



# NATIVE INTELLIGENCE MIDYEAR 2020 FORECAST



Nothing can basically stop America,

You can bet on **AMERICA**

**WARREN BUFFETT**





MARKET TEMPERATURE

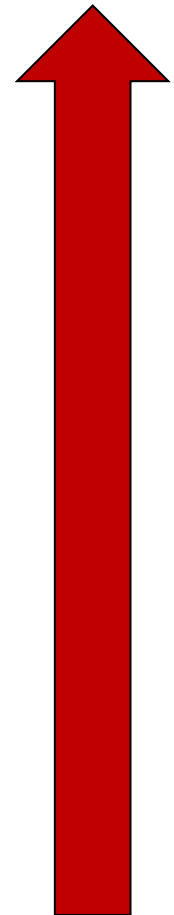
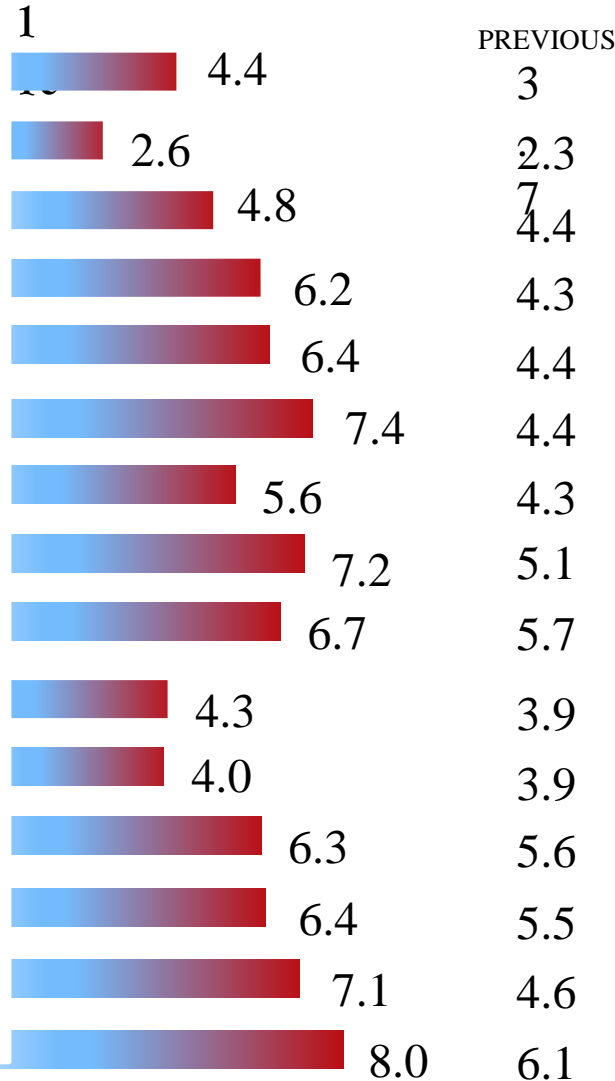
# NORTON

## COMMERCIAL MARKET TEMPERATURE



2<sup>nd</sup> Q 2020

COLD HOT

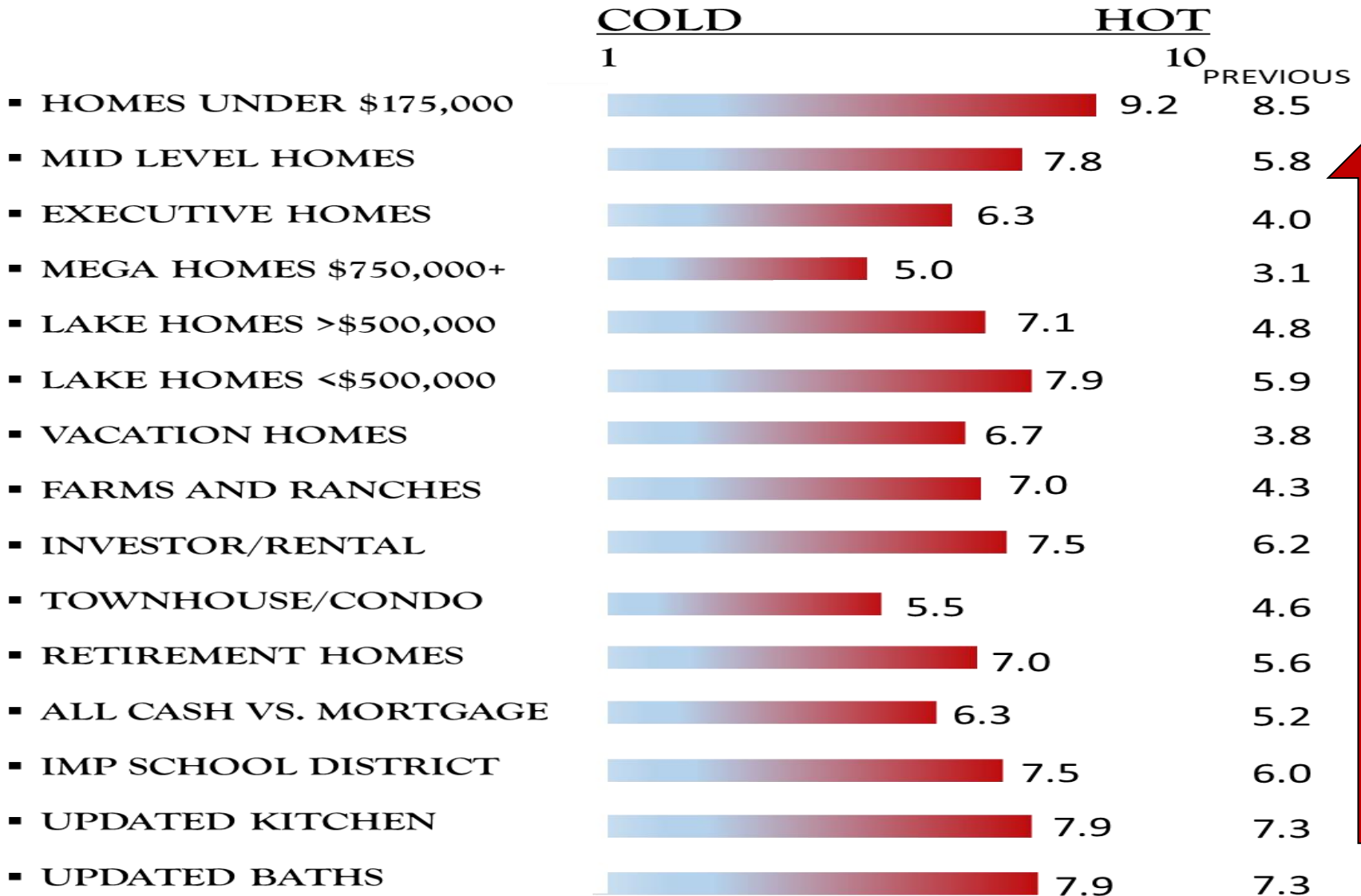


# NORTON

## RESIDENTIAL MARKET TEMPERATURE

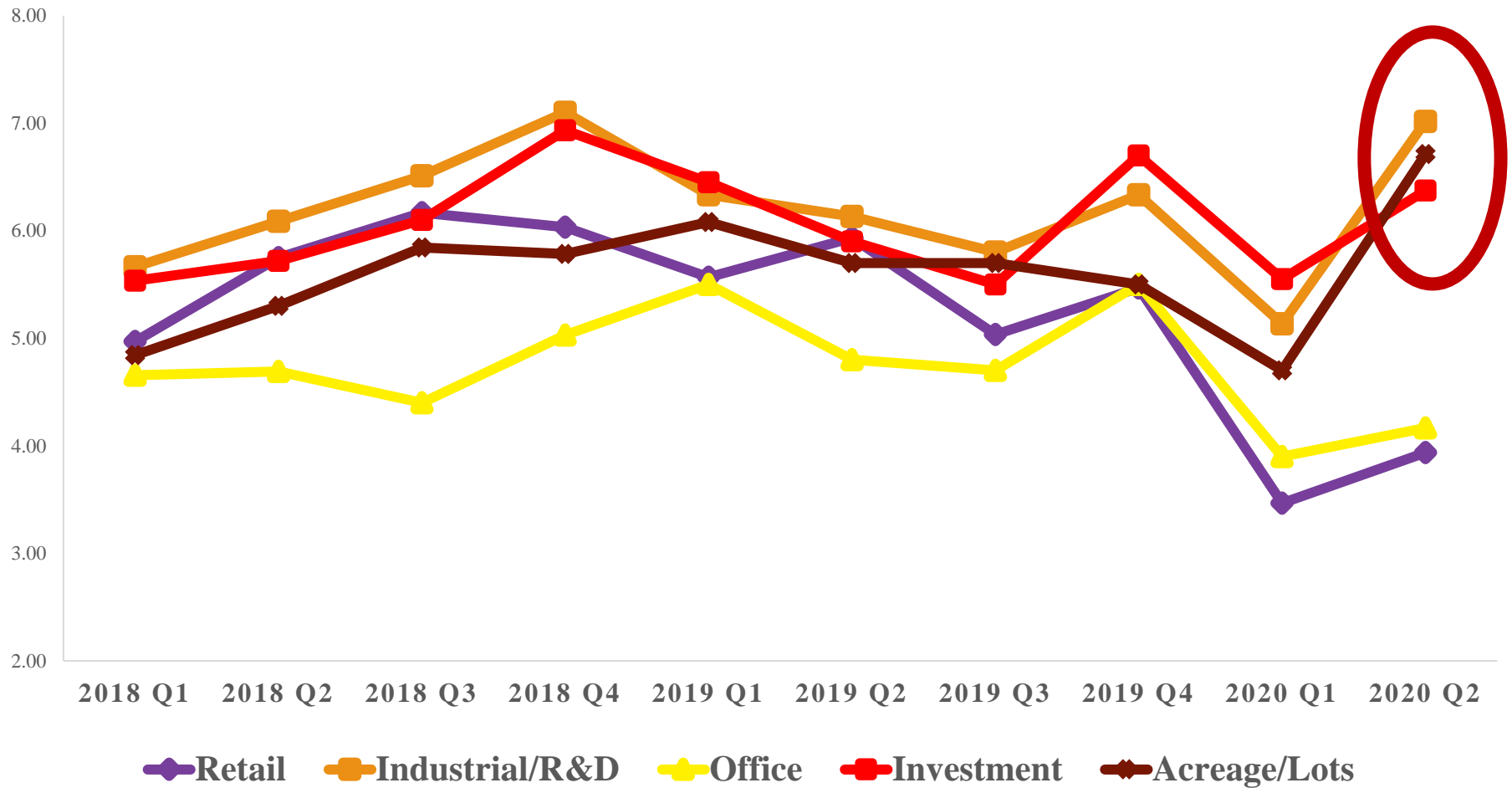
NORTON  
SINCE 1928

2<sup>nd</sup> Q 2020





# MARKET TEMPERATURE TRENDS





# BENCHMARKS





**MARKET BENCHMARKS  
NORTH GEORGIA REGION**

**JULY 2009**

**JULY 2020**

**HOMES MONTHS SUPPLY**

**12.8mo**

**LISTING INVENTORY**

**33,994**

**UNDER \$250k**

**23,456**

**\$251k to \$400k**

**6,250**

**\$400 to \$750k**

**3,145**

**OVER \$750,000**

**1,143**

**UNEMPLOYMENT RATE**

**9.5**

**# HOMES UC**

**11,525**

**VACANT DEVELOPED LOT**

**168,000**

**AVERAGE HOME PRICE(DETACHE**

**\$240,000**





## MARKET BENCHMARKS NORTH GEORGIA REGION

	<b>JULY 2009</b>	<b>JULY 2020</b>
<b>HOMES MONTHS SUPPLY</b>	<b>12.8mo</b>	<b>3.78mo</b>
<b>LISTING INVENTORY</b>	<b>33,994</b>	<b>15,375</b>
<b>UNDER \$250k,</b>	<b>23,456</b>	<b>3,904</b>
<b>\$251k to \$400k,</b>	<b>6,250</b>	<b>7,077</b>
<b>\$400 to \$750k</b>	<b>3,145</b>	<b>3,647</b>
<b>OVER \$750,000</b>	<b>1,143</b>	<b>697</b>
<b>UNEMPLOYMENT RATE</b>	<b>9.5</b>	<b>7.6%</b>
<b># HOMES UC</b>	<b>11,525</b>	<b>9,435</b>
<b>VACANT DEVELOPED LOT</b>	<b>168,000</b>	<b>66,654</b>
<b>AVERAGE HOME PRICE (DETACHED)</b>	<b>\$240,000</b>	<b>\$314,265</b>



## MARKET BENCHMARKS NORTH GEORGIA REGION

**JULY 2009**

**JULY 2020**

<b>MULTI FAMILY VACANCY</b>	<b>18%</b>	
<b>ANNUAL CPI INDEX</b>	<b>-0.4</b>	
<b>PRIME RATE</b>	<b>3.25</b>	
<b>MORTGAGE RATE 30 YEAR</b>	<b>5.22</b>	
<b>REGION POPULATION</b>	<b>1,974,286</b>	
<b>ANNUAL POP GROWTH RATE</b>	<b>1.28</b>	
<b>PER CAPITA INCOME</b>	<b>\$32,334</b>	
<b>CONSUMER CONF. RATE</b>	<b>47.4</b>	
<b>REGION TAX BASE</b>	<b>35 BILLION</b>	
<b>COMMERCIAL CONSTRUCTION</b>	<b>475,000sf</b>	



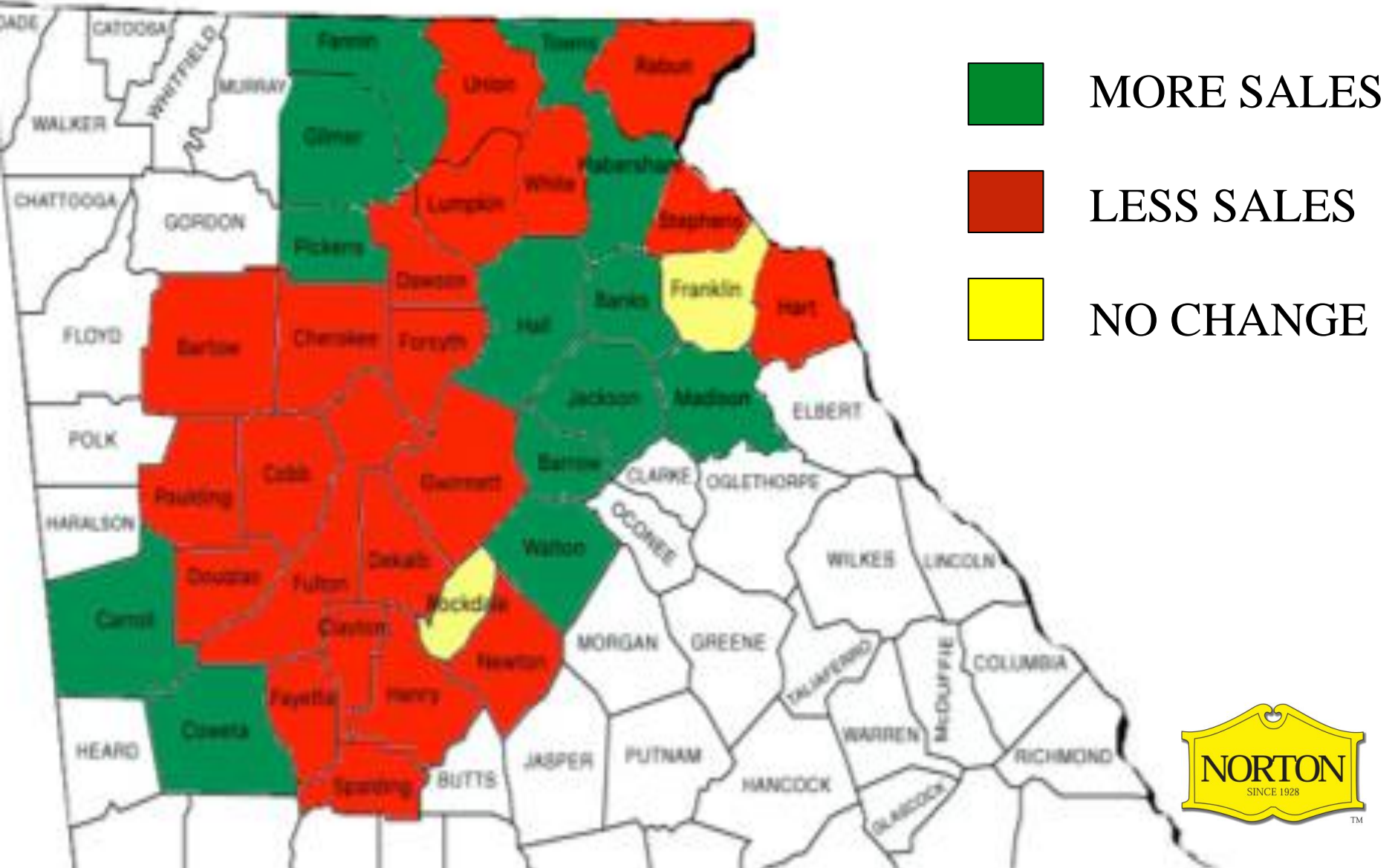
## MARKET BENCHMARKS NORTH GEORGIA REGION

**JULY 2009**

**JULY 2020**

<b>MULTI FAMILY VACANCY</b>	<b>18%</b>	<b>3.5%</b>
<b>ANNUAL CPI INDEX</b>	<b>-0.4</b>	<b>.3</b>
<b>PRIME RATE</b>	<b>3.25</b>	<b>3.25</b>
<b>MORTGAGE RATE 30 YEAR</b>	<b>5.22</b>	<b>3.15</b>
<b>REGION POPULATION</b>	<b>1,974,286</b>	<b>2,364,732</b>
<b>ANNUAL POP GROWTH RATE</b>	<b>1.28</b>	<b>1.08%</b>
<b>PER CAPITA INCOME</b>	<b>\$32,334</b>	<b>\$46,984</b>
<b>CONSUMER CONF. RATE</b>	<b>47.4</b>	<b>98.1</b>
<b>REGION TAX BASE</b>	<b>35 BILLION</b>	<b>51 BILLION</b>
<b>COMMERCIAL CONSTRUCTION</b>	<b>475,000sf</b>	<b>4,896,000SF</b>

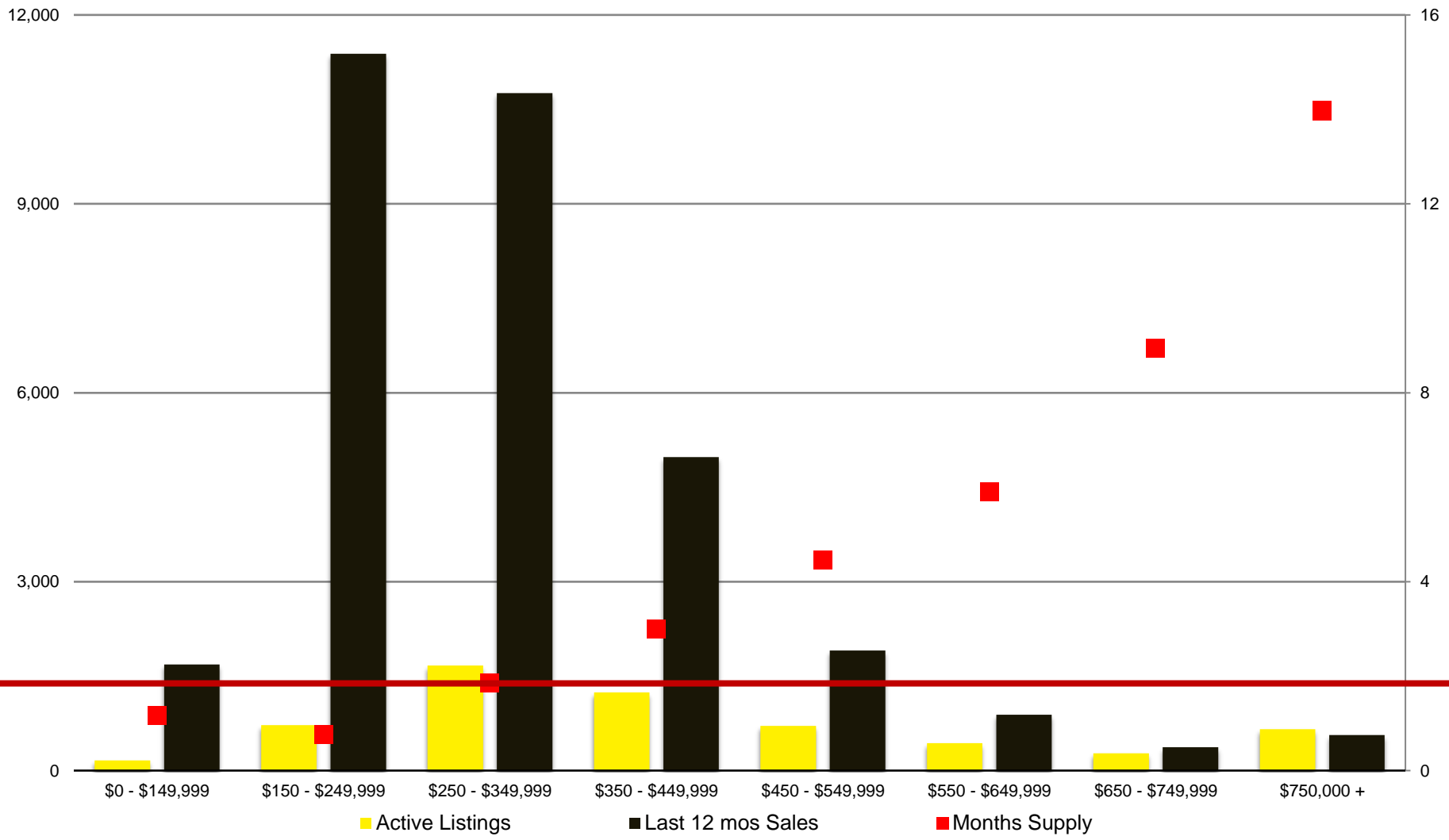
# HOUSING SALES 2019 VS 2020 CHANGES





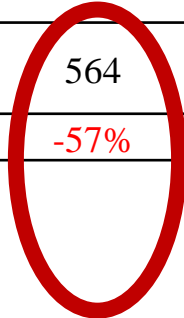
# JULY 2020

## NORTH GEORGIA QUICK N'DICATORS



16 Counties includes: Banks, Barrow, Cherokee, Dawson, Forsyth, Franklin, Gwinnett, Habersham, Hall, Jackson, Lumpkin, Pickens, Rabun, Stephens, Walton, & White Data Source: GAMLS/FMLS

<b>Inventory (all)</b>	<b>0-149</b>	<b>150-249</b>	<b>250-399</b>	<b>400-749</b>	<b>750+</b>
<b>2019 Mid Year</b>	1300	4062	7263	5951	2703
<b>2020 Mid Year</b>	564	2338	4916	4324	2180
<b>% Change</b>	-57%	-42%	-32%	-27%	-19%

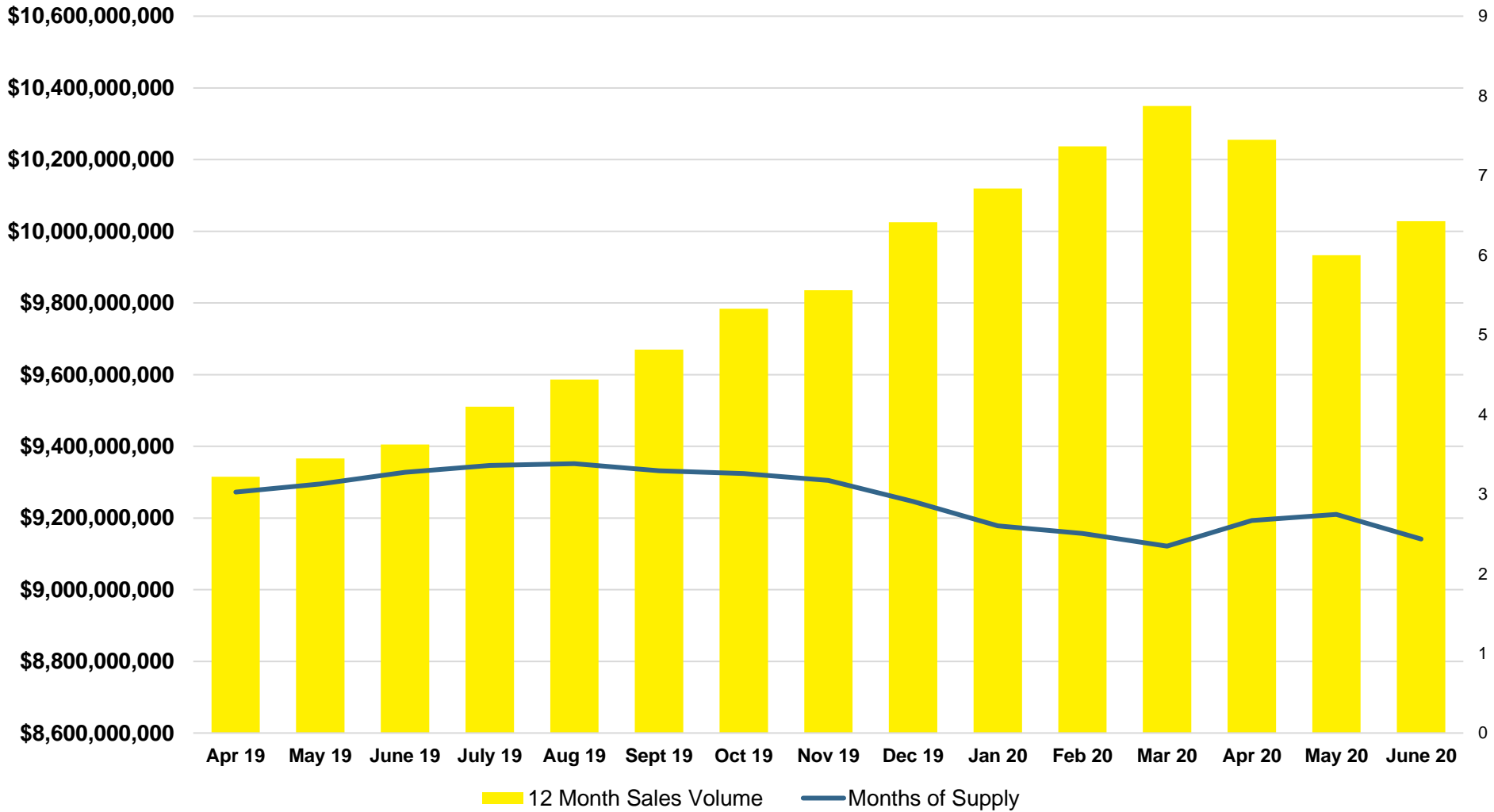


<b>Sales (all)</b>	<b>0-149</b>	<b>150-249</b>	<b>250-399</b>	<b>400-749</b>	<b>750+</b>
<b>2019 Mid Year</b>	5192	14661	13153	6816	1528
<b>2020 Mid Year</b>	3166	13374	13743	6641	1434
<b>% Change</b>	-39%	-9%	4%	-3%	-6%



