



— CITY OF DECATUR REAL ESTATE —

# MARKET REVIEW

2018 - 2019 • FOURTH EDITION

**IS IT A GOOD TIME TO  
BUY, SELL OR HOLD?**

- 2018 Trends and Statistical Assessment
- 2019 Decatur Market Predictions
- City-wide and neighborhood statistics





**We are THE #1 volume Metro team again...**

**... and we grew another 40 percent in 2018!  
How did we do it?**

I am exceptionally proud to say my team provides unparalleled service for our clients. They are each at the top of their field of expertise and make the entire home-selling process seamless for clients. It is a combination of their prowess and hard work, and our unique and unmatched listing program that enables us to exceed clients' home sale expectations and consistently outperform the competition's listings every time.

*- Chad Carter*





*Dear Neighbor,*

**H**ome can mean many things to different people. Sure, it's the place where you sleep a night. But home is much more than just a house. It's also the neighborhood you live in and the people who live in the houses around you – people who often become life long friends.

There's a saying among Realtors these days that goes like this: The last generation looked forward to the day they could pay off their mortgage, but this generation looks forward to the day they can get one. There is a lot of truth in this. And that is why it is key for Sellers to understand just how important that home loan is to Buyers.

Reading through this Carter and Associates annual Decatur market report, you'll notice we repeatedly mention how the most successful homes sales in the area are homes that are "move-in ready". This is because today's homes shoppers are buying the absolute most house that they can afford. They are treating their home as an investment, not just a place to live. Buyers will eventually use their equity to purchase a car,

fund a personal project or put their kids through college. For the Buyer, their new home is directly tied to the future of their family. Therefore, they are using every bit of money they can get from the lender towards purchasing that home. Simply put, they will have no capital available to tackle any needed home improvements for a long while.

As Realtors who have lived and worked in the City of Decatur for many years, our family and business are part of this amazingly diverse and thriving community. We are humbled and thrilled to assist people in making our great city their home, while helping Sellers get the most out of their investment too.



*Chad Carter*



“As Decatur's premiere real estate mortgage lender for more than 15 years, we knew Dee Pajak had hundreds of real estate agents in her contacts. So when she chose Carter and Associates as the Realtors to sell her personal home, it was a testament to the hard work we do. It's just about the best compliment we could have received.”

*– Chad Carter*

“Christina and Chad exceeded our expectations in the sale of our Decatur home.

As a local mortgage lender, I know a lot of good realtors. I chose them to represent me. They offer full service, access to contractors to fix or upgrade things at the house and a whole team of knowledgeable and competent people who know how to do their jobs. It is only with this team that they can offer so many extra service pieces which really made the difference. From List to Contract was 14 days and closing was 39 days–in Fall. Excellent. I recommend them.”

*– Denise “Dee” Pajak*



**BOMBARD ME  
WITH QUESTIONS.**

*I love it.*

Together we are going to custom design your loan. By the end of the efficient, transparent process, you will wonder why getting a mortgage hasn't been this smooth before.

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### 3 New Market Trends that Significantly Impact the 2018-2019 The City of Decatur Home Sales

For those considering a SALE in 2019, this is a must-read. These trends are apparent in all markets and at all price points. While the City of Decatur is an exceptional niche market and overall sales are strong, things have slowed down, and these definitive changes had a notable impact in our 2018 sales and will have the most influence on homes sales in 2019.

**1** The vast majority of current-market home buyers want — and need, due to financial considerations — the home they purchase to be upgraded and as move-in ready as possible.

It's a trend we've seen grow for a of myriad reasons: Buyers have shifted from merely wanting their newly purchased home to be as move-in ready as possible to needing it to be so. And if the home is move-in ready and reasonably upgraded, they will gladly pay the asking price. For the 87 homes in the City of Decatur that did not sell in 2018 and the others that did not sell well, the primary obstacle was not the price as much as the homes were not "sellable" in a way that met buyers' expectations. While home prices have dramatically risen for eight straight years, income earned has not. Most buyers are now spending up to 50 percent of their debt-to-income to purchase homes. Yes, 50 percent! They are spending all of their savings on the down payment and closing costs just to move in. That means they often cannot borrow more for improvements — or they are too busy in their personal lives and work lives to manage a renovation, or they are hesitant to finance further improvements, or they simply don't want to live through a construction or renovation project. It's far easier for a buyer to manage a single, definitive mortgage than it is for a buyer

to pay for a home and then have to come up with more cash for needed repairs, upgrades, and improvements. The homes that are absolutely move-in ready are the ones that buyers want and compete for. The rest will struggle to find a buyer and possibly never sell. For unprepared homes, even price reductions won't resolve the dysfunctional issues of a home that lacks needed updates. For these unprepared homes, as the market numbers reflect, there is no price.

**SELLER RESOLUTION:** The good news for you, as the seller, is that you do not have to go overboard with improvements. Remodels are not necessary to sell your home, but it's certainly worth your effort to discern what modest improvements will render significant returns on the sale of your home as opposed to improvements that do not bring you a sale — or a higher priced one. Most homes only require minimal, but well-planned, efforts to bring to market. Those are the projects that are well worth the investment.

**HOW C&A CAN HELP:** With Carter & Associates' extensive experience as selling agents — and as home renovators and builder representatives — we can help you know exactly what improvements to make when bringing your home to market. And we give you access to our deep network of tried-and-true repairman at secured rates. We'll even help coordinate project management with them. Then, complementing your improvement efforts, we'll give you free, luxury staging to showcase the optimal use of your home. All of this added value doesn't come at a premium cost, but for the same standard commission you'd pay a solo agent. And even if you're not selling in 2019, call us any time to consult on those home improvement decisions. We are happy to help.



**2** While secondary sites (like Zillow, Redfin, and Trulia) are great for secondary promotion of your home, these sites are now publicly exposing your home's days on market and your home's sale record. Buyers are absolutely tracking your home and its competition online. This completely changes how sellers must bring homes to market. If a home is not sold within just three or four short weeks, buyers will notice and ask "What's wrong with that home?" Unfortunately, this now very public information, and a home's history and time on market will quickly devalue it. Homes lingering unsold will probably sell, eventually, just at a much lower price than could have been achieved if the sale were handled properly from the start. With the market slowing, this trend will have even more impact in 2019.

