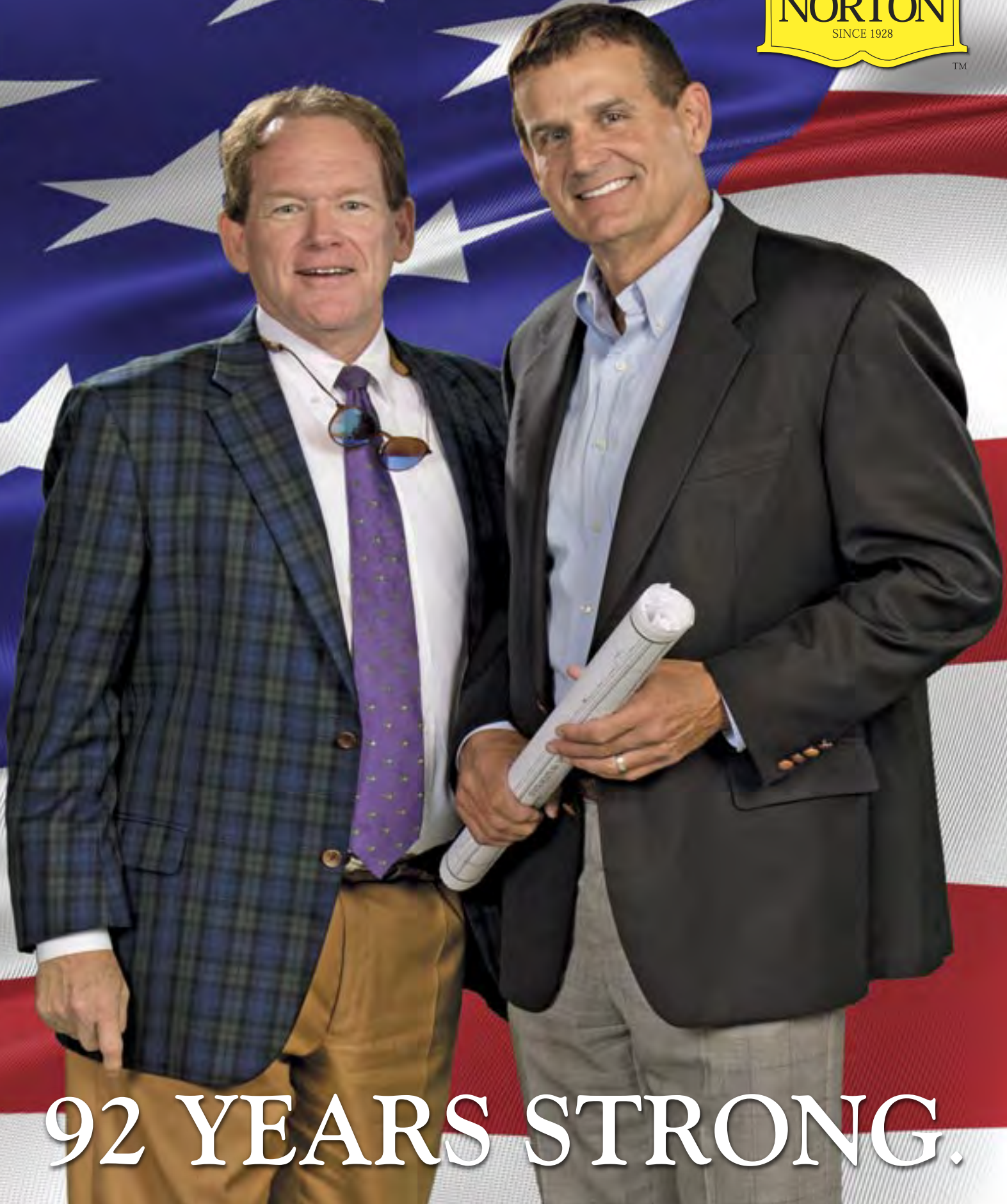


# NATIVE INTELLIGENCE 2020





92 YEARS STRONG.

# FORECAST 2020 PLAYBOOK FOR THE FUTURE

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The views expressed herein reflect our views of North Georgia, our views of our future and our views on the opportunities and obstacles in front of us. We own it...the Data, the Interpretations and the Human Spirit that drives us forward.