JULY 2020

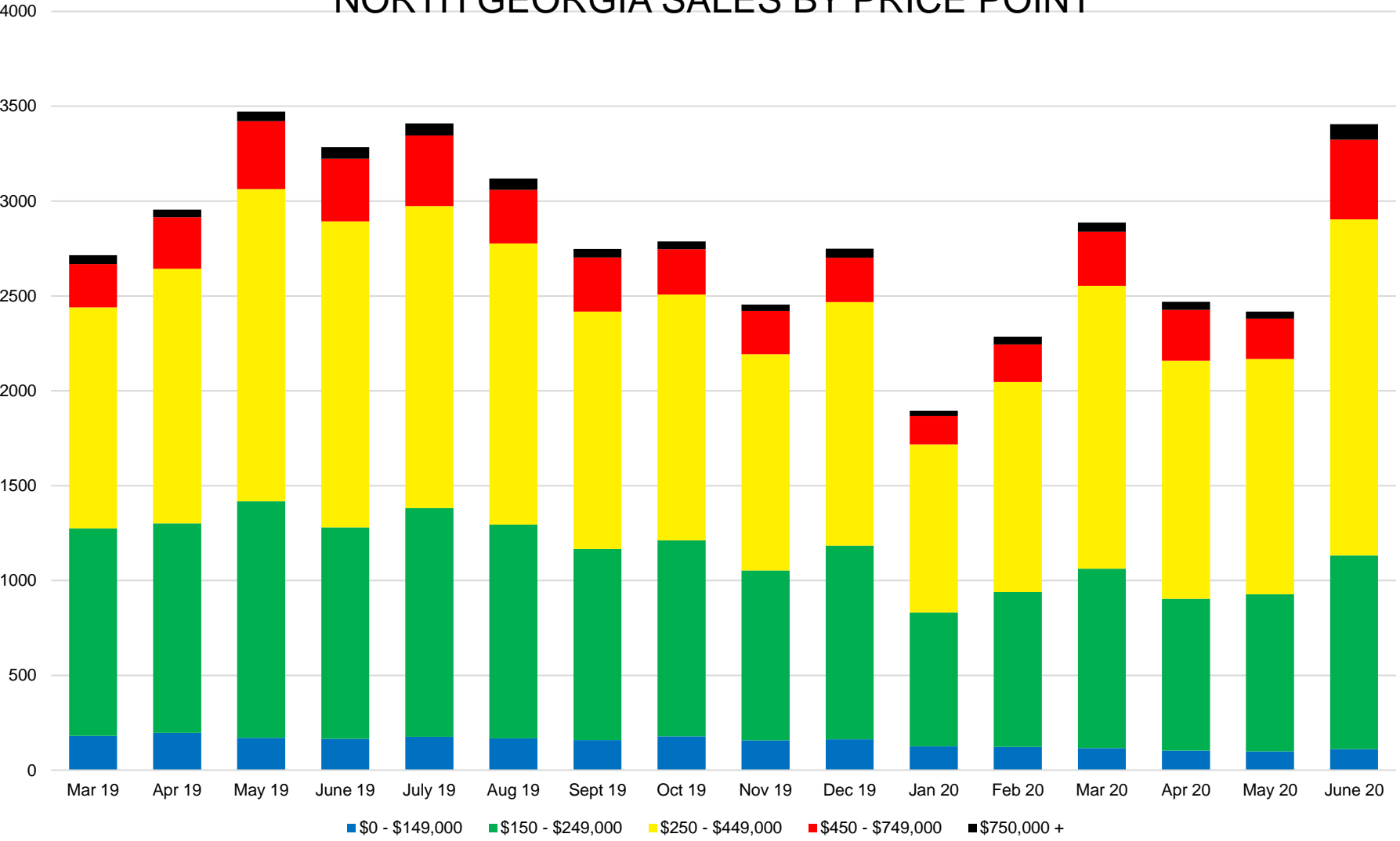
NORTH GEORGIA CLOSING VOLUME VS SUPPLY





# JULY 2020

## NORTH GEORGIA SALES BY PRICE POINT



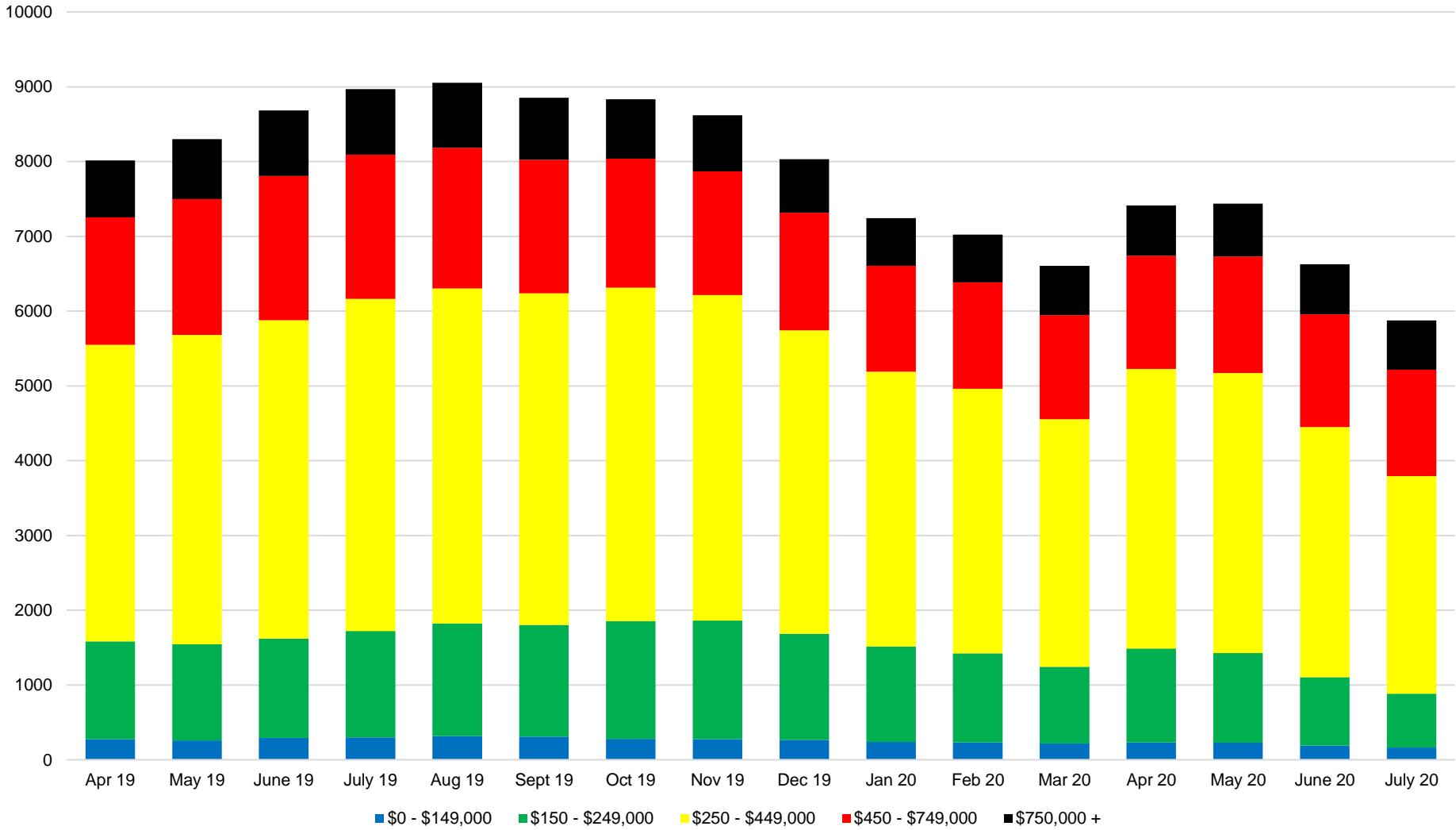
16 Counties includes: Banks, Barrow, Cherokee, Dawson, Forsyth, Franklin, Gwinnett, Habersham, Hall, Jackson, Lumpkin, Pickens, Rabun, Stephens, Walton, & White Data Source: GAMLS/FMLS





# JULY 2020

## NORTH GEORGIA INVENTORY BY PRICE POINT



16 Counties includes: Banks, Barrow, Cherokee, Dawson, Forsyth, Franklin, Gwinnett, Habersham, Hall, Jackson, Lumpkin, Pickens, Rabun, Stephens, Walton, & White Data Source: GAMLS/FMLS



# MIDYEAR TOP FIVE

- LIVING WITH COVID
- RETURN HOME
- DISTANCE REAL ESTATE
- INVENTORY PUSHES NEW LOWS
- SUSTAINABLE INVESTMENT



# LIVING WITH COVID

- SHAPING HOW WE LIVE, WORK, MANUFACTURE, PLAY, WORSHIP, AND EDUCATE
- SEPARATING FICTION FROM REALITY
- PERIODIC WORK INTERRUPTIONS
- ILLNESS FLAIR UPS
- MEDIA OVERLOAD



# RETURN HOME

- RETURN TO THE SAFETY AND SECURITY OF HOME
- HOMES MORPHING
  - FIBER - A REQUIRED UTILITY.... SPEED
  - KITCHEN'S GAIN LIFE BACK
  - OUTDOOR LIVING ROOMS
  - YARDS FOR DISTANCE PLAY
  - MULTIPLE STUDY AREAS
  - ZOOM ROOMS
  - MULTIPLE GENERATIONAL SPACES AND SUITES
  - SUPPLY CLOSET
- NEIGHBORHOODS WITH PARKS, WALKABILITY
- STRICT SHOWING PROTOCOLS
- VIRTUAL SHOWINGS - NEGOTIATIONS & CLOSINGS



# DISTANCE REAL ESTATE

- PANDEMIC PREPPERS
- YARDS, CABINS, FARMS
- GENTLEMEN FARMS
- RECREATIONAL PROPERTIES
- EXPANSION OF ASSEMBLY LINES
- WAREHOUSE SUPPLY LINES
  - ESSENTIALS
  - FOOD STOCK
- FLOOD OF OUT OF STATE BUYERS



# INVENTORY PUSHES NEW LOWS

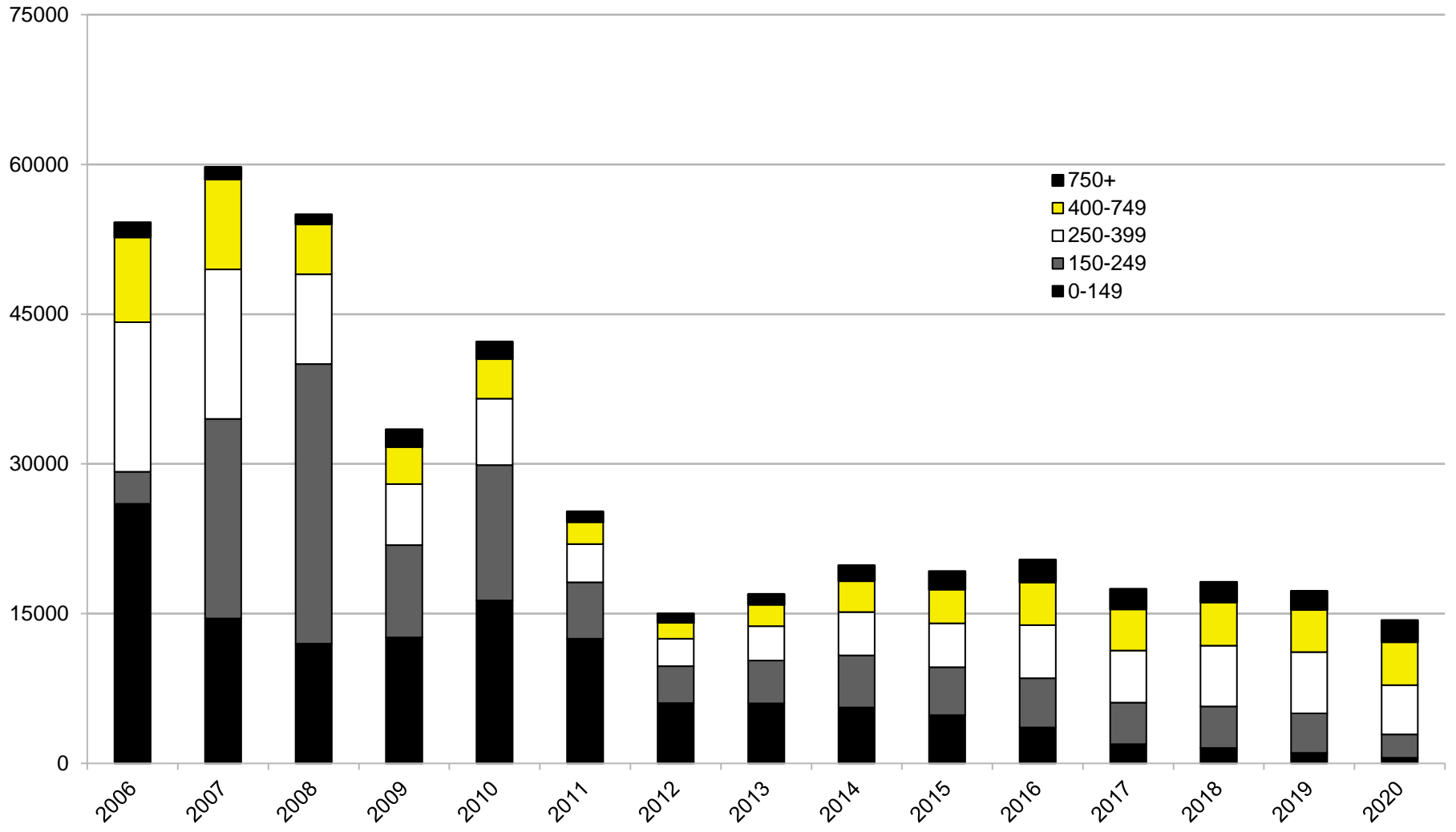
- YING YANG
  - STRONG EMPLOYMENT - WEEK EMPLOYMENT
- STARTER HOMES NOW \$200 & UNDER
  - PRICES ESCALATING 10X FASTER THAN CPI INDEX
- FLOOD OF OUT OF STATE BUYERS
- CONSTRUCTION COMPONENTS
  - LABOR COVID INTERRUPTIONS
  - CONSTRUCTION MATERIAL & COMPONENT SHORTAGES
  - GOVERNMENT PERMITTING STALLING WITH COVID & OVER REGULATION
- RENTAL HOUSING - SAME STORY, SAME SONG



# METRO SF HOME INVENTORY

## PRICE POINT BREAKDOWN

### 2020 MID YEAR



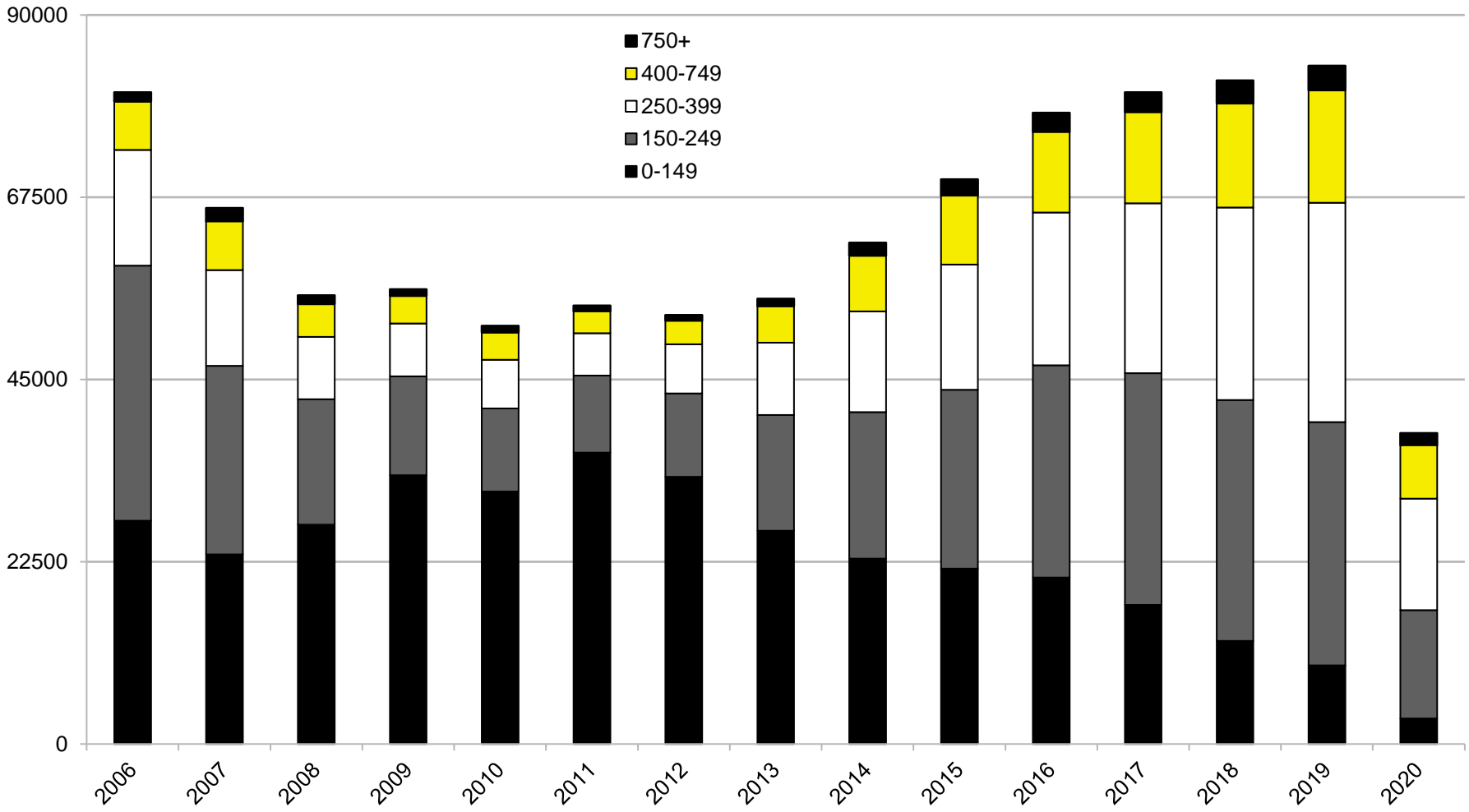
Source: GAMLS / FMLS - 23 COUNTIES INCLUDED: Banks, Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Jackson, Newton, Paulding, Rockdale, Spalding and Walton



# METRO SF HOME SALES

## PRICE POINT BREAKDOWN

### 2020 MID YEAR



Source: GAMLS / FMLS - 23 COUNTIES INCLUDED: Banks, Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Jackson, Newton, Paulding, Rockdale, Spalding and Walton





# SUSTAINABLE INVESTMENTS

- CASH HOARDS - LESS SPENDING
- CONCERNS OVER AN IMPENDING TAX DOOM
- SAFE SUSTAINABLE POCKETS
  - RENTAL HOUSING
  - ACREAGE FARM
  - VACATION RENTALS
  - TAKE OUT FOOD
  - PERSONAL SERVICE RETAIL
  - FOOD, DRUG, MEDICAL



# MID YEAR 2020 CHART DECK



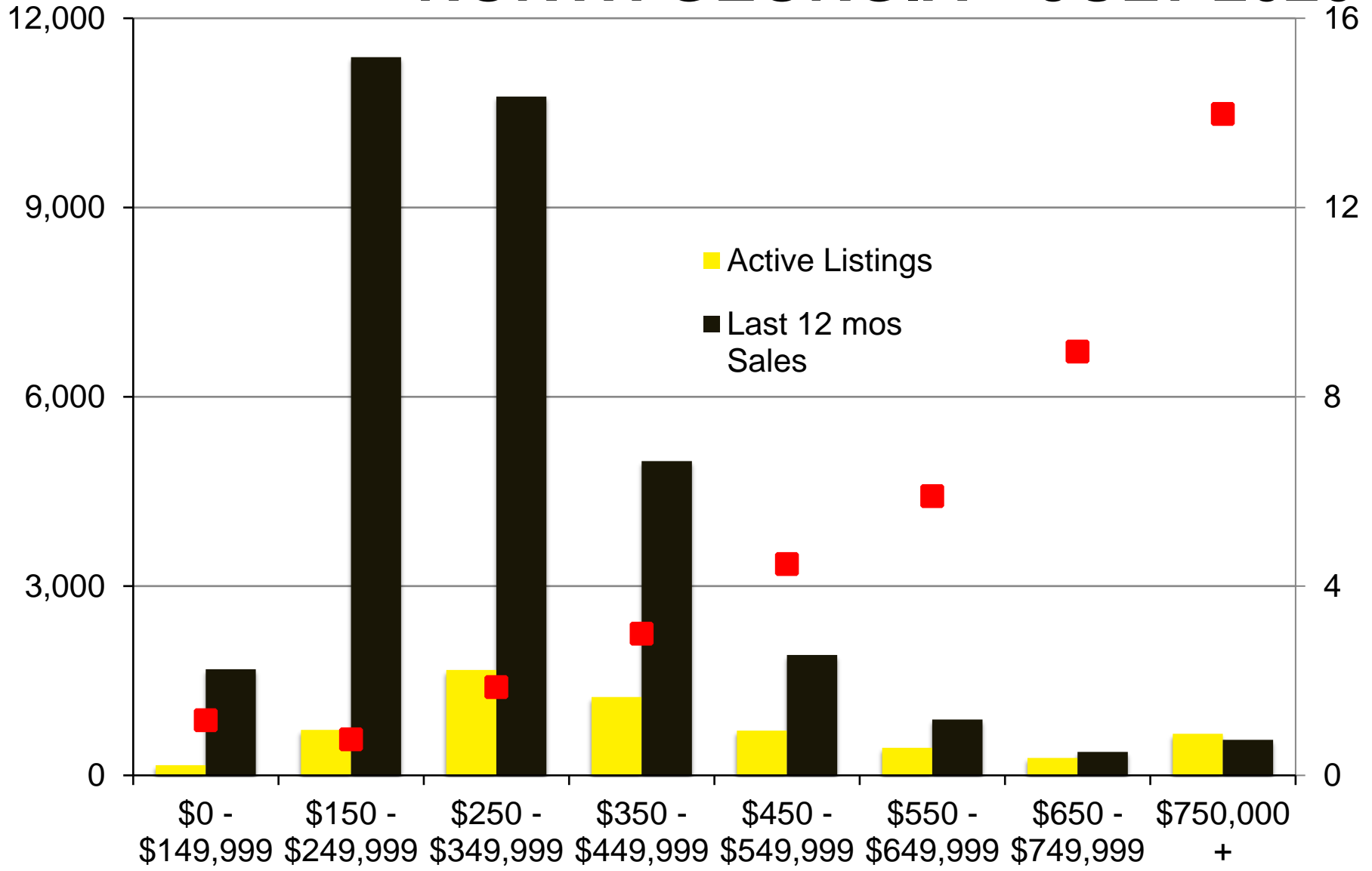
# N INDICATORS



**JULY 2020**

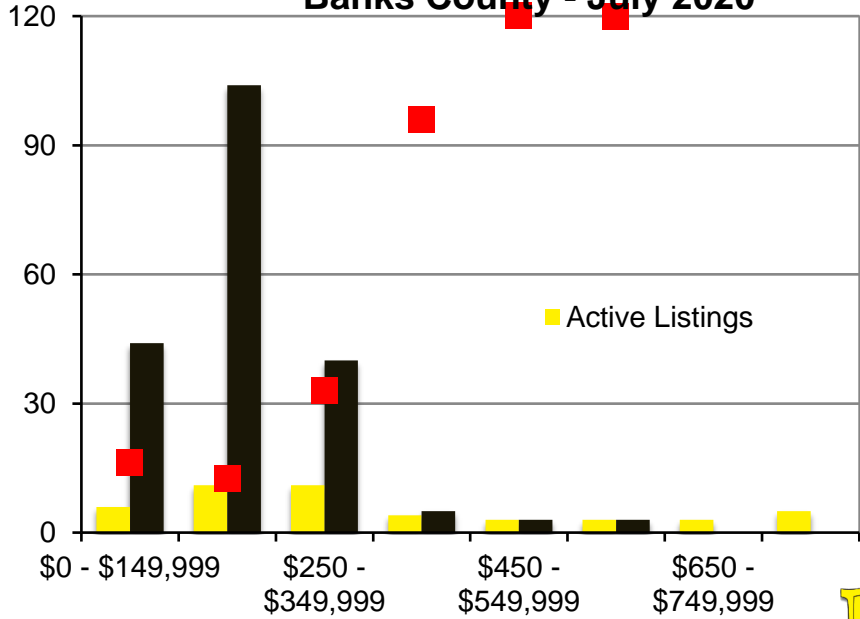


# NORTH GEORGIA – JULY 2020

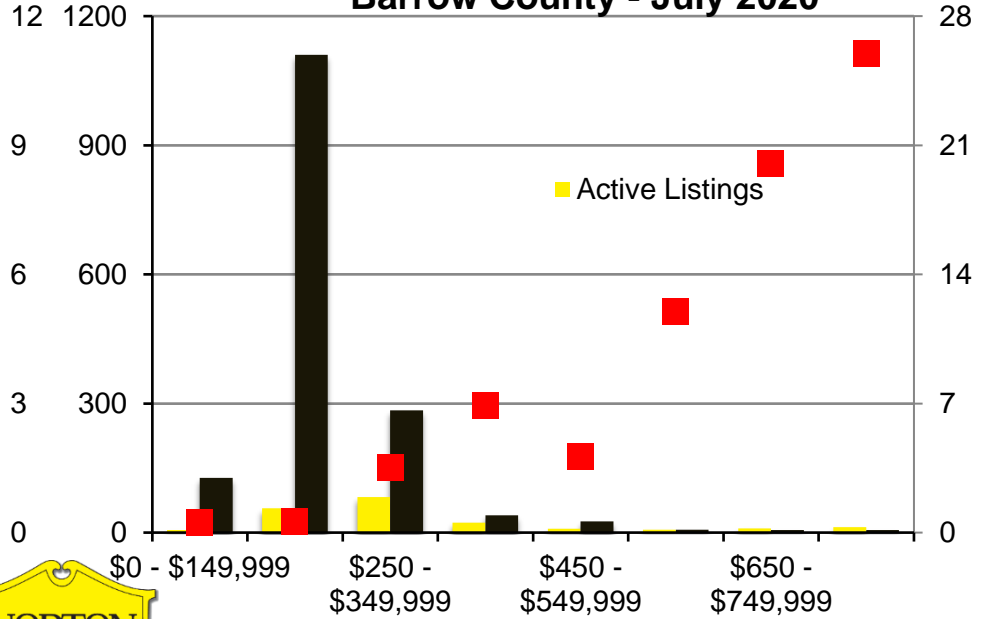


N'icators is a monthly publication of The Norton Agency data from FMLS and GAMLS sources we deem reliable. For more information contact [info@gonorton.com](mailto:info@gonorton.com)  
Copyright Norton Native Intelligence 2020.