Your potential buyers can now see all of the listing history immediately, online, through secondary sites. Once a property is on the market as little as just three weeks, buyers start asking questions. "Why hasn't this home sold?" or "What is wrong with it?" or decide that "If others don't want it then we probably won't be interested either."

In the past, you could bring your home to market, gauge interest, make some changes, improve the marketing, tweak the price, etc. But coming to market intending to show patience and hold no longer works — it hasn't for years, now, with modern shoppers' online protocols. A buyer is viewing homes online first, before even considering an on-site visit. In this new market, using the wait-and-hold model will eventually — probably — achieve a sale, but for significantly less money. The market will devalue your home in just three to four weeks. For a real-world reflection of this, look at the record number of 87 homes in the City of Decatur listed in 2018 that did not sell. That's an astounding one in four, which might seem impossible in a niche market where homes traditionally sell very well. Each of these homes suffered multiple, substantial, price reductions and still did not sell. We know this firsthand, as Carter and Associates was the second Realtor in about 25 percent of our new listings in 2018. These were homes that did not sell with a previous Realtor in their first attempt at the market. Despite the homeowner's and prior agent's best intentions, the homes were simply not ready for the market and had poorly designed listing plans.

**SELLER RESOLUTION:** The key to a definitive top-sell now, and really for the last two-three years, is to work hard to front-load home preparation, make the home as reasonably move-in ready as possible, create a neutral space that will appeal to all buyers (turnkey, if you will), and launch the listing with an extensive marketing plan that features local, national, and international reach.



**HOW C&A CAN HELP:** With our team's protocol for preparing and bringing homes to the market, combined with our unparalleled marketing efforts, we sell all of our client's homes optimally. We are constantly setting sales price records in Decatur communities with this system. It may require more work upfront, but we know that it's absolutely necessary. We are here to help, and it is these small — but carefully designed and painstakingly planned — extra efforts that we make that sell our client's homes first, at an optimum price, versus our competitors' listing. Give us a call, and let us show you just how easy it can be to hit a home run with your home sale.

**3** The primary buyer audience for Atlanta Intown and Decatur is now coming mainly from outside of Decatur or metro Atlanta (about three out of five!). Most buyers now coming from the Atlanta suburbs, from elsewhere in the state, from around the nation, or from around the world, all looking for Intown homes.

Atlanta is experiencing tremendous influx of residents, with so many large companies either currently headquartered or moving to Atlanta, all recruiting talent from around the globe. Most buyers for City of Decatur homes will come from outside the immediate area, and often from out of state and out of country. This means that most agents showing your home will also be from outside our area, showing City of Decatur homes. These long-distance buyers, making the most of their travel, will typically consider listings in four to five other influential neighborhoods with competitive lifestyle amenities. So it's imperative that your home's marketing efforts be pinnacle if you don't want to miss potential buyers. Don't leave your hard-earned money on the table.

**SELLER RESOLUTION:** Your home's marketing must be pillar, capturing the lifestyle and values of your community. It needs to get in front of the eyes of all potential buyer markets, including an extensive global reach.

**HOW C&A CAN HELP:** Our marketing manager and team of marketing experts will clearly communicate the lifestyle and value of your home, neighborhood, and community. We live and breathe City of Decatur — literally! We will ensure your home shows in its best light, so that the potential buyer understands the value of the property and Decatur lifestyle. Our team uses every available home-selling technology and marketing platform to get your listing to all potential buyers, whether local, national, or global, to ensure you get the best sale. As full-time career Realtors, Chad and Christina have forged deep, local relationships that will absolutely also prove invaluable.

# We Conduct Luxury Staging on All Our Homes for Free!



**Staging works!** That's the reason that reality TV shows and builders do it. Buyers need to see the utmost potential of your home and how they can optimally live in the space. Whether we stage your entire home with our luxury furniture or work with your furniture and add some of our pieces and placements, Christina and our professional staging team will show your home in its best light every time.

*\* While others may offer free upfront staging, you pay at the closing table. With Carter and Associates free means free — over a \$4,500 savings to you — taken care of by us. No marketing fees at the closing table!*





# HIRE AN ENTIRE TEAM!

With Carter & Associates, you get our entire team of professionals to ensure you sell on your own terms and at the maximum price.



## Chad Carter, Realtor and Team Leader

As a U.S. Army Veteran and leader of an award-winning team, Chad is extremely customer-service oriented. He has extensive knowledge of new construction and existing home evaluations to share with buyers, sellers, and developers. He also has an intimate understanding of all Atlanta In-town neighborhoods. He and his wife/business partner, Christina, and their three children live in Decatur.

## Christina Carter, Realtor, Team Manager

Using her engineering degree from Georgia Tech plus her renovation and design background, she truly enjoys helping Client's prepare their home for the real estate market. In today's age, the home has to debut perfectly - this is imperative so much thus Chad and Christina created a luxury staging service for their Sellers. In addition, Christina embodies passion for helping people find the right home.



## Bridget Fancher, Realtor, Listing to Closing Specialist

Bridget has almost 20 years of real estate experience in New York City and Atlanta, including office management, marketing, staging, contracts and representing sellers and buyers. She is committed to providing a seamless listing to closing process for your home sale and/or exceptional buyer support. Bridget spends her off time renovating her 80 year old home in Grant Park and being involved in the local PTA by producing events and community projects.

## Taylor Higdon, Marketing Coordinator

Taylor coordinates communication across all marketing platforms from listing to close including realtor outreach, social media outreach, neighborhood outreach, and a broader outreach designed to attract positive attention to each home. She is an Atlanta native and an active member of the Decatur community where she resides with her daughter. Her deep knowledge of Atlanta and the in-town neighborhoods brings valuable insight to every transaction.

