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2021

**2020
DATA**

REAL ESTATE MARKET REPORT

2020 CITYWIDE AND NEIGHBORHOOD MARKET RESULTS
2021 MARKET PREDICTIONS
SELLING MADE EASY-TOP 5 RECOMMENDATIONS!

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SELLING YOUR HOME?



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DEAR NEIGHBOR,

When Charles Dickens famously wrote, “It was the best of times, it was the worst of times,” he wasn’t talking about the year 2020. If so, he would’ve been only half right.

We can all agree that last year was terrible. For most of us, it was perhaps the worst year ever. And while I don’t want to dwell on the negative, it’s worth notching in the records that we’ve seen millions of lives lost to COVID-19, over half of a million in the United States alone. The careers, jobs, savings, and futures of many are in shambles. The ecological damage from our pandemic-induced negligence is very real, even if we must wait to analyze its extent until after we’ve conquered the virus. Nobody really has any idea when things will return to normal, and the new normal will probably not be anything like what we remember from just a year ago.

But is there a silver lining we can set our gaze to in these dark clouds? Is there a way to see hope while neither losing sight of the world’s plight nor wallowing in despair? I’m refreshed by the resilience of people, after having spoken with many about their experiences over the better part of last year. No matter how dire the situation – no matter if they’ve lost grandparents or seen steady jobs evaporate, no matter if they’re thrown into financial turmoil, no matter if they struggle with clinical depression – person after person still tended, incredibly, to focus on the good instead of the bad. Maybe this is just part of the nature of the great people in Decatur, which is a rare, special place unlike anything else in Atlanta (or the rest of the world, for that matter!).

In the spirit of that resilience, here’s a list that we’ve pulled from those conversations, just some of the things that are better or more appreciated now, until we can safely enjoy each other’s company again. These are the best times we can find in this worst of times. Thanks to everyone who has shared their thoughts.

Sincerely,
Chad and Christina Carter

- 1 MORE FAMILY TIME:** This is a personal favorite. As a result of being more at home, I am better connected to my kids than ever.
- 2 SHORTER COMMUTES:** Sometimes it's as short as from the bedroom to the workspace, it's a convenience that's good for the soul, better for the planet, and a key reason we have more family time.
- 3 IMPROVED MINDFULNESS:** When the rug is pulled out from under us, altering how we live every part of our lives, what is really important comes into sharper focus.
- 4 (RE)DISCOVERED HOBBIES:** Sometimes that sharper focus reveals what's really important is spending some time getting back into an old passion – or picking up a new hobby. Fender guitars, for instance, has reported a 92% boost in sales of beginner guitars.
- 5 INCREASED EMPATHY:** Granted, many of us are fortunate not to have our ways of life destroyed. But we've all been shaken, and it's easier to understand others' problems when we're all victims of the same ill.
- 6 CASUAL CULTURE:** Thanks to Zoom, everybody now knows what we look like in our PJs, with our family business going on in the background.
- 7 ESSENTIAL WORKERS:** Whether we're talking doctors, nurses, police, firefighters, teachers, or grocery store clerks these are all heroes, folks.
- 8 SCIENCE FOR THE WIN!** It's astounding that researches have developed multiple vaccines and proceeded into mass production less than a year after a pandemic.
- 9 BOOSTED GENEROSITY:** Charitable donations rose in 2020. Giving Tuesday saw a 25% boost from the previous year. A large portion was in small donations, meaning working class was helping out alongside the Bill Gateses of the world.
- 10 FURRY FRIENDS:** Dogs and cats everywhere are extremely happy. Our pets are getting more head-scratches and playtime, and shelters are finding homes for more four-legged family members.
- 11 SIMPLE PLEASURES:** Suddenly, it's enough just to watch your children play.
- 12 STRONGER FAMILY BONDS:** Your kids have a new best friend, right there in their own house. Brothers and sisters who may have avoided each other in the past are forging stronger lifelong bonds.
- 13 MORE PRODUCTIVITY:** Work innovations and accomplishments have skyrocketed, putting to bed fears that working from home offers too many distractions.

