

# IMPORTANT

• CITY OF DECATUR •

## **Annual Real Estate Market Report**

2019 – 2020 | Fifth Edition



# *Thinking about selling*



**We are THE #1 units & volume Metro team again!**

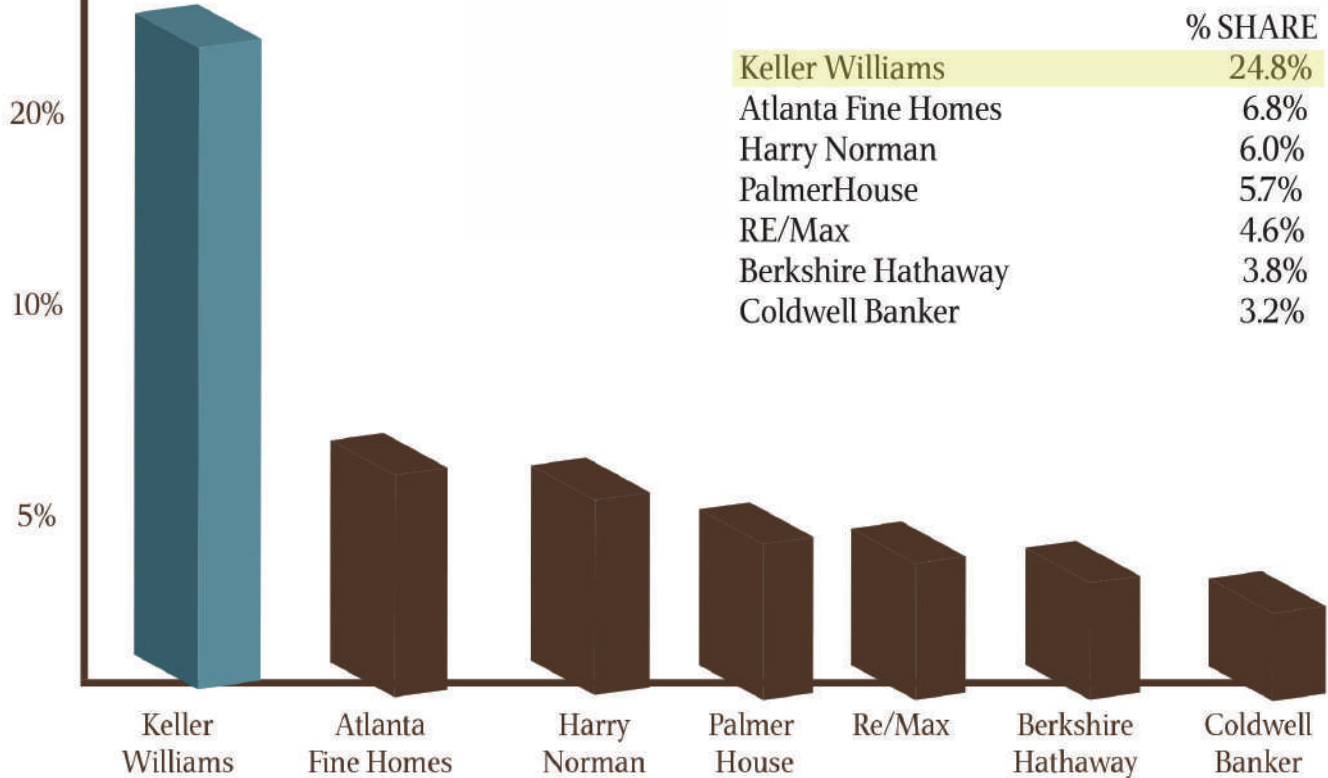


*You couldn't be in better hands for a  
guaranteed top*

# *your home?*

**kw** METRO  
ATLANTA  
KELLERWILLIAMS. REALTY

## ATLANTA MARKET SHARE



KW handles almost 1 in 4 of all Atlanta Real Estate transactions!

