



Atlanta, Georgia

Rental Real Estate Overview

Today, one of the most talked-about markets among real estate investors is Atlanta, GA.

Job growth, population, and housing affordability make Atlanta an attractive place to buy rental properties. With an estimated **55%** of the homes in the metro area being rental homes, Atlanta is an investor's market.

Here's what you need to know about the city of Atlanta, Georgia.

About Atlanta, Georgia

Atlanta was founded in 1837 at the end of the Western and Atlantic railroad lines. Today the fast-growing city remains a transportation hub with Hartsfield-Jackson Atlanta International Airport, the **world's leader** in daily passenger flights.

Direct flights to Europe, South America, and Asia make metro Atlanta one of the most easily accessible cities to the more than 1,000 international businesses and more than 50 countries that have representation in the city through consulates, trade offices, and chambers of commerce. The city has emerged as a banking center and boasts the **fourth largest** concentration of Fortune 500 companies in the country.

Atlanta is the capital city of the Southeast, rich in culture, [history](#), and soul that permeates through all aspects of life. It boasts one of the country's hottest music scenes and is the hometown of countless legends from Outkast to John Mayer to Ray Charles, the list goes on. It also has the fastest growing film industry in the United States and is home to many independent production companies. In 1996, Atlanta played host to the summer Olympics.

Although it was once known as the heart of the Old Confederacy, Atlanta has become the best example of the "New South." For well over half a century, Atlanta has played a pivotal role in the civil rights movement. The hard work and sacrifice of civil rights leaders and other visionaries have shaped Atlanta into the thriving metropolis it is today. In the 21st century, Atlanta is a fast-paced, cosmopolitan city brimming with opportunity for people from all walks of life.

In the past two decades, Atlanta has experienced incredible growth -- the official city population sits at about 520,000, but the metro population has grown in the past decade by almost 1 million people. [As of 2025](#), the Atlanta metro area is home to over 6 million.



City Statistics



POPULATION

514,465 city proper
6,193,000 greater area



MEDIAN INCOME

\$61,617 /capita
\$83,251 /household



MEDIAN AGE

34.3



AREA

135.3 square miles



UNEMPLOYMENT RATE

3.4%



GDP

\$525.9 Billion



MAJOR EMPLOYERS

The Home Depot Inc., UPS,
Delta Airlines, The Coca Cola
Company, GE Energy
Management Services LLC,
Arby's, Bellsouth
Telecommunications Inc.



HIGHEST PAYING JOBS

Radiologists, Surgeons,
Anesthesiologists,
Physicians, Actuaries,
Ophthalmologists

Real Estate Market Statistics

242

NEIGHBORHOODS

8,521

HOME FOR SALE
AS OF JAN. 2025

\$375K

MEDIAN
LIST PRICE

\$407.5K

MEDIAN
SOLD PRICE

\$253

MEDIAN PRICE
PER SQ. FT.

98.63%

SALE-TO-LIST
PRICE RATIO

71

MEDIAN DAYS
ON MARKET

\$1,802

MEDIAN
RENT PRICE

-1.9%

ONE-YEAR
APPRECIATION RATE

16.8

PRICE-TO-RENT
RATIO

Most Expensive Neighborhoods

NEIGHBORHOOD	AVERAGE MONTHLY RENT	MEDIAN LISTING PRICE
Ferncliff Commons/Roxboro Forest	\$3,128	\$2,393,254
Argonne Forest	\$3,172	\$1,913,319
Randall Mill	\$3,436	\$1,856,038
Arden Habersham/Wyngate	\$4,038	\$1,450,314
Brookhaven	\$3,590	\$948,712

Least Expensive Neighborhoods

NEIGHBORHOOD	AVERAGE MONTHLY RENT	MEDIAN LISTING PRICE
Rosedale Heights	\$2,167	\$143,926
Oakcliff	\$1,877	\$183,963
Fairburn Heights	\$2,047	\$205,233
Peachtree Heights West	\$821	\$255,730
Wilson Mill Meadows	\$2,429	\$281,144



LOOKING FOR AN INVESTOR-FRIENDLY AGENT?