The list could go on, but you get the idea. If there's a recurring theme, it's that people now have a stronger appreciation of home than ever. Home is a space to live, a place to work, a porch from which to wave to neighbors, and the place where they can spend time with their most-loved people – the ones they're allowed to hug. And while COVID-19 has ushered in a great pause across business and culture, ultimately it's the silver lining that will define how we rise.

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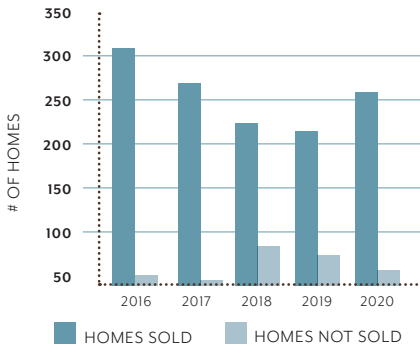


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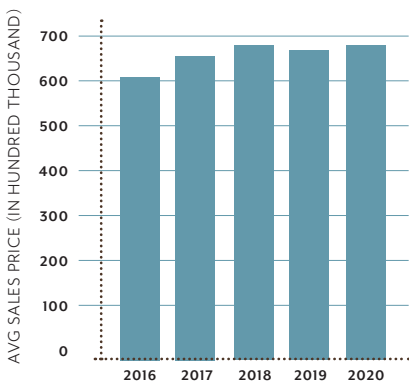
2020 RESULTS

CITY OF DECATUR STATISTICS

YEAR	HOMES AVAILABLE	HOMES SOLD	%HOMES SOLD VS. AVAILABLE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	285	252	88.42%	\$683,734	\$290.87
2019	288	220	76.39%	\$661,645	\$288.30
2018	320	223	72.81%	\$680,520	\$296.17
2017	280	253	90.36%	\$650,305	\$279.19



HOME SALES & INVENTORY: It has been a good year for home sales. The total number of home sales increased notably in 2020 to 252 total transactions. This was quite the rebound given the crisis and stalled market in April and May that then came to life and thrived in the back half of the year. These numbers are up notably from the lowest year of transactions in quite some time at 220 transactions in 2019. The total number of homes available for sale this year stayed very consistent and in line with all prior years (typically 280-300 available) with 285 properties coming to market. There were 33 properties that did not achieve a sale.



SELLING PRICE: The average home sale price for the 252 properties transacted in 2020 grew +3.34% from 2019, from \$661,645 to \$683,734. After seven previous years of exceptional price growth in the Decatur market, our average home price corrected -2.77% in 2019 with a year-over-year change of -7.41%. This correction was simply due to affordability, and we quickly rebounded with the +3.34% growth in 2020, making a year-over end change of +6.07%. This rebound places us back a little above the 2018 average price point (\$680,520). Always keep in mind the growth is higher on more affordable properties, with approximately 5% growth for homes in the \$400,000-\$650,000 range, 3% for those in the \$650,000-\$800,000 range, and 1-3% for those above \$800,000. The average price per square foot also improved from \$288 to \$290 which is in line with the home sale price average changes.

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	1,136	1,612	1,374	245	2	1%
\$300000-399999	1,056	2,430	1,476	35	14	6%
\$400000-499999	1,040	2,778	1,525	33	37	15%
\$500000-599999	1,166	2,800	1,919	25	57	23%
\$600000-699999	1,648	3,245	2,261	41	37	15%
\$700000-799999	1,880	4,050	2,666	18	37	15%
\$800000-899999	2,200	4,640	3,170	35	22	9%
\$900000-999999	2,701	5,065	3,522	20	25	10%
\$1000000+	2,924	6,000	4,045	39	21	8%

SELLING MADE EASY:

TOP 5 RECOMMENDATIONS FOR SELLING YOUR HOME

We're sharing the secrets to success for a quick home sale, at premium market value!

1. FIND THE BEST REALTOR WHO CAN SELL YOUR HOME, OPTIMALLY.

Only a few leading home sale realtors have the unsurpassed knowledge and market research programming to ensure you sell at top dollar. Do your research and identify an industry-leading team of experts who will work in YOUR best interest. You'll quickly find that selling your property with Carter and Associates will be stress-free and financially rewarding!

2. REALIZE YOUR HOME-WORTH POTENTIAL.

Listed locally and marketed globally, your property listing will extend far, reaching high-net worth buyers. With a targeted "Coming to Market" campaign managed by our expert team, multiple offers on your home WILL guarantee highest-value sale for your family, without exception!