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# CHANGE

As we write this year's Annual Forecast, it is important to remind ourselves of where we have come from, how far we have come and the lessons learned along the way. CHANGE is a powerful force in Northeast Georgia and built deep in Norton's DNA. Despite our "local" perspective, global conditions, national politics, and regional growth pains are interwoven into our community's successful fabric.

This year's Norton Native Intelligence™ focus is 2020 but also a vivid forward view of 2040. Just as we did in our 2000 Forecast, we build on muscle memory to discover the dynamics of growth, the cautions of uncertainty and the stretch of the POSSIBLE.

The pragmatists among us will say that peering into the future is impossible. They will say, with a smirk, that there are no crystal balls, no deep lines on human palms that foretell our destiny. Time after time, we dispute those assertions. Norton and its legion of associates and clients have relied on Norton's Forecast foresight for 32 years. Precognition, given a deep dive into the facts, figures, and trends is possible. We may not be able to predict with total certainty of tomorrow, but we have a clear long-term vision of "who we are" and "where we want to be." Yet to face the next 20 years successfully you need a GAME PLAN, a set of GuideStar goals enriched by your own history and circumstance to follow over the next two decades.

As an example, to better prepare our own firm for the next 20 years, brothers Bob and Frank, Jr. have retooled the firm's Development, Management and Investment Sectors into an umbrella initiative called Ncredible Properties, focusing investments on the places we would want to live, work and be proud to share with others. Go see what we are up to at [Ncredibleproperties.com](http://Ncredibleproperties.com). Norton will continue to lead...and hope others across our region will grasp and embrace change in the next 20 years and follow our example.

Thanks for the journey...the **adventure** is far from over.



**Robert V. Norton**  
*President*  
*The Norton Agency*  
*CEO/COO*  
*Norton Insurance*



**Frank K. Norton, Jr.**  
*CEO/Chairman*  
*The Norton Agency*







# GAME PLANS

Everyone needs a game plan: a plan of action, an investment plan, a financial plan, a work plan, a bucket list, a business plan, a strategic plan, a family plan or a community's plan. As we move into the next decade, Norton Native Intelligence™ felt compelled to turn our attention to North Georgia's next 20 years, our collective future, and help our client's needs and our community shape business and personal ideas. It's not an unreasonable target, the vast majority of our 2020 Forecast readers will still be around, most still in their productive years, others retired but **ALL** will be profoundly affected by the progress that we make in those decades. We firmly believe the decisions made by North Georgia's elected leaders in the next 5 years, 10 years, (water, infrastructure, land planning, transportation) will affect our region for the next 50 years...POWERFUL STUFF.

Game planning is simple **yet** so complex, just deep thoughts, understanding both your circumstances and strength potential. Make a short (3 to 5) list of reachable goals, then set everything in motion by discarding the excess baggage, negativity, and clouded myths to power yourself, your business, your non-profit, your city, and your county to get there.

Our own firm does that, mostly in three-year tranches, by setting goals: some we don't meet, some we blow past, only to set higher and loftier ones for three years hence. One trap that people and organizations fall into is setting too many goals to quickly. We recently heard of a non-profit who had a 3- 5- and 10-year strategic plan. They do wonderful work and are ambitious bold and powerful and we wish them much success. Only they then told us they had 42 goals to complete the **FIRST** year. We think that sets them up for failure in the first year and then in year two, most likely the strategic plan is quietly placed on a shelf...never to be touched again.

Experts in strategic planning urge the individual group or organization to set 3 to 5-year goals only. Once 2 are complete, you can always add 2 more. Most importantly the plan is critically measured, has accountability points and serves as a blueprint for everything you do. **2040 is a marathon not a sprint.** Norton's own 2040 plan is simply that:

**STRETCH** – Ideas, capital, and human resources in order to become North Georgia's driving real estate, insurance and financial services organization.

**THINK LOCAL** - invest locally, serve locally, contribute locally; to continuously uncover local unmet needs and develop programs to meet those needs.

**LEGACY** - keep a long-term perspective, a strong capital and leadership platform across all divisions and invest for long-term rewards.