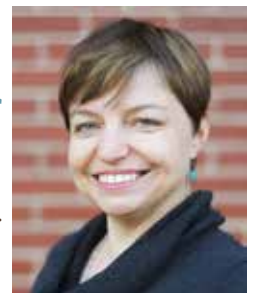


## Katherine Cole, Director of First Impressions

Katherine is an experienced Director with a demonstrated history of working in the legal, insurance and real estate industries. She is known for her reliability, can-do attitude and commitment to excellence.

## Kate Timberlake, Real Estate Coordinator

Kate assists the team in all aspects of day to day protocol and specializes in staging design. She lives in Medlock Park with her husband and son and is active in the community.



404-944-6577  
[www.CarterandAssociatesGa.com](http://www.CarterandAssociatesGa.com)





## From My Prospective

I am more than ecstatic to present the fourth edition of our City of Decatur Market Real Estate Market Review. For most of us, our home is like a piggy bank. It's one of our primary investment tools and something we'll rely on for retirement or to pay for our children's college. It is my hope that, through this report, we provide the information you need to monitor the market, empowering you to make the best decision for your family's home over the years. While I thoroughly enjoy analyzing endless statistics and articles revealing our ever changing global, national, regional, and even local Atlanta Intown market trends, I tailor this review just for our very special City of Decatur market.

While it is all good news for our community, 2018 City of Decatur Market home sales experienced the most dramatic shift and changes in 10 years, and as a result, we have prepared a more extensive review for our readers. Whether you're selling in 2019 or considering home improvements, I encourage you to read this report's initial pages. I think you'll find it exceptionally insightful. We hope you appreciate our efforts and passion for our community's homeowners with this elaborate guide.

Enjoy!

*Chad Carter*

## City of Decatur Market Report

The residential real estate market in the City of Decatur is slowing but still favorable. We experienced another increase in the average home sell price, to \$680,520, a 4.64-percent increase from the 2017 year-end number. Our market will remain strong in 2019, and we anticipate home sales prices will continue to increase, but at a lower rate than in recent years. An average sales price increase of 4.64 percent is outstanding, and that growth brings it in line with sustainability and stability. That's all great for our homeowners and market, but many substantial changes became apparent in 2018, and since these trends will continue in 2019, it is important for us all to monitor and consider them.

### Critical Changes

After seven years of growth, both the general market and even our niche market are now cooling. The market's still strong and stable. Over the last three years we have had about the same number of "available annual inventory" of total homes for sell at generally around 300. So the available inventory has stayed about the same. But in 2018 we experienced a 31-percent increase in the "monthly inventory" of available homes, as fewer homes sold

per month — down to approximately 18 a month. The drastic climb in the number of homes not selling in the City of Decatur we saw in 2017 (that number was 42) became even more evident in 2018, as we predicted. Even with what's considered a low monthly inventory, Decatur had about 87 homes listed in 2018 that did not sell. This statistic includes approximately 60 standard listings and 27 homes that were renovated or newly built. That's about one in four that did not achieve a sale.

These recently rooted trends are a notable evolution in the city's market performance worth assessing.





## Quick Takeaways

### City of Decatur 2018 Market

- 223 Homes Sold in 2018  
(Down from 253 in 2017, and 307 in 2016.)
- Average Increase in Home Sales Price in 2018 = 4.64%
- Most City of Decatur buyers are absolutely coming from outside of the immediate area.

### The How and Why

Affordability. With seven years of home price increases, certainly outpacing wage earning increases, buyers are pushing back on what they will pay for, or what they simply can't afford. With a 68-percent climb in home prices since 2012, buyers are now purchasing at 50 percent of their debt-to-income to obtain a home. Yes, half of their debt-to-income. This means there is now only one evolved buyer in our market, regardless of price point. That buyer wants, and, more importantly, financially requires that the home they purchase be functional and reasonably upgraded — which is to say, move-in ready. They will pay well for these homes, and with our low inventory, properties that are completely ready for the market will continue to sell strongly. These are the few properties everyone wants and competes for. Monthly holding inventory will continue to rise in the City of Decatur market, and sellers can expect less competition for their homes in 2019. For those not ready for the market — remember 25 percent of listings did not sell in 2018. For those who do their homework and make the effort, will have houses that will sell very well in 2019.

For more on what you need to know to understand these quickly evolving market-transaction trends — if you're considering home improvements, and especially if you are listing your home in 2019 — please thoroughly read and review the preceding pages 4 and 5 of this report.

### 2019 Predictions

It was all good news for most of the homes that did sell in 2018, and this will be the case for most homes in 2019 that come to the market properly.

We predict another four-to-five percent increase in the number of homes that do sell in 2019. We also predict the same general total inventory of homes coming to market, but that the monthly inventory of competitive local homes will increase (currently at three months, this is still low and quite favorable) and that the total number of sold homes will again diminish slightly. With affordability concerns and interest-rate hikes, expect that the number of homes not achieving a sale will also increase in 2019. It will continue to be a seller's market for homes under the \$750,000 price point, a stable market for those prices from \$750,000

to \$900,000, and a buyer's market for those listed above \$900,000, due to both a limited pool of buyers and a growing inventory of competing new construction.

Decatur will continue to be one of Intown's top desired areas to live. In 2019, your home will compare more favorably over your competition's if you ensure it is properly prepared and completely market-ready. It must show in its best light. It must have a custom marketing profile to showcase the utmost value, and you will need to make sure it is marketed through every available technology and marketing platform to ensure it's seen and considered by all buyers globally. These trends are more evident the more expensive your home is, but it is important across all price points for the City of Decatur homes.

### Recommendations

C&A's proprietary listing program developed out of a necessity to address these evolving trends. Our listing program and team will ensure your home will be market-ready, shown in its best light, have a custom marketing profile to showcase its value, and be launched through all technologies and formats to the entire global market. This program ensures our listings sell first versus all other local competing properties. It is how we frequently set price records in every Decatur neighborhood. It's how we hit home runs for our sellers every time.