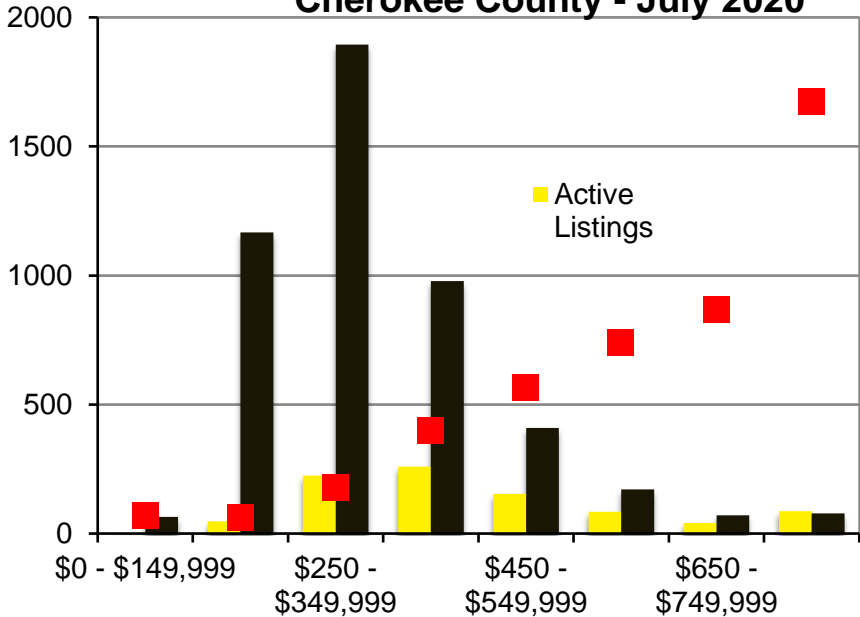
**Banks County - July 2020**



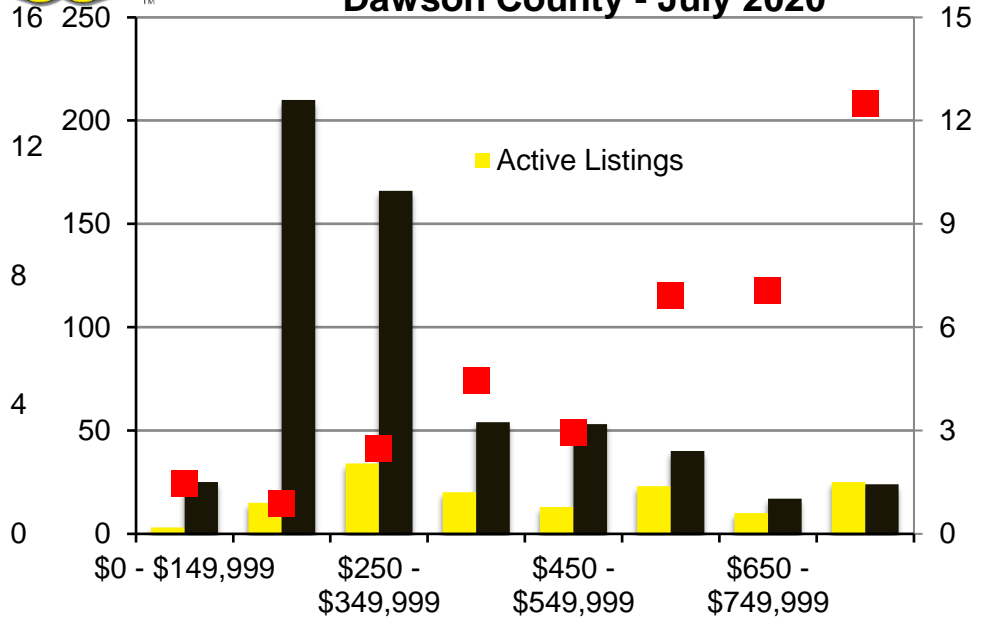
**Barrow County - July 2020**



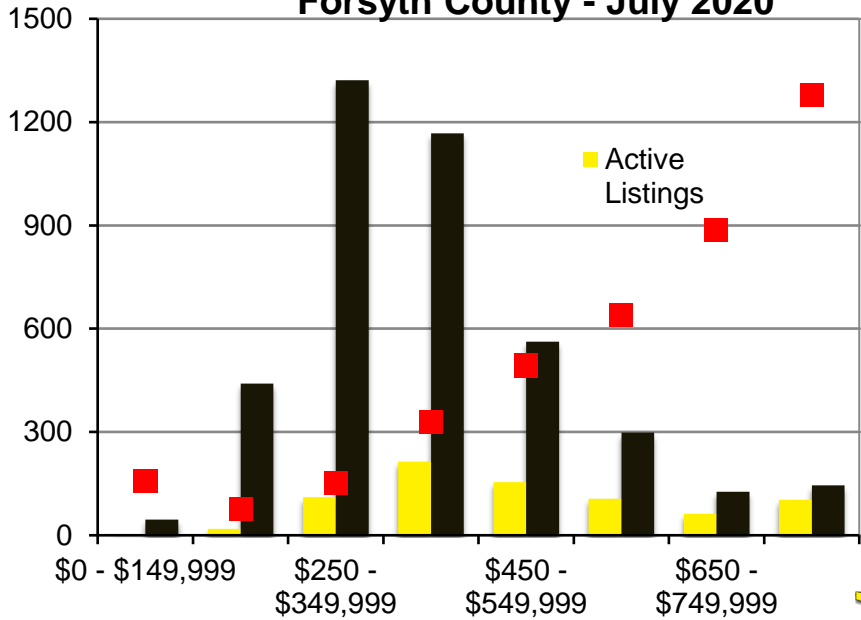
**Cherokee County - July 2020**



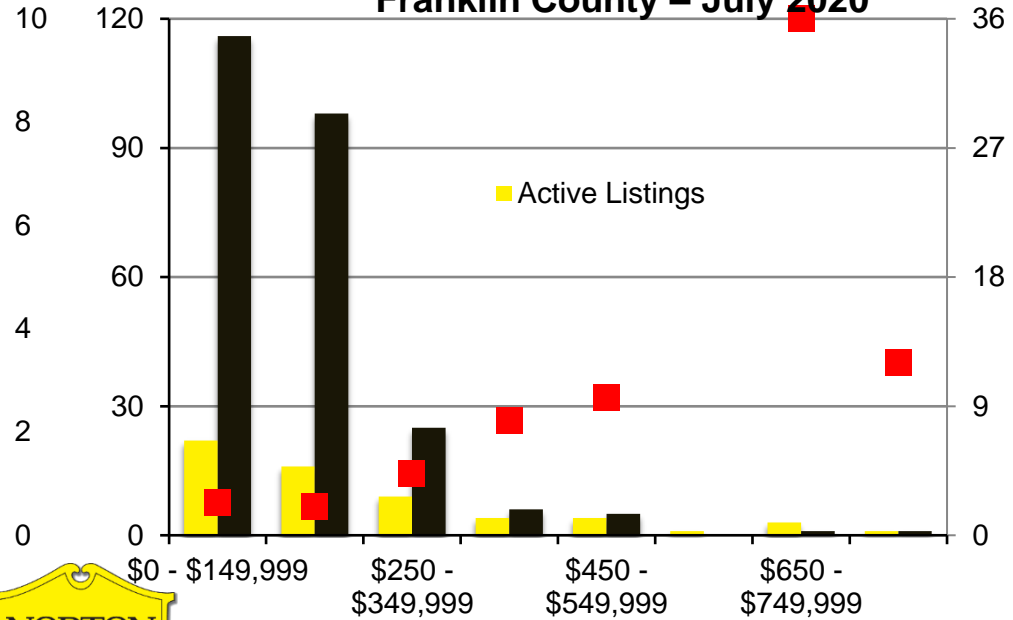
**Dawson County - July 2020**



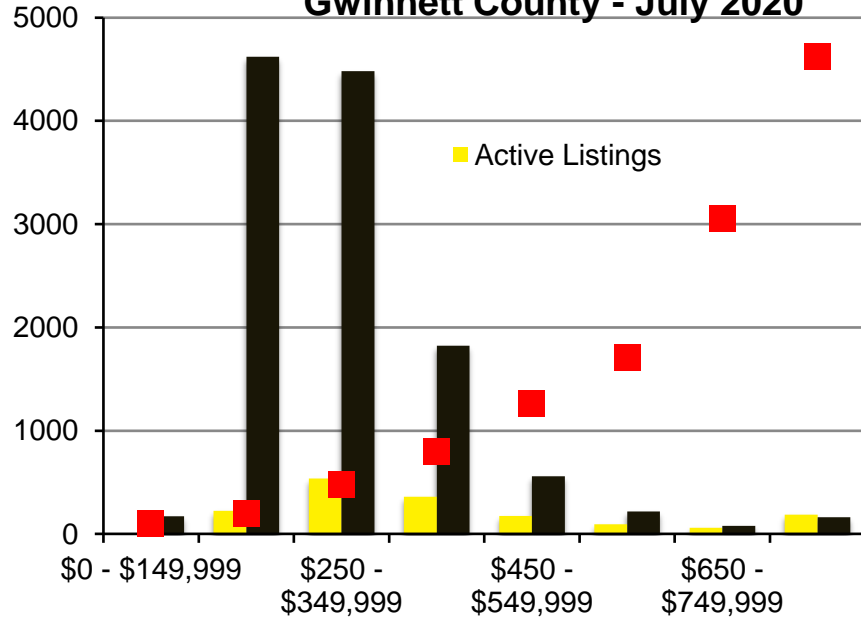
**Forsyth County - July 2020**



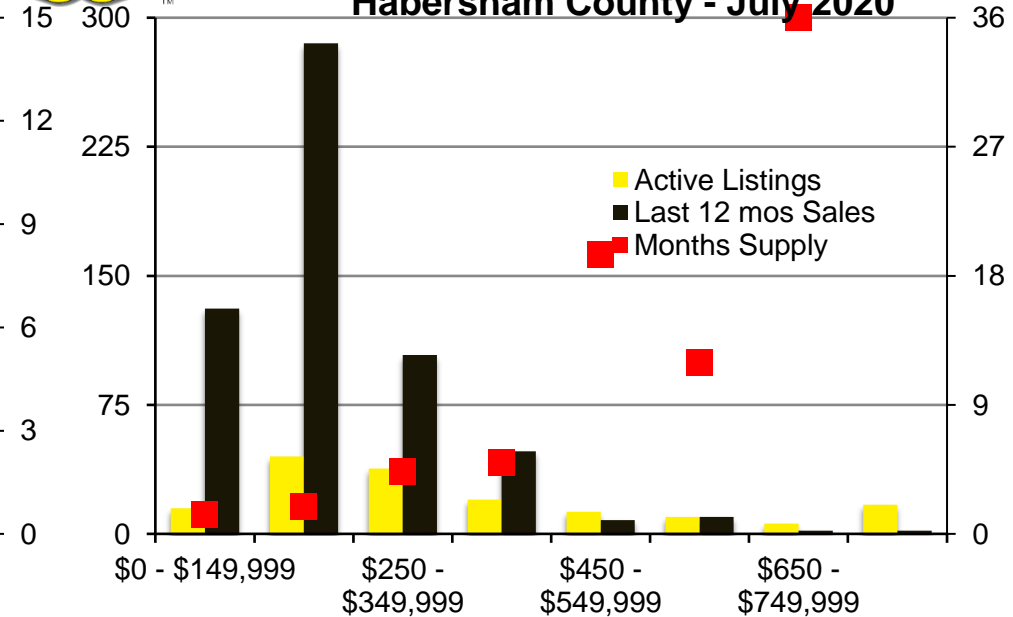
**Franklin County - July 2020**



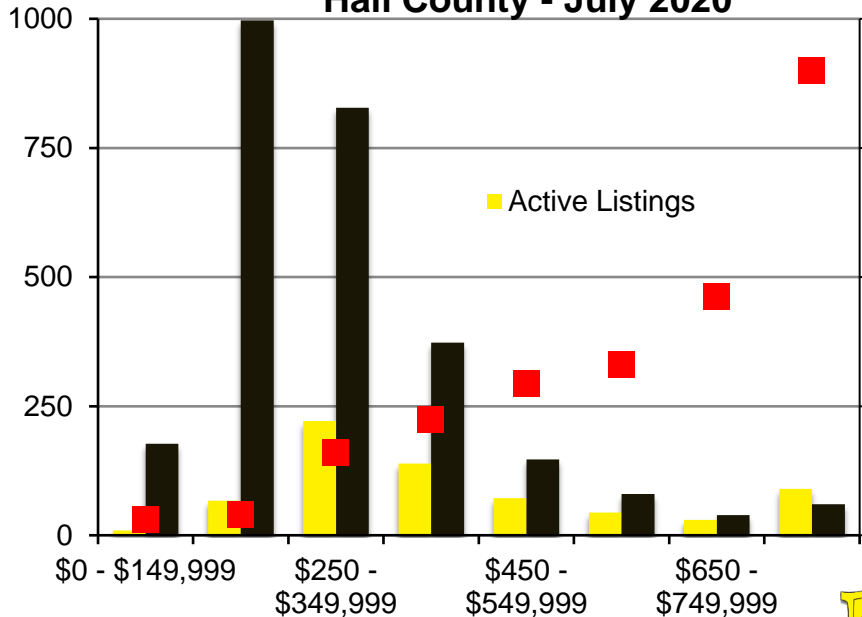
**Gwinnett County - July 2020**



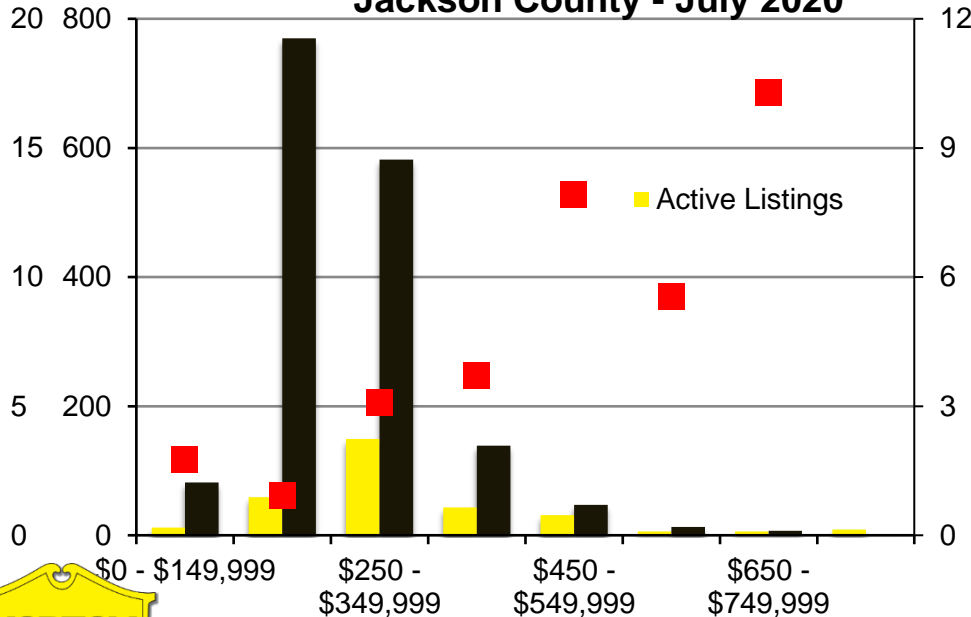
**Habersham County - July 2020**



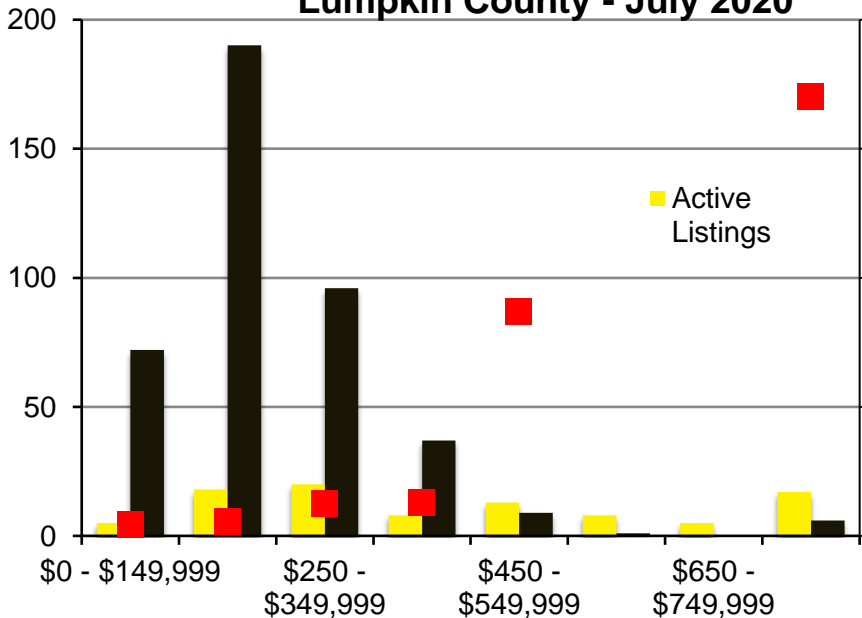
### Hall County - July 2020



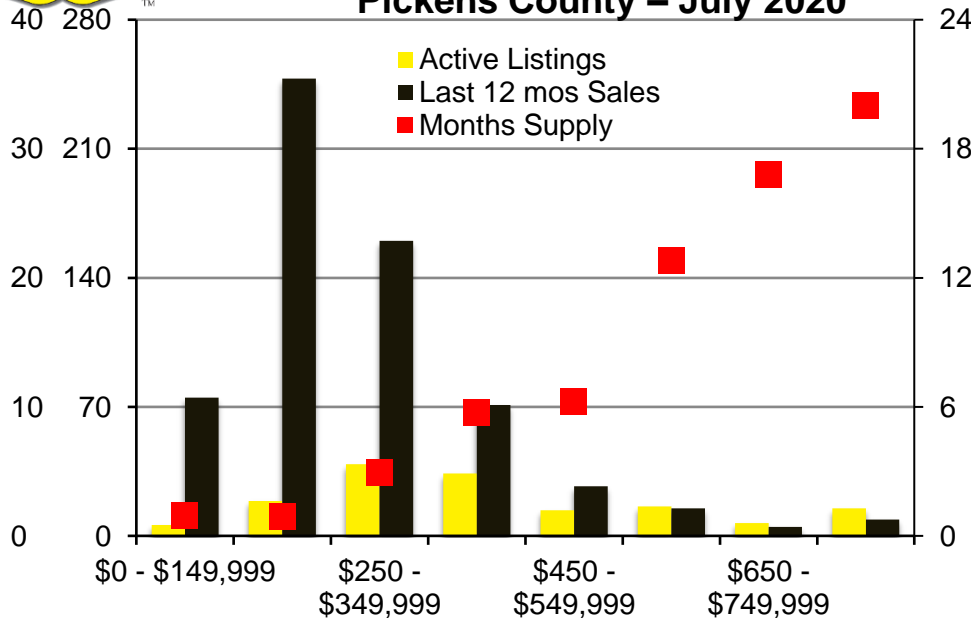
### Jackson County - July 2020



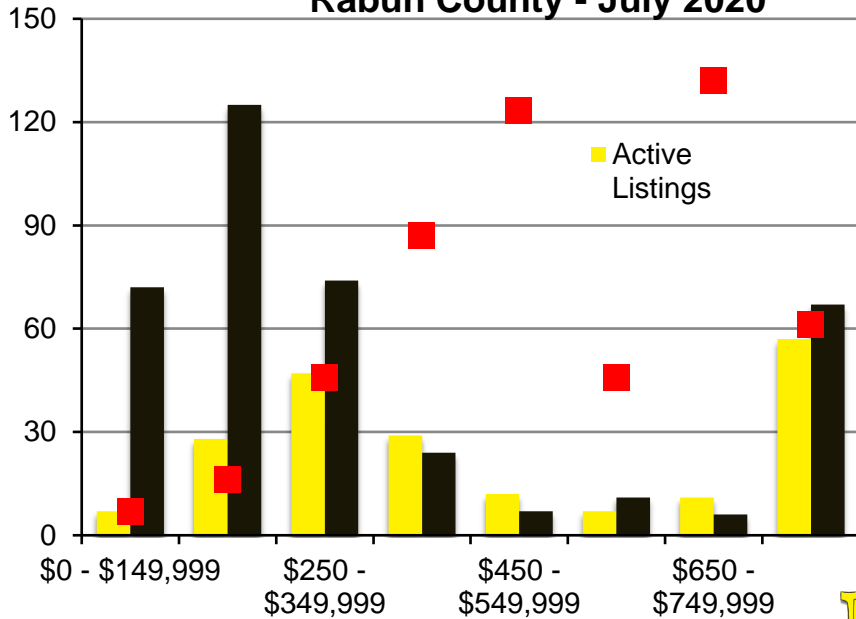
### Lumpkin County - July 2020



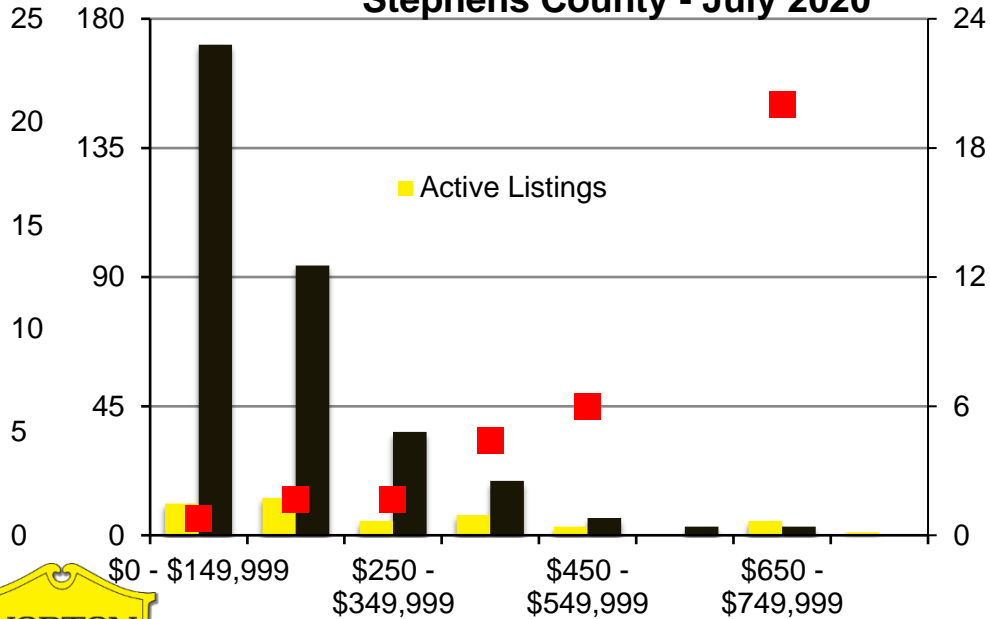
### Pickens County - July 2020



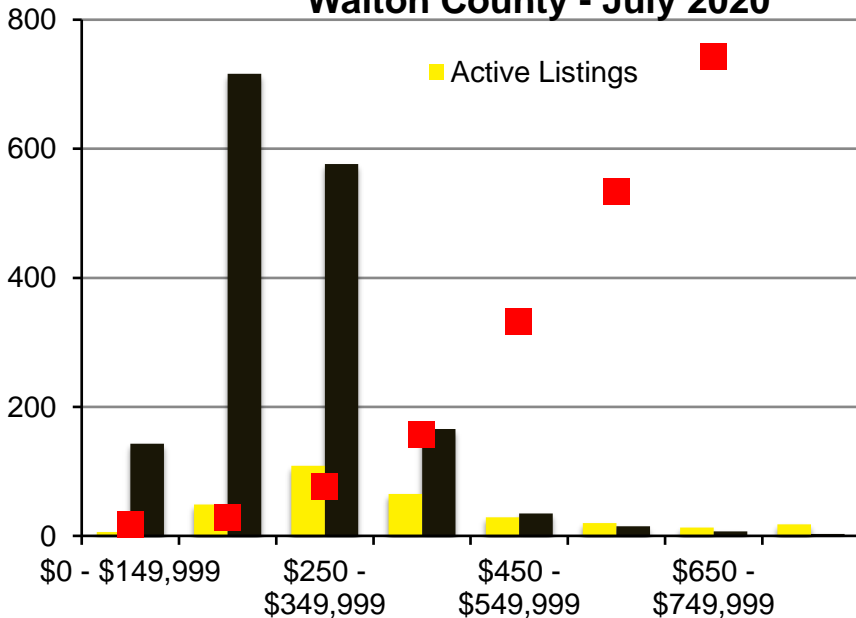
**Rabun County - July 2020**



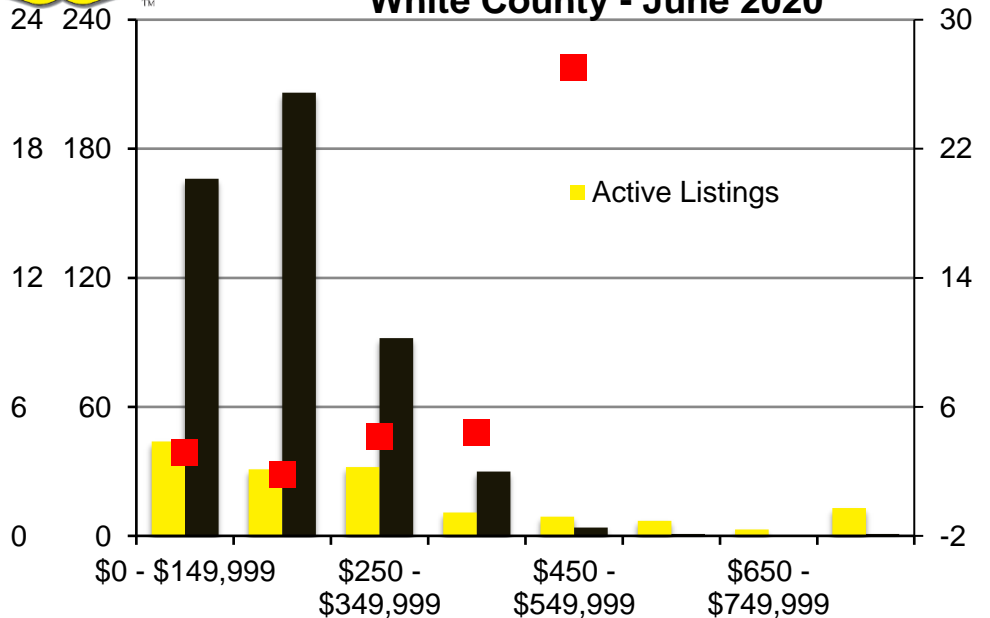
**Stephens County - July 2020**



**Walton County - July 2020**



**White County - June 2020**





A vertical, high-contrast photograph of a diver underwater, viewed from above. The diver is silhouetted against a bright light source at the top, creating a strong lens flare and illuminating the water with bubbles. The diver's arms are extended downwards.

