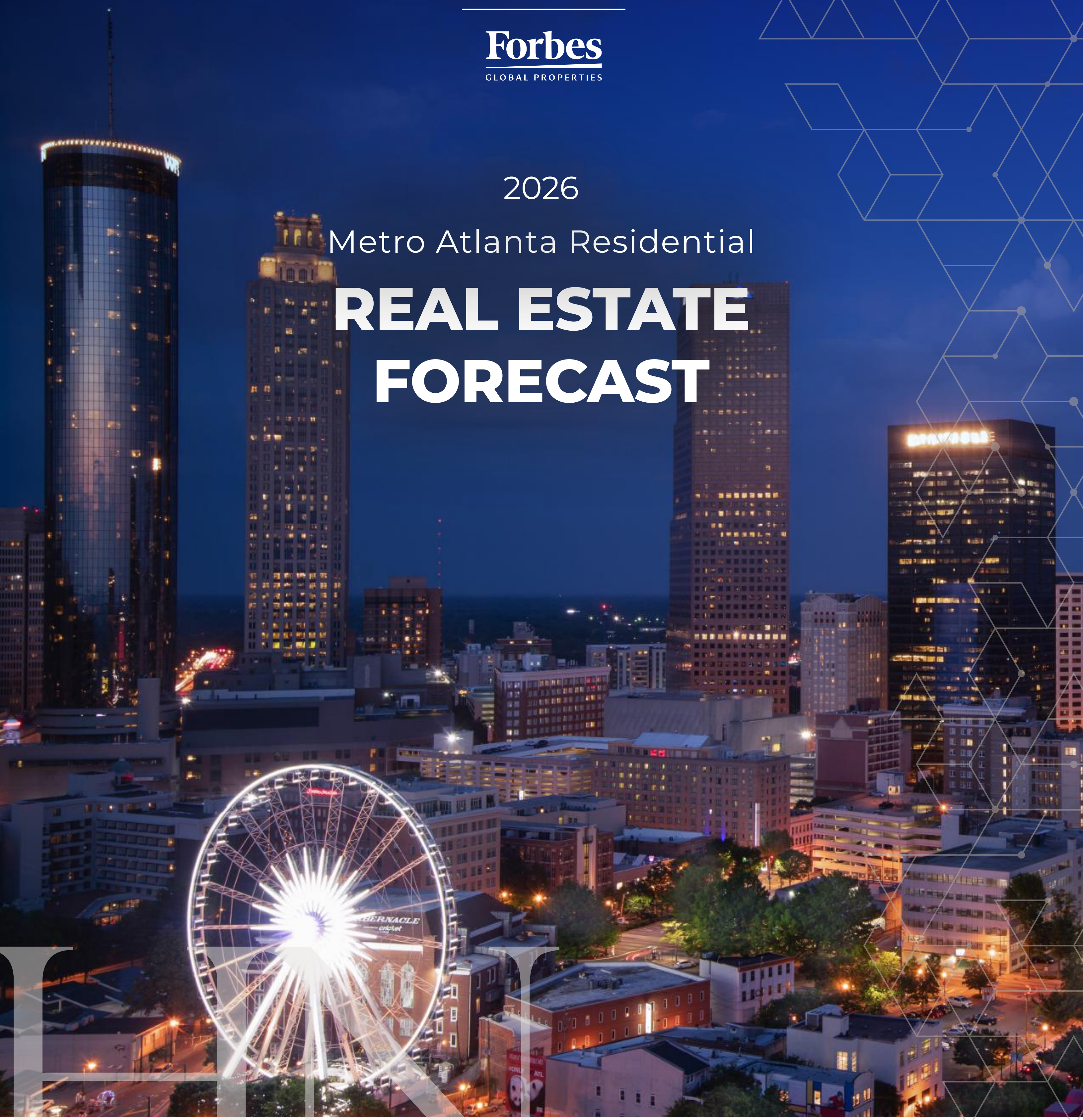
HARRY NORMAN

Forbes GLOBAL PROPERTIES

2026

Metro Atlanta Residential

REAL ESTATE FORECAST



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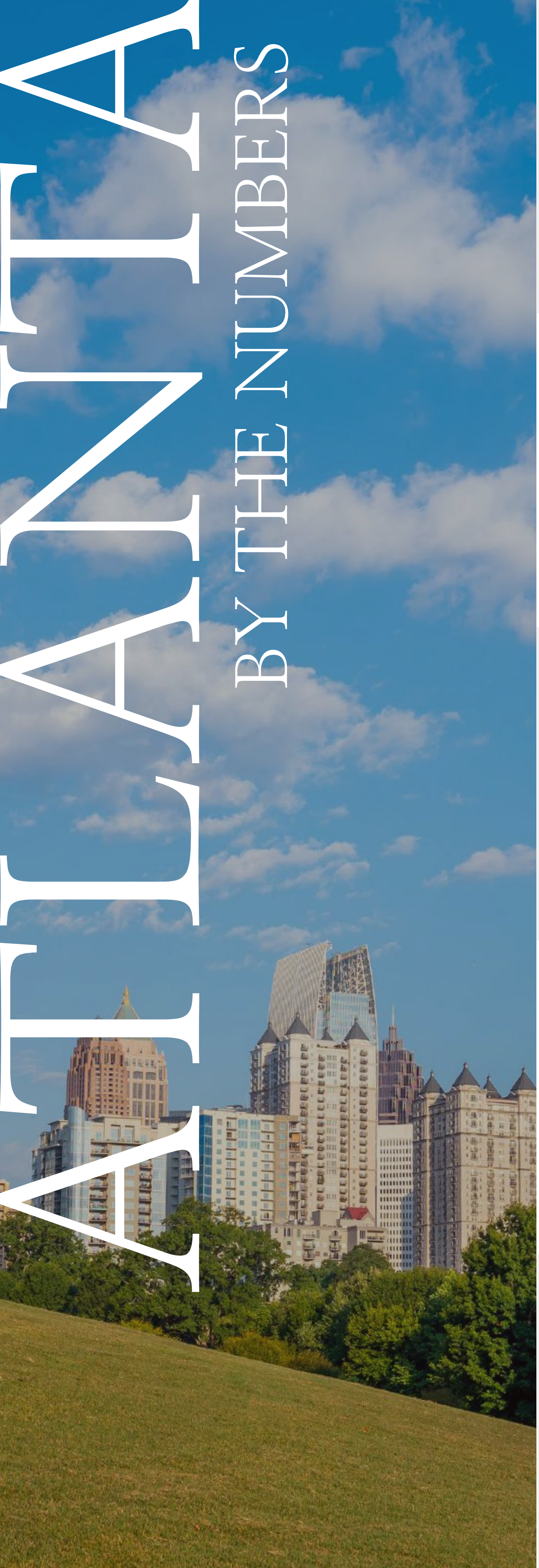
ATLANTA BY THE NUMBERS



Georgia rated
#1
for Business for 12th Straight Year[1]

#1
Best City to Start a Career[2]

#1
Top Smart City in the U.S.[3]

#1
Hartsfield Jackson retains busiest airport in the world title[6]

#2
Best City to Live in the U.S. and 29th Globally[5]

#2
Most Educated City in the Country[4]

#3
Top Market for New-Home Sales Activity[7]

#4
Most Fun Cities in America[8]

#5
Moving Destination in the Country[9]

#12
Top City for International Tourism[10]

2025 RECAP

Metro Atlanta closed 2025 with signs of a market moving toward balance after several years of volatility. Inventory rose more than 26% from the start of the year, and even with a late-year slowdown in new listings, buyers had more choices than they have seen in some time. Sales activity improved compared with early 2025, and pending contracts followed the same trend as the market adjusted to shifting buyer expectations and rate movement. Home values held firm, with the average sold price up nearly 6% and days on market improving from 51 to 46 days between January and November. Months of inventory climbed from just over five to nearly six months, creating conditions that felt more predictable for both buyers and sellers. Together, these indicators point to a steadier market and a clearer foundation heading into 2026.[11]