### FUN FACTS FROM 2018

**The City of Decatur has many custom builds in excess of \$1.3 million that are not documented in the multiple listing service. We even have custom builds up to \$3 million. Also, the City of Decatur captured its first resale in excess of \$2 million in 2018 for a property on West Ponce De Leon Avenue.**

# We Are Consultants First!



If you're weighing a decision over whether to expand or renovate your home or move to a new place, or you're already setting on making improvements either way, please give us a call. We have represented builders, and we have been building, ourselves, for years and are happy to make a quick consultation visit.

We can answer most of your big questions without wasting your time.

Do you need a property-related referral? Need a reliable contractor, roof repairs, a tax attorney, or just a referral to a good refinance lender? We're here to help.

**Reach out to us at any time.**





# We Offer Market Readiness Advice, Consulting and Improvements!



The vast majority of current home buyers don't just want their future home to be upgraded and as move-in ready as possible. It may be a financial requirement for them. It is worth your effort to determine what modest improvements will make your home optimally sellable (evaluating the improvement value verses the expense) and garner significant returns on your home sale.

Often your property can be move-in ready and considered upgraded with just minimal, but well-planned, efforts. With Carter & Associates' extensive experience as more than just selling agents, but also as home renovators and builder representatives, we can help you discern what improvements to make when bringing your home to market. We'll give you access to our deep, vetted network of tried-and-true repairman, landscapers, deep cleaners, and other services at secured rates. We'll help project manage renovation projects to make it a seamless process for you — then we will luxury-stage your house for free!

*\* Yes, it is free! Not “free” upfront with hidden fees or money to be collected at closing for these personally curated services. With Carter and Associates it is 100% genuinely free and simply part of our standard services for you!*

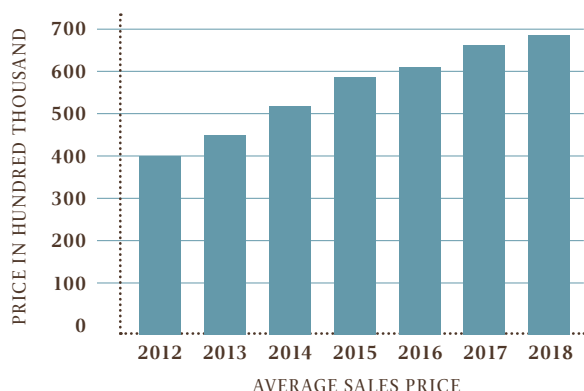




# 2018 Decatur City-Wide Statistics

Statistics for the City of Decatur, compiled by Carter & Associates.

YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	DOM	PRICE PER SQ. FT.
2018	223	\$688,714	\$680,520	31	\$296.17
2017	253	\$657,275	\$650,305	31	\$279.19
2016	307	\$617,606	\$611,088	35	\$261.74

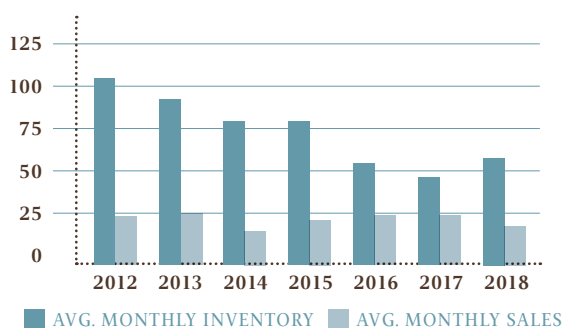


## Selling Price

In 2018, the average home sales price in Decatur rose to \$680,520. This is a 4.64-percent increase from 2017's average of \$650,305. This increase is diminished from 2017's 64-percent climb and slightly under our 5-percent growth prediction for 2018. The low inventory — of optimally sellable homes — and strong demand for residences in our community will continue to favor sales in 2019. But again, the sellers who will see these most-favorable sales are the ones whose homes are well-prepared for a market sale, with strong marketing representation, and with expansive national and international marketing programs.

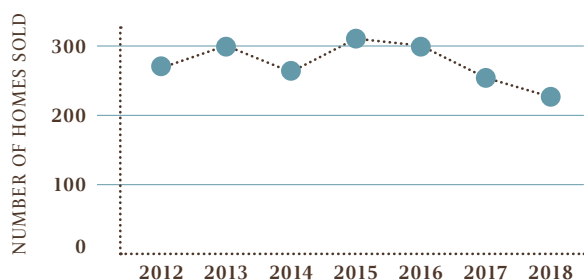
## Inventory of Homes

Our monthly inventory of homes increased significantly, by 31 percent, from 2017. In raw numbers, this is an increase from 42 homes per month to 55 per month. Simultaneously, successful sales per month diminished to 18. However, average prices increased. This all points to the significant change in buyers' needs — namely for purchased properties to be as move-in ready as possible. Those who prepare for the buyer demands sell very well, while unprepared properties do not. Despite the increase, Decatur's monthly inventory count is still considered low, which will continue to work in favor of the home sellers who are willing to fully prepare a home for the market.



## Home Sales

Total home sales dropped 18 percent in 2017, and that trend continued in 2018, where sales fell another 12 percent, with a total of 223 sales. Do keep in consideration the annual total inventory of available homes for sale has been consistent, at around 300 available properties, for the last three years. But the climbing number of homes not successfully sold hit a record in 2018, at 87 unsold. This indicates there was not a lack of inventory, but a lack of sellable/buyable properties, or that such suitable properties' affordability limited successful sales. Expect this trend to absolutely continue.







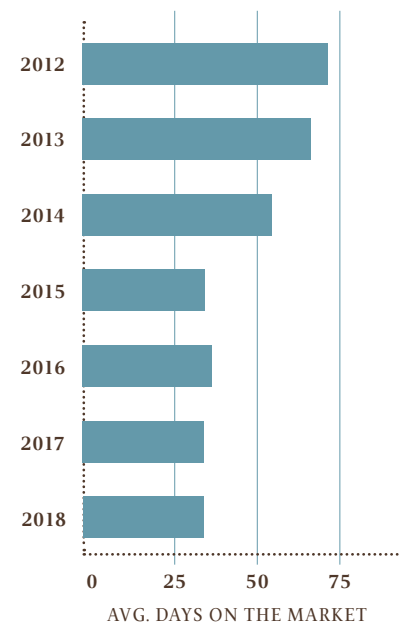
## Homes Sales Per Price Range

As home prices continue to climb, there will be a correlating drop in the size of houses that sell. The price-per-square-foot increased again in 2018, up 6.1 percent from 2017, to \$296.17 per foot. Expect this climb to continue in 2019.