# NORTH GEORGIA DEEP DIVE COUNTY MARKET DATA



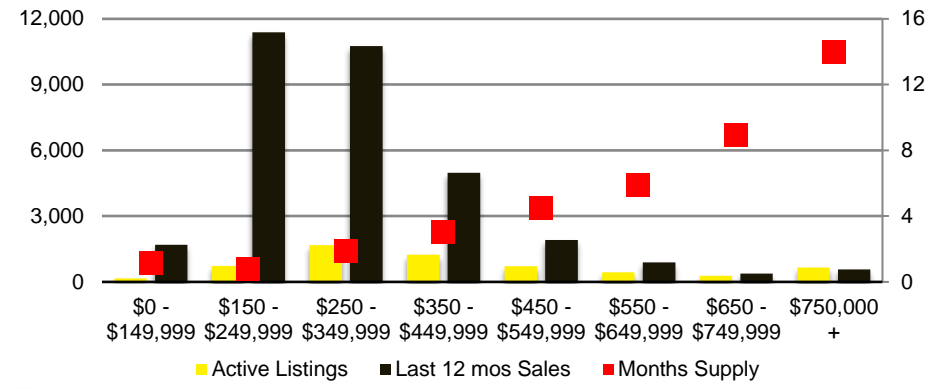
July 2020



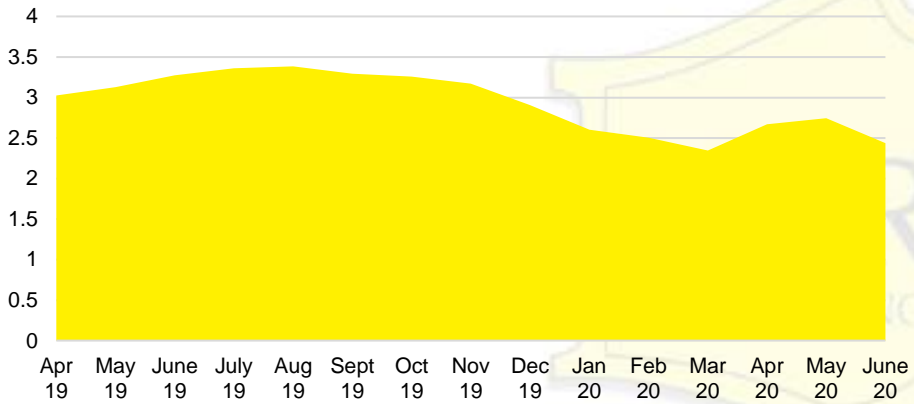
# JULY 2020

## DEEPER DIVE

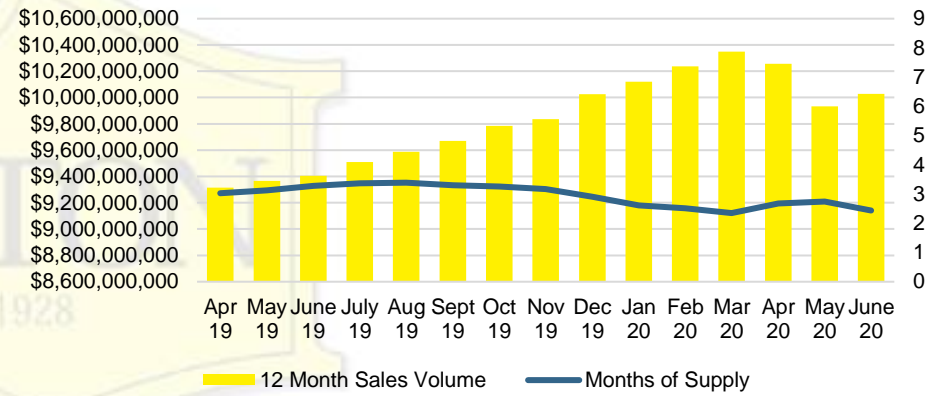
NORTH GEORGIA QUICK N'DICATORS



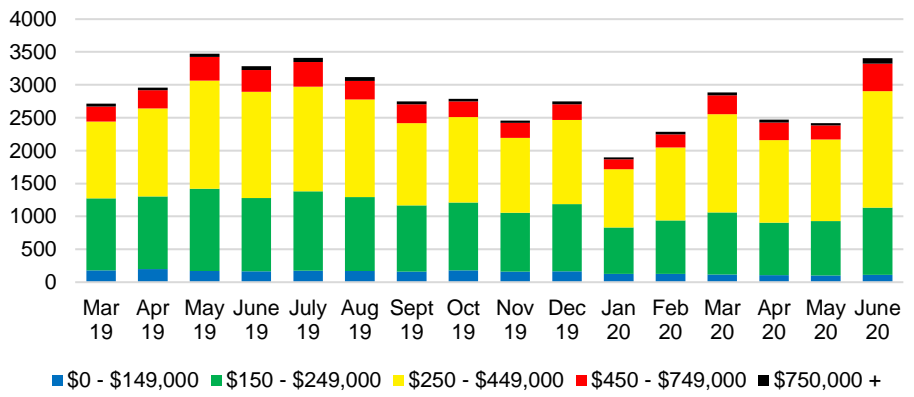
NORTH GEORGIA MONTHS OF SUPPLY



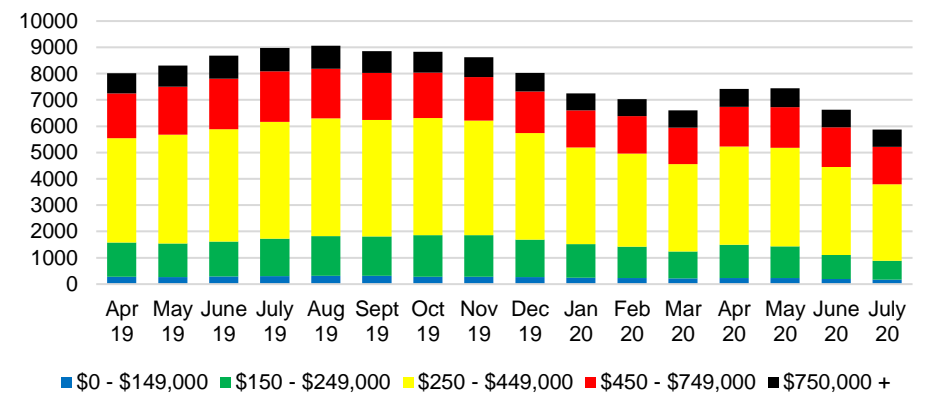
NORTH GEORGIA SALES VOLUME VS SUPPLY



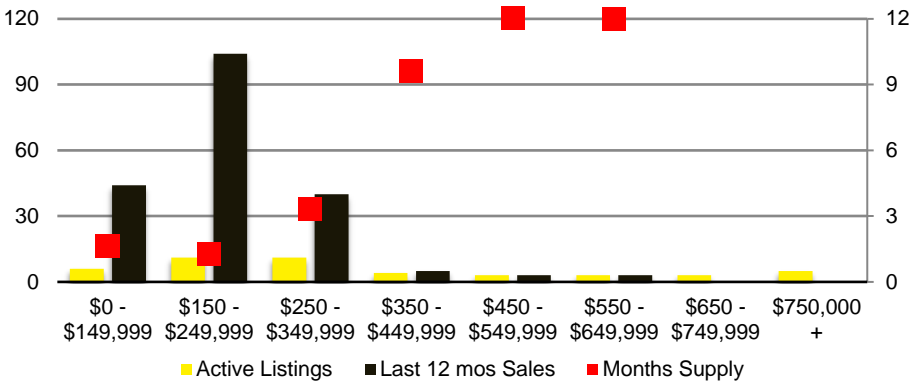
NORTH GEORGIA SALES BY PRICE POINT



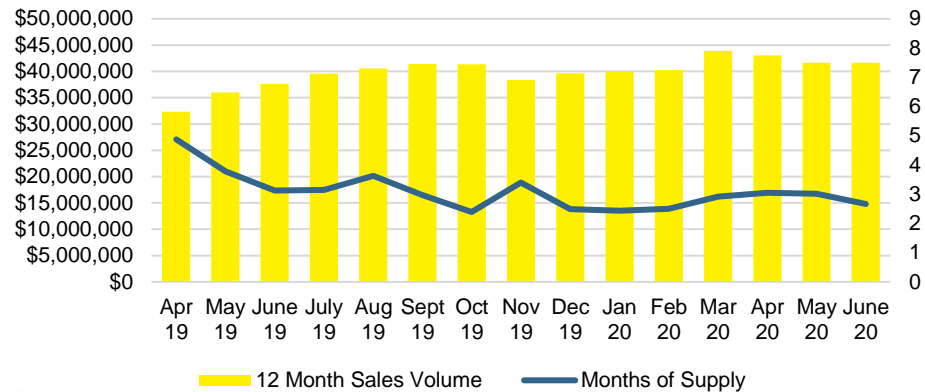
NORTH GEORGIA INVENTORY BY PRICE POINT



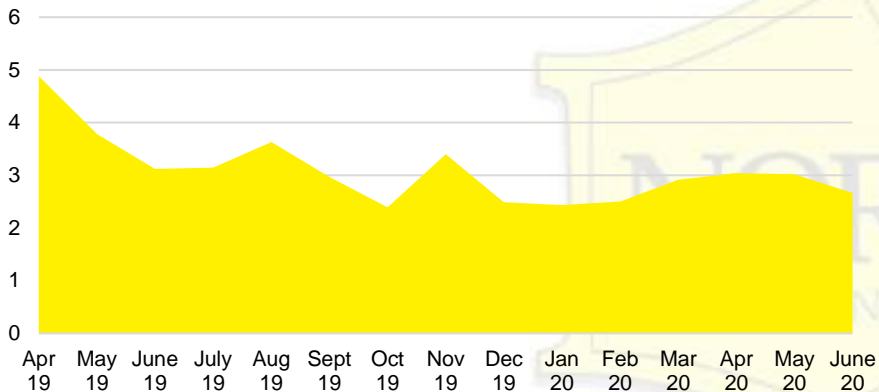
### BANKS COUNTY QUICK N'DICATORS



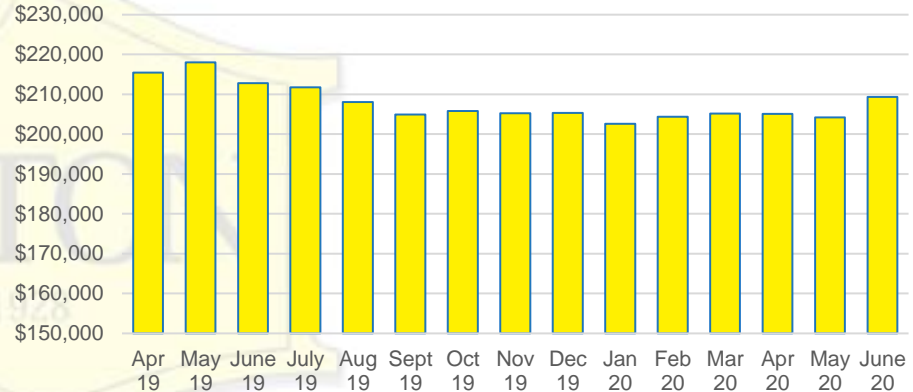
### BANKS COUNTY SALES VOLUME VS SUPPLY



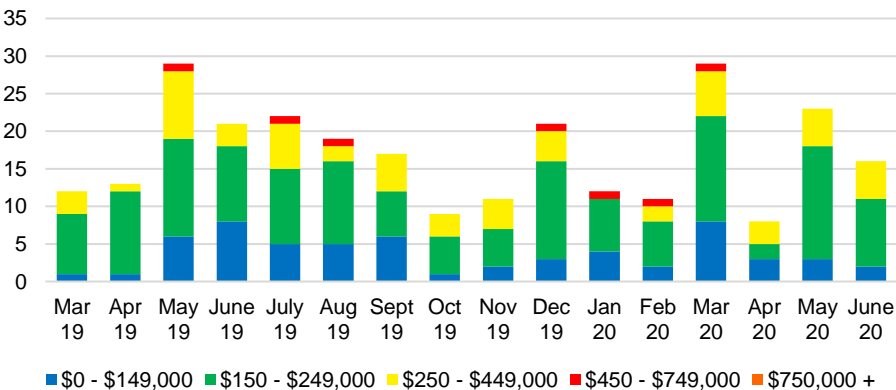
### BANKS COUNTY MONTHS OF SUPPLY



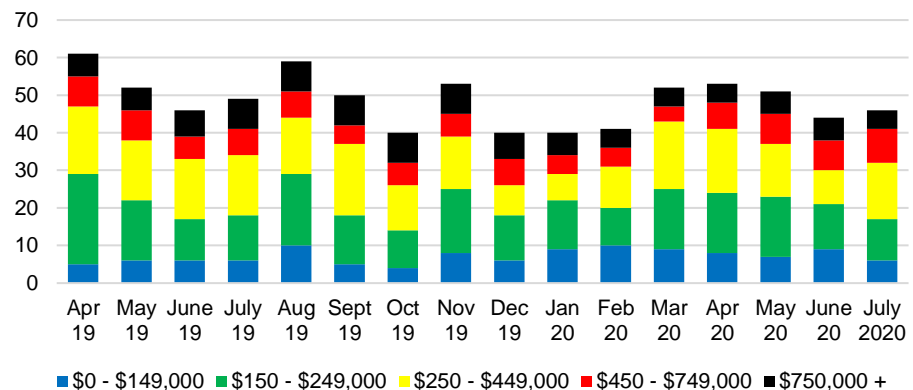
### BANKS COUNTY 12 MONTH AVERAGE SALES PRICE



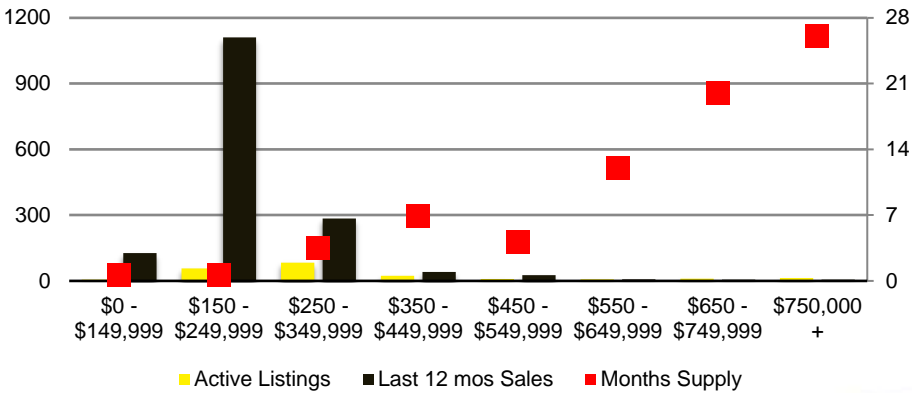
### BANKS COUNTY SALES BY PRICE POINT



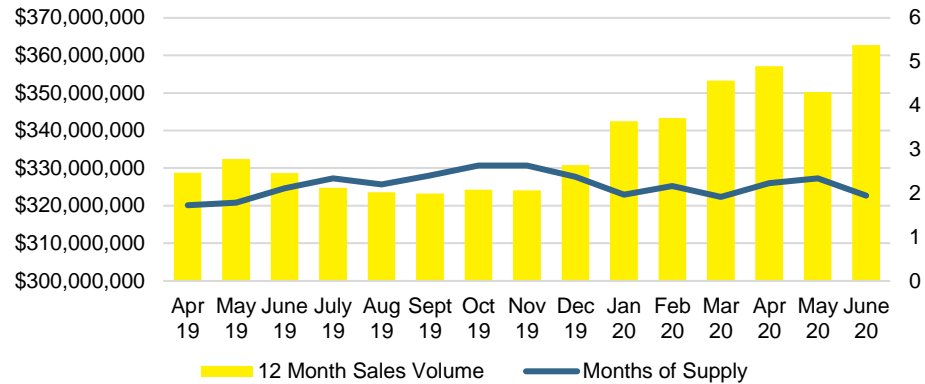
### BANKS COUNTY INVENTORY BY SALES POINT



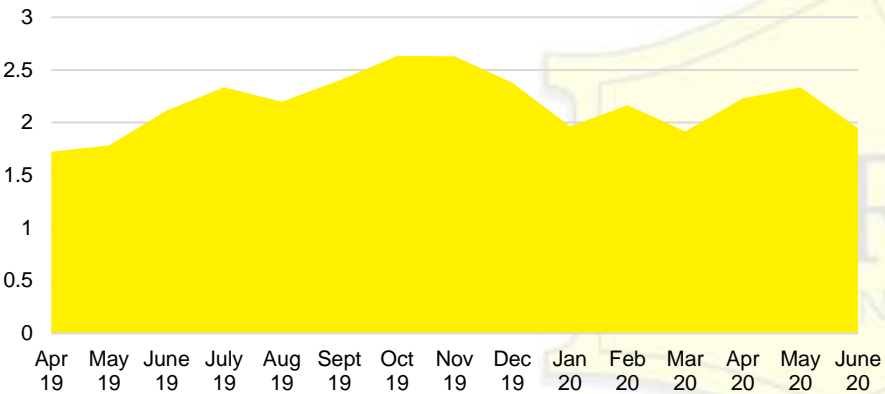
### BARROW COUNTY QUICK N' DICATORS



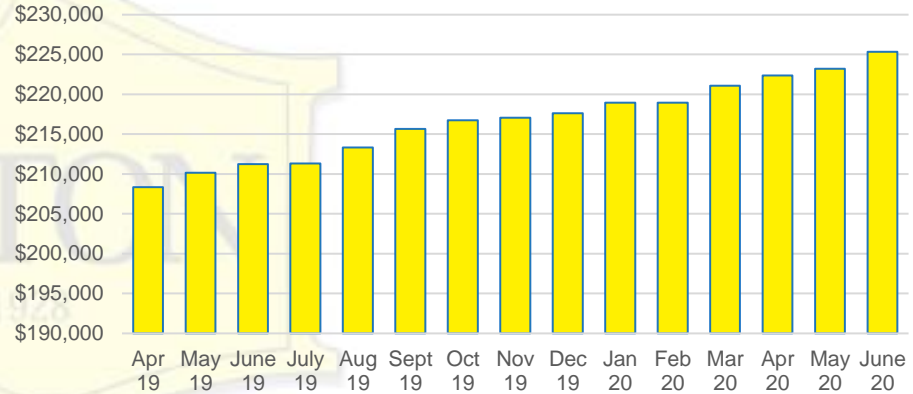
### BARROW COUNTY SALES VOLUME VS SUPPLY



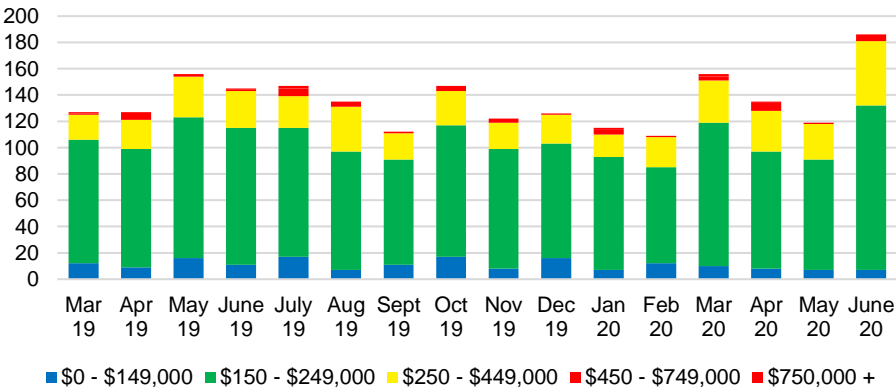
### BARROW COUNTY MONTHS OF SUPPLY



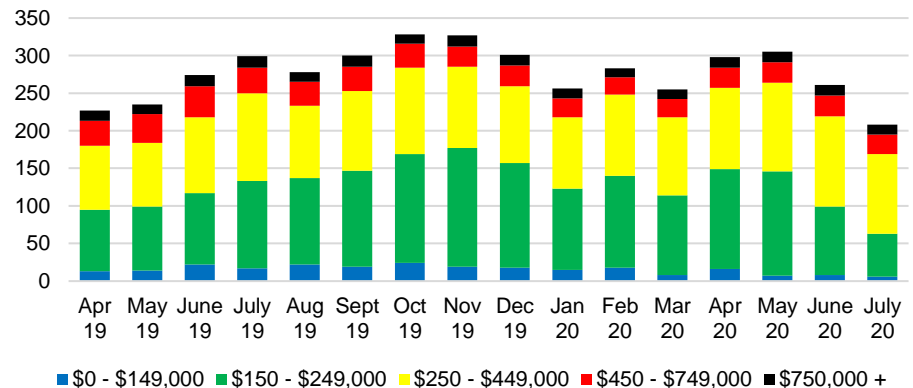
### BARROW COUNTY 12 MONTH AVERAGE SALES PRICE



