



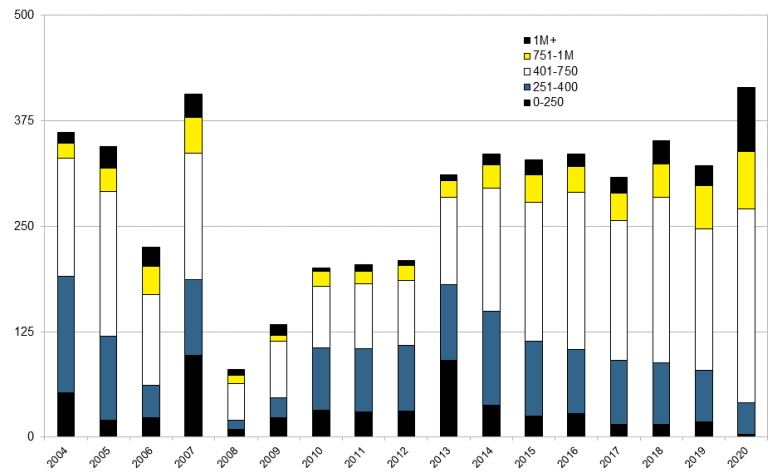
LAKE LANIER

2020 REPORT

Purchasing a lake home moved to the top of the “to do” list for many this year. As homes morphed into offices and classrooms, primary residence started to feel a bit cramped. Social distancing and the idea of quarantining became much more appealing when paired with a lake view. Homes with a private dock and larger lots were even more favored at a time when space is premium.

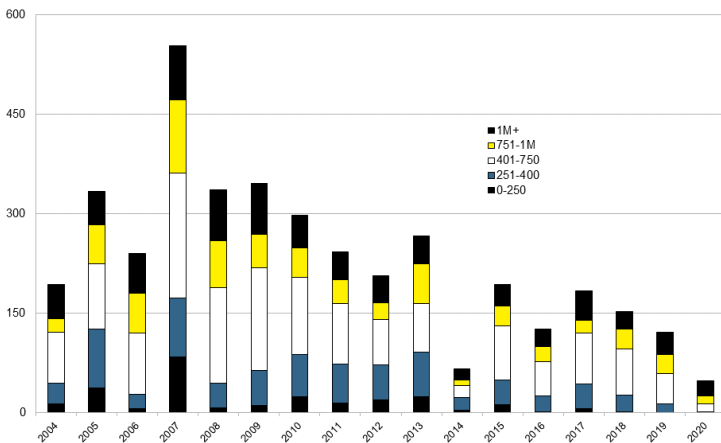
Lake Lanier home sales* increased a startling 22.4% in 2020. With the strong increase in demand for homes, inventory dropped and remains at 1.4 months – a low not seen in over 20 years. Average sales price also increased by 19.7% to \$751,490, an increase undeniably affected by the 217% increase in homes sold over the million-dollar mark. Homes under the \$600,000 price have become especially limited, with only 6 on the market as of January 1, 2021.

LAKE LANIER HOME SALES PRICE POINT BREAKDOWN



Source: NORTON NATIVE INTELLIGENCE

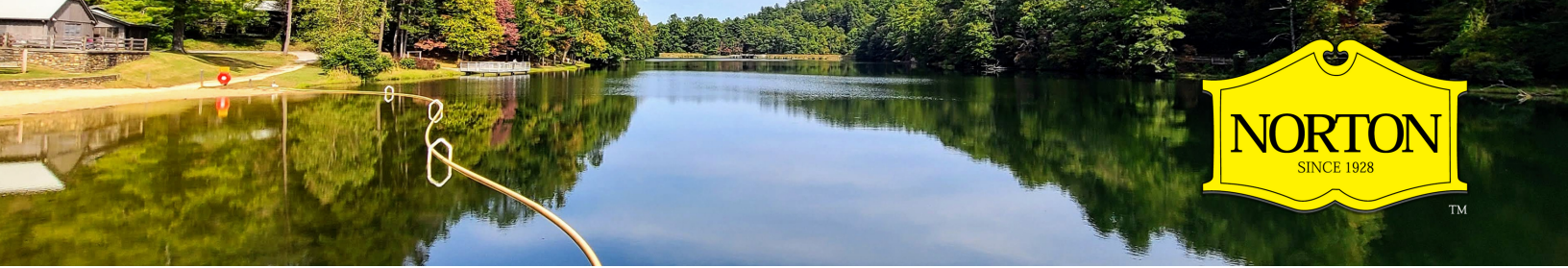
LAKE LANIER INVENTORY PRICE POINT BREAKDOWN



Source: NORTON NATIVE INTELLIGENCE

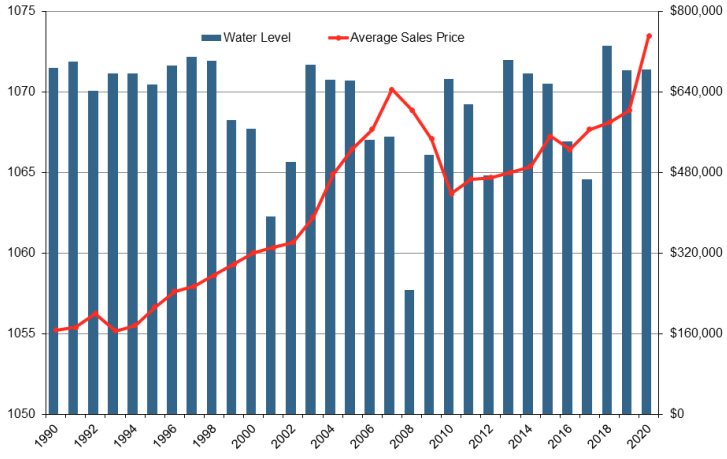


*Norton Native Intelligence™ only tracks homes with private docks. Homes with group docks, homes with lake access with no dock, and lake view homes are not included.