# *value sale — everytime!*

## Dear Neighbor,

After 7 years of amazing growth in the City of Decatur, our niche market is finally correcting. This correction was not only inevitable but necessary for the long-term stability of our community. There have been signs of this market modification in recent years: First, in 2017 and again in 2018, a record number of listed homes in the City of Decatur did not sell. However, the properties that did sell in those two years continued to raise average homes prices.

In 2019, 68 homes, or about 1 in 4 properties listed did not sell. For the homes that sold in 2019, the average City of Decatur home price fell by -2.77% from \$680,520 to \$661,645. When you factor in the 2018 home

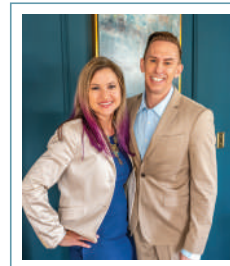
price growth of 4.64%, this marks a deviation of -7.41% within a year. Don't lose sight of the bigger picture: While our strong, local, niche market took a bit of a hit last year, keep in mind prices have ascended almost 63% since 2012! This is not bad news at all. A periodic correction is always necessary within markets. Plus, our community sell values overall are still quite strong. The market should stabilize in the coming year for the City of Decatur, as the community offers amenities that will continue to draw homebuyers.

However, for those considering selling their homes in 2020, there is little margin for error in this changing market. To obtain the most from your investment, you must choose your agent and pre-marketing efforts

wisely. Not having your home market-ready and not getting the most from a seasoned and experienced Realtor could prove exceptionally costly.

Even as our local market declined throughout 2019, all of Carter and Associates' listings sold extremely well and at optimal prices. Our team even set a few new neighborhood price records! For a strong top-value sell every time, please give us a call. We would love to visit with you and show you how we

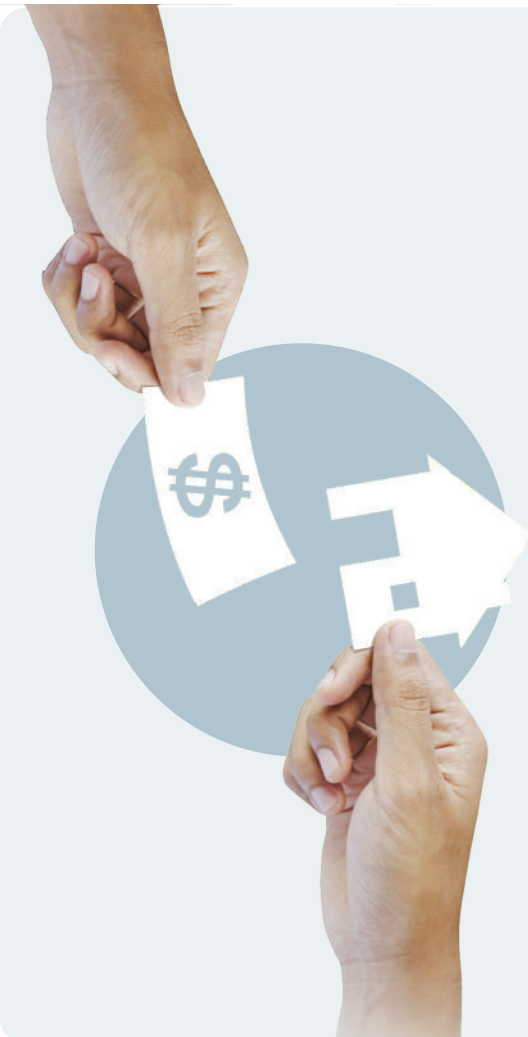
can sell your home optimally in 2020.