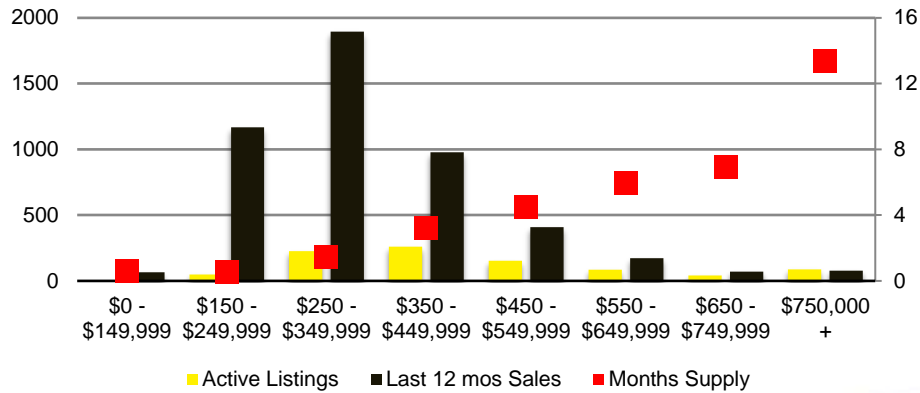
### BARROW COUNTY SALES BY PRICE POINT



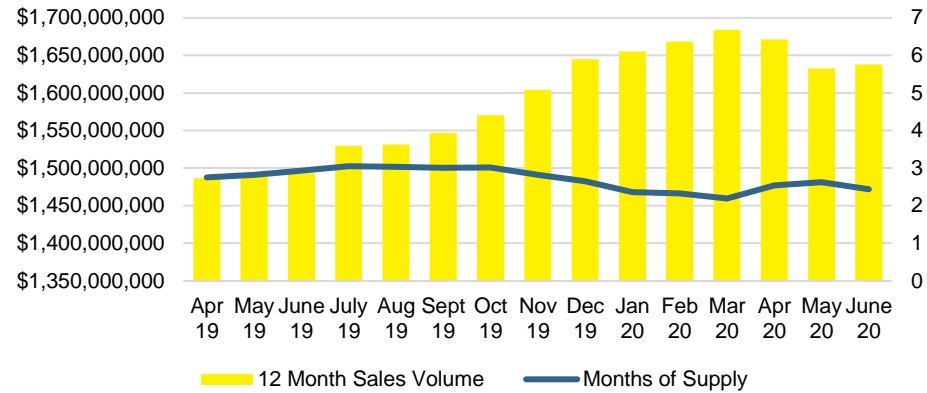
### BARROW COUNTY INVENTORY BY PRICE POINT



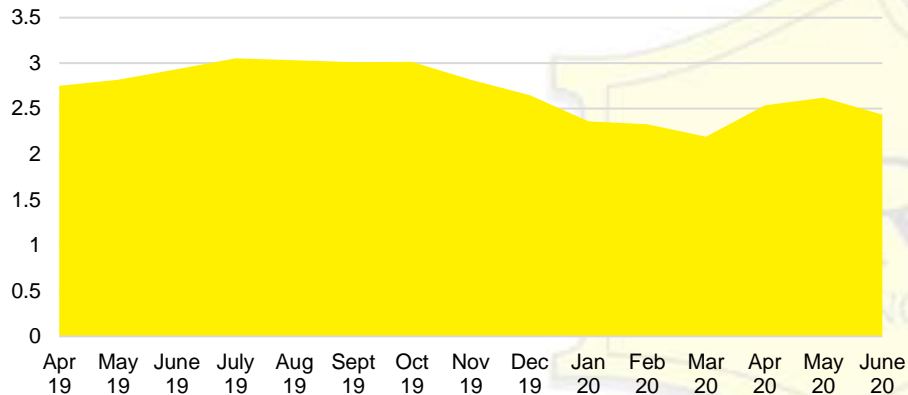
### CHEROKEE COUNTY QUICK N'DICATORS



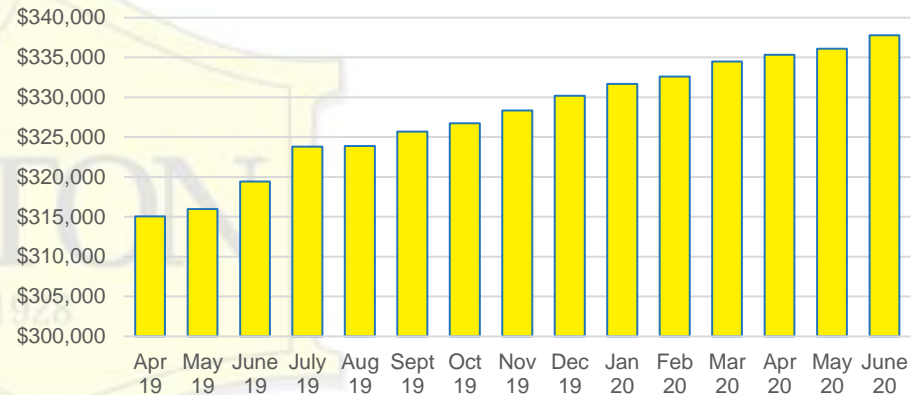
### CHEROKEE COUNTY SALES VOLUME VS SUPPLY



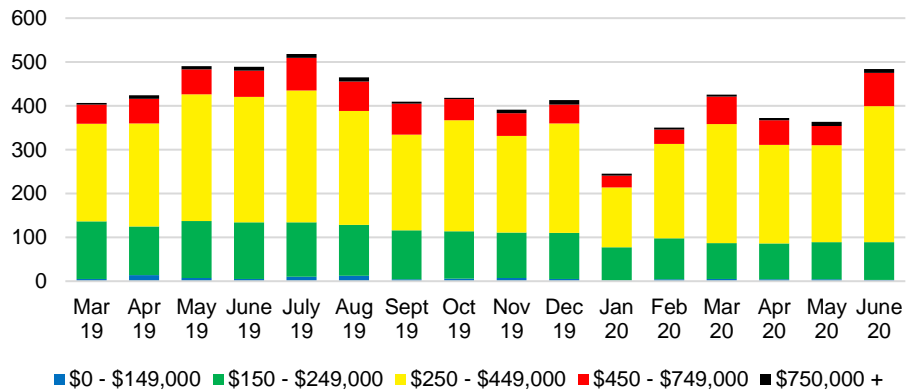
### CHEROKEE COUNTY MONTHS OF SUPPLY



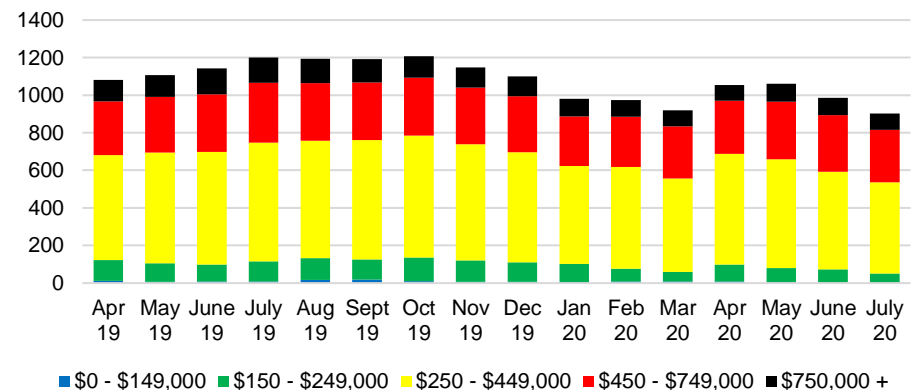
### CHEROKEE COUNTY 12 MONTH AVERAGE SALES PRICE



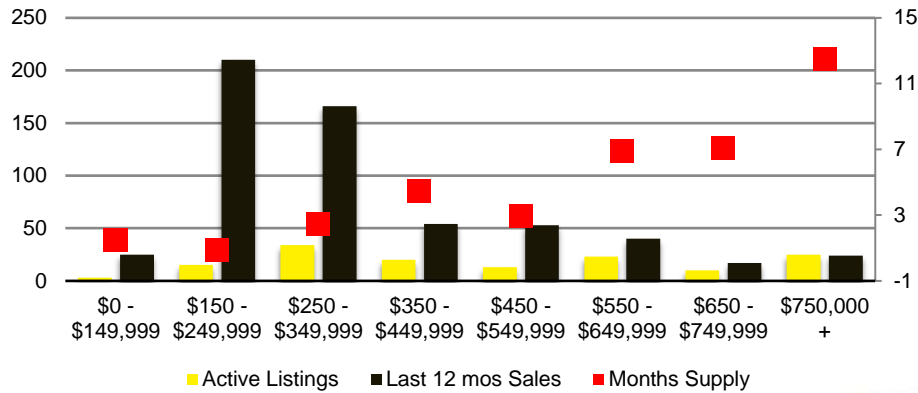
### CHEROKEE COUNTY SALES BY PRICE POINT



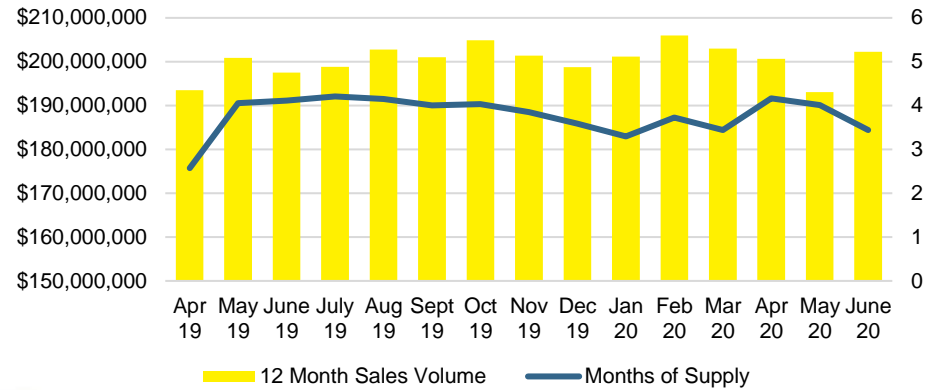
### CHEROKEE COUNTY INVENTORY BY PRICE POINT



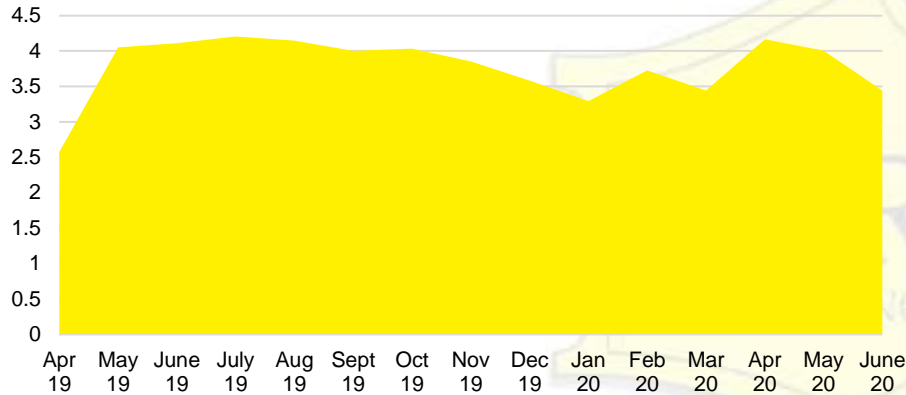
### DAWSON COUNTY QUICK N'DICATORS



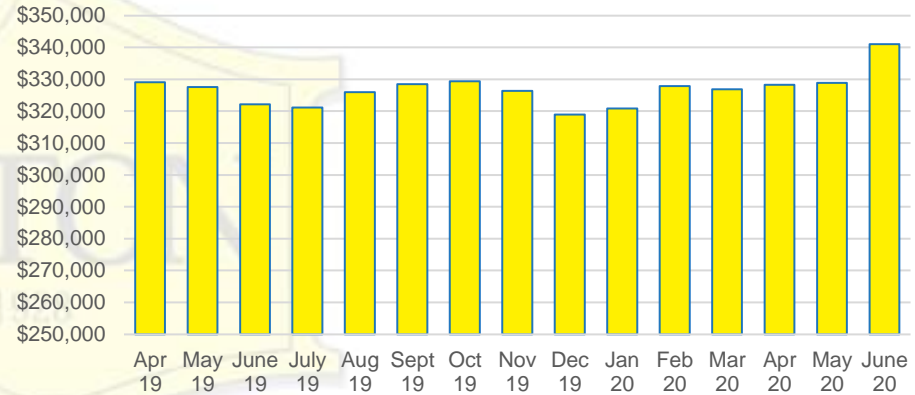
### DAWSON COUNTY SALES VOLUME VS SUPPLY



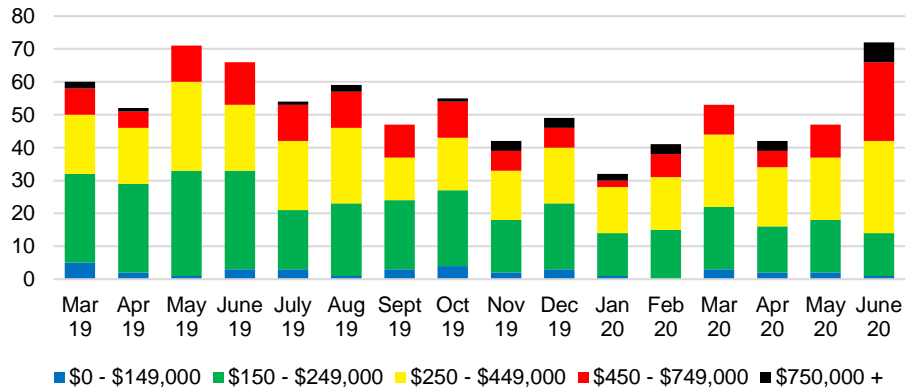
### DAWSON COUNTY MONTHS OF SUPPLY



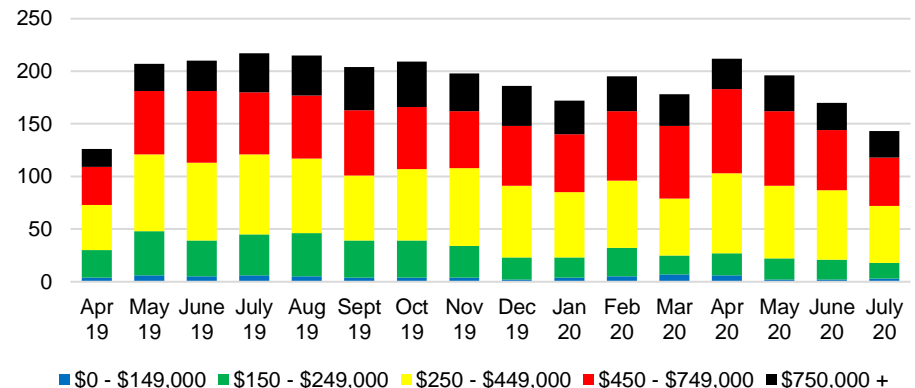
### DAWSON COUNTY 12 MONTH AVERAGE SALES PRICE



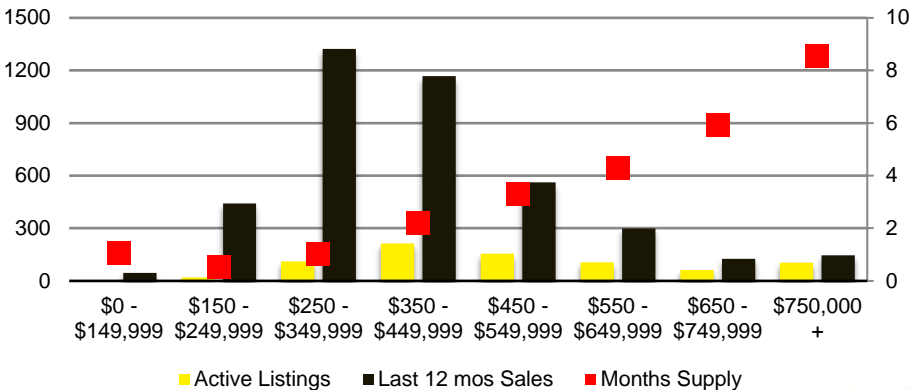
### DAWSON COUNTY SALES BY PRICE POINT



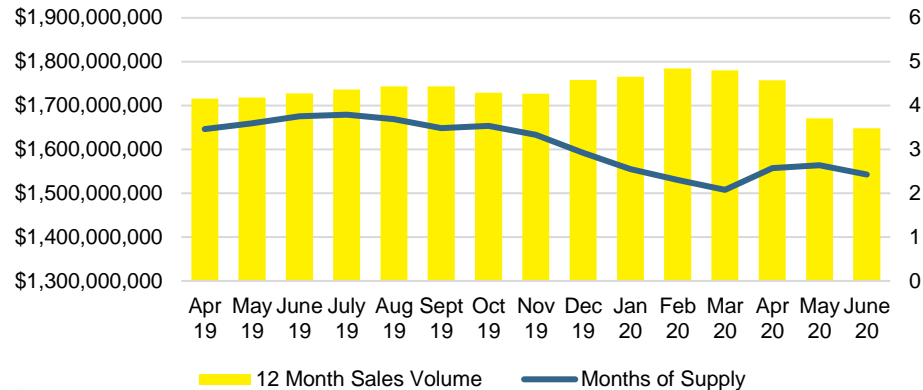
### DAWSON COUNTY INVENTORY BY PRICE POINT



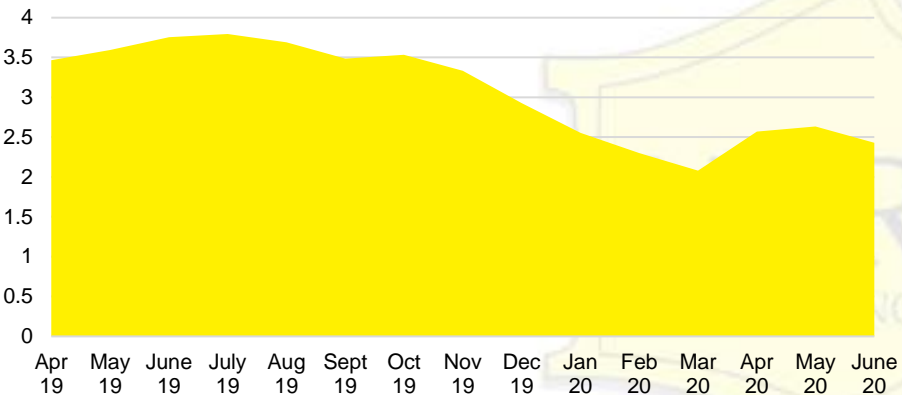
### FORSYTH COUNTY QUICK N'DICATORS



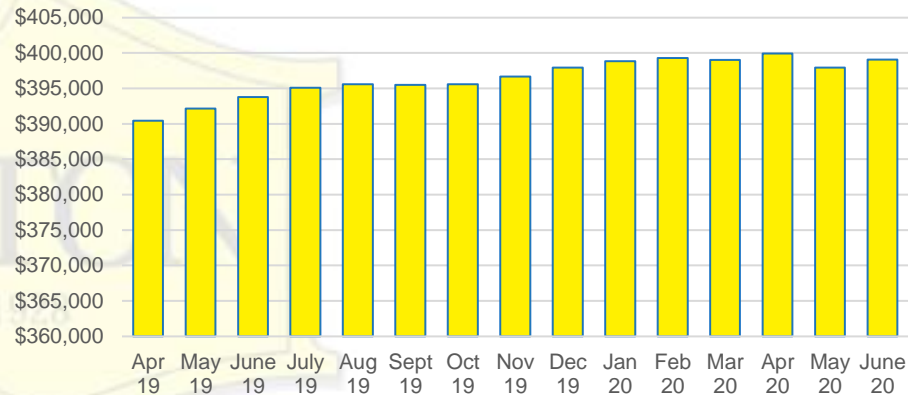
### FORSYTH COUNTY SALES VOLUME VS SUPPLY



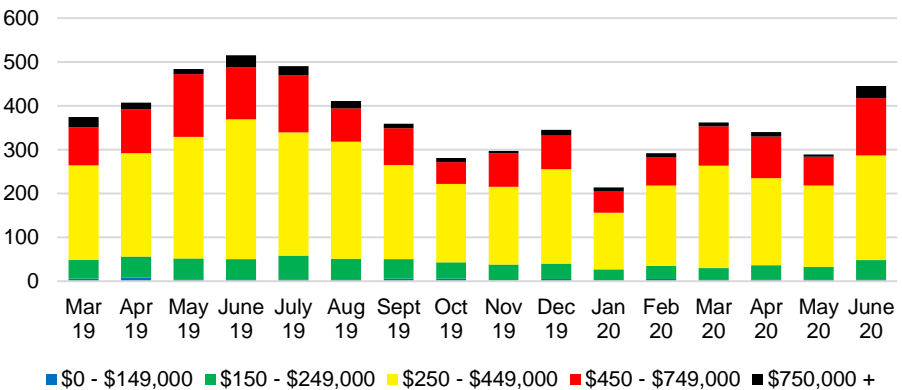
### FORSYTH COUNTY MONTHS OF SUPPLY



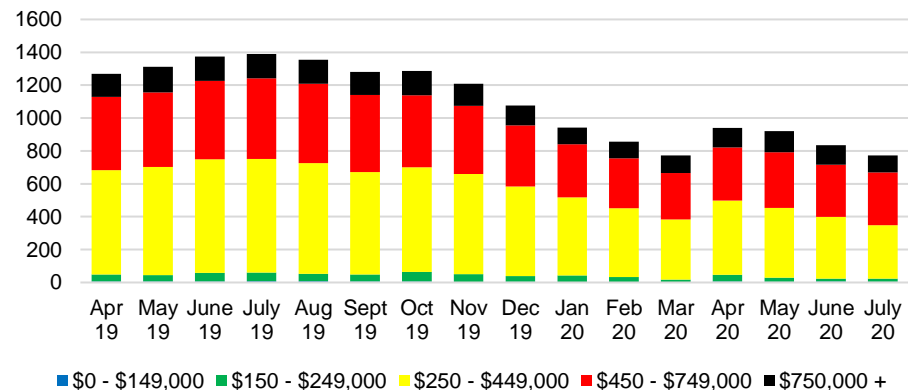
### FORSYTH COUNTY 12 MONTH AVERAGE SALES PRICE



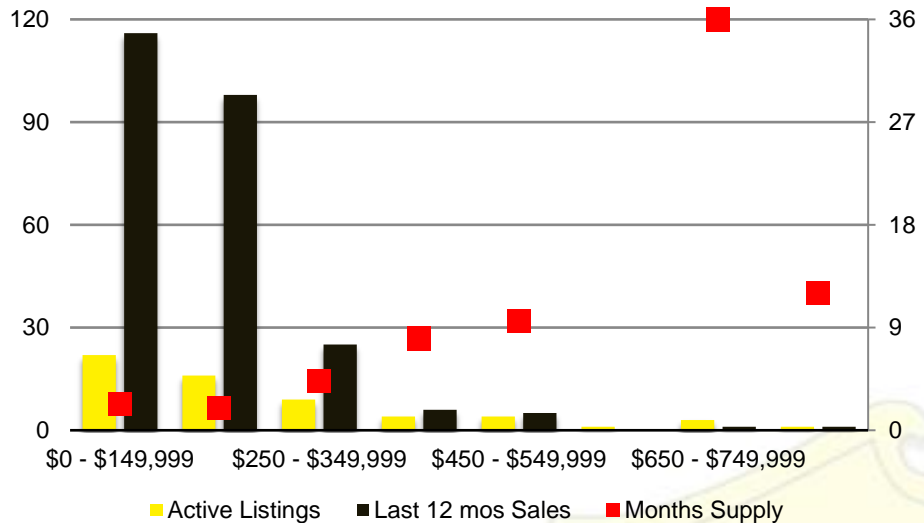
### FORSYTH COUNTY SALES BY PRICE POINT



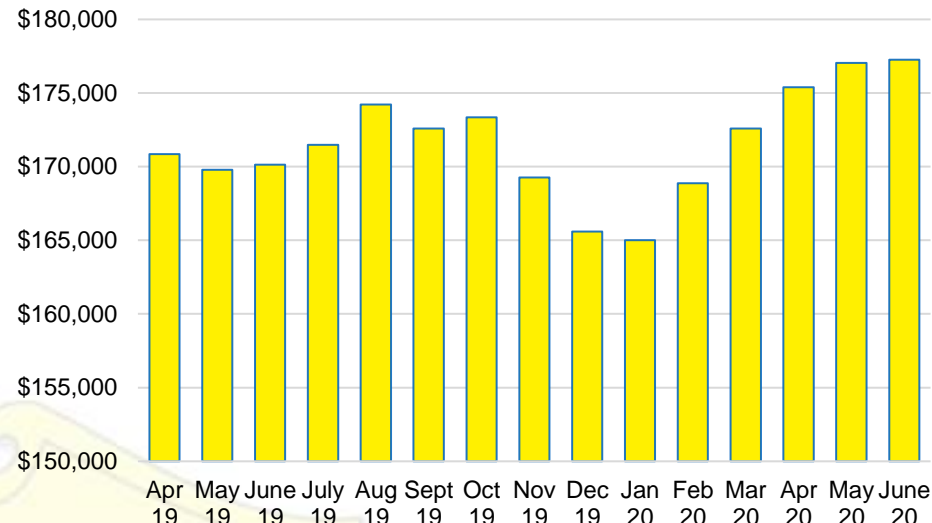
### FORSYTH COUNTY INVENTORY BY PRICE POINT