From accessing off-market deals, to building a team, to determining the right rental rates, buying properties in a new market can prove tough for any investor. That's why we launched Evernest Brokerage.

You no longer need in-depth expertise to invest in [some of the best real estate markets](#) in the United States. Working with Evernest's in-house brokerage team of investor-friendly real estate agents is the most efficient way to build a local team and grow your rental portfolio.

It's simple. Visit our website, pick your market, fill out the form, and a member of our team will get back to you as soon as possible.



Get started
TODAY!

At-A-Glance Pros and Cons

To investing in Atlanta



When looking at any new real estate market, it's important to consider all aspects of investing in the area. Considerations like quality of life, overall affordability, and school choice will impact your long-term investment even if they aren't a direct factor in your buying decision.

Here are a few pros and cons of investing in Atlanta, Georgia. These will have a different impact on you depending on your risk tolerance and investment strategy. Don't have an investment strategy yet? No worries - just [get in touch with our team](#) to put together a solid plan today.

Pros of Atlanta, GA

- Central location
- Great food & entertainment
- Outdoor environment and accessibility
- Great schools
- Large international airport
- Established job market
- Years of history
- Diversity

Cons of Atlanta, GA

- Minimal public transportation
- Traffic
- Hot and muggy summers
- Urban sprawl

Five Reasons To Invest IN ATLANTA REAL ESTATE

Despite the increase of unemployment and uncertainty due to COVID-19, The Atlanta market bounced back with an 8.3% home price increase and steady growth in appreciation as well in 2020.

Looking at Atlanta, with low mortgage rates and higher rents, the outlook for rental real estate is looking very promising moving into the mid 2020s. The city offers a wealth of benefits and is ideal for savvy investors looking for a combination of cash flow and appreciation.



**POPULATION
GROWTH**



**A BOOMING
ECONOMY**



**AFFORDABLE HOUSING
& LANDLORD FRIENDLY**



JOB MARKET



ENTERTAINMENT

POPULATION GROWTH



A key factor for growth in the city of Atlanta is the population over the next 30-50 years. According to a [recent article](#) published by Axios, Atlanta is the fastest growing city in the US. Over the past decade, Atlanta's population has [increased by roughly 1.2 million](#).

Atlanta's population has grown by 2.4% in the past year alone and is the most populous city in Georgia. By 2050, the Atlanta metro area population is projected to be approximately 7.9 million according to the [Atlanta Regional Commission](#).

One thing to note about new Atlanta residents is that they are from all over the world and are students. This is due in large part to the universities located in Atlanta and the quality of good undergraduate and graduate programs offered. Atlanta's educational and technological system has and will continue to attract new residents to the area in the years to come.

The median age in Atlanta is 34.3 years old and 42% of the population is between 20 and 49 years old. With Atlanta being a young and active population, we are brought to the second reason why you should invest in the Atlanta real estate market: their booming economy.

A BOOMING ECONOMY



The second reason you should consider investing in Atlanta is because of its local economy. According to [recent data](#), the greater Atlanta area boasts a GDP of \$473.8 Billion and 37% GDP growth over the last 10 years.

The [Atlanta Regional Commission \(ARC\)](#) [predicts](#) that Atlanta will add 1.8 million people and 840,000 jobs by 2050. This growth is sure to enhance an already impressive business roster, as over 1,000 companies (100+ employees) are already headquartered in Atlanta.

Of the companies located in Atlanta, the [largest employers in the region](#) include UPS, AT&T, Delta Air Lines, The Kroger Co., Emory University, Emory Healthcare, The Home Depot, Northside Hospital, Piedmont Healthcare, and Publix Super Markets.

Along with the big legacy corporations, some employing well over 100,000 people, Atlanta boasts a booming tech industry that has sprung up in just the last few years. In 2021, Atlanta was ranked No. 1 Tech hub according to Business Facilities Magazine ([source](#)).