3. ENSURE YOUR HOME IS MOVE-IN READY.

With expert management, improving the aesthetic of your home is completely stress-free. For those necessary only improvements and an easy peasy experience-- we've got you covered, on a dime. Our trusted network of contractors and home staging experts will transform your home into a luxurious picture-perfect setting, yielding MAXIMUM selling potential!

4. EMBRACE OUR FREE HOME STAGING SERVICES.

That positive first impression will translate to "SOLD!" when a homebuyer falls in love with your home! Our team of design and staging experts will provide—AT NO COST—luxurious and on-trend furnishings and accessories to showcase your home in the best light possible. Inside and out, your home will look stunning, increasing the sell value!

5. QUICK SALES MAKE LIFE EASY.

Gone are the days of stressing over unnecessary interruptions, showings, and moving in and out of your home. Your busy home life with family, pets and activities will continue as normal while our team markets your property and sells quickly. Our track record proves your house will be off the market within record time, without stress!

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through an amazing home sell experience!
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2021 PREDICTIONS

HOME SALES: Expect home sales to stay strong in 2021. Historically low interest rates will continue to drive buyer demand.

INVENTORY AND DEMAND: Expect the inventory of homes available to remain about the same. Approximately the same number of homes have been available every year for the last eight years – hovering around 280 to 300 homes available. The inventory of good, functional, and turnkey or move-in-ready homes would be considered low versus the demand for our community, and this will continue to work in the seller's favor.

SELLING PRICE: While home sales prices fell in 2019, they rebounded last year, and we should expect them to continue to rise in 2021. The demand is there, and the inventory of great homes is limited, so affordability will be our only limiting factor. We expect our City of Decatur average selling price, currently at \$683,734, to increase around 3%. This increase will be higher for our affordable homes (\$400,000-\$650,000) and will be lower for our top-of-the-market homes at \$800,000-plus.

FROM MY PERSPECTIVE



2021 will be a great year for home sales in the City of Decatur – for the prepared seller. Low interest rates will continue to drive the market, which means home sales, which are up, will stay up. The great news for sellers is, those homes' prices will increase this year, thanks to the low availability of homes that are move-in-ready, or turnkey. Sellers who make the effort to optimize their homes will differentiate theirs from competing listings and will reap the most benefit from a generous market. Taking the time to secure expert representation can both help you optimally prepare your home and make the sales process less complicated, which helps secure a strong, fast, simple sale. A quality sales team will implement an extensive pre-listing marketing campaign that uses multiple media platforms and proven programs that will engage all potential buyers (including global shoppers). This way you are sure to secure the best price and sales experience in 2021. Every home can sell for its optimal price, every time.

– Chad Carter

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ANY TIME IS THE RIGHT TIME TO SELL.



With an exceptional listing strategy and unrivaled market-readiness guidance,
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 3303 Tulip Drive
 225 Chelsea Drive
 2554 Knox Street
 408 Sycamore Drive, D
 140 E Parkwood Road
 149 McClean Street
 2090 Beechwood Drive
 429 Colchester Drive
 649 Hansell Street
 2775 Glenvalley Drive
 1063 Garibaldi Street
 730 Reed Street
 215 4th Avenue
 5 Arpege Way
 877 Berkshire Road
 798 Grove Bend
 1216 E Forrest Avenue
 232 Jefferson Place
 184 Pinecrest Avenue
 1541 Pangborn Station Drive
 964 Dill Avenue
 853 Heritage Two
 1012 Braeburn Lane
 4312 Pleasant Forest Drive
 3110 Nottaway Court
 310 Patterson Avenue
 513 Boulevard
 4218 Oak Forest Drive
 423 Chevelle Lane
 3664 Pin Oak Circle
 848 Beechwood Avenue
 1910 Camellia Drive
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- 1390 Lynford Drive
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- 1103 Kirkwood Avenue
- 1423 Centra Villa
- 1896 Brewer Boulevard
- 2252 Wellington Hills
- 1718 Derrill Drive
- 2431 Old Hapeville Road
- 2189 Barbara Lane
- 3664 Pin Oak Circle
- 3028 E Point Drive
- 4421 Blackbirch Lane
- 379 Wilson Mill Road
- 1464 Beatie Avenue
- 3101 Mount Olive Road
- 1529 Montreat Place
- 2124 Wakita Drive
- 6510 Connell Road
- 1453 Pollard Drive
- 1189 Octavia Street
- 2339 Brandenberry Court
- 2898 Marlin Way
- 1902 Connally Drive
- 1236 Gale Drive
- 441 Westmeath Drive
- 738 Laverne Drive
- 3135 Janice Drive
- 2091 Moon Drive
- 1415 Chedworth Place
- 515 W Ontario Avenue
- 2496 Montezuma Circle
- 4547 Doral Drive
- 3340 Phillips Circle
- 3273 Elm Street
- 1962 Marvin LN SW
- 3033 Tulip Street
- 3710 Del Rio Terrace
- 2755 Sherlock Drive