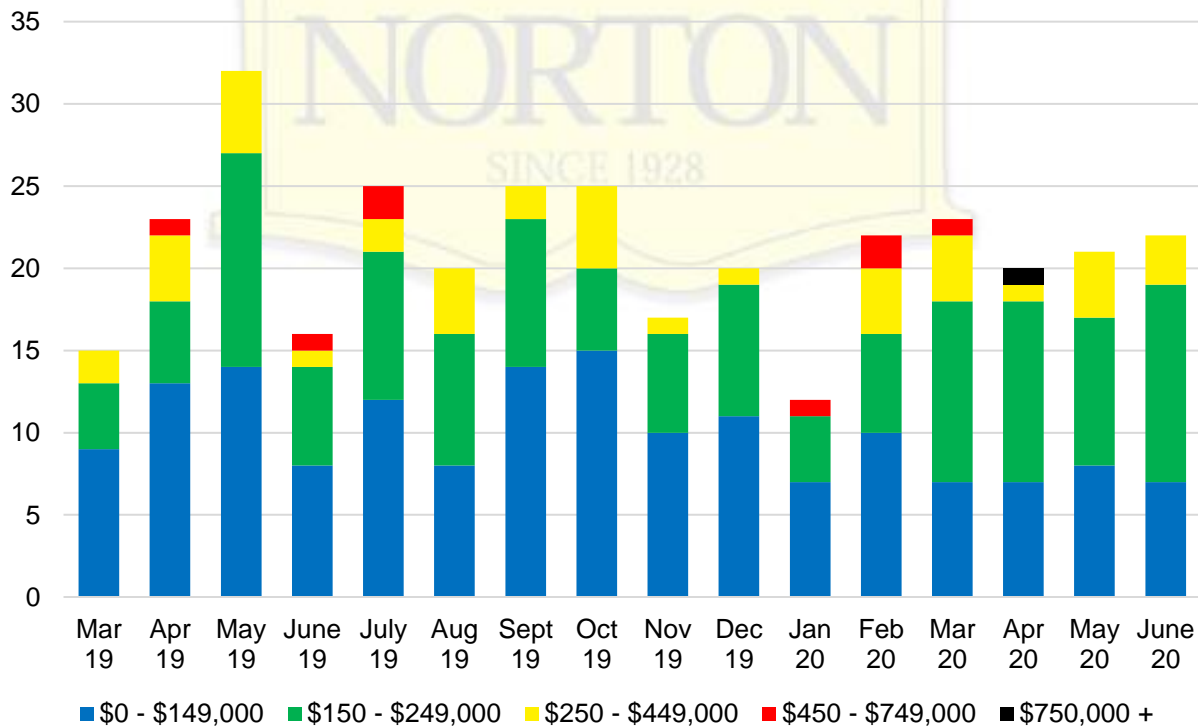
### FRANKLIN COUNTY QUICK N'DICATORS



### FRANKLIN COUNTY 12 MONTH AVERAGE SALES PRICE

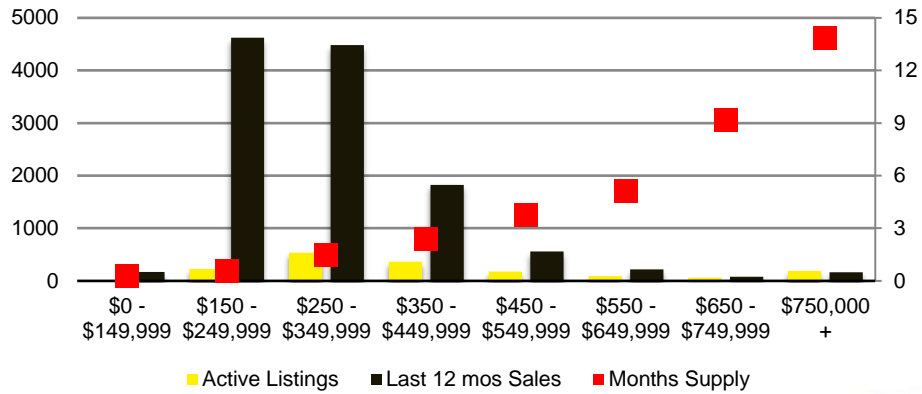


### FRANKLIN COUNTY SALES BY PRICE POINT

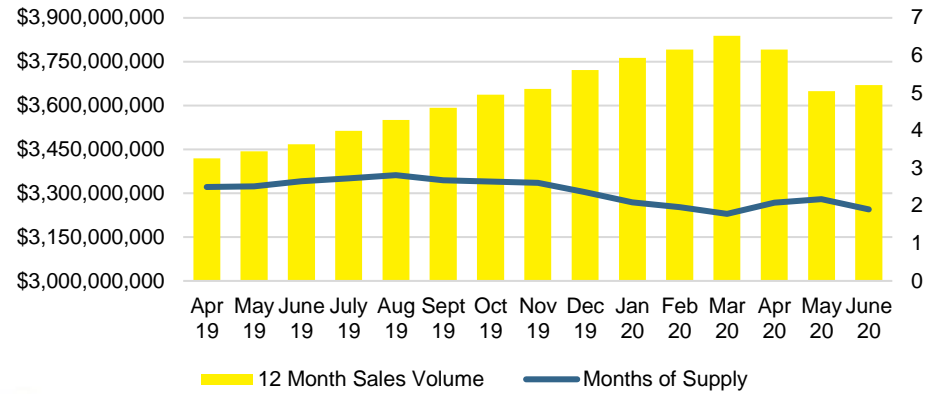




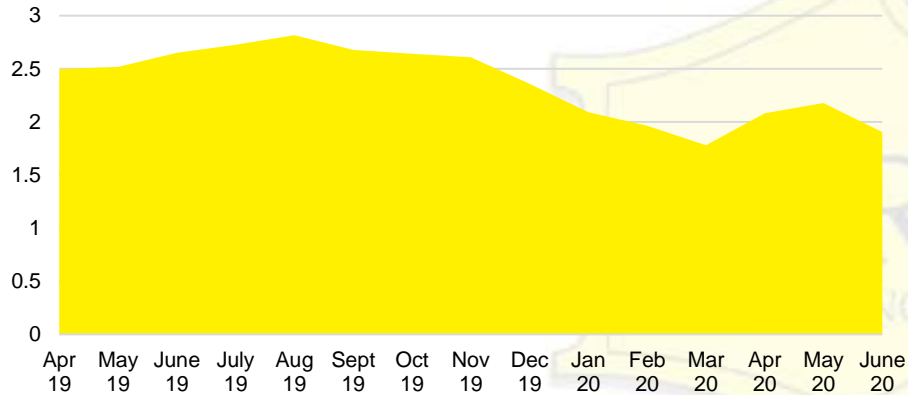
### GWINNETT COUNTY QUICK N'DICATORS



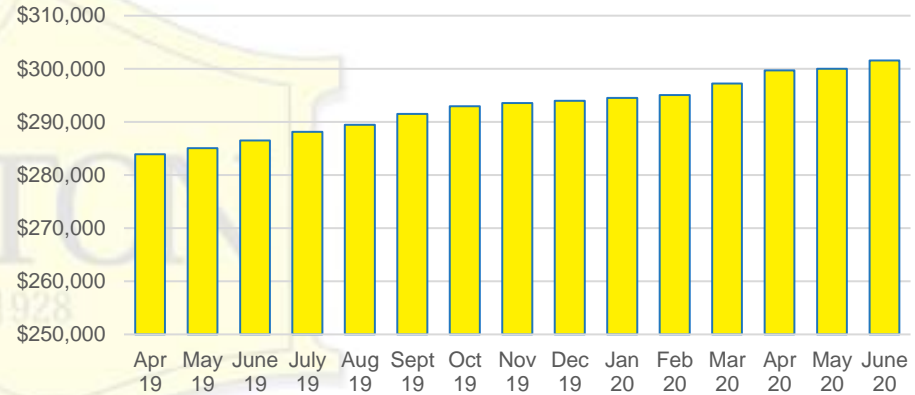
### GWINNETT COUNTY SALES VOLUME VS SUPPLY



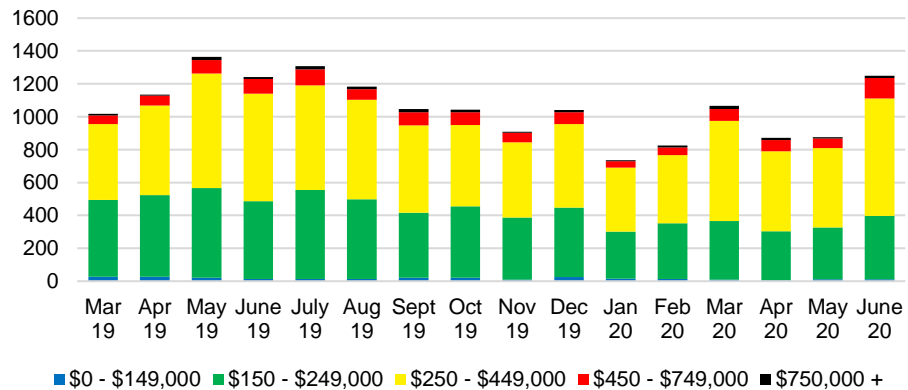
### GWINNETT COUNTY MONTHS OF SUPPLY



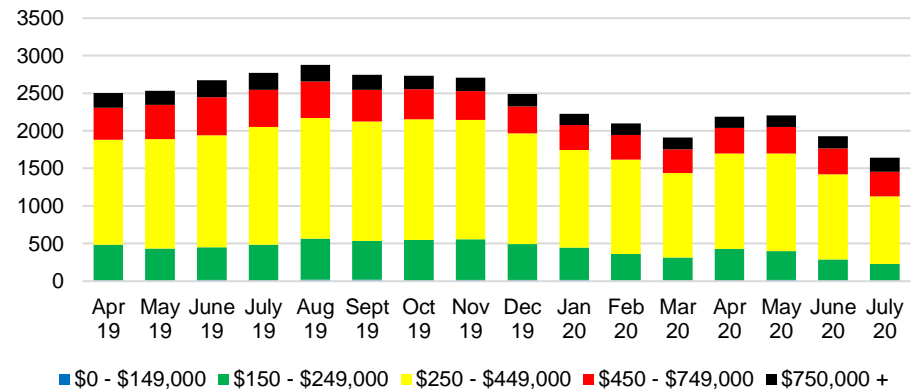
### GWINNETT COUNTY 12 MONTH AVERAGE SALES PRICE



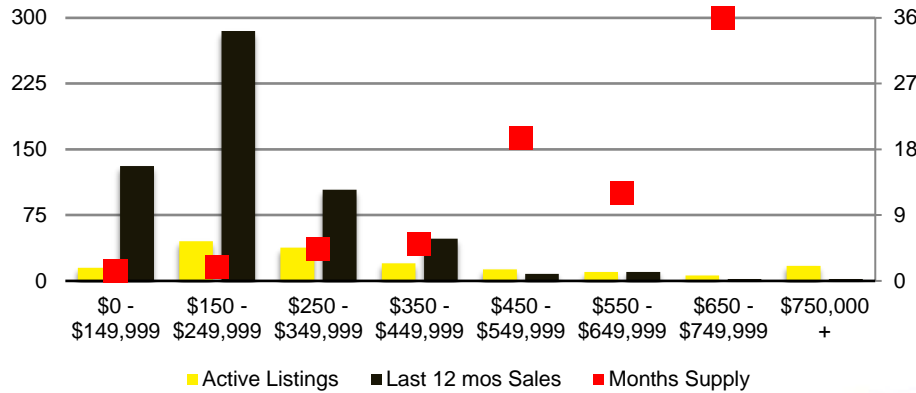
### GWINNETT COUNTY SALES BY PRICE POINT



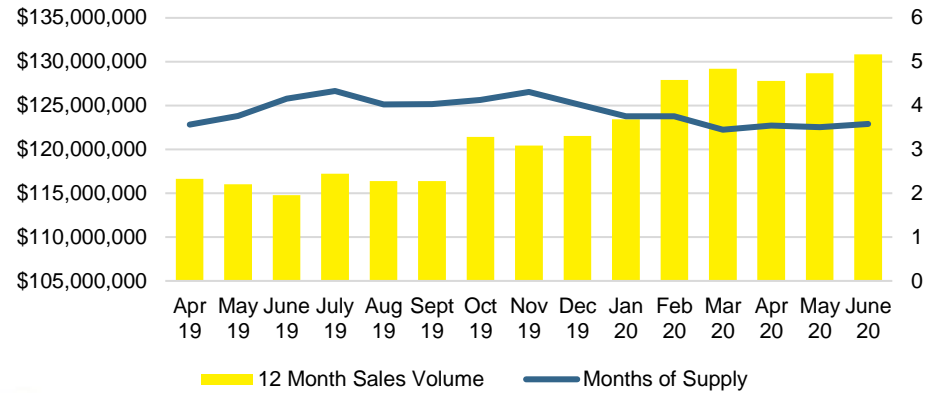
### GWINNETT COUNTY INVENTORY BY PRICE POINT



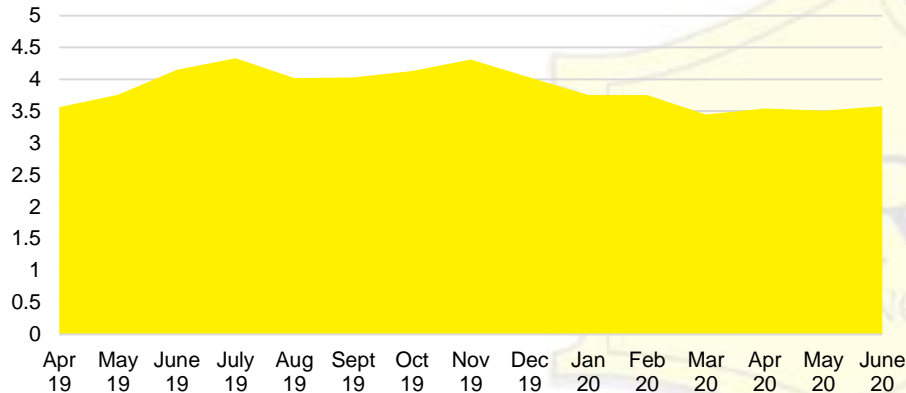
### HABERSHAM COUNTY QUICK N'DICATORS



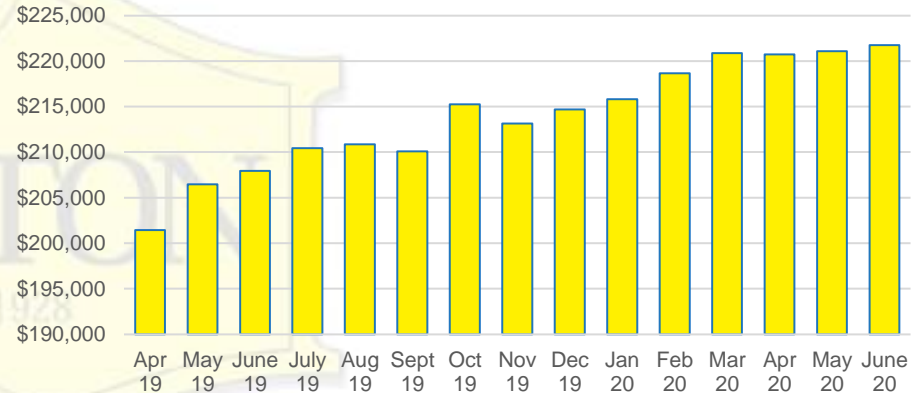
### HABERSHAM COUNTY SALES VOLUME VS SUPPLY



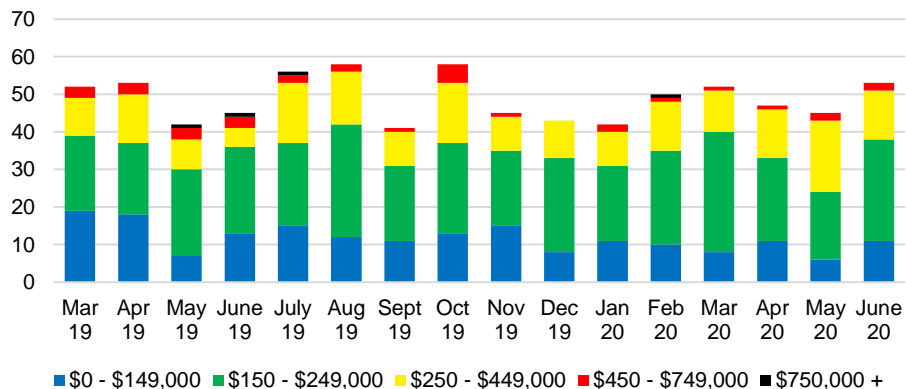
### HABERSHAM COUNTY MONTHS OF SUPPLY



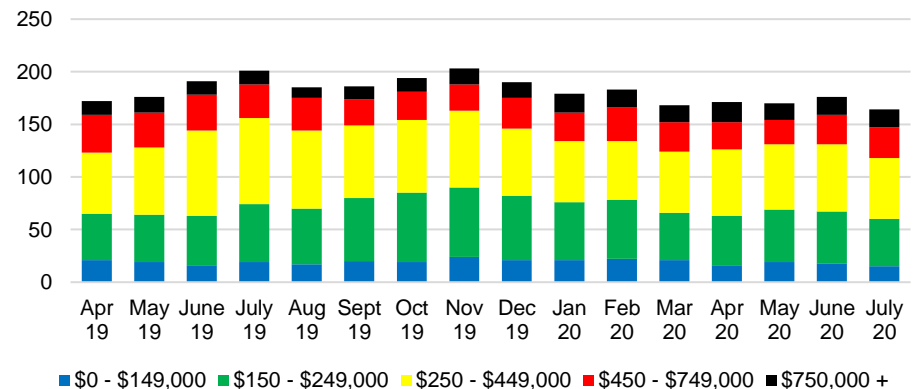
### HABERSHAM COUNTY 12 MONTH AVERAGE SALES PRICE



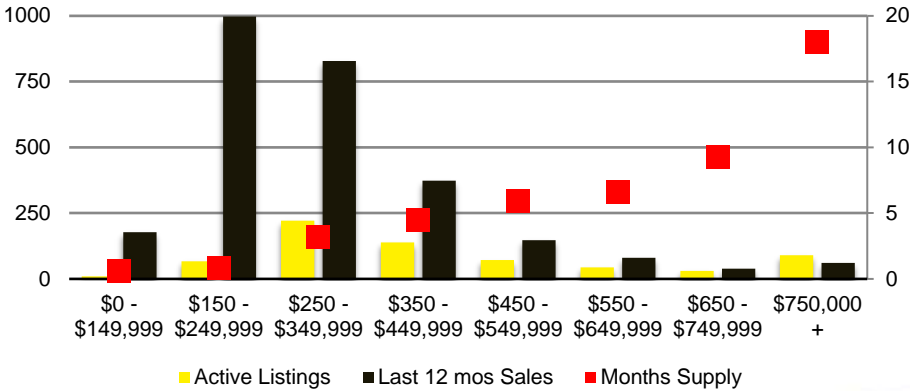
### HABERSHAM COUNTY SALES BY PRICE POINT



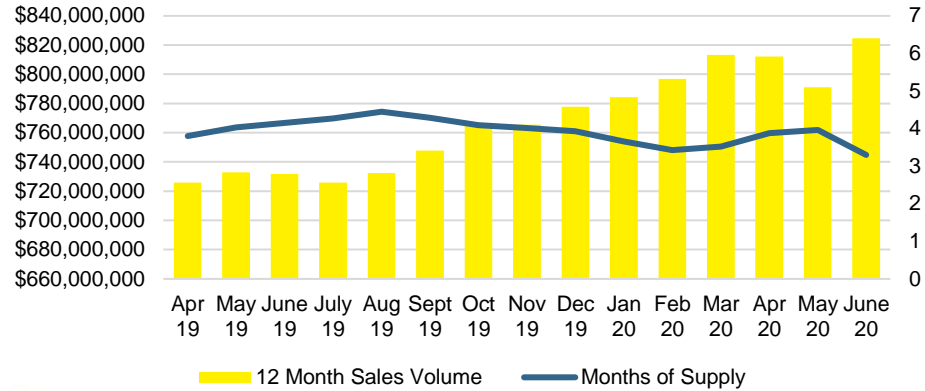
### HABERSHAM COUNTY INVENTORY BY PRICE POINT



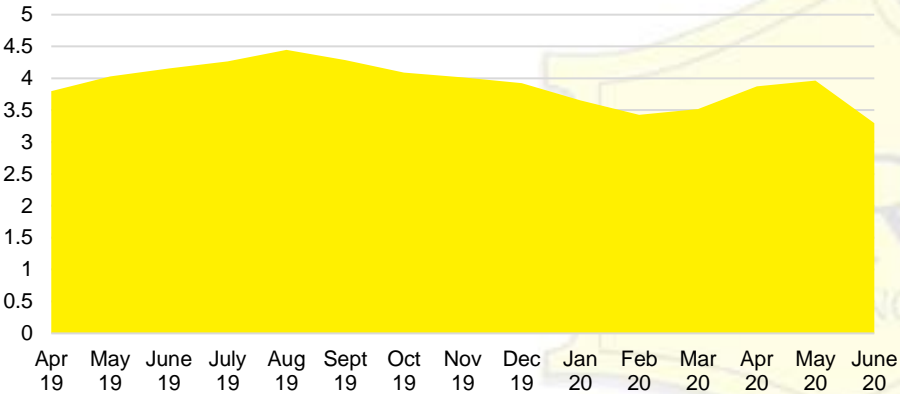
### HALL COUNTY QUICK N'DICATORS



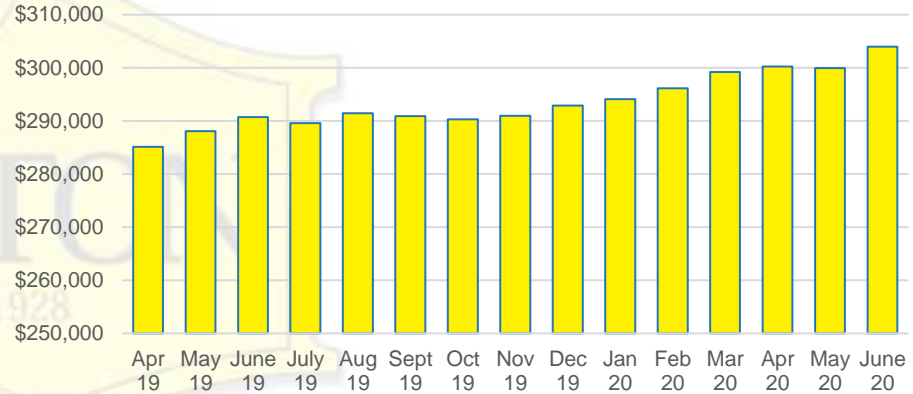
### HALL COUNTY SALES VOLUME VS SUPPLY



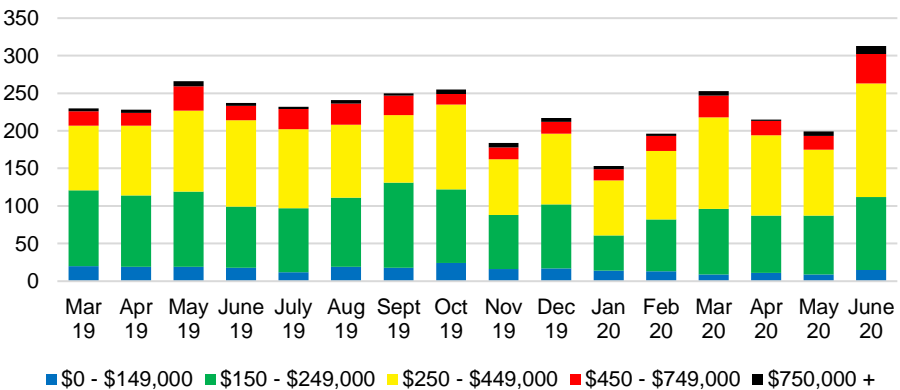
### HALL COUNTY MONTHS OF SUPPLY



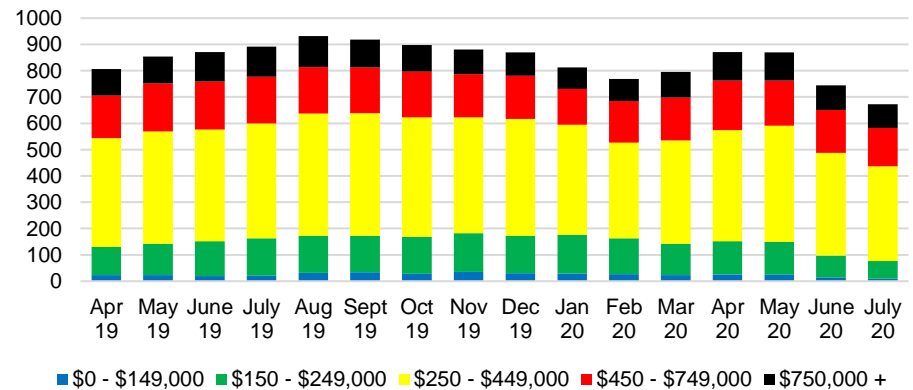
### HALL COUNTY 12 MONTH AVERAGE SALES PRICE



