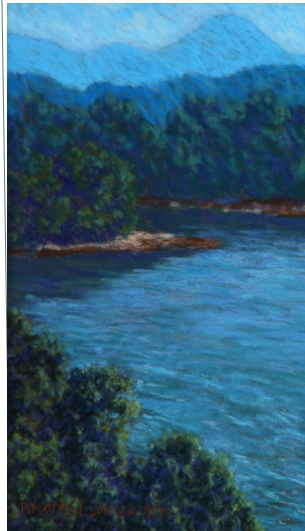




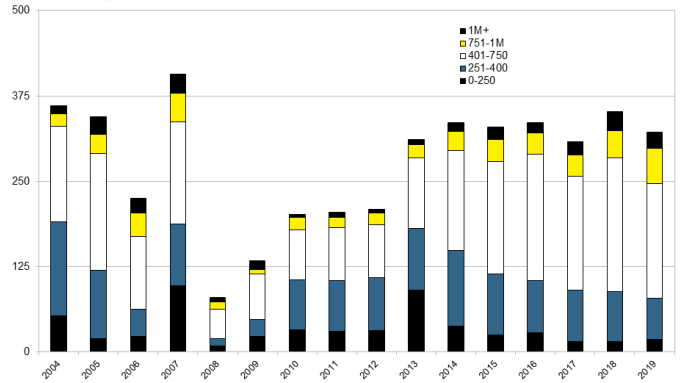
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Each year, the Norton Native Intelligence team sorts through the lake properties in North Georgia to evaluate Lake Lanier's housing situation. We dig deep and look at the real data. We search to find **PREMIUM** lakefront homes with private docks. 2019 continued to show steady growth.

LAKE LANIER 2019



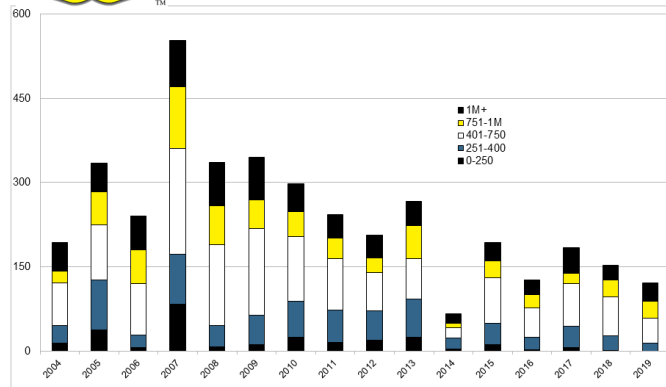
LAKE LANIER HOME SALES PRICE POINT BREAKDOWN



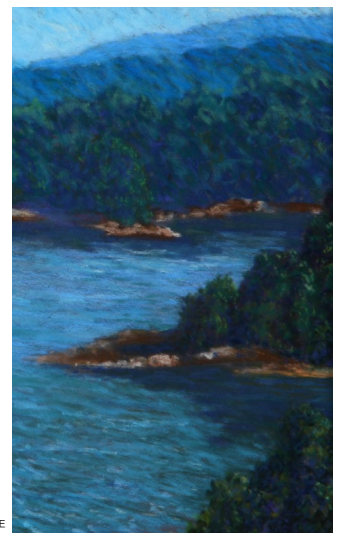
Source: NORTON NATIVE INTELLIGENCE



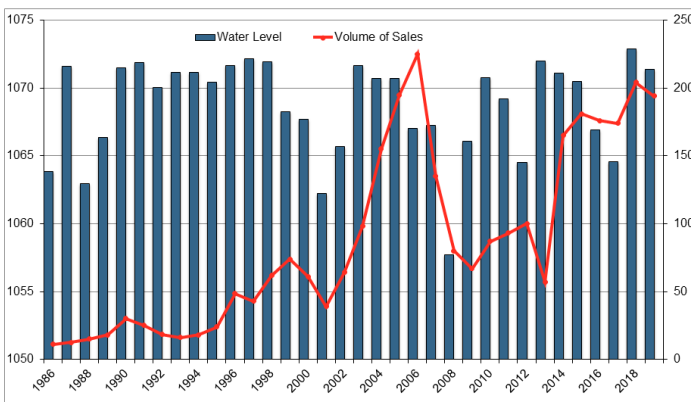
LAKE LANIER INVENTORY PRICE POINT BREAKDOWN



Source: NORTON NATIVE INTELLIGENCE



Lake Lanier Water Level vs \$ Volume of Sales 2019



Source: NORTON NATIVE INTELLIGENCE

- ◆ High lake volume continues to mean strong sales on Lake Lanier
- ◆ Total sales volume is slightly down 5%, but inventory is also down 13%.
- ◆ Average sales price has increased 4%.
- ◆ Homes under \$500,000 are especially hot! Sales in this category are down 22% with inventory down 65% from last year.
- ◆ Homes over \$500,000 continue to rise, up 3% in sales this year.