Other notable technology recognition includes:

- No. 4 cyber city
- No. 7 for data centers
- No. 4 fintech leader
- No. 4 for best business climate among large cities
- No. 8 in the rankings of global startup ecosystems
- Fulton County (ATL) ranked No. 8 in food processing
- Georgia ranks No. 4 in food processing amongst other states

Finally, one can't overlook the influence that having an impressive infrastructure has on its economy. At the heart of it is the world's busiest airport. Atlanta is home to Hartsfield-Jackson Atlanta International Airport and serves over 150 U.S. destinations, more than 75 international destinations, located in over 50 countries.

Other key means of transportation include:

- 3 major highways
- Multiple freight lines
- A rail rapid transit system

JOB MARKET



The third reason that Atlanta has experienced great growth is the influx of quality jobs. With several national and international companies headquartered in the Atlanta metropolitan area (as described in the last section), a large number of great employment opportunities have been created.

Here are a few key points regarding Atlanta's job market:

1. The unemployment rate in Atlanta is currently 3.4%, as of May 2024 ([BLS](#)).
2. Employment growth in Atlanta has remained strong since 2020 with the Atlanta metro area's employment base increasing 5.4%, the fifth highest rate in the nation ([ARC](#)).
3. According to a 2023 report, Atlanta saw a 2.3% increase in median income from \$82,932 in 2019 to \$84,876 by the end of 2022, despite median income falling nationally during the same period. Recent figures show that median income continues to rise ([Axios](#)).

Given its many accolades as a hub for tech startups and innovation, you may be tempted to assume that tech is the city's dominant industry. However, there is a lot more to the economic ecosystem of Atlanta.

The metro area boasts a diverse array of thriving and fast growing industries. According to the [Metro Atlanta Chamber of Commerce](#), top sectors include:

- Supply Chain and Advanced Manufacturing
- Creative Industries
- Technology
- Life Sciences and Healthcare
- CleanTech

The city's demographics cover a lot of ground with most of the new population being between the ages of 26 and 36. According to the [US Census Bureau](#), 95% of Atlanta residents are high school graduates or higher and 60% have a bachelor's or advanced degree. Atlanta is an increasingly attractive city for young grads to build their careers.

Why is this the case? Here are a few key factors:

1. The cost of living in Atlanta is almost 74% less than in San Francisco and 132% less than in Manhattan ([Forbes](#)).
2. Forbes has ranked Atlanta as one of the best places for business and careers in the U.S.
3. Atlanta has also received high marks for diversity, family life, public schools, and nightlife.

All of these factors contribute to Atlanta's growing reputation as an excellent place to find career opportunities while enjoying a work/life balance that stands in stark contrast to the grind of other major cities.

ENTERTAINMENT



Atlanta has gained recognition in the world of entertainment, especially in the film and television industry. [Backstage Magazine](#) lists it as a top city for aspiring actors due to its film industry being the fastest growing in the nation. With a growing number of independent studios opening year after year and plenty of daily direct flights to and from Los Angeles, Atlanta has become a major player in show business.

Atlanta is also world renowned for its music scene, with [many famous acts](#) calling the city home. A-listers in the worlds of pop, folk, rock, and country can trace their roots back to Atlanta, but the city is best known for its massive contribution to the world of hip-hop. Atlanta-based musicians such as Outkast, Usher, Ludacris, Lil Jon, TLC, Ciara, T.I., and others dominated the airwaves in the 90's and 00's and the massive influence of the Atlanta sound continues to reverberate through contemporary music.

Some fun facts about Atlanta's entertainment scene:

1. [Oscar winning films](#) including "I, Tonya," "Forrest Gump," "Driving Miss Daisy," "The Blind Side," "Glory," "Selma," and "My Cousin Vinny" were filmed in Georgia.
2. Atlanta is the filming location for many horror productions, including the famous TV series The Walking Dead, and is known as the "zombie capital of the world."
3. Atlanta has long been known in the music industry as the "hip-hop capital of the world."

Cities with thriving creative and cultural scenes are attractive not only to those in the industry but people outside of show business as well. A city full of creative innovators and talented artists fosters an atmosphere of excitement and cultural significance. These compelling forces drive growth and demand in the wider economy and housing market.