2018 HOMES SALES BY PRICE RANGE IN CITY OF DECATUR ONLY						
Price Range	Smallest SF	Largest SF	Avg SF	Avg Days Market	# of Sales	% of total sales
\$0-299,999	1,507	1,507	1,507	6	1	0%
\$300000-399999	944	1,648	1,246	34	15	7%
\$400000-499999	828	2,221	1,427	30	36	16%
\$500000-599999	1,361	3,010	1,884	25	46	21%
\$600000-699999	1,730	2,900	2,243	28	37	17%
\$700000-799999	2,136	3,733	2,678	38	20	9%
\$800000-899999	2,493	4,056	3,123	28	33	15%
\$900000-999999	2,791	4,404	3,519	44	18	8%
\$1000000+	3,217	6,360	4,100	44	17	8%

## Average Days on Market

The average days on market is consistently a great indicator of an area's demand. Decatur's average days on market was 31 for 2018, indicating a good and reasonable demand for our city's homes. This is comparably with other good and stable markets. How we approach selling homes has completely changed, as secondary sites (Zillow, Trulia, etc.) immediately track and share a home's days-on-market with all potential buyers. If your home is on the market after just three to four weeks — and certainly by the time it hits the city's 31-day average — buyers will question your home's value and desirability. The number of days on market will now definitively affect the final sales price of a home. Properties that don't have a well-planned, front-loaded marketing effort and a solid sales plan will experience an exceptional elevation in the days-on-market count and an equally drastic price drop on the closing price. In a good market like the City of Decatur, properties that sell well will sell in just days or weeks. The strongest sales in 2019 will go to home sellers who have done their prep work and implement a definitive strategy. Those are the sales that will succeed in the first month.



# We Provide a Proprietary Lifestyle and Global Marketing Program!



**Metro Atlanta is constantly growing**, and our Atlanta Intown home buyers now come primarily from outside of Intown and Decatur — three out of five buyers! They're coming from greater Atlanta (the suburbs), from around the state, from out of state, and absolutely from out of country. These buyers will be looking at other desired Intown markets, and as the market slows and inventory begins to build, it's essential that your home is presented in a light that shows it to be better than your competition's. Just like every other retail product today, houses are getting their first looks online, so sellers need nimble marketing professionals working for them. Our marketing manager and team of experts will communicate clearly the lifestyle and values of your home, neighborhood, and community. Our team will then utilize every available technology and marketing platform to reach those potential buyers — be they local, national or global — to ensure that they see the desirability of your home and you get maximum value for it. As full-time career Realtors, Chad and Christina have forged deep, local relationships will absolutely prove invaluable.





# We Attend All Showings!

**This is imperative**, as most buyers for City of Decatur homes come from outside the immediate Decatur area, outside the city, and often out of state and out of country.

Most often, these buyers view homes in four or five other influential neighborhoods with competitive lifestyle amenities. So it's vital that we be there during that brief initial showing, to answer the questions and concerns from the buyer or the buyer's agent, as well as share favorable information about your amazing home and our wonderful community. We are deeply involved in Decatur, as we live here, too, with our three children. We can serve as a live testimonial for your home and our community. With our in-depth knowledge of your neighborhood, we can ensure all buyers see the value in the lifestyle that will come with your home, neighborhood, and community that can't be matched by your competition's property in other neighborhoods.



# Buyers: Looking to Purchase in the City of Decatur?



- **Be a competitive buyer** by working with a Realtor team that has first access to the City's limited inventory with local relationships and deep reach.
- **Our buyers are always first** through the door to any off-market properties, pocket listing opportunities, and first looks at Coming Soon properties. Our protocol, relationships, and deep reach ensure you are the first in the door.
- **Multiple offers?** Did you know that price is not the only deciding factor for Sellers? There are many variables that will secure the first position for you without paying too much.
  - **Get direct access to the FMLS-Just like Realtor.** No more missing out shopping on delayed sites like Zillow, Trulia and Redfin.
  - Our buyers get their dream home and on their terms.
  - Give us a call any time at 404-944-6577!



# National Trends and Market

While there's been a lot of political noise about the state of the U.S. economy, we've found it to be strong, with both consumer and business confidence high.

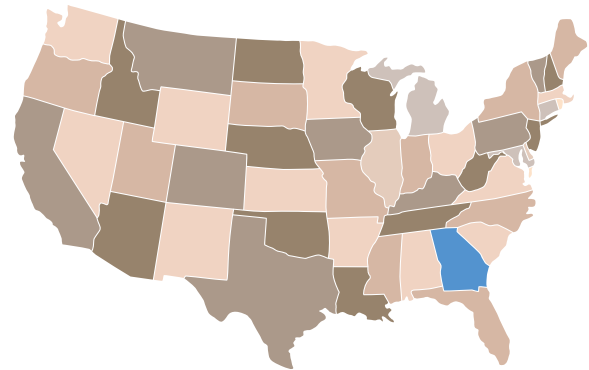
In 2018, the GDP finished with a 3.1-percent increase and forecasts are for a 2.7-percent increase in 2019. In the housing market, we saw national home prices rise by 3 percent over the previous year. However, the number of total annual homes sales actually diminished notably for the first time in four years. Both the increase in home sales prices and the fall in the number of sales are due to diminishing affordability for buyers.

Over the past several years, the climbing price of homes has outpaced income growth, making it increasingly unaffordable for many people to buy homes. This makes home ownership further out of reach for younger buyers, whether they're Generation Z, millennials, or other first-time homebuyers — a group that, collectively, makes up 45 percent of the entire buyer market.