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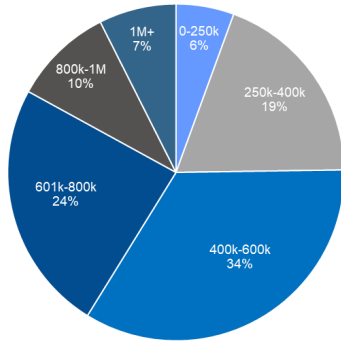


LAKE LANIER 2019

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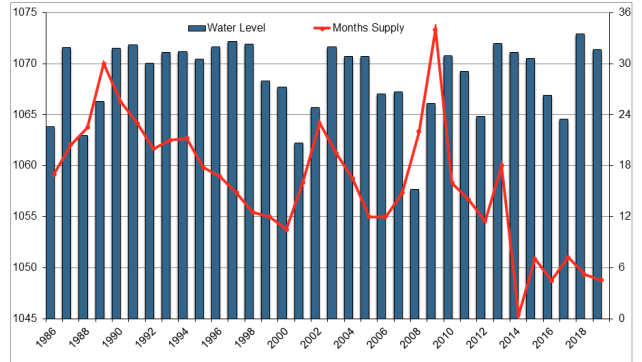
Lake Lanier Price Ranges Sold 2019



Source: NORTON NATIVE INTELLIGENCE



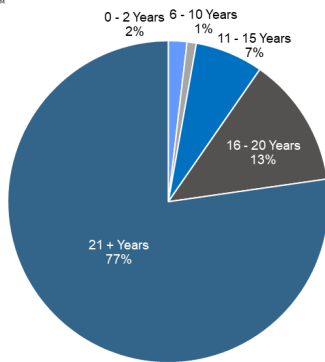
Lake Lanier Water Level vs Months of Supply 2019



Source: NORTON NATIVE INTELLIGENCE



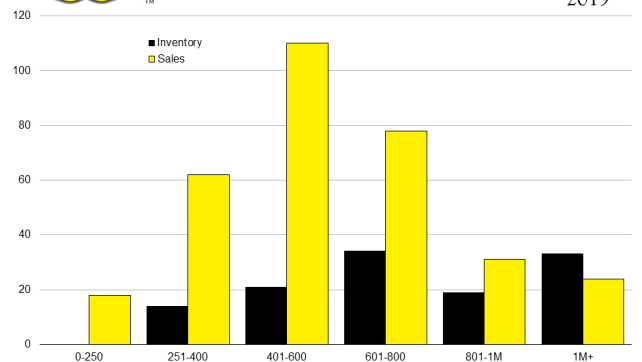
Lake Lanier Age of Homes Sold 2019



Source: NORTON NATIVE INTELLIGENCE



Lake Lanier Listed vs Sold 2019

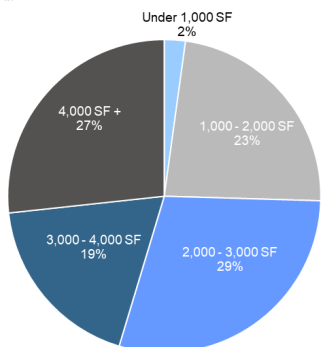


*Includes Hall, Gwinnett, Forsyth, & Dawson County

Source: NORTON NATIVE INTELLIGENCE



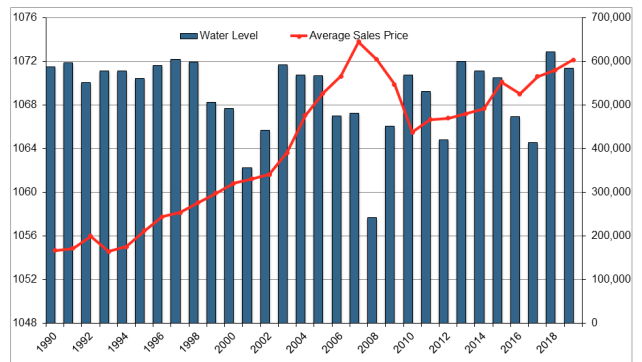
Lake Lanier Size of Homes Sold 2019



Source: NORTON NATIVE INTELLIGENCE



Lake Lanier Water Level vs Average Sales Price 2019



Source: NORTON NATIVE INTELLIGENCE

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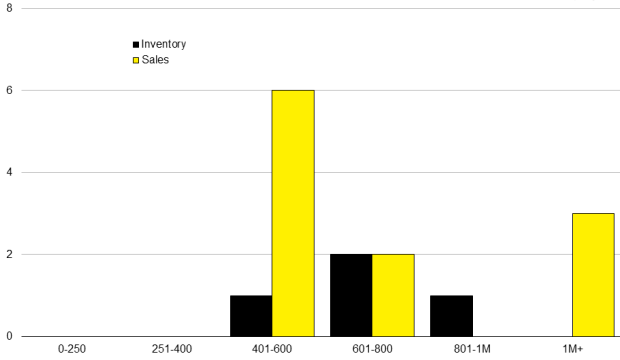