We provide
FREE LUXURY STAGING



Yes! FREE!



“The Carter's represented me when I bought my condo in 2011, and they sold my condo in 2020. There is a reason why their team is as successful as they are. They made the buying and selling experience as smooth as possible, offering consultation and advice along the way. What I have learned over the years, which is especially true with real estate, is that communication is king. The Carters have a superhuman ability to juggle multiple properties and clients, yet providing full attention to each. I credit this to a highly functioning team. I would and will be recommending Chad and his team to anyone I know who is navigating a real estate transaction. Thank you Chad, Christina, and the rest of the Carter and Associates team!

- Jimmy Hou



OAKHURST

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	67	\$665,040	\$663,008	\$310.02
2019	55	\$616,231	\$599,941	\$309.28
2018	55	\$686,578	\$686,696	\$317.58
2017	280	\$657,665	\$651,678	\$295.51

Oakhurst is one of the city's most vibrant and amazing neighborhoods offering unparalleled amenities and a neighbor-centric neighborhood. As the largest community in our city it has the highest volume of sales year after year, and 2020 was no exception with 67 homes selling. The sales price average escalated significantly, +10.53%, from \$599,941 in 2019 to \$663,088 in 2020. The notable escalation for the neighborhood came after a significant correction in 2019, when the average home price dropped from \$686,696 the previous year to \$599,941. The sales volume is also up from both 2018 and

2019, which each saw 55 annual sales. In those two years, Oakhurst had a record number of homes that did not achieve a sale – unnecessarily, due to poor advanced planning, marketing and staging. The 2020 rebound reflects sellers' efforts to bring homes to market in line with buyers' move-in ready demands. Home sales will stay strong in 2021 for this lively community that offers the very best of the sorts of comforts and family-oriented lifestyle that buyers seek. With average home prices here now just below the city average of \$683,734, we expect prices to climb about 3% in 2021.



had & Christina Carter were absolutely amazing as my realtors. They were thorough and consistent they whole way through. I was moving from out of state, so I had a lot of questions and didn't know the neighborhoods very well. They were patient and helped me understand all the pros and cons of different neighborhoods. They worked with me very closely throughout my entire process and were always responsive when I had questions or needed assistance. They continued to support me and provide advice and contacts after I closed on my home. I will definitely be working with them again in the future!

- Iris Nevins



WINNONA PARK

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	47	\$685,650	\$676,429	\$277.13
2019	29	\$711,449	\$702,418	\$289.69
2018	29	\$733,893	\$729,941	\$301.73
2017	43	\$707,348	\$699,652	\$272.15

Winnona Park's registry of greenspaces and established, beautifully landscaped walkable streets continues to make it one of our most sought-after neighborhoods, and we are excited to see the progress of Legacy Park. Home sales here reached their highest volume in recent history, with 47 transactions in 2020. Thanks to the neighborhood's desirability and growth rate, home sales price escalated exceptionally for seven years straight, prior to the 2019 Decatur-wide correction. Here in Winnona Park, a correction occurred again in 2020, with the average homes sale price dropping another -3.70% from \$702,418 in 2019 to \$676,429 in 2020. This is in line with the correction in price per square foot, which went from \$289.69 per square in 2019 to \$277.13 in 2020. Still, the two years of descending prices are modest in comparison to the double-digit of growth experienced in the prior seven. Corrections are necessary. Expect strong sales to continue for this community, and we feel that sales prices in 2021 will climb.



