



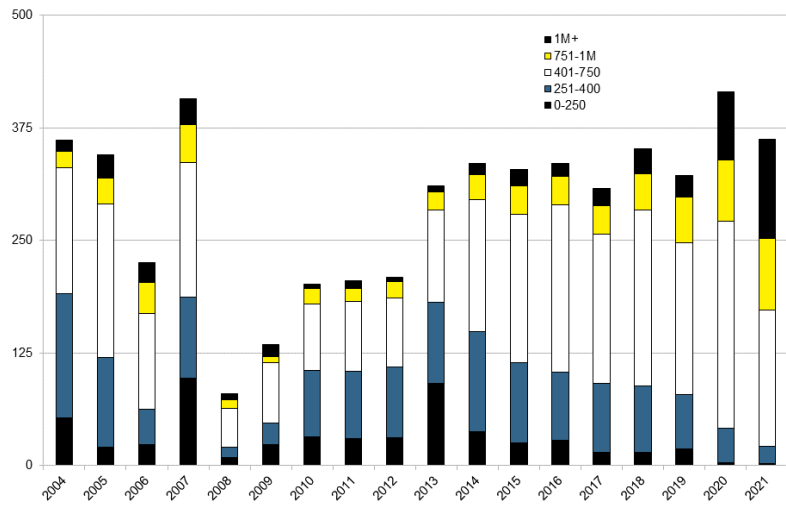
LAKE LANIER

2021 REPORT

Buyers near and far are flocking to Lake Lanier. With nearly 10 million visitors annually, the advantages of living on Lake Lanier are hardly a secret.

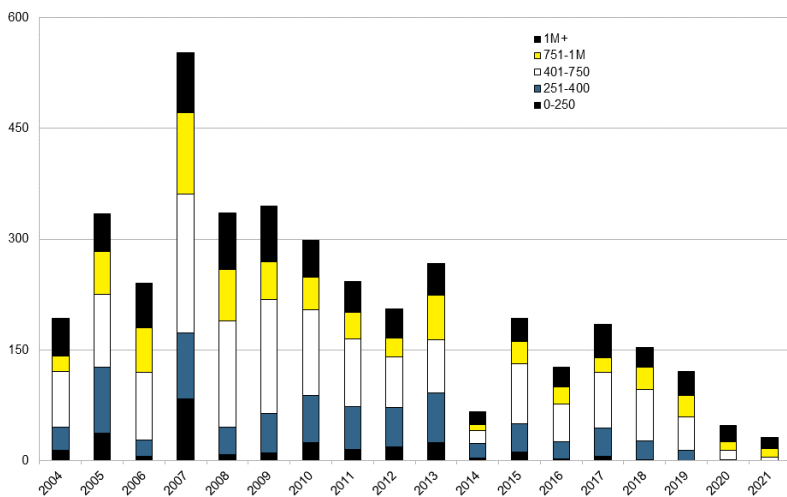
Today's high demand to own a lake home is coupled with an all-time low inventory. This is driving sales prices up even faster than before. The 2021 average price reached \$933,175 - a massive 25% increase over 2020's numbers.

LAKE LANIER HOME SALES
PRICE POINT BREAKDOWN



SOURCE: NORTON NATIVE INTELLIGENCE

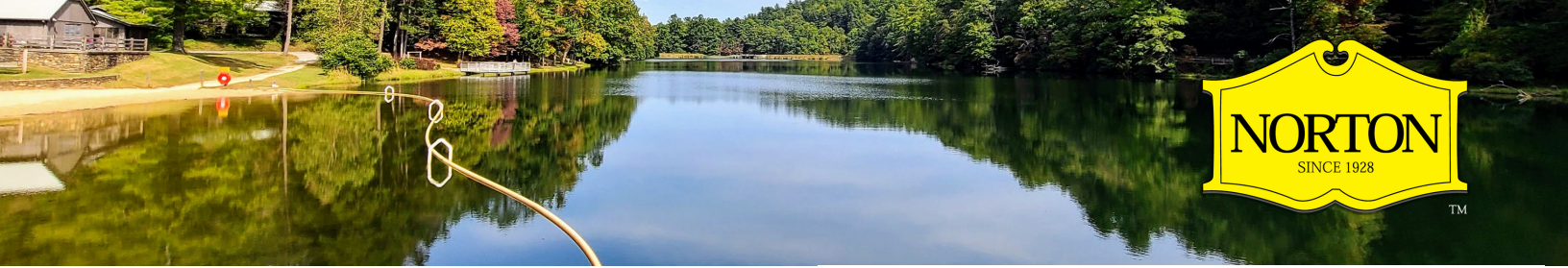
LAKE LANIER INVENTORY
PRICE POINT BREAKDOWN



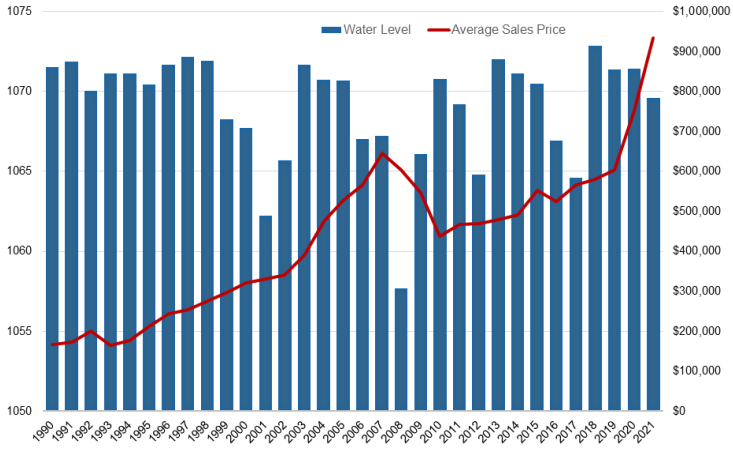
SOURCE: NORTON NATIVE INTELLIGENCE

Limited by supply, lake home* sales in 2021 fell by 12.8%, but are still 11% above 2019's numbers. Buyers with a budget below \$400k are not left with many homes to ponder, given only 6% of sales this year fell into that category and we have little expectation for that to grow in 2022. Homes in the \$600-800k price range make up 29% of sales while homes over one-million dollars have more than quadrupled in just 2 years.