While buyer demand is still there and competition will continue to push prices up in this portion of the market, the total number of sales is falling as housing prices are now simply out of reach for most buyers. Affordable housing for most first-time home buyers is simply not there.

Unfortunately, rising construction costs mean there will be neither growth in new construction nor affordable inventory relief in 2019 for these first-time home buyers. These run in concurrence with many millennials' satisfaction with renting or buying newer multifamily developments closer to their jobs — and with the amenities they're after — rather than commuting to the suburbs. Exceptions exist, but these attitudes reflect the predominant trend. As such, the market will continue to see issues with low inventory for the youngest buyers. But price gains appreciation will slow to 2-3 percent, and the number of overall single-family home sales will again diminish in 2019.

Most of the inventory build-up now is in the more expensive mid-level and upper-tier markets. And there, inventory is plentiful. Expect fewer buyers here, and those buyers will be more selective. If you have a home on the market that lingers unsold (just 3-4 weeks) in 2019, completing a sale is going to be much more challenging. This bodes well for the move-up buyers.



Overall, the medium- and long-term prospects for housing are good. The economy is strong, and the demands exist. You can expect slower price appreciation, though, giving incomes an opportunity to catch up to sales prices. With slower sales, inventory will normalize. A slowdown in 2019 creates a healthier housing market going forward, and that is a good thing!

## Atlanta

After the slowed sales and price gains in 2018, predictions for 2019 the Atlanta real-estate market suggest home prices will continue to rise, but at a slower pace. Atlanta is moving toward a balanced market, with low inventory and low affordability slowing down the much-needed balancing of supply and demand.

Despite a cooling trend for prices, the Atlanta housing market will likely remain competitive overall in 2019, especially in the first-time home buyer market.

According to a U.S. Census Bureau report published earlier this year, the Atlanta metro area gained nearly 90,000 new residents from 2016 to 2017. That was the third-largest population increase for that period among the nation's largest metropolitan areas. This population growth will continue.

Real estate is local, so anytime there's a market shift, it will manifest differently region by region, state by state, and even within metros and individual neighborhoods. Markets will cool faster or slower depending on local conditions. Expect a continued exodus from the priciest markets, like California, with people opting for more affordable cities with growing economies and healthier job markets, like our Atlanta.

The trends in Atlanta for sales and price gains for the more affordable first-time buyer market versus mid-tier and more-expensive market homes will follow the same as the national trends above. Overall, expect fewer sales and slower price gains in 2019. But Atlanta sales will outpace the national average, thanks to Atlanta's ongoing population growth.





So happy we found [Chad and Christina]. They are very good, honest and kind individuals. They really listen to your needs and find the best possible home to fit your lifestyle.



We walked into an open house not even really in the market to buy just exploring but met

Chad and Christina and everything changed. We were right away impressed with the knowledge and passion of these two individuals. Suddenly, we were house hunting for our 5th home in six years. We knew we needed a larger home, but in-town pricing was soaring and we didn't know if we could afford to move. They took the time to do an in-depth analysis for us on our home and the market and provided us with all our options. They made the process of buying and selling a home seamless. They are very involved in the community and have a strong network. We were able to secure our home under contract in under a week and close and move into our new home two weeks later.

They go above and beyond the services most agents offer from analysis to staging to design and renovation consultation. They even have a long list of contractors and handymen they work with if you are looking to rehab. They are very knowledgeable of city regulations and permitting requirements which is extremely helpful when purchasing in-town properties. We were able to find our home that was the right size, location and schools for the price we could afford that required very little work. Just a little help from their handyman and the home was transformed into our dream home. Our experience was so positive that we worked with them once again on the purchase of our first investment opportunity. They have become a permanent fixture in our family's lives. So happy we found them. They are very good, honest and kind individuals. They really listen to your needs and find the best possible home to fit your lifestyle. Can't say enough about the team! ”

– Todd Pigford



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	21	\$683,622	\$672,733	\$290.99
2017	28	\$595,750	\$589,302	\$290.33
2016	22	\$541,773	\$534,315	\$262.89

## Adair Park-Lenox Place

Historically one of the city's most affordable neighborhoods, Adair Park-Lenox Place experienced exceptional sales-price growth again in 2018, as predicted. Sales prices climbed from \$595,750 in 2017 to \$672,733 in 2018. That's an increase of 14.16 percent and notches the highest gains in Decatur for the second year in a row. The average home sale here is now

directly in line with the citywide averages, so expect these year-over-year gains to cool substantially in 2019. Congratulations to Adair-Lenox for another wonderful year of growth, reflecting the many homestyles, amenities, and favorable social features of this wonderful Decatur neighborhood.



“Chad and Christina are titans of the Atlanta Real Estate Market.

I wanted to sell my duplex at the right time when the price was right. Together we came up with a price to sell that I would've been more than happy with, and before we even put it on the market we received a solid offer for \$5k over asking price. Their strategy to market and find the right type of buyer was dead on. Also after it was under contract we had to fix a few things for the new buyer—their team facilitated everything so the deal could get done. We closed the deal in less than three weeks. Thank you Chad and Christina!”



—Jim Paisley



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	24	\$722,804	\$711,600	\$283.59
2017	21	\$639,824	\$637,760	\$256.96
2016	41	\$605,763	\$597,901	\$237.46

## College Heights

College Heights certainly exceeded expectations for growth in 2018, achieving the third-highest price-range increase, at 11.6 percent. This far exceeded the city's average growth rate of 4.64 percent. The sales price average increased to \$711,600, placing this neighborhood as the fourth-highest

average sales price in the city for 2018. Expect sales numbers and prices to be very stable here, with more modest growth in 2019. This nestled area enjoys convenient access to the village of Oakhurst's schools, restaurants, and numerous parks.



“ I highly recommend Chad and Christina Carter if you are in the market for a realtor.