“This is my 2nd review for yet ANOTHER closing I did with the Carter Team. Their business is a well-oiled machine. Each stage seems to function flawlessly. Everyone from the stagers, to the support staff that get the deal done - Chad and Christina have created an outstanding real estate team and they provide tremendous value. Thank you again!

- James Paisley

COLLEGE HEIGHTS

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	27	\$710,140	\$703,052	\$273.75
2019	28	\$658,464	\$644,196	\$289.69
2018	24	\$722,804	\$711,600	\$301.73
2017	21	\$639,824	\$637,760	\$272.15



College Heights was once the city of Decatur's best-kept little secrets. It still is a gem, but it's no longer a secret! This stunning neighborhood has experienced the most reliable year-after-year growth, and 2020 was no exception. The number of home sales stayed level at 27 transactions, compared to 28 in 2019. However, the home sale price average jumped an astounding +9.14% in 2020, from \$644,196 in 2019 to \$703,052 last year. This makes College Heights the neighborhood with the third-highest homes sale price, on average, in Decatur. This is still slightly below the 2018 neighborhood average of \$711,600, before the 2019 correction dropped prices across-the-board throughout the city as a whole (Remember, that correction was both due and necessary after seven years of exceptional growth). Decatur has rebounded quite nicely in 2020, and College Heights is a great example of this.

Expect continued and reliable sales here in 2021, but with a much more conservative growth in prices. We foresee increases more in-line with the city's average growth of 3%.

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Realtor and Team Leader



CHRISTINA CARTER
Realtor and Team Manager



ESTHER YOUNG
Digital Marketing Manager



TAYLOR KUHN
Social Media Strategist



BRIDGET FANCHER
Staging Coordinator



HEATHER VENABLE
Agent Services Director



ROB BISHOP
Director of First Impressions



AMANDA GOSSETT
Closing Specialist

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“Chad and Christina offer a unique service for those looking to sell high-value homes. They provided full consultation and knew exactly what updates were needed to get full value for our home in Decatur. Following their lead, we were under contract after a single day on MLS. We are thrilled with our experience and offer a heartfelt endorsement of their services.

- Rich Wilson



WESTCHESTER HILLS/ CHELSEA HEIGHTS

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	29	\$661,697	\$663,345	\$298.15
2019	26	\$644,488	\$630,931	\$269.43
2018	15	\$652,253	\$637,600	\$266.23
2017	15	\$632,973	\$630,113	\$261.94

It's location, location, location for this delightful neighborhood with prime access to the heart of Decatur, Emory, and everything Intown Atlanta. With 29 transactions in 2020, home sales were level here. Like all neighborhoods in the City of Decatur, Westchester-Chelsea underwent a slight market correction from 2018 to 2019, however it notably rebounded last year with home prices increasing +5.14%. Home prices averages grew from \$630,931 in 2019 up to \$663,435 in 2020 and showed growth in price-per-square-foot, from \$269.43 in 2019 to \$298.15 in 2020. We expect similar sales volume in 2021, and prices should continue to grow by another 3% here.



“Chad and Christina have sold many homes for me in the past and they do an excellent job with pre-listing advice, marketing, and negotiating offers. I will continue to use them in the future.

- Amit Taank

GREAT LAKES/CLAIREMONT ESTATES



YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	31	\$805,539	\$795,032	\$277.52
2019	27	\$795,841	\$781,841	\$294.62
2018	34	\$669,474	\$660,600	\$283.38
2017	28	\$595,750	\$589,302	\$290.33

Great Lakes and the Clairmont Estates neighborhoods boast an amazing vibe and are within an easy walk to the best of Decatur’s amenities. Put simply, this is one of the whole city’s amiable and in-demand communities. The number of home sales for the Great Lakes and Clairemont Estates was true to prior years, with 31 transactions in 2020. Sales price averages climbed a bit in 2020, +1.69% to \$795,032 up from \$781,841 the prior year. That modest growth made it the neighborhood with the second-highest average home sales price in our city. It was also the

exception to the 2019 market correction that the rest of Decatur saw, and so it has experienced nine years straight of price growth. This confirms its status as a much-sought area of the city, and expect its stability to be reflected with solid sales in 2021 and price increases in line with last year’s.