LAKE LANIER

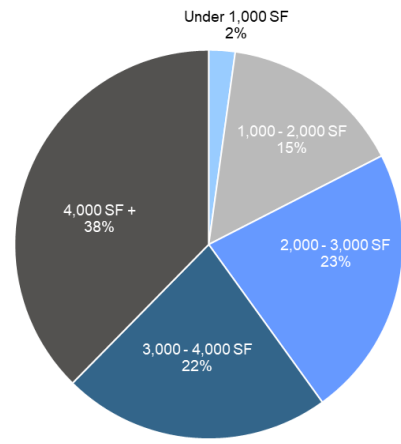
Water Level vs Average Sales Price



Source: NORTON NATIVE INTELLIGENCE

LAKE LANIER

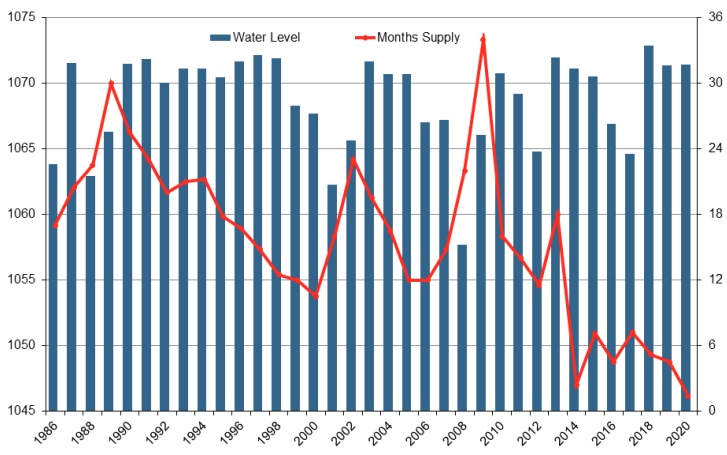
Size of Homes Sold



Source: NORTON NATIVE INTELLIGENCE

LAKE LANIER

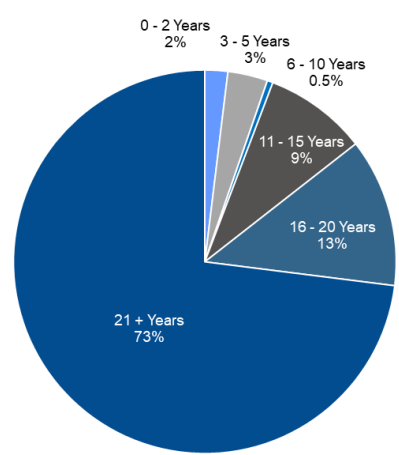
Water Level vs Months of Supply



Source: NORTON NATIVE INTELLIGENCE

LAKE LANIER

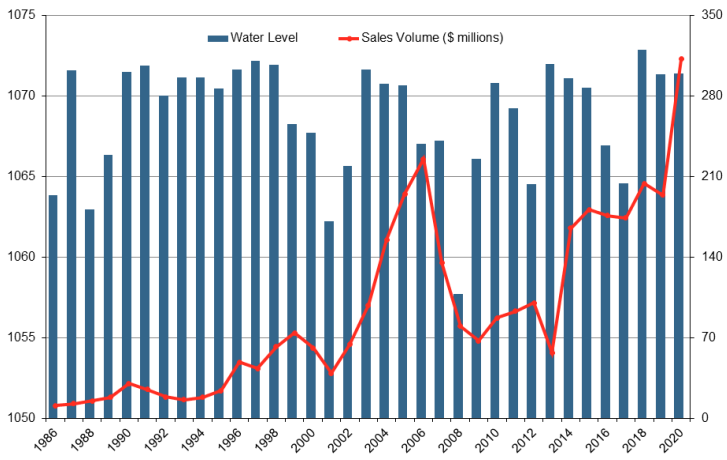
Age of Homes Sold



Source: NORTON NATIVE INTELLIGENCE

LAKE LANIER

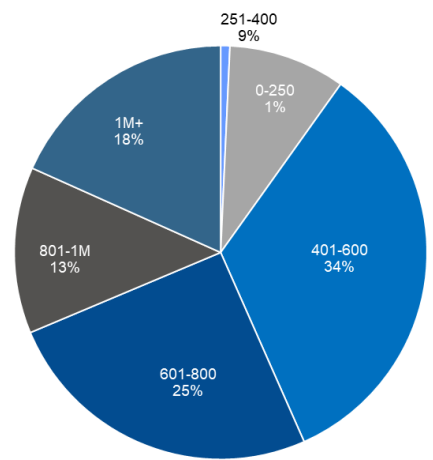
Water Level vs \$ Volume of Sales



Source: NORTON NATIVE INTELLIGENCE

LAKE LANIER

Price Ranges Sold



Source: NORTON NATIVE INTELLIGENCE