Chad and Christina helped me navigate the crazy Atlanta real estate market. They were thorough and attentive in making sure all items that came up during the inspection were addressed, and were also able to help me secure my home for a great price! Ultimately, they worked for me and put my best interest first which really made me comfortable during such an important purchase. ”

– *Adriana Sola*



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	6	\$885,483	\$858,833	\$316.22
2017	16	\$816,944	\$803,988	\$281.56
2016	35	\$675,903	\$675,791	\$258.20

## Glennwood Estates

Glennwood Estates has again achieved the highest average home sales prices in Decatur, at \$858,833 in 2018. This year-over-year ranking reflects the desirability of the community, with its notably larger lots and home sizes. There were only six total transactions here in 2018, which

further supports the desirability of this neighborhood and the happiness of its residents, who choose to stay.





“Chad Carter and his team worked so hard and were a perfect match for us.

I've never seen anyone so thorough and diligent. I would recommend them all day everyday! If we ever move I will definitely use them again.”

— The Gmel Family



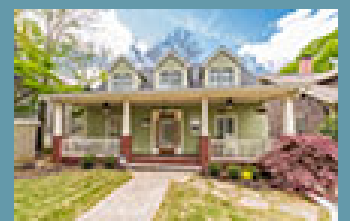
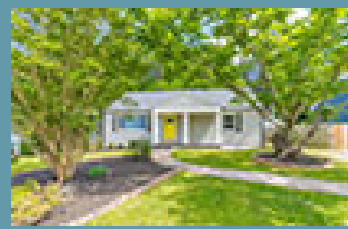
YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	34	\$669,474	\$660,600	\$283.38
2017	28	\$595,750	\$589,302	\$290.33
2016	22	\$541,773	\$534,315	\$262.89

## Great Lakes-Clairemont Estates

Great Lakes-Clairemont Estates is another one of our remarkable Decatur neighborhoods with beautiful parks and homes that feature a variety of architectural styles. After years of consistent growth, Great Lakes-Clairemont Estates again saw an increase in the sales price average, but that growth rate calmed to 2 percent in 2018. Homes in the

neighborhood consistently sold well, with 34 sales at an average price of \$660,600 — only modestly below the city average of \$680,520. Expect consistent sales in the neighborhood, but with the increase in the average price growth to be more inline with our 2019 predicted city average of 4 to 5 percent.

20 Lullwater Pl.  
 2218 E Lake Rd.  
 47 Clifton St.  
 109 Fowler Ct.  
 518 Chevelle Ln.  
 116 Park Dr.  
 2194 E Lake Rd.  
 212 Westchester Dr.  
 238 Haralson Ave.  
 1170 Wilmington Ave.  
 3762 Fox Glen Ct.  
 350 Hooper St.  
 480 Eastland Ave.  
 1459 Village Park Ct.  
 532 Kirk Rd.  
 2489 Hunting Valley Dr.  
 714 N. Parkwood Rd.  
 874 Piedmont Ave.  
 1019 S Candler St.  
 32 4th Ave.  
 782 Grove Bend  
 412 Ponce De Leon Pl.  
 151 Campbell St. SE  
 1027 Clairemont Ave.  
 1005 Braeburn Ln.  
 220 Northland Ridge Tr.



2018 HOMES





PROPERTIES SOLD

WATER  
ASSOCIATES  
REALTORS  
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2355 Sanford Rd.

1126 Oakland Tr.

6 N. Boundry Pl.

1184 Michael Ln.

1264 Oakdale Rd.

1277 Euclid Ave.

1526 Iverson St.

1624 Columbia Cir.

1714 Coventry Rd.

315 Dartmoor Cir.

230 E. Ponce de Leon Ave. #309

1760 Clifton Way

1808 Meadowdale Ave.

1135 Peachtree Battle Ave.

2617 Joyce Ave.

498 W. Parkwood Rd.

4645 Windsor Gate Ct.

1056 Forrest Blvd.

151 Campbell St.

1955 High Ter.

1130 Larosa Ter.

13047 Dove Way

655 Clairemont Ave.

197 Feld Ave.

1008 Braeburn Ln.





“ Working with Christina and Chad has been an easy and simple process.

They took what was on our wish list and showed us multiple properties that they felt may fit our needs, then provided advise that was market relevant. We had a very tight timeline by which we had to find a house, but they literally dropped everything for us to show us houses, which we really appreciated! ”

– Shannon Schmidt



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	11	\$635,145	\$621,439	\$319.95
2017	6	\$543,167	\$538,650	\$266.85
2016	7	\$598,700	\$599,929	\$280.79

## MAK Historic District

The opportunity to own in the MAK District is usually rare, but became more accessible in 2018. Notably, 11 home sales were recorded in this modest and intimate historic neighborhood. The home price average escalated from \$538,650 to \$621,489 in 2018, marking the highest average sales price increase, at

15.37 percent. The overall price point still lags behind the city's average, so expect the average price growth number to continue in 2019. The historic craftsman homes in this neighborhood will continue to make it a desirable location for movie sets and slow Sunday neighborhood drives. Enjoy!



We bought our first home though Christina and Chad—we must say that it is because of them that our experience of buying our first home in the US was hassle-free and, in fact, splendid and emotional.

To be honest, we were not even sure about what we were looking for when we started; we did not have a slightest clue about how complicated the process is. It was an overwhelming and gut wrenching feeling at the beginning especially for first generation immigrants like us. Christina and Chad very patiently and caringly guided us through the entire process over a period of almost four months. Once, we thought we could not buy a house—there were too many things consider such as location, price point, school district etc. They took the time to understand our mindset and to help us sort through the process. They patiently explained the pros and cons of different options (e.g., single home, town house, apartment, area etc.) We saw more than twenty houses. Now, we have a wonderful house where our daughter will grow up. Thanks, Chad and Christina. ”

– Nadia Nusrat



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	55	\$686,578	\$686,696	\$317.58
2017	61	\$657,665	\$651,678	\$295.51
2016	75	\$641,139	\$634,673	\$280.00

## Oakhurst

Oakhurst is the largest neighborhood in Decatur in terms of the number of homes. As a result, it consistently ranks number one in the highest sales volume throughout Decatur, and 2018 was no exception, with 55 total sales. The price-point average increased another 5.37 percent as the average sales price reached \$686,696 — placing it directly in line with the total city average at \$680,520.