“We consider ourselves savvy property owners that follow the market pretty closely. Our family has purchased and sold many properties and we wholeheartedly believe that a good agent – or agents in this case (huge bonus) plays the largest part in maximizing profits and a smooth transaction. To date there has been no agent that we have been fully happy with until working with the Carter’s. Our timeline to list was short and not ideal due to a last minute departure from another realtor who was not on the same page as us. Christina and Chad swooped in when our contractors bailed T-minus 12 hours and kept us on the same timeline – which was incredible. They handled so many aspects of getting the home ready with ease and precision. Going above and beyond what we have ever experienced, they have a science behind selling homes and their extensive knowledge

in the market and in building & materials in general was exactly what we needed when it came down to negotiations. Being able to read between the lines of multiple offers matters more than we realize and this can be the most important part of selling a home. Aside from all these highly desirable and rare traits – they handled every aspect with grace – something we have found to be rare in business in general. Our property sold in “Coming Soon” status above asking and we could not have been happier with the process and outcome.

-Julie Taury

SYCAMORE RIDGE/DECATUR HEIGHTS

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	21	\$669,933	\$659,167	\$274.82
2019	24	\$655,221	\$649,032	\$267.10
2018	23	\$564,787	\$558,615	\$289.94
2017	26	\$601,635	\$588,862	\$281.19



Once the most affordable neighborhood in the city of Decatur, it has experienced steady growth each year due to ongoing renovations and new home construction. With 21 home sales here in 2020, the neighborhood saw typical sales volume numbers. The home sales price average here rose from \$649,032 in 2019 to \$659,167 in 2020, making for a +1.56% increase. Expect continued growth for this outstanding community, which offers walkability to downtown Decatur and to the Dekalb Medical community.

“We purchased a new home with the Carters and then sold our previous home. We know the Carters personally and knew when the time came, we wanted them to represent us. They did the research and came up with a plan to sell our home at a great price for us and before it was even listed! Their staging services really transformed our home. They also, represented us when purchasing our new home, making sure we were getting the best deal and value!!”

- Madelyn and Richard Santiago



ADAIR PARK/ LENOX PLACE



YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	9	\$564,256	\$552,159	\$311.01
2019	12	\$671,125	\$660,829	\$307.40
2018	21	\$683,622	\$672,733	\$290.99
2017	28	\$595,750	\$589,302	\$290.33

The Adair Park-Lenox Place neighborhood continues to prevail as one of the city’s most idyllic, close-knit communities, where everyone genuinely knows his or her neighbor and social living is at its best. The number of home sales here this year was lower than its annual average at only 9 transactions. The residents I know simply love it here and probably just want to stay! It is one of the city’s most affordable neighborhoods, featuring mostly smaller and more intimate homes. Though the average sales price descended notably from \$660,829 in 2019 to \$552,159 in 2020, don’t let that number fool you. The price per square foot still grew notably, to \$311.01 per square foot. This means 2020 was simply a year of mostly smaller homes changing owners, not a drop-off in sale prices. With price-per-square foot still rising here, expect continued strong home sales and continued increasing sales prices for Adair-Lenox over 2021.

QUICK SALE, MADE EASY

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GONE ARE THE DAYS OF STRESSING OVER UNNECESSARY INTERRUPTIONS,
SHOWINGS, AND MOVING IN AND OUT OF YOUR HOME.*



You stay put, while we get to work. Your busy home life with family, pets and activities will continue as normal while our team markets your property and sells quickly. Our track record proves your house will be off the market within record time, without stress!

*Call or text Chad and Christina Carter to learn how easy it is for us to manage your home sale.
404-944-6577 | ccarter@carterandassociatesga.com*



“The whole process and closing was so easy. It was my first one, I had no idea what I was doing, and The Carters walked me through the entire thing. I also learned a great deal about houses and real estate in general in the process. They were so good, I've continued using them for my additional real estate transactions and guidance.

- Elise Blankenship



Glennwood Estates is one of the city's most affluent neighborhoods, with its impressively manicured landscapes, estate land lots, and generally larger properties. The number of homes sales here followed their neighborhood annual trend, with 14 transactions in 2020. Home sale values stayed relatively level, with the average home selling for \$703,409 in 2019 and \$702,107 in 2020 – well above the citywide average of \$683,734. Home sales will always be solid for this established and coveted neighborhood.