Inventory:
+26%

Home Prices:
+6%
Average Sold Price

Days on Market:
52→46
Days

Months of Inventory:
~6 Months
Balanced Market

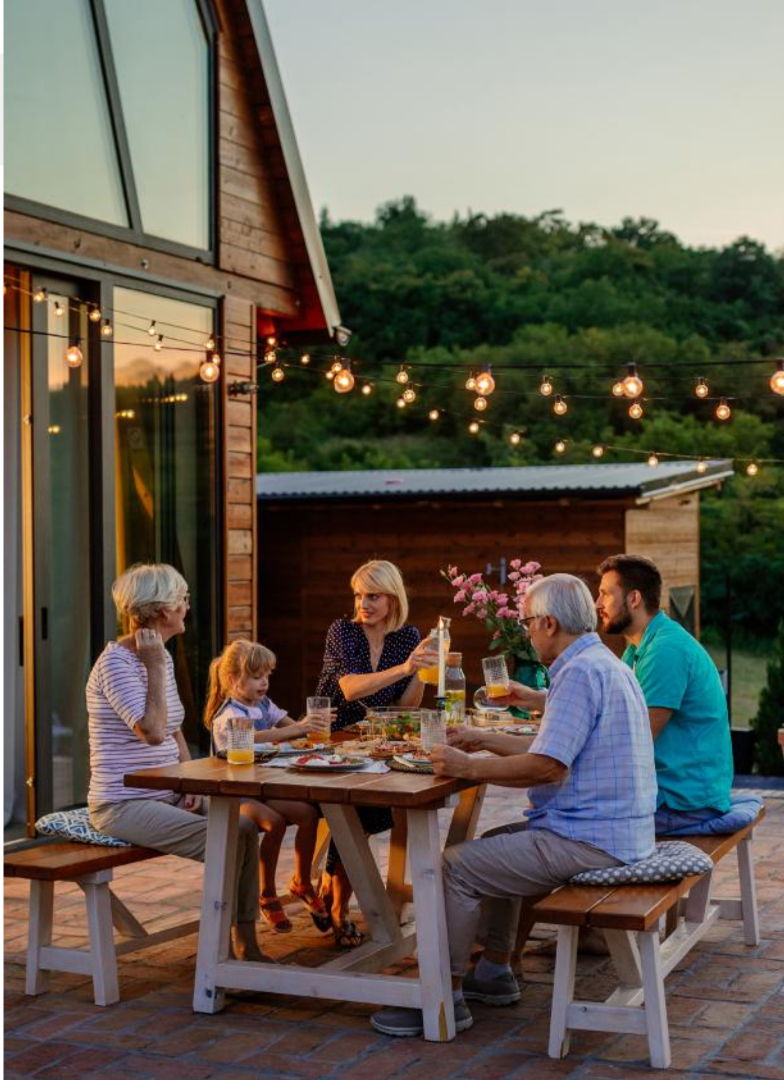
FIFA AND DOWNTOWN DEVELOPMENT

Thirty years after the 1996 Olympics placed Atlanta on the global stage, the city is once again preparing to shine. The 2026 FIFA World Cup will host eight matches at Mercedes-Benz Stadium between June 15 and July 15, welcoming an estimated 300,000 unique spectators[12], many from outside Georgia. Globally, over 5 billion viewers[13] are expected to engage with the tournament via broadcast and digital platforms, offering unmatched exposure. This spotlight represents a surge of interest, development, and opportunity in Atlanta's luxury market.

Hosting FIFA World Cup matches ushers in a new era of development across Downtown, from the visionary Centennial Yards district to upgraded public transit and event-ready infrastructure. As this redevelopment accelerates ahead of the matches, Atlanta is not just participating; it is asserting itself as a sophisticated global metro.