Have a **GAME PLAN**. Fundamentally the world is changing faster than we have ever seen in our lifetime. In 2008, in the cataclysmic epicenter of the crash, Frank Norton, Sr. told his two sons, Frank, Jr. and Bob, "this firm has survived 13 downturns and 13 upturns, we have always **made** more money in those down turns than the up...but you have to have a Game Plan." Our firm is stronger, faster, leaner today because of the advice we received regarding the great recession. **Real Protect**, our most successful insurance program was born, we partnered with great residential leaders across the region folding them into our residential platform and we became intensely focused on doing a few things exceptionally well rather than a 100 mediocrely. Since that time, Norton's reach, energy and profitability has surged. So, to survive, thrive and capitalize on this region's meteoric growth, the next 20 years we urge you to take the same Frank Norton, Sr.'s trusted advice.

Always have a **GAME PLAN!**

# TOP 10 GAME CHANGERS

Some time ago, Norton Native Intelligence™ adopted a Top Ten format to put in perspective the various game changing real estate, political, social or demographic events that occurred during the previous year (2019) that reach across geographic and political boundaries of North Georgia. Norton Commercial and Norton Residential Leadership follow these events closely to better understand intended and unintended consequences, the ripple effects and trends that affect our clients and create OPPORTUNITY.

This is what Norton does best... We are OPPORTUNITY PEOPLE: seeing things others don't see... and FIRST... then either advising our clients to capitalize on them or in some cases heed the cautious warnings.

Norton Commercial network along with Norton Residential Partners create long lists of major and minor game changing events. They then distill them into a workable, manageable list. Through the modern invention of a "Survey Monkey" process, we then prioritize them into our Top 10.

## The 2019 Top Ten Game Changing Events:

1. SK INDUSTRY's ripple affect across the region.
2. DOWNTOWN DEVELOPMENTS creating new COOL or COOLER, renovating old into new COOL.
3. FACEBOOK BULLIES gaining traction over elected leader's decisions.
4. RESIDENTIAL DEVELOPED LOT inventory hits bottom.
5. CRASHING LAND PRICES, the unintended consequence of an anti-growth attitude.
6. BUILDING HOMES for Rent, Not Sale.
7. UNPRECEDENTED ECONOMIC DEVELOPMENT COOPERATION between Stephens, Franklin and Hart Counties.
8. EMORY/FALCONS SPORTS CLINIC a third hospital healthcare giant enters the market.
9. SENIOR LIVING dominates modern housing growth.
10. MEGA ANNOUNCEMENTS – Barrow, Hall, Jackson, Lumpkin and Rabun, the scale ratchets up.

**1 SK INDUSTRIES RIPPLE**  
 The groundbreaking for SK Industry's 21st century battery plant in Commerce was barely noticeable in most regional or Atlanta media. Perhaps they have become desensitized to the endless stream of industry announcements or the significance and magnitude of SK's entry into the market is only now being understood.

The vital statics are that SK purchased 283 acres in Commerce, Georgia with 1.4 miles of I-85 frontage and are under construction with 2.4 million SF by 2025 with an anticipated long-term investment of \$1.17 billion and employment of 2000. This dwarfs the community of Commerce with a population of 6,500 and a total 2019 tax digest of \$650,000,000. It is like the old joke of a dog chasing a car... catches it... then doesn't know what to do with it. Our 2019 Forecast sited SK as a changing event but in 2019 its ripples are on warp speed and effects a regional platform. It is those ripples that were overwhelmingly selected as the Number One Game Changing Event for 2019. Consider these facts:

■ The City of Commerce acted like a deer in the headlights in 2019, defeating almost every multi-family rezoning application presented to them. 2,000 SK employees must live somewhere.

■ We are seeing massive rent increases for residential rentals within a 30-minute drive to Commerce, 5-7% in 2019, projected 7 – 10% in 2020 and another 10 – 12% in 2021 as SK's hiring accelerates. Expect gentrification of entire lower middle-class neighborhoods and a changing complexity for both Commerce and Jackson County School Systems.

■ Banks County, just south and west of the site, is on an unprecedented growth swing. 230 apartment units were permitted in 2019, Banks with limited sewer (but sewer) is considered a friendly multi-family zoning community. Banks' 2020 population is 18,638 people and could more than triple by 2030. It's strategically sandwiched between Braselton, Jefferson, Hall, Commerce and Franklin County's Industrial/Business markets.