*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.

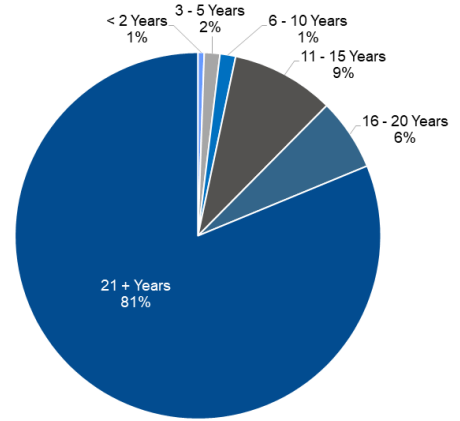


WATER LEVEL VS AVERAGE SALES PRICE



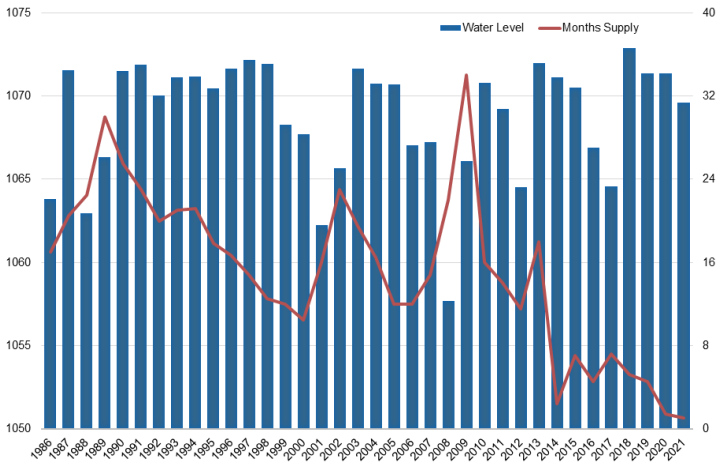
SOURCE: NORTON NATIVE INTELLIGENCE

AGE OF HOMES SOLD



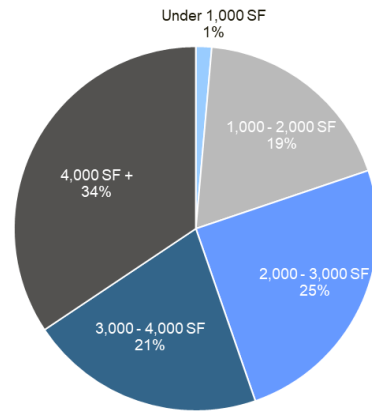
SOURCE: NORTON NATIVE INTELLIGENCE

WATER LEVEL VS MONTHS OF SUPPLY



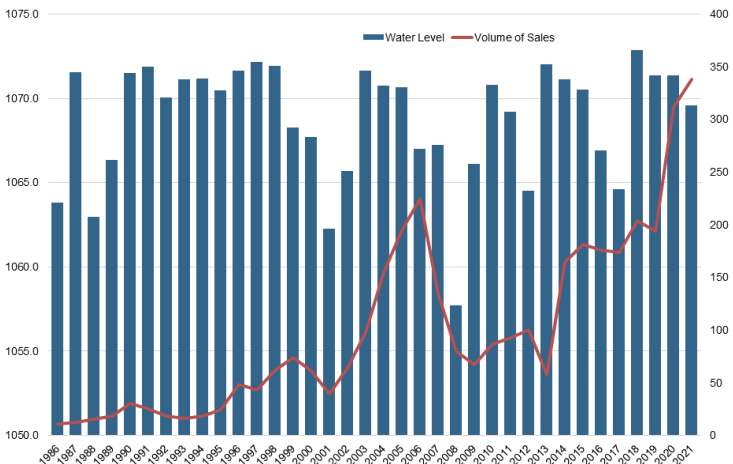
SOURCE: NORTON NATIVE INTELLIGENCE

SIZE OF HOMES SOLD



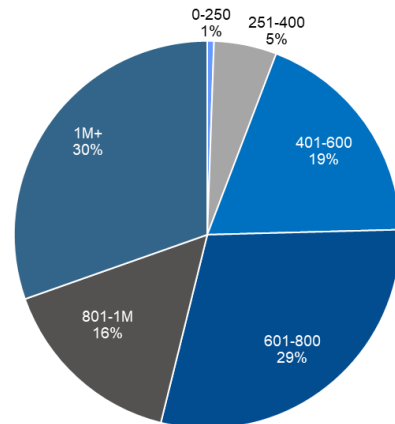
SOURCE: NORTON NATIVE INTELLIGENCE

WATER LEVEL VS \$ VOLUME OF SALES



SOURCE: NORTON NATIVE INTELLIGENCE

PRICE RANGES SOLD



SOURCE: NORTON NATIVE INTELLIGENCE