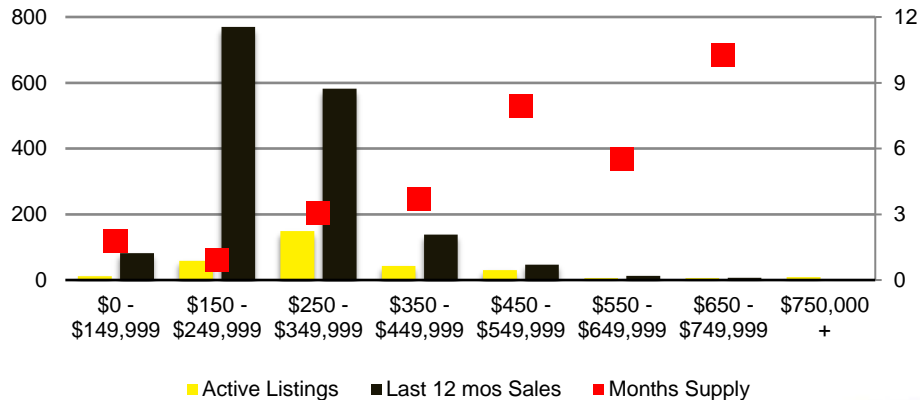
### HALL COUNTY SALES BY PRICE POINT



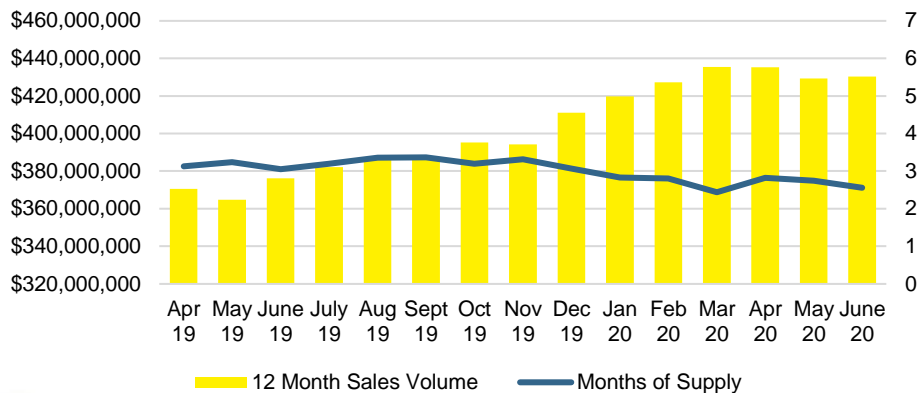
### HALL COUNTY INVENTORY BY PRICE POINT



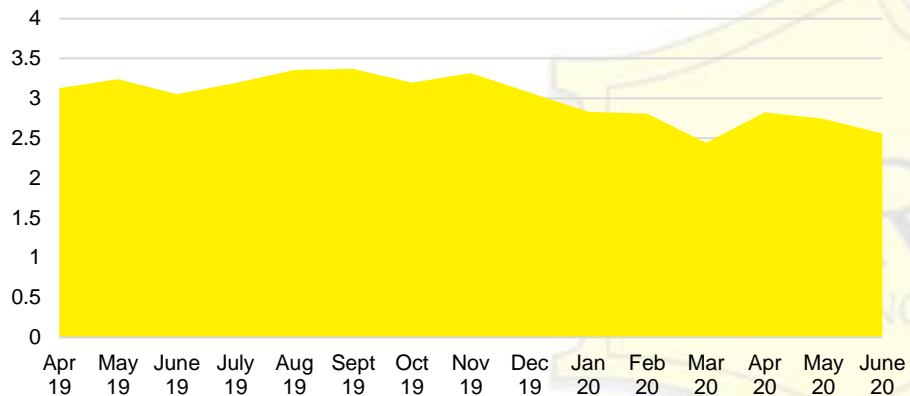
### JACKSON COUNTY QUICK N'DICATORS



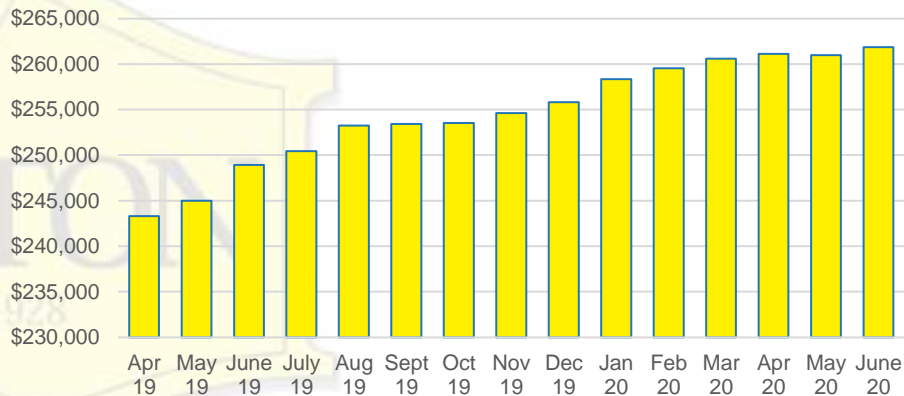
### JACKSON COUNTY SALES VOLUME VS SUPPLY



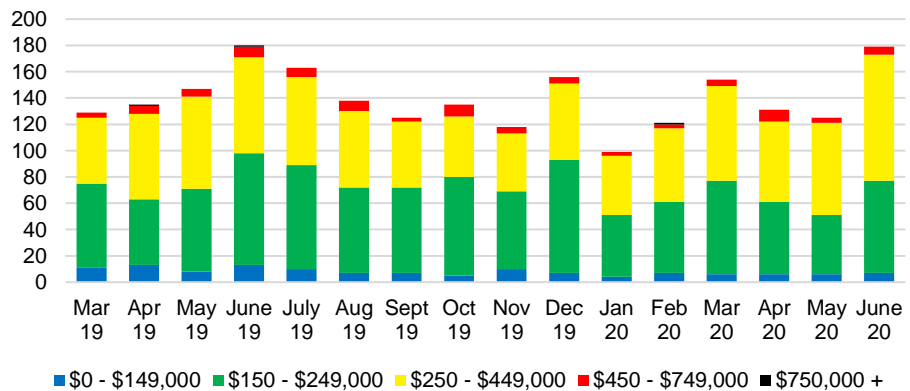
### JACKSON COUNTY MONTHS OF SUPPLY



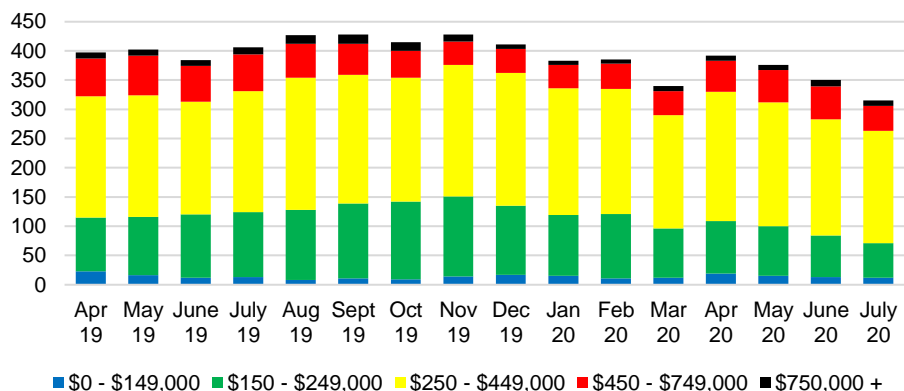
### JACKSON COUTY 12 MONTH AVERAGE SALES PRICE



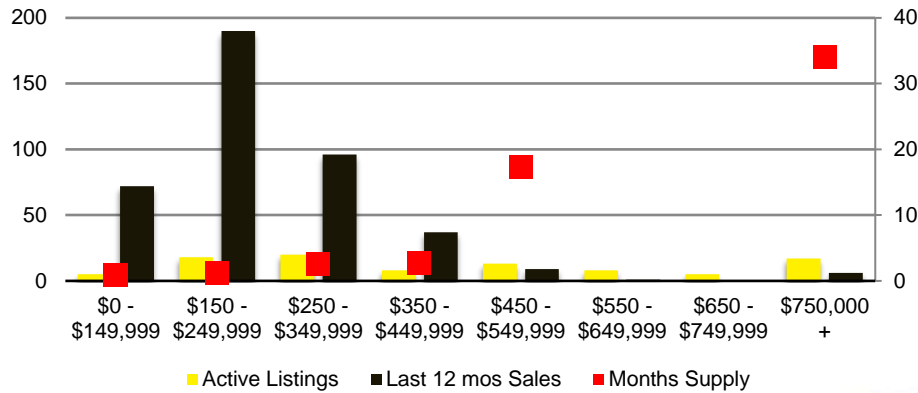
### JACKSON COUNTY SALES BY PRICE POINT



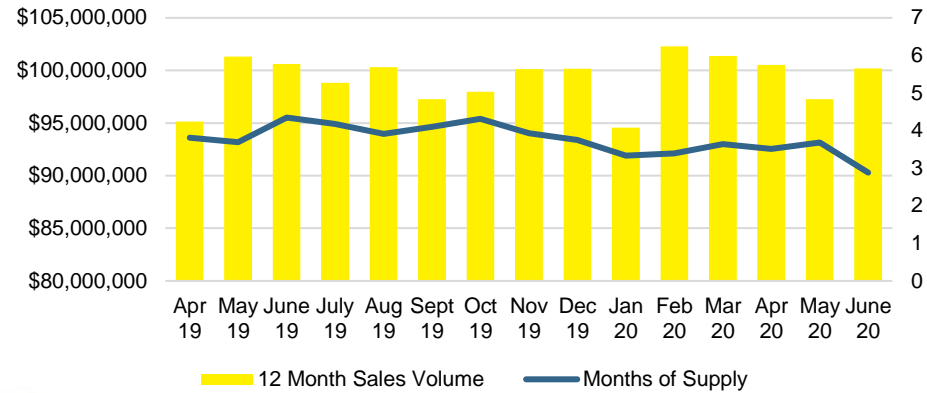
### JACKSON COUNTY INVENTORY BY PRICE POINT



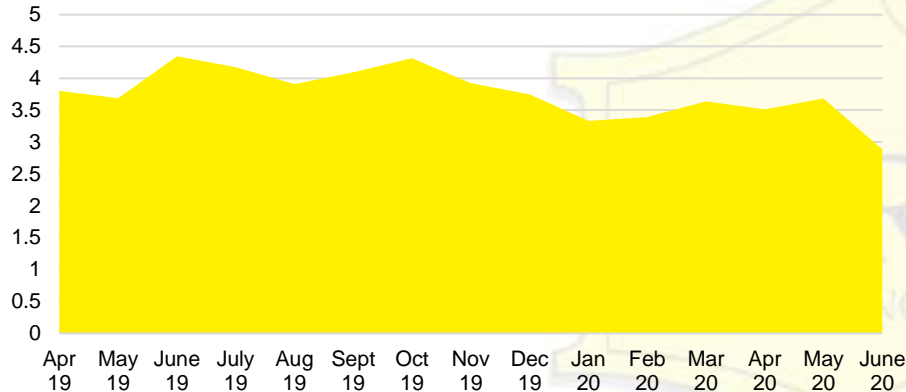
### LUMPKIN COUNTY QUICK N'DICATORS



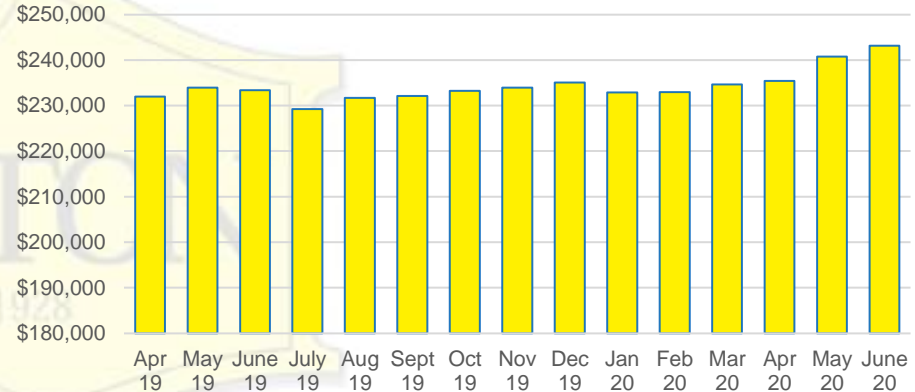
### LUMPKIN COUNTY SALES VOLUME VS SUPPLY



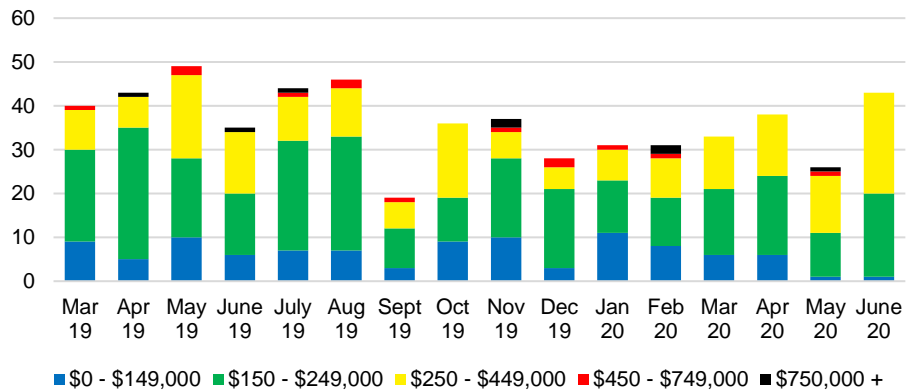
### LUMPKIN COUNTY MONTHS OF SUPPLY



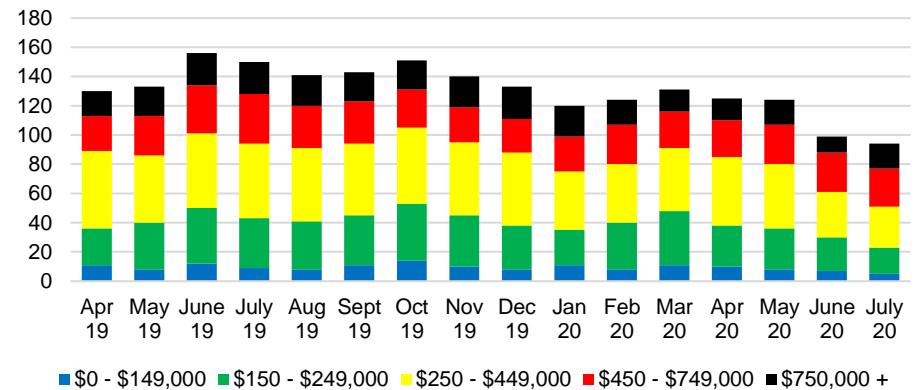
### LUMPKIN COUNTY AVERAGE SALES PRICE



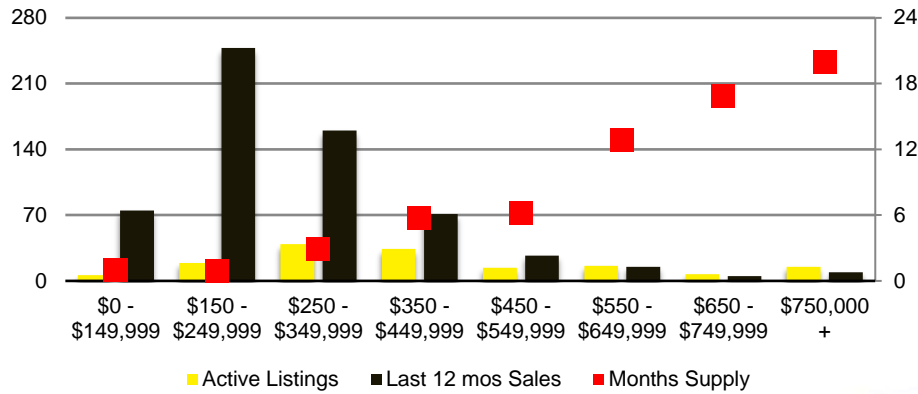
### LUMPKIN COUNTY SALES BY PRICE POINT



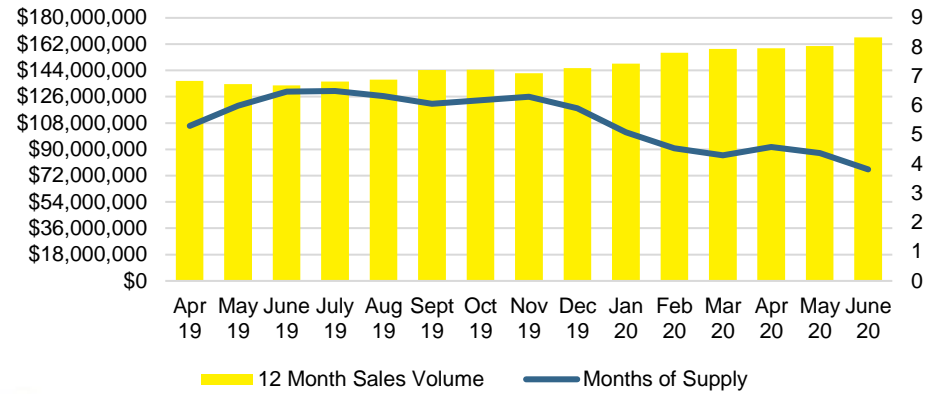
### LUMPKIN COUNTY INVENTORY BY PRICE POINT



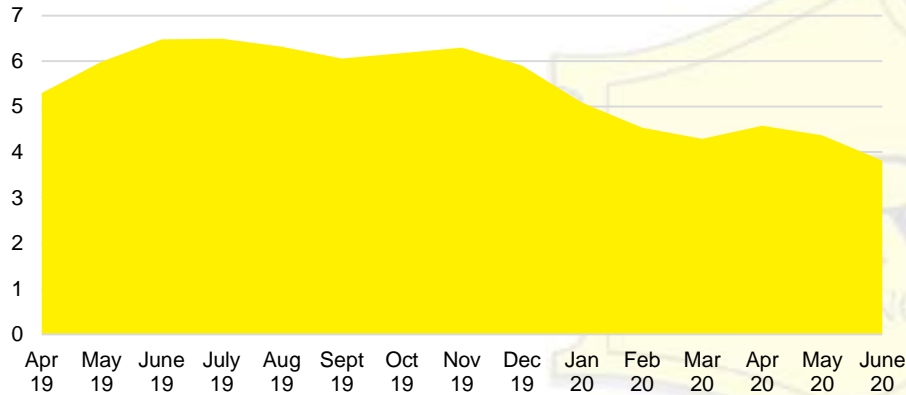
PICKENS COUNTY QUICK N'DICATORS



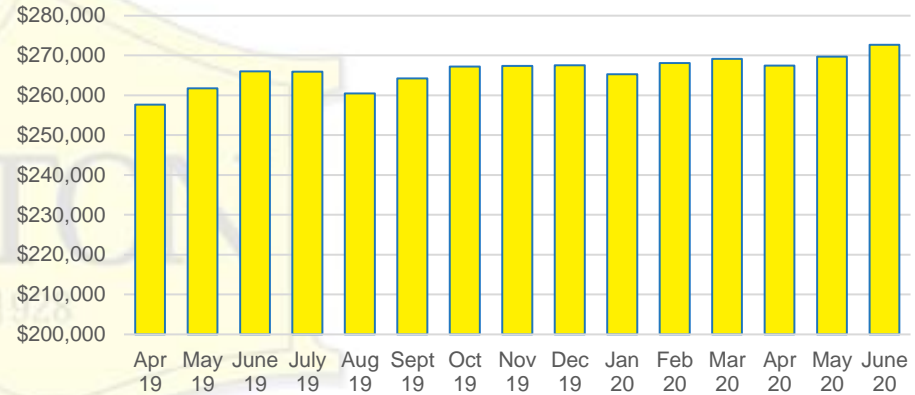
PICKENS COUNTY SALES VOLUME VS SUPPLY



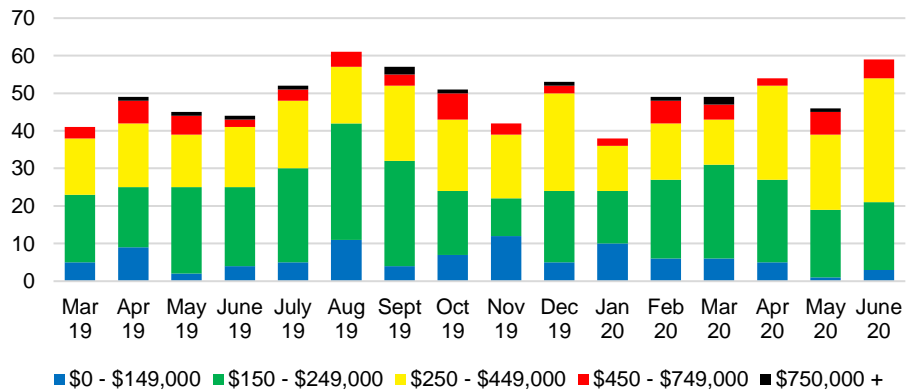
PICKENS COUNTY MONTHS OF SUPPLY



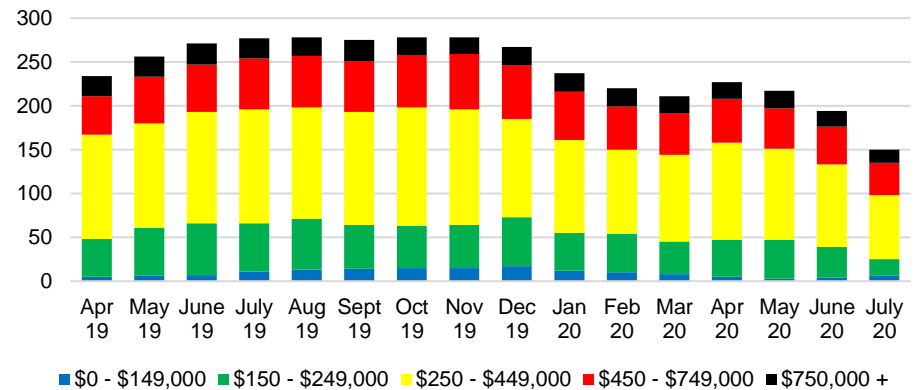
PICKENS COUNTY 12 MONTH AVERAGE SALES PRICE