Very best,  
*Chad and  
Christina  
Carter*

## 2019 City Of Decatur Home Sales Statistics/Facts

- In 2019, the average City of Decatur home price fell by -2.77% from \$680,520 to \$661,645. With the home sales price growth Decatur enjoyed at 4.64% in 2018, this makes a year-over-year change of -7.41%.
- A small percentage of the City of Decatur homes listed sold quickly and around list price. As well as being priced right, these homes all were exceptionally prepared and ready for the market. Pre-listing efforts were handled very well and focused on showing homes in their best light. You want your home sale to be like this.
- It will wow residents to learn that 68 of the 288 homes listed did not achieve a sale and expired or were withdrawn from the market. That's nearly 1 in 4 that did not sell, unnecessarily. (A large percentage of homes that did find buyers only sold after price reductions.) Why did those 68 homes not sell? Why did the majority of homes that did transact, not sell optimally? It's not always that the home is overpriced. Often times it's how the home shows when buyers visit (where even minimal improvements would have led to a more optimal sale), and poorly planning or lackluster marketing.
- Having your home market-ready (typically with just a few definitive improvements made) is now the primary purchase factor, not the home's price. The price of the home is important but secondary. After 7 years of climbing home prices that were out-of-line with the rate of families' income growth, buyers now financially require the home they purchase be move-in ready and reasonably turnkey.







## 2020 Recommendations to *Guarantee a Strong Sale — Even in a Correcting Market*

**Interview several agents! We are not all created equal. Your agent's attributes should include:**

### 1 **Being Seasoned and Hyper-Local.**

In this market, in order to obtain a strong sale in Decatur, you must hire a seasoned and hyper-local Realtor — a professional who has many City of Decatur transactions over the course of many years. As in most fields, experience is everything. You only get one shot to sell fast and strong before your property suffers a black eye from sitting on the market too long.

### 2 **Providing Definitive Guidance for Market-Ready Improvements.**

Your Realtor should be able to provide expert definitive guidance for those minor (but necessary) improvements that will make or break your home sale. These efforts will be the primary deciding factor in whether your home is turnkey enough to meet a buyer's demands. In a buyers' market, the goal is to make your home "optimally sellable." If your home is not reasonably turnkey, it simply won't sell well in this new market — or, if it does, it will sell for much less than if you'd made the basic minor improvements a good Realtor can identify.

### 3 **Having Ready And Waiting Buyers.**

It's imperative that your Realtor has exceptionally deep local-market reach. He or she should have buyers already

waiting for your home. For instance, even in our descending 2019 market, Carter and Associates was able to garner offers prior to listing many homes, and while setting a few new neighborhood price records!

### Marketing Your Home In Its Best Light.

- 4 Your Realtor should be able to show your home in its best light. He or she must have intimate knowledge of your community, to be able to communicate the lifestyle and value of your home. Ideally, the Realtor will have the staff and resources in place, armed with multiple technologies and sales and marketing platforms, to ensure your home reaches the entire global market. About 3 of 5 of Decatur's home buyers come from outside the immediate area, including many from out-of-state and out-of-country. You want to make sure that these buyers see your home.

### Expansive Global Market Reach.

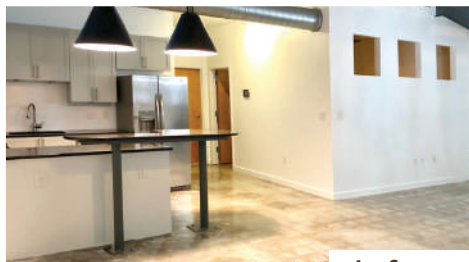
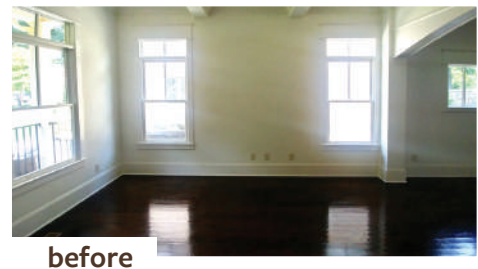
- 5 Your Realtor's brokerage firm should be large enough to have expansive reach to a mass surplus of the market's agents, and all their buyers. Carter and Associates' brokerage, Keller Williams, handles 1 in 4 home sales in all of Atlanta (24.8%) and nearly a third (32%) of the entire national market.



- City of Decatur Buyers looking for your move-up home? You can easily buy that perfect home before selling your current City of Decatur home. Ask us how!
- Want access to Decatur's best homes before they hit the market? Being the first through the door means you will never miss out on your next dream home. Ask us how!