GLENNWOOD ESTATES

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	14	\$728,957	\$702,107	\$293.72
2019	11	\$703,027	\$703,409	\$308.10
2018	6	\$885,483	\$858,833	\$316.22
2017	16	\$816,944	\$803,988	\$281.56



“ Chad and Christina were great in helping us sell our home. We were looking for a team that we could hand the keys to and they would take it from there. They definitely fulfilled that promise, making selling very easy from our side. They also guided us through the process, answering our questions and making well thought out recommendations at each step. We really enjoyed working with them and highly recommend them to anyone looking to buy or sell.

- Kevin Rodkey

MAK HISTORIC DISTRICT

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	4	\$565,625	\$556,250	\$315.80
2019	4	\$697,000	\$695,500	\$297.07
2018	11	\$635,145	\$621,439	\$319.95
2017	6	\$543,167	\$538,650	\$266.85

The MAK historic district is made up of only a few blocks of glorious, historic, craftsman charm. It's the perfect place for a Sunday stroll or daily walk in a setting straight out of a Norman Rockwell painting. The number of annual sales here, at just four, is in line with previous years in the neighborhood. The prices dropped to \$556,250 in 2020, from \$695,500 in 2019 – but this reflects the small sample size rather than a true dip in sales price. The homes sold were simply smaller than average – which is confirmed when looking at the price-per-square-foot. At \$315.80 per square foot, that number is notably up from 2019's \$297.07 per square foot, and notably above the cities average at \$290.97. Sales here will always be strong, as a “for sale” sign in MAK offers a rare chance for those seeking to live in a place that encompasses the best parts of the historic charm of the South.



“I never do reviews but this one is deserving. It was my first time buying a home so I was pretty nervous but Chad and Christina made it super easy for me. I was referred to them by a close friend and it was a blessing. They were able to help me understand the process, keep me apprised of what’s next, help me weigh my options, and get me the home I wanted for a much better price than I had hoped. I work a lot so what I really needed was for someone to make this turnkey for me and they nailed it. I’m proudly a home owner in a great community and couldn’t be happier about it. I loved my experience buying with them and love my house even more!

- Will Mentor

PARKWOOD

This astonishing neighborhood, Parkwood, has much to offer – including a place at the top of average sales prices in all of Decatur. The average price in 2020 was \$917,750. Boosting that number is the city’s second-highest 2020 home sales transaction, at \$1.3 million. To be fair, there were only three Parkwood homes sold in 2020, which is typical for this exceptional neighborhood that simply has everything and is overflowing with charm. Its inviting and walkable streets, yawning front yards, its private nature park, the exceptionally oversized lots, and the community-driven atmosphere all mean that the opportunities to buy here will continue to be exceptionally rare and sales will always be very strong.

YEAR	SALES	AVG LIST PRICE	AVG SALE PRICE	PRICE PER SQ. FT.
2020	3	\$916,667	\$917,750	\$297.42
2019	4	\$684,725	\$654,375	\$280.07
2018	5	\$682,000	\$675,000	\$240.73
2017	3	\$658,333	\$645,000	\$259.05



Buying a home or selling a home is a momentous event for anyone.

As Realtors, we feel privileged to share these intimate, important moments with families. We get to see the joy as an excited young couple chooses a first home. Our hearts ache as empty-nesters downsize or folks move after a family member passes away – yet it gives us comfort to be able to help them. And we have a front-row seat to witness the delight of a growing family moving into a home that has some elbow room. Everyone is passionately tied to a home they own. It is the epicenter of your most treasured memories with families and friends. It is the place you've chosen to live – to put your bed, to raise your children. Being included in our clients' journeys is a wonderful and rewarding experience, and we are grateful for the trust that you place in us. We don't take that trust, that endorsement, lightly. Long before you call the moving truck, your story has already moved us. And know that we are not just your Realtors, but also your neighbors and friends – and ones you can reach out to, at any time, for anything. We are here for you. Best wishes to you in 2021!

Sincerely,
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, townhomes, or lots. All statistical data was gathered by Carter and 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.