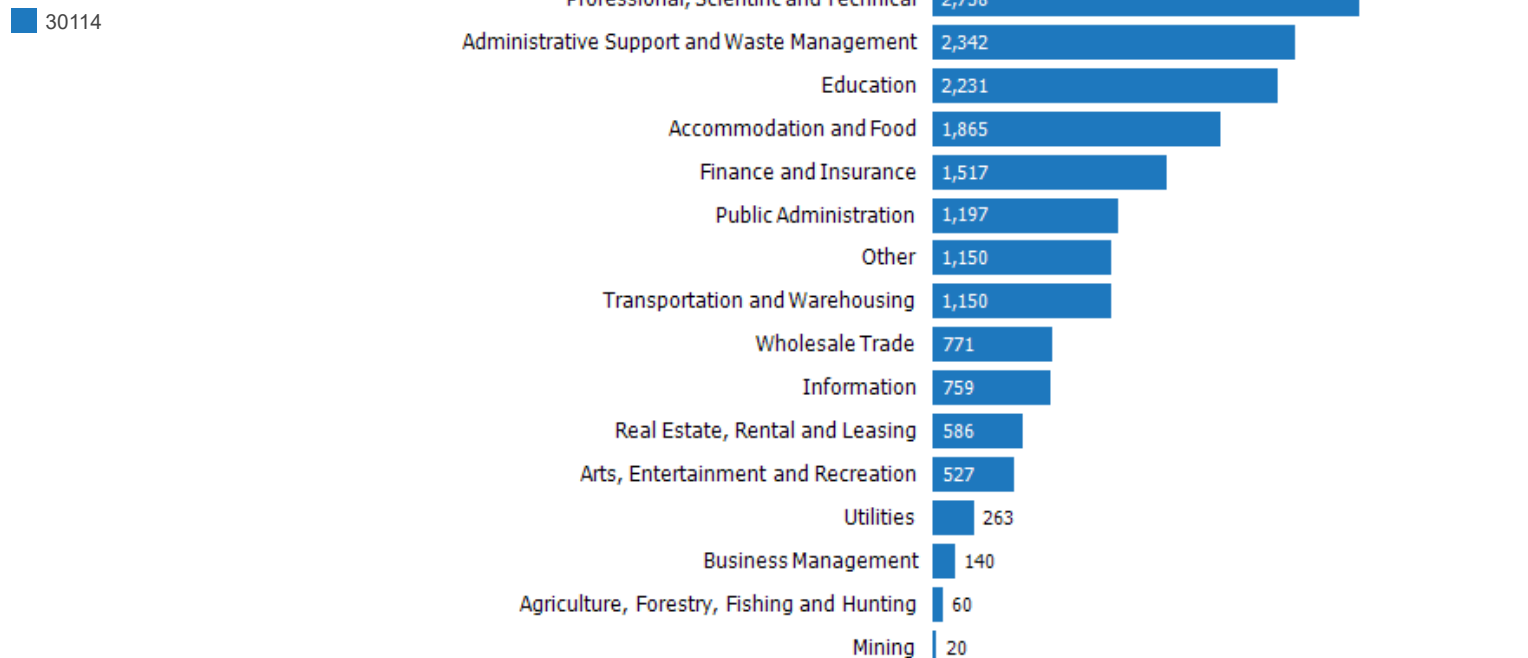


Occupational Categories

This chart shows categories of employment within an area.

Data Source: U.S. Census

Update Frequency: Annually



Neighborhood: Quality of Life Stats and Charts

Quality of Life in 30114

	30114	Cherokee County	Georgia	USA
Elevation (in feet)	1,056	1,068	497	—
Annual Rainfall (in inches)	60	60	52.95	—
Annual Snowfall (in inches)	1.56	1.57	1.63	—
Days of Full Sun (per year)	113	112	109	—
Travel Time to Work (in minutes)	—	32	28	27
Water Quality - Health Violations	—	0	—	—
Water Quality - Monitoring and Report Violations	—	1	—	—
Superfund Sites	0	0	27	2,466
Brownfield Sites	No	No	Yes	—

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census

Update Frequency: Annually



30114

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute.

Data Source: U.S. Census

Update Frequency: Annually



30114

Average Monthly Temperature

This chart shows average temperatures in the area you searched.

Data Source: NOAA

Update Frequency: Annually



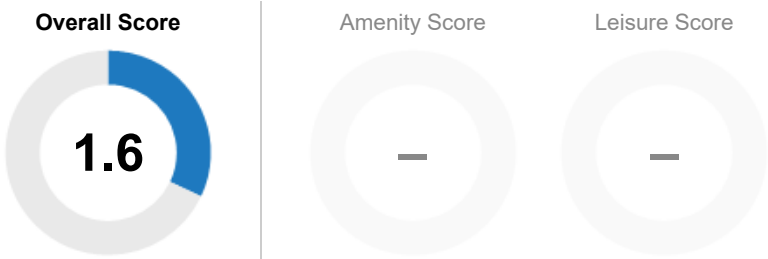
30114

Walkability Scores (out of 5)

This neighborhood or ZIP code is rated for walking access to general points of interest, reflected in the overall score, plus amenities (such as retail stores) and leisure (such as restaurants and parks). Other factors considered in the scores are street types, weather, public transportation and population density.

Data Source: Precisely

Update Frequency: Quarterly

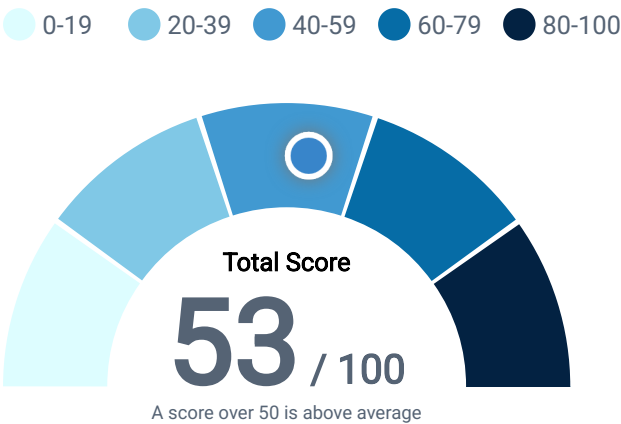


AARP Livability™ Index for 30114

This chart rates the overall livability of a selected ZIP code on a scale from 0 to 100. AARP Livability™ is a trademark of AARP Inc.

Data Source: [AARP](#)

Update Frequency: Annual



Housing	52
Affordability & Access	
Neighborhood	49
Access to Life, Work & Play	
Transportation	42
Safe & Convenient Options	
Environment	59
Clean Air & Water	
Health	62
Prevention, Access & Quality	
Engagement	47
Civic & Social Involvement	
Opportunity	58
Inclusion & Possibilities	