

THE JOURNEY

# HOME

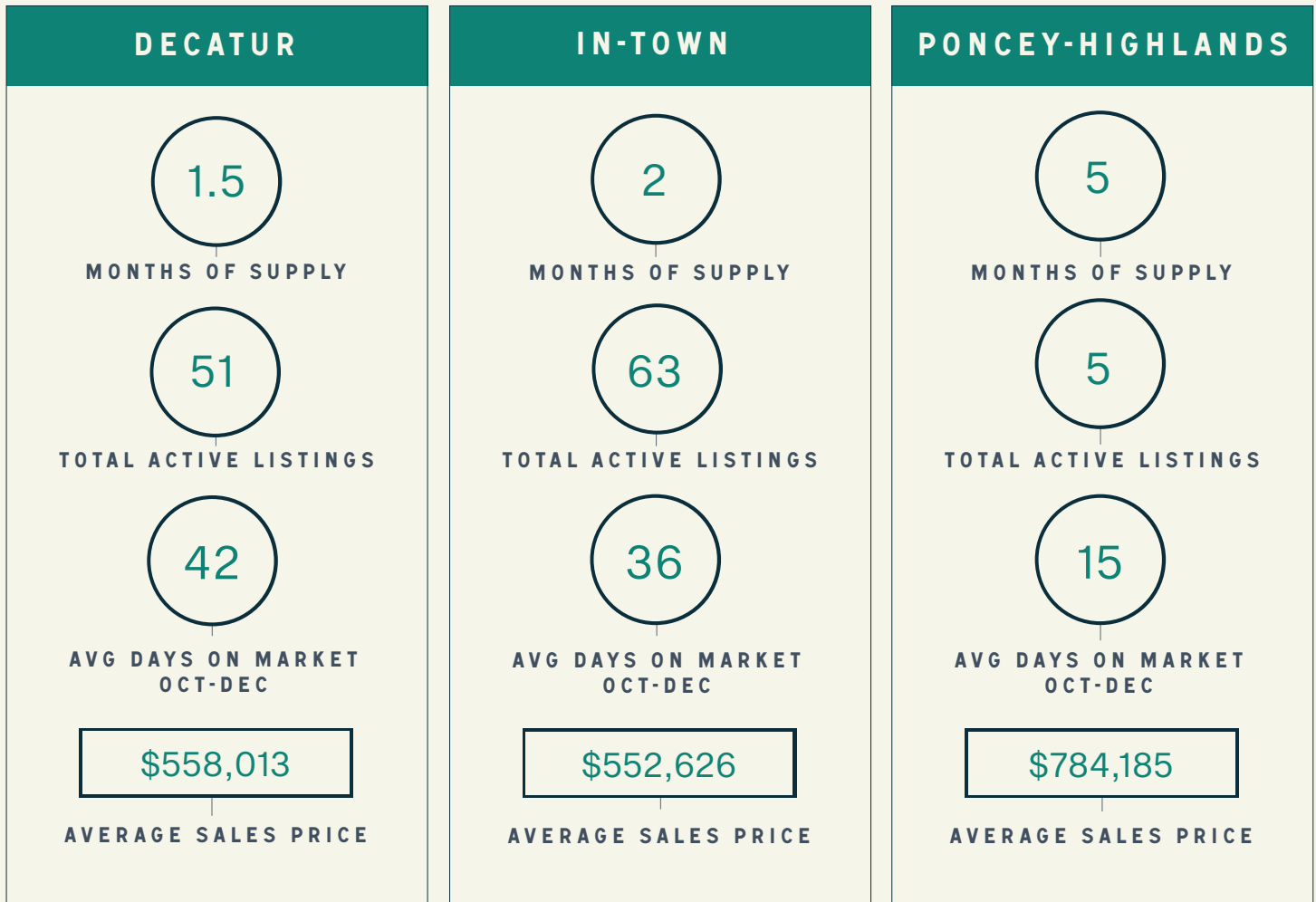


HR  
Robbie Harris  
ATLANTA

ON THE COVER  
1285 MIDDLESEX AVE  
MORNINGSIDE

ATLANTA'S

# MARKET BREAKDOWN



REACH OUT TO ME IF YOU'RE INTERESTED IN SIMILAR STATS FOR YOUR NEIGHBORHOOD. I'D LOVE TO SHARE THEM WITH YOU!



Ranked in the top most popular relocation destination cities	<b>5<sup>TH</sup></b>	End of year inventory was down from one year ago	<b>23%</b>
In-town homes are selling faster compared to last year	<b>11%</b>	Building permits ended the year at the fastest pace in	<b>14YRS</b>
Home prices have risen in the previous 12 months	<b>6.8%</b>	Inventory is at an all-time low of supply of homes	<b>1.9MTH</b>



HOUSING

# HEATWAVE



## MORTGAGE INFO

- The average 30-year mortgage hit an all-time low of 2.65% in the first week of January, and in mid-January we saw it rise to 2.92%.
- Mid-January purchase applications are up 3% from the previous week, and stand 15% higher than the same time last year.

## LUXURY REAL ESTATE

- The number of \$3M+ homes sold in 2020 increased 48% over 2019.
- The months of supply for single family homes in Atlanta priced \$3M+ was 112 months in January 2020; the months of supply in January 2021 is 38.
- Worldwide, luxury home sales have surged 61%, quadrupling pre-pandemic sales growth compared to 2019.

## MARKET DEMAND

- Prices are expected to increase 6.7% in 2021, compared to the national average of 5.7%.
- Anticipate the housing shortage to ease if potential sellers decide to put their home on the market sooner rather than later.
- Intense competition among buyers is likely to remain through the winter and into spring, creating a competitive environment with multiple offer scenarios.

## OUTSIDE THE PERIMETER

- Alpharetta, Roswell and Milton had a 4.6 month supply of single family homes in Q4 of 2019, compared to Q4 2020, at 1.6 months.
- Millennials make up 38% of buyers. Many are now set to permanently work remote, making commutes obsolete; increasing the demand for homes outside the city.



295 3RD AVE  
AVONDALE ESTATES



# THE PEAK TIME

TO LIST YOUR HOME IS NOW.



Record low interest rates, evolving work-from-home needs, and low housing supply levels all make for an excellent time to sell your home. I'd love to answer your questions about the real estate market, whether you're interested in buying or selling, so please reach out and let's start the conversation!

## MEET THE TEAM

**2020** was a year full of many ups and downs, and the best "up" for me was having my wife Kelly Harris partner with me in this business! Together we have formed Robbie Harris Atlanta, and Kelly is managing all of the day-to-day operations ensuring our clients get the best possible service from start to finish.

Over the past 6 years I've had the opportunity to work with hundreds of people to buy or sell a home. From those opportunities I've learned that where people end up is driven primarily by their "why" in life. Growing families, career changes, chasing a passion, investment opportunities, and countless other goals motivate their housing decisions. Understanding this, I've committed to focusing first on people's goals, and then using my experience to advise them on the next steps of their journey.

Wherever you are along the way – searching, selling or investing – we want to understand your goals and offer trusted advice for a better experience. You can reach out to me anytime to start your journey! We appreciate all of you who have supported us along the way and look forward to a great year!



### ROBBIE HARRIS

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