# *We Luxury-Stage All Our Homes for Free!*

(And free means free. No paying for it at the closing table!)



**We are the only Realtors who stage for FREE—  
guaranteeing homes sell faster and for more money.**

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.





# We Attend All Showings!

It's vital to us that we are there during that brief initial showing, to answer the questions and concerns from the buyer and to optimize this opportunity by sharing favorable information about your amazing home and our wonderful community.



We are deeply involved in Decatur. We live here, too, with our three children. We eat, live, and breathe Decatur, literally! As docents at your home showing, we serve as a live testimonial for your home and the community we love. 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, the neighborhood and the greater community. That's insight that can't be matched by your competition's property in other neighborhoods.

**Why do we do it? *It absolutely works!***

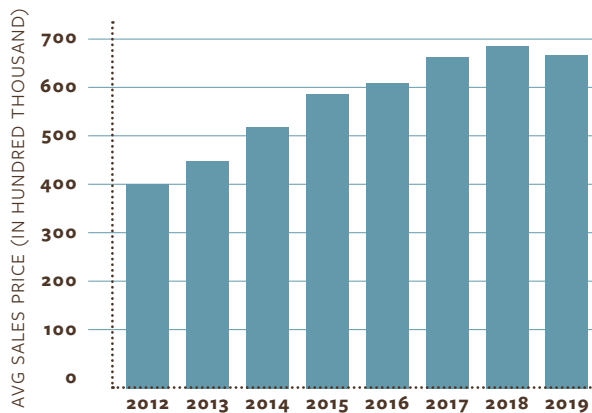




# City of Decatur Statistics

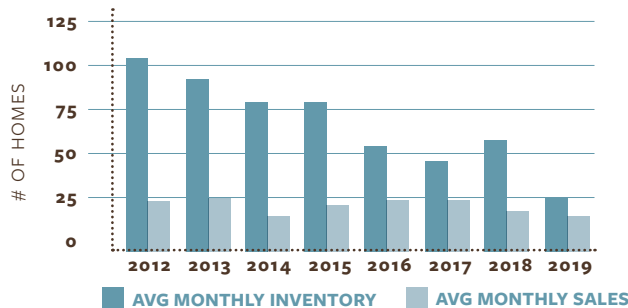
Statistics for City of Decatur houses, compiled by Carter & Associates

YEAR	HOMES AVAILABLE	HOMES SOLD	% HOMES SOLD VS. AVAILABLE	AVG SALE PRICE	PRICE PER SQ. FT.
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
2016	338	307	90.83%	\$611,088	\$261.74



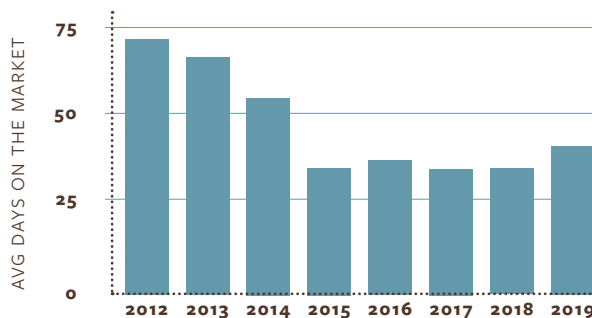
## Selling Price

In 2019, the average City of Decatur home price fell by -2.77% from \$680,520 to \$661,645. When factored in with the 4.64% growth in the price of homes sold in 2018, that was a year-over-year change of -7.41%. After seven years of exceptional growth our market is simply correcting as necessary. Keep in mind we are up almost 63% since 2012! Our amazing and always-in-demand community is a niche market and should stabilize over the next year. Expect strong sales in 2020, but only for those homes that are exceptionally prepared for a buyer's market — with its distinct financial demands and expectations — verses listings from their competition that did not make the same efforts.