GENERATIONAL WEALTH TRANSFER[14]

The largest generational wealth transfer in history is unfolding. Over the next two decades, an estimated $84 trillion is expected to pass from Baby Boomers to Gen X and Millennials, fundamentally reshaping the economy and real estate market. Unlike previous generations, younger wealth holders are prioritizing ESG values, alternative investments, and modern experiences. According to a Merrill study, 82% of investors aged 21 to 43 consider a company's environmental, social, and governance practices when making investment decisions, compared to just 35% of those 44 and older. These younger investors are also more likely to seek growth through private equity and non-traditional assets, yet real estate remains a shared priority across generations. This shift signals opportunity for those who understand that luxury is no longer defined solely by square footage or finishes, but by alignment with values, seamless digital experiences, and a global perspective. Harry Norman, REALTORS® is well positioned to meet this moment. Our tools, global affiliations, and trusted advisors are already attuned to what the next generation of clients expects.



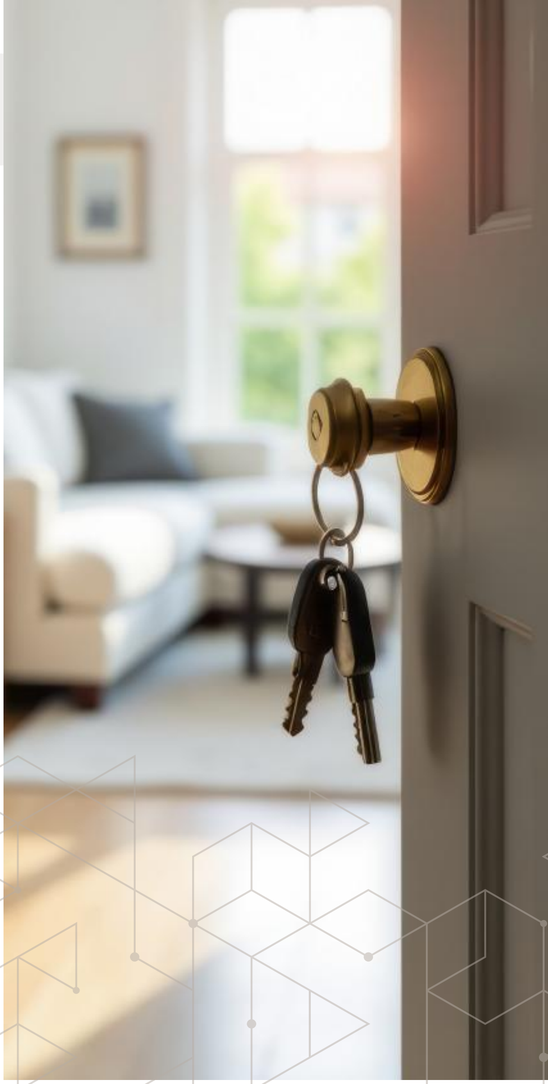
CHARACTERISTICS OF HOME BUYERS[15]

As wealth continues to shift between generations, Gen X is positioned to become the most influential group of homebuyers in the years ahead. According to the National Association of Realtors, Gen X buyers already represent a significant share of home purchases and tend to bring strong financial profiles, including higher incomes, accumulated equity, and larger down payments. Many are moving into peak earning years while also benefiting from inherited assets, giving them increased purchasing power and flexibility.