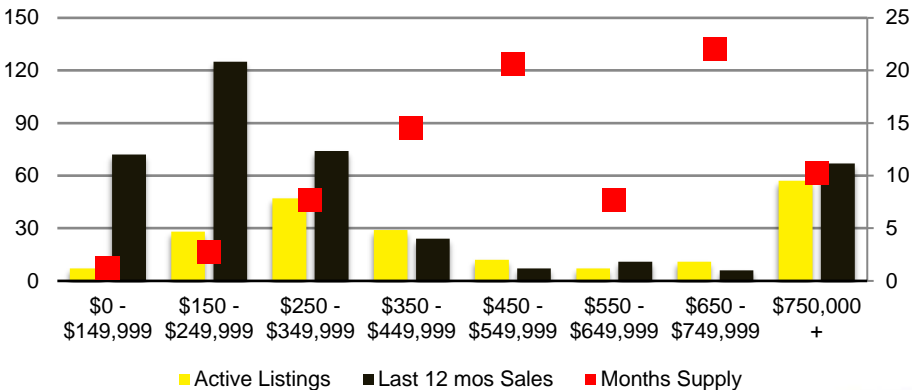
PICKENS COUNTY SALES BY PRICE POINT



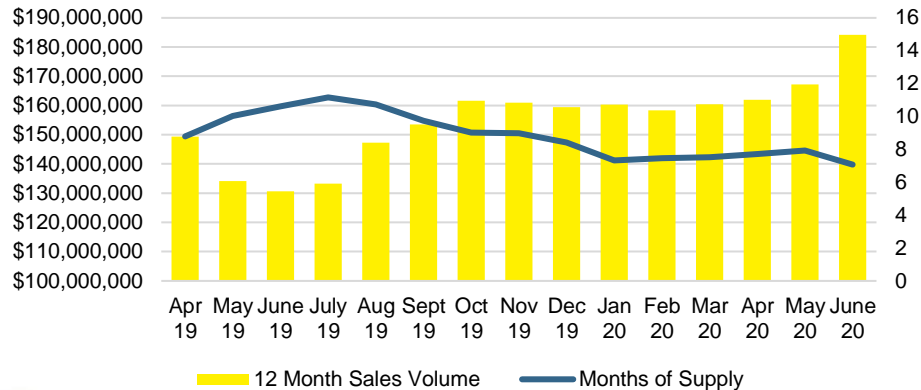
PICKENS COUNTY INVENTORY BY PRICE POINT



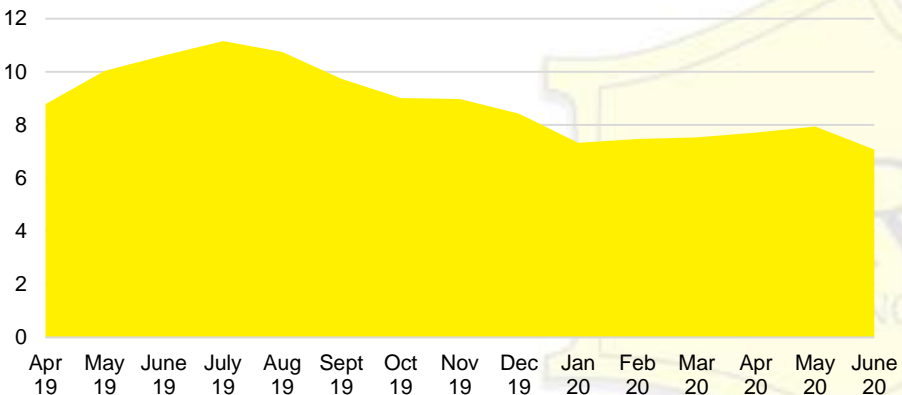
### RABUN COUNTY QUICK N'DICATORS



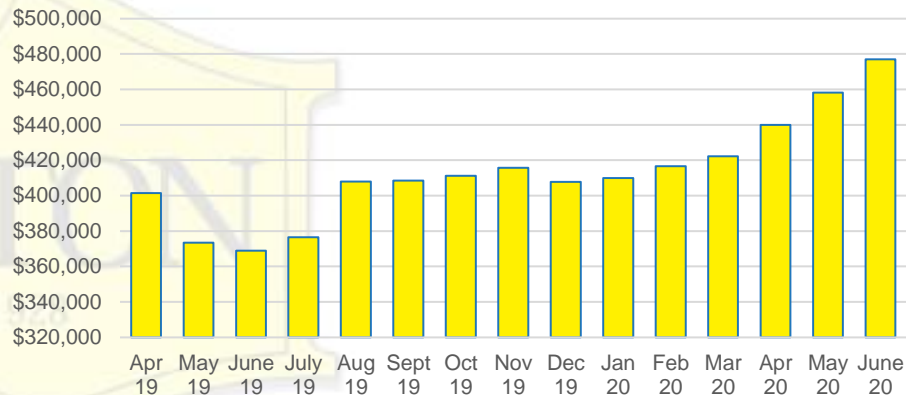
### RABUN COUNTY SALES VOLUME VS SUPPLY



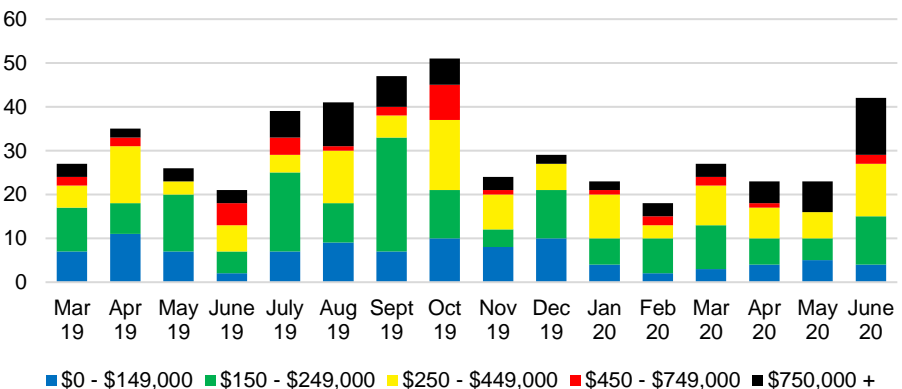
### RABUN COUNTY MONTHS OF SUPPLY



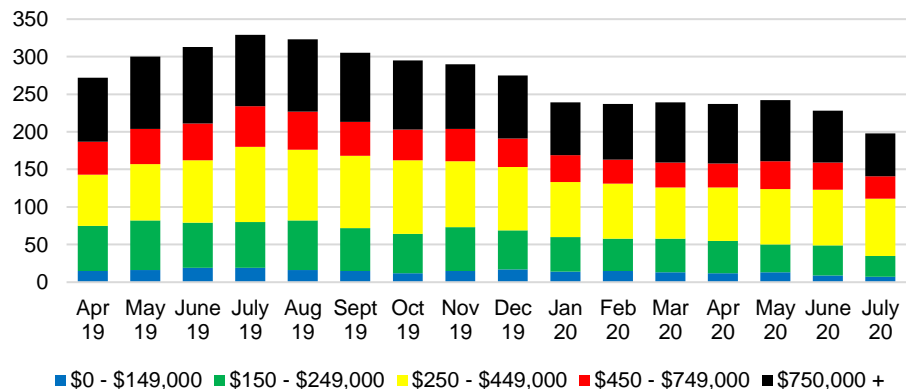
### RABUN COUNTY 12 MONTH AVERAGE SALES PRICE



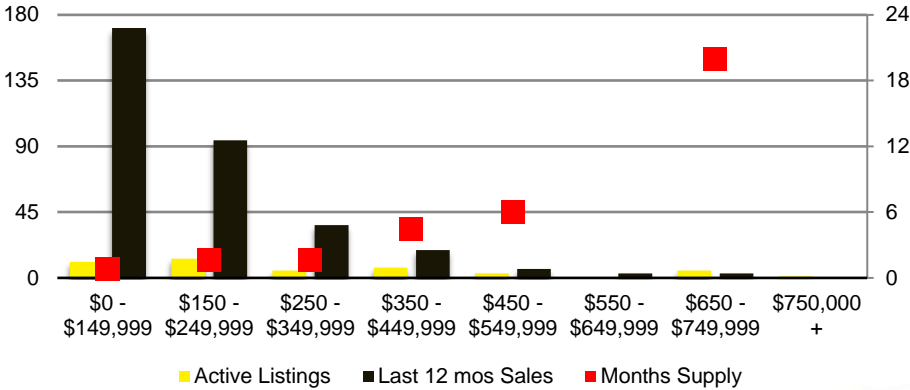
### RABUN COUNTY SALES BY PRICE POINT



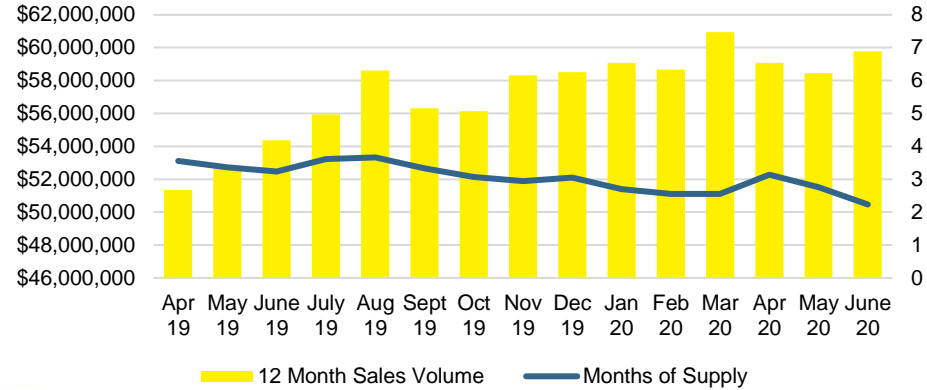
### RABUN COUNTY INVENTORY BY PRICE POINT



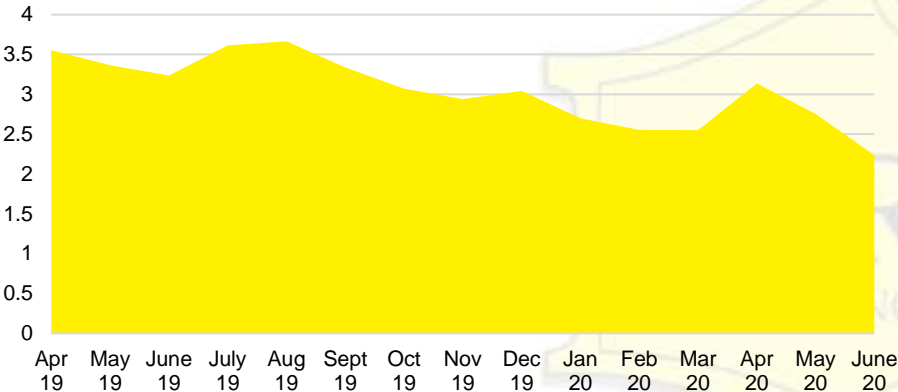
### STEPHENS COUNTY QUICK N'DICATORS



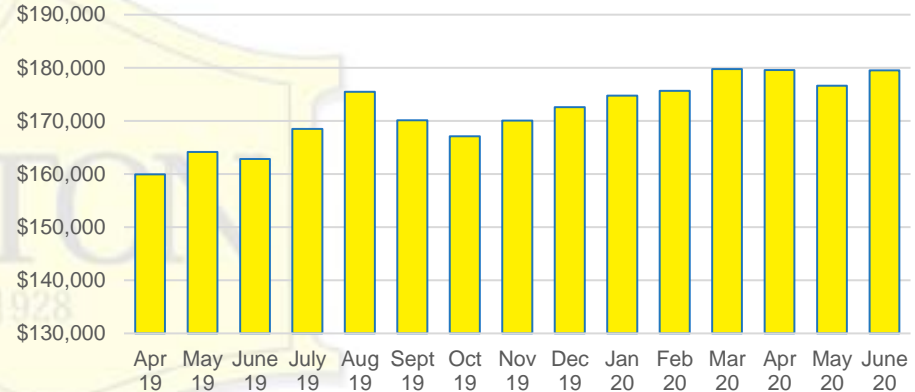
### STEPHENS COUNTY SALES VOLUME VS SUPPLY



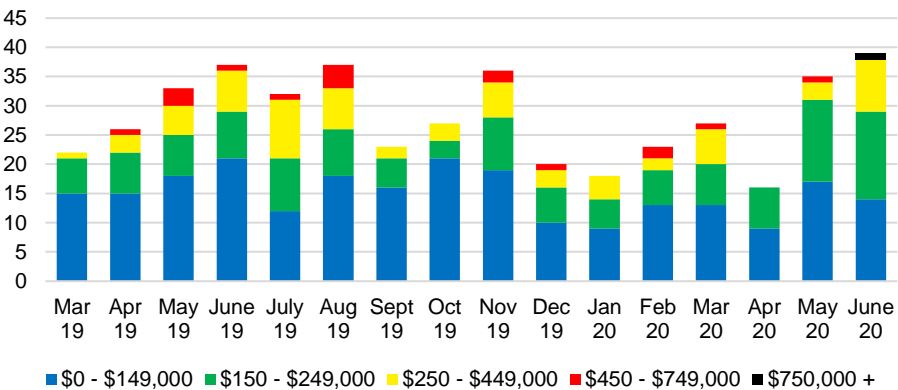
### STEPHENS COUNTY MONTHS OF SUPPLY



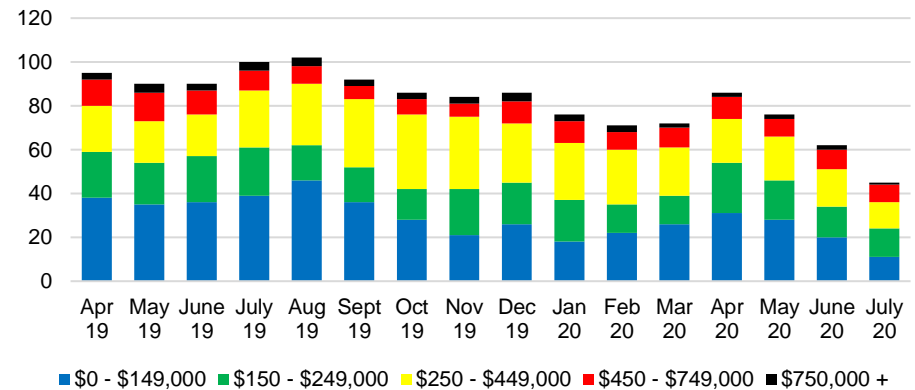
### STEPHENS COUNTY 12 MONTH AVERAGE SALES PRICE



### STEPHENS COUNTY SALES BY PRICE POINT

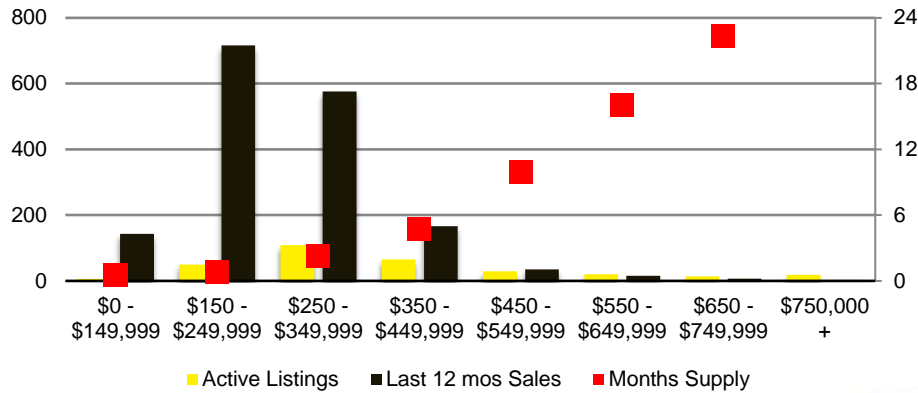


### STEPHENS COUNTY INVENTORY BY PRICE POINT

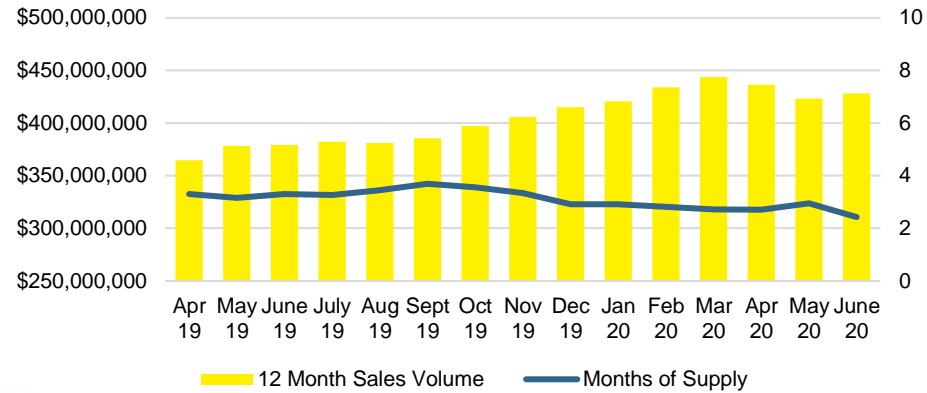




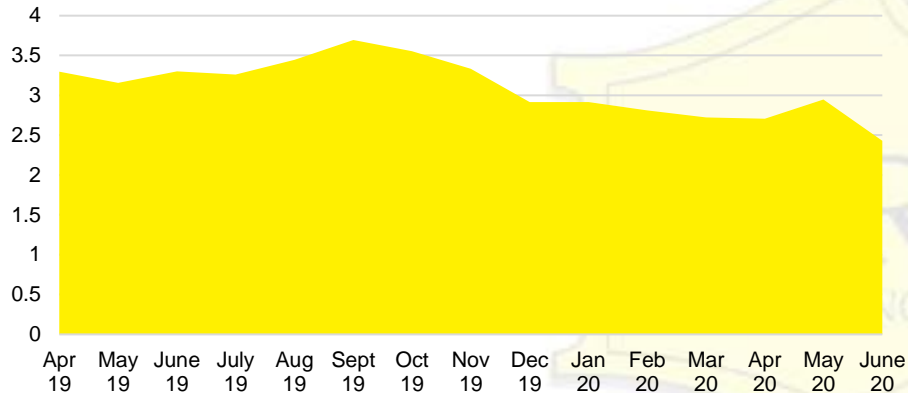
### WALTON COUNTY QUICK N'DICATORS



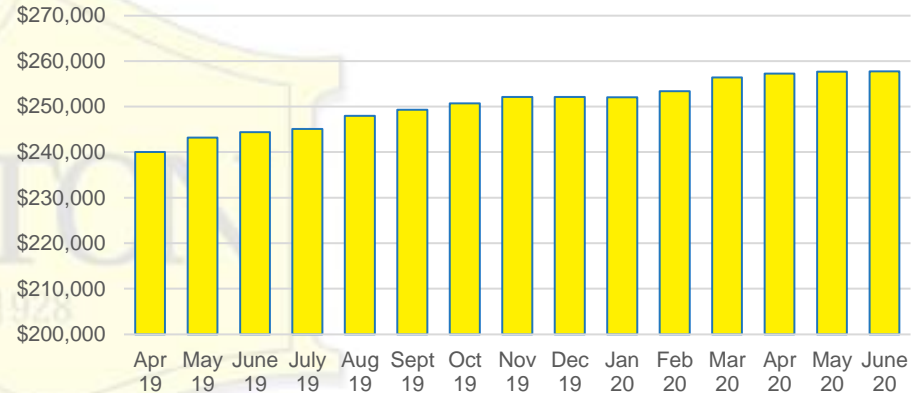
### WALTON COUNTY SALES VOLUME VS SUPPLY



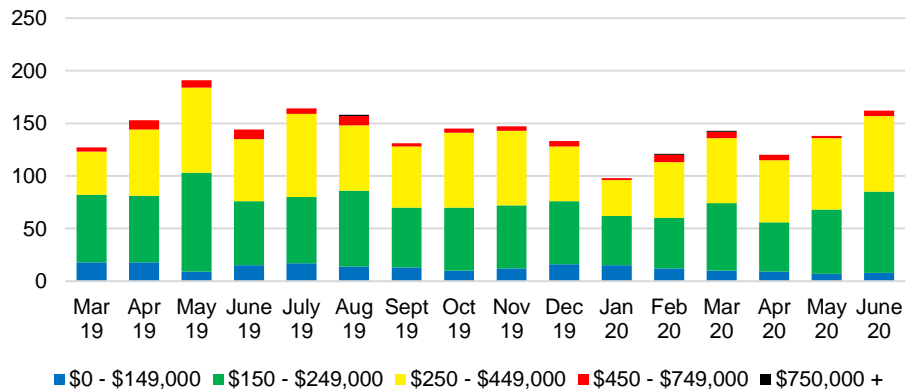
### WALTON COUNTY MONTHS OF SUPPLY



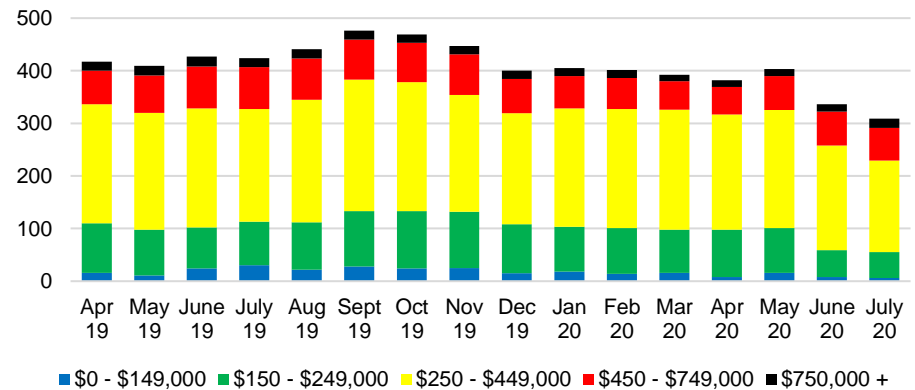
### WALTON COUTY 12 MONTH AVERAGE SALES PRICE



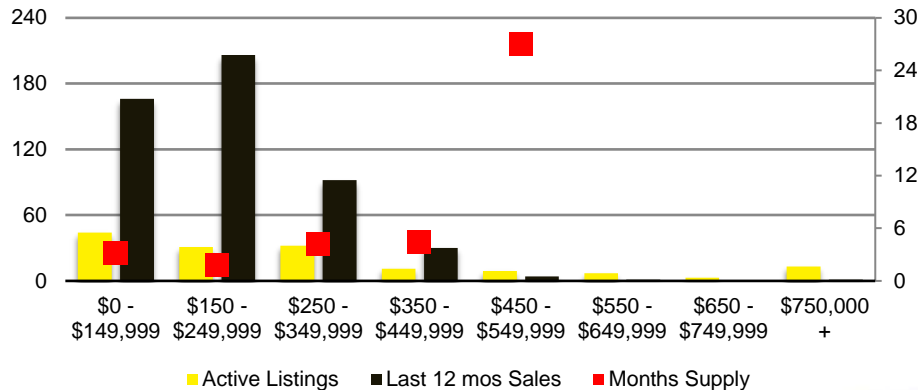
### WALTON COUNTY SALES BY PRICE POINT



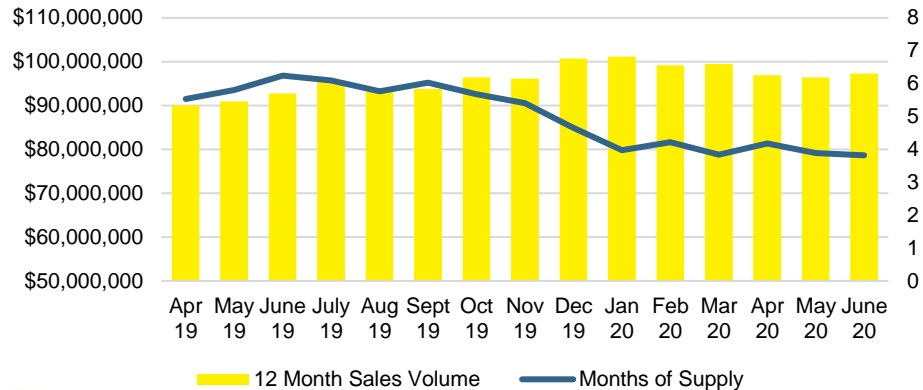
### WALTON COUNTY INVENTORY BY PRICE POINT



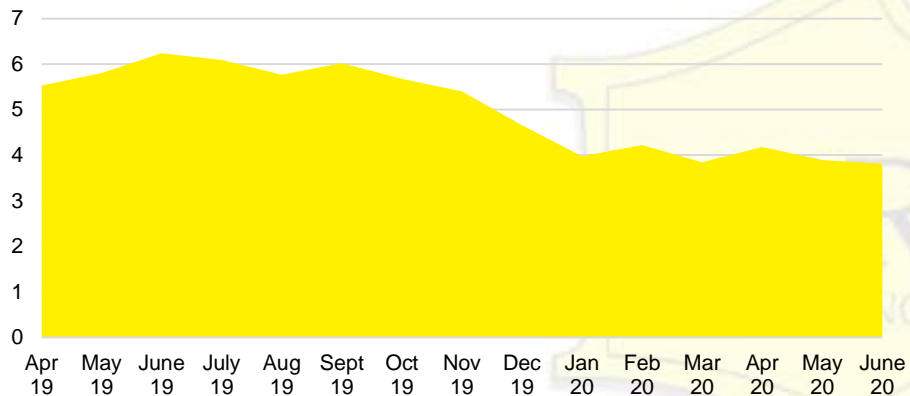
### WHITE COUNTY QUICK N'DICATORS



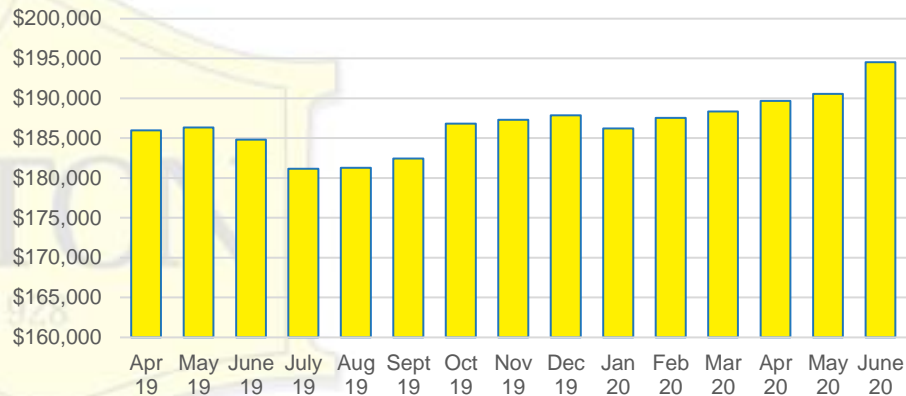
### WHITE COUNTY SALES VOLUME VS SUPPLY



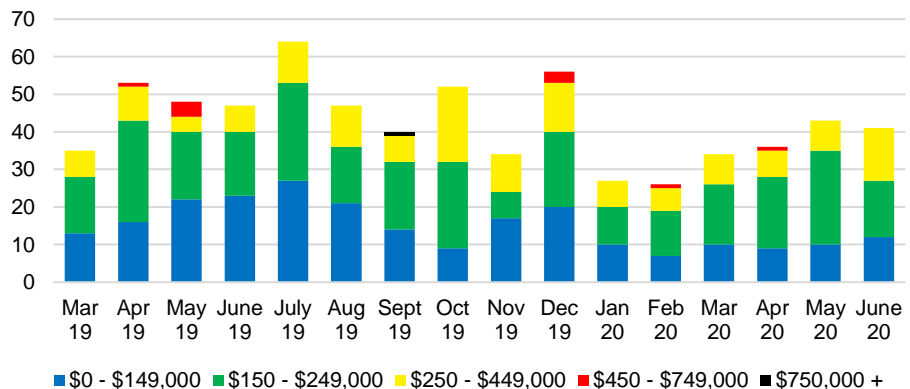
### WHITE COUNTY MONTHS OF SUPPLY



### WHITE COUTY 12 MONTH AVERAGE SALES PRICE



### WHITE COUNTY SALES BY PRICE POINT



### WHITE COUNTY INVENTORY BY PRICE POINT