AFFORDABLE HOUSING & LANDLORD FRIENDLY



Atlanta's landscape is extremely attractive to residents. The neighborhoods are diverse and unique. Atlantans enjoy options ranging from leafy green suburbs with spacious homes to downtown residences that afford access to entertainment and nightlife. Whether they choose an urban or suburban lifestyle, Atlanta residents enjoy excellent value for money and a high standard of living.

Atlanta's cost of living is [only 2% higher overall](#) than the national average. That makes Atlanta significantly more affordable when compared with other large cities like New York, Los Angeles, or San Francisco. With several years of rampant inflation barely behind, people are seeking out [cities where their dollar goes further](#) in droves.

Naturally, this is great news for the rental market. Fortunately for investors, Atlanta is one of the most investor-friendly cities with Georgia being one of the top destinations for real estate investors. Here are some of our top reasons for Georgia being a [great state for investors](#):

- **Low property taxes:** According to [WalletHub](#), Georgia has a property tax rate of only 0.83%.
- **Fees:** In Georgia, there are no limits on late fees and security deposits.
- **Favorable Laws:** In Georgia, there are no laws in place for notice prior to entry. Although at least 24 hrs notice is always recommended.
- **Informal eviction process:** Landlords inform the tenant that rent is due but it does not need to be in writing unless a written lease is executed. Once the tenant receives the rent payment notice he has seven days to pay. Otherwise, the landlord can notify the court and file an unlawful detainer lawsuit and begin the process of evicting the tenant.

With property taxes being relatively low and having a skilled workforce, home values in Georgia, but Atlanta specifically, tend to see a boost and increased chances of rent increases.

ATLANTA REAL ESTATE MARKET Predictions



While no one can ever predict the future with 100% certainty, real estate investors in Atlanta will have an advantage over the competition and the industry as long as they are informed regarding the pulse of the local market.

Here are our best guesses for the near future, along with the trends we'll be keeping our eyes on:

Demand for housing will remain high. Atlanta's strong economy, affordability, and high quality of life keep the population growing. Because of that growth, Atlanta tends to have [low inventory](#) compared to the demand for housing. Even with more stock available than in recent years, supply still doesn't match demand.

Atlanta's rental market will thrive. Although rental prices have decreased in some cities, they have [held steady or increased](#) in Atlanta. More than half of the city's housing units are [renter occupied](#) and Atlanta's ability to attract new job seekers keeps its need for rental housing evergreen.

Interest rates will affect home values. While Atlanta's home prices haven't fallen as sharply as they have in many other cities since 2022's interest rate hikes, they have dropped off somewhat. The [stable pattern](#) we've seen the last few years will probably continue while [interest rates remain high](#). But with inflation slowing down, it is possible that the Fed could make further cuts, in which case home prices are likely to rise.

INVEST WITH Interest



Every investment opportunity comes with risk, but it's even harder to know what to do when the whole world fears a recession. With every news source calling for a "collapse" of some sort or predicting "another bubble," how can you sort through the fluff and find the most valuable markets for your money?

That's why it's crucial to have a team surrounding you as you build wealth and make investment decisions. Knowledgeable investment teams can help you avoid the common mistakes most investors make (and give you the extra boost of confidence to know you're making a smart investment decision, even in the most unpredictable markets).

Here at [Evernest](#), we've been investing in markets across the United States since 2008. And not only that—we've also been [analyzing and sharing our information](#) about these opportunity-filled markets, in good times and bad, for other investors to study.

Our local team can be your eyes and ears in the Atlanta real estate world, saving you hours of time (and a few headaches as well). We'll connect you with investor-friendly real estate agents and advisors to make your wealth-building journey smooth and successful.

Ready to invest with our team?

Let's talk.

Are you an investor not just limited to Atlanta or Georgia? [You can invest in some of the best real estate markets](#) in the United States by working with Everest's in-house Brokerage team of investor-friendly Real Estate Agents. [All you have to do is fill out this form](#) and one of our agents will reach out as soon as possible.

Make the best investments in the most attractive markets with Everest.....in good times and bad.

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