\*There is a caveat here: Oakhurst also had 23 properties that went unsold in 2018. How is this possible in an area where the other 55 homes sold very-very well? Do read pages 4 – 5 and 8 – 9 of this report for more insight.

In reviewing each home, we're certain these properties' results reflect the three most significant buyer trend changes. First and foremost, buyers now want and financially require a purchased home be as turnkey, functional, and move-in ready as possible. Simply put, the homes that did not sell were simply not ready

for the market. While sellers eventually reduced prices on all of these homes, price alone did not cure their lack of readiness to meet buyers' move-in ready/turnkey expectations and demands. Also, in such a hot neighborhood, a buyer is likely to be even more skeptical of a home here that's gone unsold in as little as three or four weeks, asking "What's wrong with that home?" For these reasons, despite sometimes significant price reductions, no sale was achieved. Keep in mind this lack of successful sales occurred in all neighborhoods in Decatur, and at all price points, but it appears more prevalent here because of Oakhurst's sheer volume of homes. Oakhurst is an amazing community offering the absolute very best of what all buyers are seeking in a neighborhood and lifestyle: walkability, festivals, and community feel. Sales in Oakhurst will continue to be very strong in 2019 for those sellers who make the full effort to properly prepare their home for the buyer's needs.



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	5	\$682,000	\$675,000	\$240.73
2017	3	\$658,333	\$645,000	\$259.05
2016	5	\$659,000	\$658,000	\$244.67

## Parkwood

Parkwood enjoyed 5 sales this year at around the City of Decatur average home sale price (Parkwood's average is \$675,000 and City of Decatur is \$680,520 which is an increase of 4.65% and 4.64% respectively from 2017). While these are the average Parkwood statistics, when the home is truly market ready and value is optimally marketed, it will definitely achieve a much higher bar and beat these statistics as one of our personal homes (that we miss dearly) sold in 2018 for over

full price with multiple offers in just 2 days, and individually was a 14.2% increase above the other five 2017 sale prices.

Expect continued higher than average citywide sells for this amazing neighborhood with its exceptional historic charm, sweeping front lawns all sitting on notably large lots as Parkwood provides an excellent balance of neighborhood intimacy, privacy and social neighborhood living.



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	15	\$652,253	\$637,600	\$266.23
2017	15	\$632,973	\$630,113	\$261.94
2016	27	\$702,037	\$696,642	\$271.71

## Westchester Hills-Chelsea Heights

Westchester Hills-Chelsea Heights saw 15 properties sell in 2018, which is commensurate with 2017's transaction numbers. The price averages increased a modest 1.19 percent in 2018 over 2017 — from \$630,113 to \$637,600. Westchester Hills-Chelsea Heights homes are sought by buyers who love

its community feel and the walkability to shops, restaurants, nature, and exercise facilities. Do expect this community to continue with stable sales and price growth in 2019, more in line with our citywide prediction of 4-5 percent.





“ We knew from our initial meeting that Chad & Christina Carter are professionals with a heart of gold and a wealth of knowledge that they are eager to share.

They made the stressful process of buying & selling a home very organized, timely and smooth. They have a reputation of trust in the community and were able to secure us a contract to buy a home then sold our home 1 week later! We were impressed by their amazing support team, which is a valuable resource we had not received from other realtors in the past. By far, they exceeded our expectations. And the icing on the cake is that they are really nice people who are a delight to work with. ”

– The Pieras Family



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	23	\$564,787	\$558,615	\$289.94
2017	26	\$601,635	\$588,862	\$281.19
2016	20	\$571,525	\$564,910	\$256.13

## Sycamore Ridge-Decatur Heights

Sycamore Ridge continued to see strong sales in 2019, with 23 homes sold. That said, it was the lone Decatur neighborhood to see the average sales price diminish in 2018. The average price receding to \$558,618, which is down 5.37 percent from 2017's price of \$588,862. This downward adjustment was unexpected

in what is Decatur's most affordable neighborhood. With its mixture of historic homes, new construction properties, and proximity to downtown Decatur and Dekalb Medical Center, I would expect the neighborhood's achieved sales to continue to be strong and sales prices to climb in 2019.



“ My husband and I have bought and sold with the Carters several times.

He always has good advice, and lots of local area knowledge. I'm positive that if we need to sell again, Chad and his team will be who we rely on! ”

— *Anneka Jasmin*



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
2018	29	\$733,893	\$729,941	\$301.73
2017	43	\$707,348	\$699,652	\$272.15
2016	44	\$650,502	\$637,959	\$249.34

## Winnona Park

Winnona Parks has enjoyed probably the most notable run of growth of Decatur's neighborhoods over the last few years. Its growth this year is more in line with the Cityhood growth average for sell price average up 4.33% to \$729,941. The \$729,941 itself being the third highest sell price average for the city this year. Total sells diminished

from 43 in 2017 to 29 in 2018. We are excited to see the new Talley Street Upper Elementary and future development of the former United Methodist Children's Home.





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Sunday 8:00a - 8:00p

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**Whenever someone is buying or selling their home, it is a significant life event.**

As Realtors, we get to intimately share in these life moments with families. We see the excitement of young couples choosing their first home. We share the emotions of empty nesters downsizing and the hard times after a family member passes. We watch the pride of growing families upgrading to a larger home.

Most everyone is passionately tied to their home, as it is the epicenter of memories with our families and friends. For us, being included in life's journey with our clients is moving, wonderful and rewarding. We are grateful for the trust our clients and neighbors place in us. We don't take this endorsement lightly.

As your neighbors, Realtors, and friends, please reach out to us at any time for anything. We are here for you. Best wishes to all in 2019!

*- Chad and Christina Carter*



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*This market report focuses on The City of Decatur only. The statistics provided are for single-family homes and do not include condominiums, townhouses, or lots. All statistical data was gathered by Carter & Associates from FMLS. All information provided is deemed reliable, but is not guaranteed and should be independently verified. If your home is currently listed for sale, this is not intended as a solicitation.*