## Home Sales and Inventory of Homes Available

The total number of homes sold in 2019 descended again for the fourth straight year, with a total of 220 closed transactions. The total inventory available for the last four years remained stable, with around 300 (+/-12%) homes available each year. This means there is not a lack of inventory. The diminished total sales and notable amount of listed homes that weren't successfully sold over the last four years reflect a lack of "sellable/buyable" properties per the financial demands and expectations of the current buyer market. Expect this trend to continue.



## Average Days on Market (DOM)

The average DOM grew by nine days in 2019 — a total of 40 days on market, on average — over 2018's average of 31 days. That's 29% more time on the market and only factors in figures from homes that actually sold. Many homes sold in 2019 only after price reductions. With the secondary real-estate sites (Zillow, Redfin, etc.) tracking your home's DOM for the public, selling optimally and quickly is essential. That means a home needs a definitive listing strategy. DOM will always devalue a home unnecessarily.

## Home Sales Price Per Square Foot Average

As home sales prices diminished by -2.77%, the average price per square foot also dropped commensurately, by -2.66% from \$296.17 in 2018 to \$288.30 in 2019.



# *Marketing! Marketing! Marketing!* *...it REALLY matters!*

Carter and Associates Proprietary Lifestyle and Global Reach marketing ensures your home will be shown in its best light and will reach ALL potential buyers!



**Did you know... About 3 in 5 buyers for City of Decatur homes  
(and their agents) come from outside the immediate Decatur area?**

**They're coming from outside the city, out of the state, and often out of the country!**

The Carter and Associates marketing team utilizes every available home-selling technology and marketing platform to get your home in front of ALL potential buyers — whether those buyers are local, national, or global. Our deeply forged relationships prove to be an invaluable tool to ensure a strong sale for your home every time.

Even in a descending 2019 market, Carter and Associates was able to garner offers prior to listing many homes, while setting a few new neighborhood price records!





168 Mellrich Ave  
 2005 Hibernia Bend  
 2036 Connie Ln  
 159 Little St  
 2031 Connie Ln  
 440 W Parkwood Rd  
 1873 Delphine Dr  
 3006 Crosswycke Forest Dr  
 2069 Howard Cir  
 721 United Ave  
 1108 Walker Dr  
 2649 Nelms Ct  
 1971 Valencia Rd  
 3331 Casa Linda Dr  
 501 Dargan Pl  
 1595 Melrose Dr  
 323 Eleanor St  
 1216 E Forrest Ave  
 400 Village Pkwy  
 1628 Alder Ct  
 3242 Hollydale Dr  
 1638 Alder Ct  
 2426 Saint Patrick St  
 1401 Mims St  
 1029 Piedmont Ave  
 1103 Kirkwood Ave  
 2250 Melody  
 128 Sewanee Ave  
 1415 Van Epps  
 3414 Creatwood Trl  
 3235 Woodlyn Way  
 64 Daniel St  
 1939 Copperfield  
 3053 Pasadena







# CARTER

## ASSOCIATES

### REALTORS

Since 2008

# SALES



350 Hooper St  
230 E Ponce De Leon Ave  
491 East Side Ave  
99 Norwood Ave  
20 Lullwater Pl  
2036 Connie Ln  
1986 Cogar Dr  
1159 Brookhaven North Cir  
1998 Shalimar Dr  
201 W Ponce De Leon Ave  
120 Oakland St  
2498 N Bryan Cir  
1153 Oldfield Rd  
2533 Godfrey Dr  
1769 Dyson Dr  
2886 Salmon Ave  
1769 Linwood Ave  
204 Walker St  
1769 Linwood Ave  
2011 Hibernia Bend  
832 Pinetree Dr  
515 Oakview Rd  
2629 Warwick Cir  
257 2nd Ave  
637 Delmar Ave  
2370 Dawn Ct  
106 Missionary Ct  
3371 W Paces Ferry Ct  
798 Grove Bend  
2050 Marco Dr  
2824 Amelia Ave  
4084 Faron Ct  
2044 Glendale  
83 Vannoy St



# *We Provide Market-Ready Concierge Services ...for Free.*



**We can make your home optimally market-ready  
with only minimal, but definitive, improvements  
so your home will sell for far more money.**

Chad and Christina have personally renovated hundreds of homes, so they know what buyers are looking for and know exactly what basic improvement investments you should make — versus expensive wasted efforts. And Carter and Associates can manage it all for you for a hassle-free easy-peasy experience!