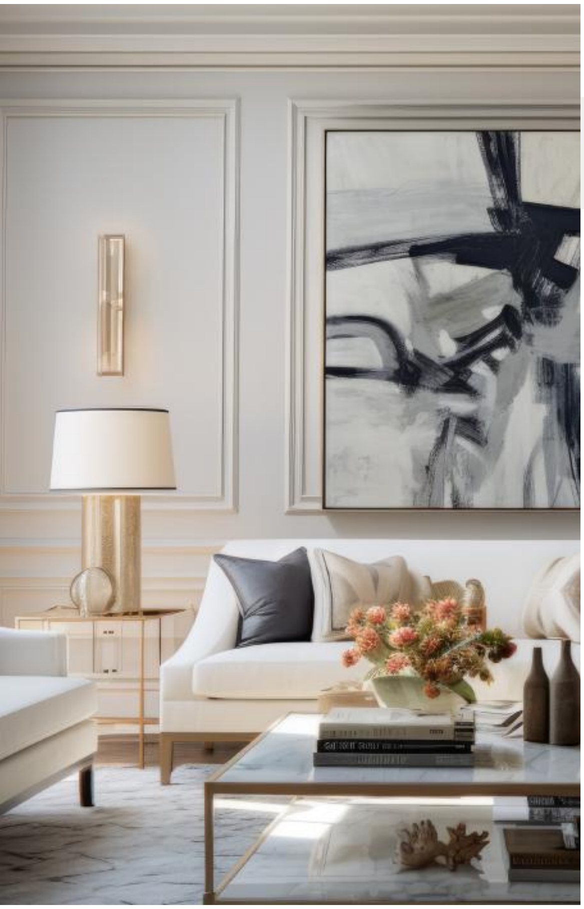
Millennials remain an important part of the market as well, particularly as they transition from first homes to move-up purchases. Together, Gen X and Millennials account for the majority of current buyers and are expected to drive demand as ownership shifts from older generations. This combination of life stage, financial maturity, and incoming wealth suggests these two groups will shape housing activity and decision-making for the next decade.

MORTGAGE RATES[24]

Mortgage rate projections for 2026 point toward a more favorable environment for buyers and sellers alike. While rates are not expected to return to historic lows, gradual easing is anticipated, even below 6%, as inflation continues to cool and economic conditions stabilize. This shift should improve affordability and help more buyers reenter the market with confidence, while also encouraging homeowners who have been waiting on the sidelines to make a move. As borrowing costs become more predictable, mortgage rates are expected to support healthier transaction activity and a more balanced pace across the housing market.



More inventory than last year, paired with softening mortgage rates, is expected to drive stronger sales activity in 2026.



LUXURY MARKET[25]

The luxury housing market in Metro Atlanta's six core counties—Cherokee, Cobb, DeKalb, Forsyth, Fulton, and Gwinnett—showed continued strength through October 2025, even with tightening inventory. Across all price points above $1 million, there was a 21.3% year-over-year increase in closed sales, a 6.9% uptick in average sales price, and a 21.6% rise in dollar volume. Properties spent less time on market, averaging just 36 days.

Within the $2.5 million and up segment, new listings fell 14.1% since January and 38.3% month-over-month going into the fourth quarter, signaling fewer high-end homes entering the market. Still, demand remained resilient. Closed sales in this tier rose 16.1% year-over-year. The average sold price reached $3.57 million, an increase of 12.7% since January, while inventory tightened to 10.3 months and days on market held steady at 73. Together, these indicators suggest continued confidence and buyer activity in Metro Atlanta's high-end housing sector.

PRICE APPRECIATION[16]

The 2026 housing market in Metro Atlanta is showing signs of renewed momentum. With listings on the rise and mortgage rates trending downward, the National Association of Realtors and the Mortgage Bankers Association forecast moderate growth ahead. One expert estimate suggests home-price gains of about 4% next year, while purchase applications are up compared with 2025. These shifts signal increased inventory, improved affordability, and greater options for buyers moving into 2026.

NATIONAL VS LOCAL ECONOMY[23]

Economic growth in 2026 is expected to slow across the United States, and Georgia is also projected to ease into a more moderate pace. Economists anticipate that Georgia will grow slightly faster than the nation, with the state tracking near 1.5% and the country near 1.3%. Trade uncertainty, softer population gains, and pressure on the labor market contribute to this cooler outlook, along with expectations of slightly higher unemployment and inflation. This creates a cautious but steady environment for the coming year.

One area of clear strength for Georgia is the rapid expansion of data centers. The state has become a leading market for this type of development and has now surpassed Northern Virginia in new activity. Growth in cloud computing and AI infrastructure continues to draw investment, support construction, and add stability at a time when other sectors are moving at a slower pace.