LAKE LANIER 2019

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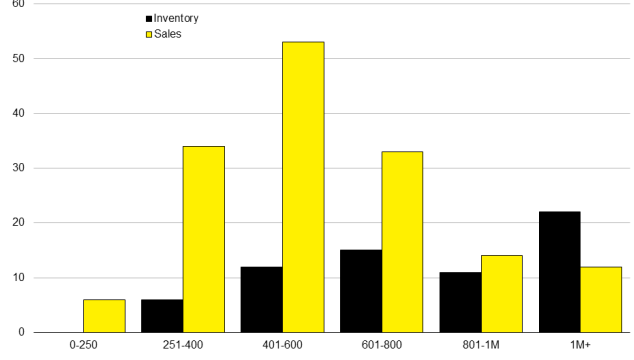
Gwinnett County Listed vs Sold 2019



Source: NORTON NATIVE INTELLIGENCE



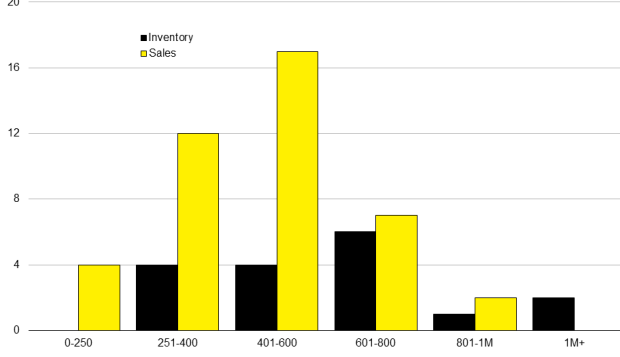
Hall County Listed vs Sold 2019



Source: NORTON NATIVE INTELLIGENCE



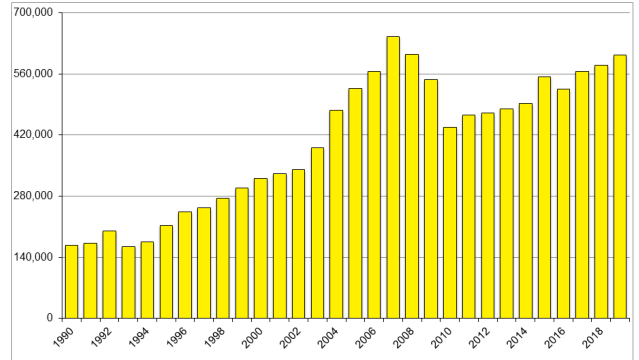
Dawson County Listed vs Sold 2019



Source: NORTON NATIVE INTELLIGENCE



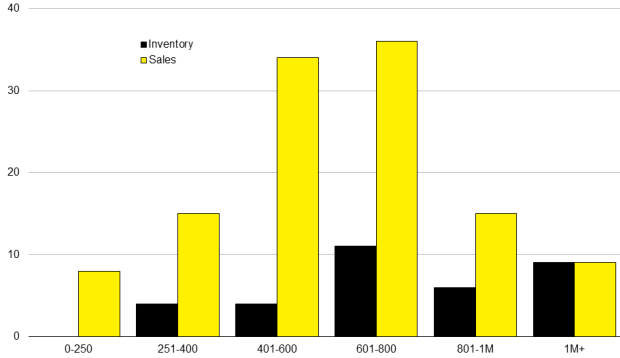
Lake Lanier Average Sales Price 2019



Source: NORTON NATIVE INTELLIGENCE



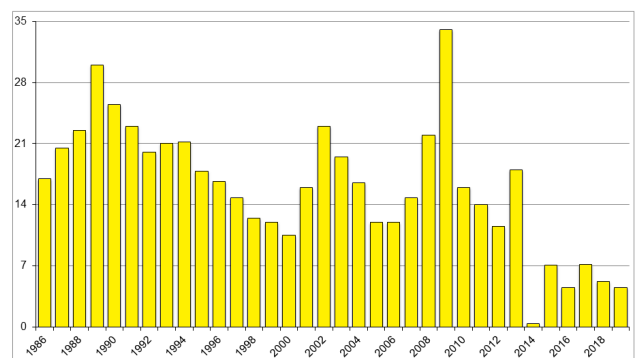
Forsyth County Listed vs Sold 2019



Source: NORTON NATIVE INTELLIGENCE



Lake Lanier Inventory 2019



Source: NORTON NATIVE INTELLIGENCE

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