We have a deep network of tried and true vetted contractors at the ready and at our secured discounted rates. All this is free. And free means free. No sneaky hidden fees at the closing table.





# *Time for a bigger house in the City of Decatur?*

*Want access to the city's best homes  
before they hit the market?*



You can easily buy that perfect move-up Decatur home — even before selling your current home! We'll show you how.





YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
<b>Adair Park-Lenox Place</b>				
2019	12	\$671,125	\$660,829	\$307.40
2018	21	\$683,622	\$672,733	\$290.99
2017	28	\$595,750	\$589,302	\$290.33
2016	22	\$541,773	\$534,315	\$262.89

<b>College Heights</b>				
2019	28	\$658,464	\$644,196	\$258.84
2018	24	\$722,804	\$711,600	\$283.59
2017	21	\$639,824	\$637,760	\$256.96
2016	41	\$605,763	\$597,901	\$237.46

<b>Glennwood Estates</b>				
2019	11	\$703,027	\$703,409	\$308.10
2018	6	\$885,483	\$858,833	\$316.22
2017	16	\$816,944	\$803,988	\$281.56
2016	35	\$675,903	\$675,791	\$258.20

<b>Great Lakes-Clairemont Estates</b>				
2019	27	\$795,841	\$781,841	\$294.62
2018	34	\$669,474	\$660,600	\$283.38
2017	28	\$595,750	\$589,302	\$290.33
2016	22	\$541,773	\$534,315	\$262.89

<b>MAK Historic District</b>				
2019	4	\$697,000	\$695,500	\$297.07
2018	11	\$635,145	\$621,439	\$319.95
2017	6	\$543,167	\$538,650	\$266.85
2016	7	\$598,700	\$599,929	\$280.79



YEAR	SALES	AVG. LIST PRICE	AVG. SALE PRICE	PRICE PER SQ. FT.
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### Oakhurst

2019	55	\$616,231	\$599,941	\$309.28
2018	55	\$686,578	\$686,696	\$317.58
2017	61	\$657,665	\$651,678	\$295.51
2016	75	\$641,139	\$634,673	\$280.00



### Parkwood

2019	4	\$684,725	\$654,375	\$280.07
2018	5	\$682,000	\$675,000	\$240.73
2017	3	\$658,333	\$645,000	\$259.05
2016	5	\$659,000	\$658,000	\$244.67



### Sycamore Ridge-Decatur Heights

2019	24	\$655,221	\$649,032	\$267.10
2018	23	\$564,787	\$558,615	\$289.94
2017	26	\$601,635	\$588,862	\$281.19
2016	20	\$571,525	\$564,910	\$256.13



### Westchester Hills-Chelsea Heights

2019	26	\$644,488	\$630,931	\$269.43
2018	15	\$652,253	\$637,600	\$266.23
2017	15	\$632,973	\$630,113	\$261.94
2016	27	\$702,037	\$696,642	\$271.71



### Winnona Park

2019	29	\$711,449	\$702,418	\$289.69
2018	29	\$733,893	\$729,941	\$301.73
2017	43	\$707,348	\$699,652	\$272.15
2016	44	\$650,502	\$637,959	\$249.34





As full-time local Realtors and residents, we know how to communicate the value and lifestyle of our Decatur community better than anyone else.



We know Decatur. We live here. Our children go to school here. We do business here. We are the highest unit and volume selling team in the highest selling brokerage in Atlanta! You couldn't be in better hands.



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[www.carterandassociatesga.com](http://www.carterandassociatesga.com)

**Keller Williams Metro Atlanta**

**315 W. Ponce De Leon Ave.,**

**#100, Decatur, GA 30030**

*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.*