Together, these trends paint a picture of a state that is growing more slowly yet still outperforming national averages. Georgia enters 2026 with a balanced outlook that blends economic caution with meaningful momentum in digital infrastructure.

2026 NATIONAL HOME PRICING PREDICTIONS

Cotality[17]:

4.3%

Realtor.com[18]:

2.2%

Fannie Mae[19]:

1.3%

National Association of REALTORS (NAR)[20]:

4%

Wells Fargo[21]:

3.5%

Zelman[22]:

4%

2026 OUTLOOK

Metro Atlanta is expected to experience a more balanced housing environment in 2026. Softer mortgage rates should improve buying power, and many households that paused their plans in previous years are likely to reenter the market. Price growth is projected to remain moderate with gains around 4-6%. Atlanta's strong job market, diverse economic base, and continued in-migration support ongoing demand for housing. These factors create conditions where both buyers and sellers can participate more comfortably than in recent years. Several national analysts indicate existing home sales may climb between 8-10% next year throughout the United States.

Mortgage rates are expected to ease gradually in 2026, and that shift should help bring more buyers back into the market and support stronger sales activity across Metro Atlanta. Current projections point to a 9% to 10% increase in residential resale unit sales next year, driven by improving affordability and borrowing costs that are slowly trending downward. In January, inventory is already up 9.4% year over year, and while that pace of growth is expected to moderate as 2026 progresses, it should still provide enough options to keep conditions more balanced for much of the year. Many analysts point to 5.5% as a key tipping point for mortgage rates, with John Burns Research & Consulting noting this is the level where many buyers are psychologically ready to re-enter. The yield spread between the 10-year Treasury and mortgage rates is also improving and moving closer to historical norms, which supports the outlook for steadier rate movement.

Georgia also benefits from sustained interest among corporate relocations and expanding industries. Data center development, film production, logistics, and professional services continue to draw workers who seek homes close to employment centers. This flow of talent supports neighborhood stability and strengthens the higher end of the market. As a result, Metro Atlanta enters 2026 with a steady outlook that reflects both resilience and long-term opportunity.

Inventory Year-Over-Year: **+9.4%**	Projected 2026 Resale Unit Sales: **+9–10%**
Mortgage Rate "Tipping Point": **5.5%**	Months of Inventory for Market Balance: **~5–6 Months**

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To meet the evolving expectations of next-generation clients, Harry Norman, REALTORS® has joined Forbes Global Properties, an exclusive international network representing the world's finest homes. This invitation-only membership strengthens our ability to serve high-net-worth individuals who seek more than a transaction. As luxury real estate becomes increasingly global, affiliation with Forbes Global Properties provides immediate exposure to more than 140 million monthly viewers and places Atlanta properties alongside premier homes in London, Dubai, and New York. For clients navigating the largest wealth transfer in history, this reach combined with our local expertise ensures that every listing is positioned for success in a competitive and fast-moving market.

The Power Brand

167M+	53M+	100+	69
Global Audience	Social Media Footprint	Years in Business	Countries

This forecast examines the big-picture forces influencing real estate nationally and across Metro Atlanta. Every neighborhood and home style tells a different story. To see how your property fits into today's market, request a tailored update.

For ongoing updates and local insight, scan here to join our newsletter.

ELEVATING ATLANTA'S LUXURY REAL ESTATE

Source: (1) Gov.Georgia.gov (2) Wallethub.com (3) Atlanta.Urbanize.City (4) Forbes.com (5) Forbes.com (6) SimpleFlying.com (7) MetroAtlantaChamber.com (8) BusinessInsider.com (9) MetroAtlantaChamber.com (10) Fox5Atlanta.com (11) Trendgraphix (12) GaCities.com (13) CarbonCredits.com (14) ML.com (15) NAR.Realtor (16) NAR.Realtor (17) Cotality.com (18) Realtor.com (19) FannieMae.com (20) NAR.Realtor (21) WellsFargo.com (22) ZelmanAssociates.com (23) University of Georgia Terry College of Business 2026 Georgia Economic Outlook (24) BankRate.com (25) Trendgraphix