■ Norton’s commercial partner Will Cobb sold 206 acres to RAI at I-85 and Martin Bridge Road. Long considered the undiscovered country, Martin Bridge was the only I-85 exit in Georgia without so much as a gas station. The sale and the construction of 150,000 SF and more importantly the delivery of Banks County industrial sewer breaks the ice for powerful expansion at this exit and its ease of access to I-85.

■ Along I-85 from Braselton’s North Gwinnett county line to South Carolina some 35 million square feet of industrial space existing, 5-7 million SF under construction (including SK and another 45 million zoned and proposed). SK is in the epicenter of that activity.

■ SK is staged to be a force to reckon with for labor. With projected start up wages of \$21 to \$28 per hour, plus benefits. They will be a tough labor competitor. Kubota, Home Goods, Amazon and Toyota have watchful eyes on hiring and are circling the wagons on the stability of their existing labor base. Norton Native Intelligence™ already sees instances of good employees traveling across three counties seeking **good** jobs.

SK’s impact is only emerging and ripples across so many levels. Communities and businesses are more than likely going to be running at full speed to keep up with its impact.

**2. DOWNTOWN DEVELOPMENTS** – Downtowns are regaining their cool. There’s a resurgence going on across North Georgia from Braselton to Ellijay; from Alpharetta, Milton, Woodstock to Lavonia. We are witnessing resurgence of a small-town core and those cores are becoming intertwined with the lives of the residents in a wide swath of North Georgia.

Historically DOWNTOWN, whether it is Cleveland, Cumming, or Dillard, has drawn retail concentrations, banking and professional services. The advent of suburban malls, retail strips or stand-alone big box users diluted the downtown community impact from 1980 to 2005 leaving boarded-up plated glass storefronts, crumbling sidewalks and dark service alleys. Yes, there are the exceptions of Dahlonega, Clarkesville and Helen that come to mind, but those three are largely tourism supported not dependent of surrounding permanent demographics.

Today, downtowns are exploding...What Changed? We think it is two-fold. First millennials are longing for a “third space;” not work, not home, but a third space to HANG OUT. Sometimes that’s a coffee shop or a brewery, but with increased frequency it’s just tables along some City’s sidewalks, fresh air with the constant energy of those walking or driving by. The second factor we see is the aging Baby Boom effect seeking the very same thing, a third space where they can soak up the dynamic downtown energy, see, and be seen. Dining out

has become entertainment and downtowns are becoming slow food, farm to table, foodie rich meccas for both population segments.

Whether the downtown is restored, with old storefronts trimmed with historical character (Gainesville, Clarkesville, Braselton, Winder, Commerce, Clayton, Dillard, Cleveland, Jasper, Ellijay) or fresh out of the architect/developers imagination (Alpharetta, Milton, Cumming, Victory, Woodstock) the population thus far hasn’t made a distinction. Some significant examples include:

- City of Cumming purchasing 60 acres of a 75-acre parcel to develop a “from scratch” retail, City Center Cumming’s Amphitheatre Park/Green Space/Retail/Office/Police Department/Municipal Courts/Townhouses.
- City of Gainesville held a public RFP and selected Terwilliger Papas to develop 220 units, 10,000 SF retail center on their City View site accessible by Gainesville’s “Bridge to Nowhere” become a “Bridge to Somewhere” in 2020- 2021.
- Doug Ivester, Gainesville Benefactor, purchased the failed “4th side of the square property” and in brilliant fashion is reshaping the design into *Gainesville Renaissance*, a three-story retail, office and living complex.
- In 2004, most of the north side of Clarkesville’s square burned down only to rebirth out of the ashes, a 17,000 SF modern building but carefully maintained the historical canvas of Clarkesville.
- Hank Evers (the former owner of Chateau Elan) purchased the old Clayton Inn and other downtown Clayton strategic holdings with grand plans to upgrade structures, product offerings and visiting tourism... think Highlands or Boone, NC.
- Matt Ruppel purchased and leased numerous properties in Downtown Braselton

anchoring the “New-Old Braselton” with a powerful steakhouse “Cotton Calf” and helped open “Braselton Brewery” across the street. To aid the resurgence, the Town of Braselton has made hefty investments in an Amphitheatre, community park and downtown parking structure.

- The Norton Agency sold the 111 Green Street building (the old Regions Bank) to a local North Georgia Investment group with intentions to develop a boutique hotel. Watch for more details in 2020.

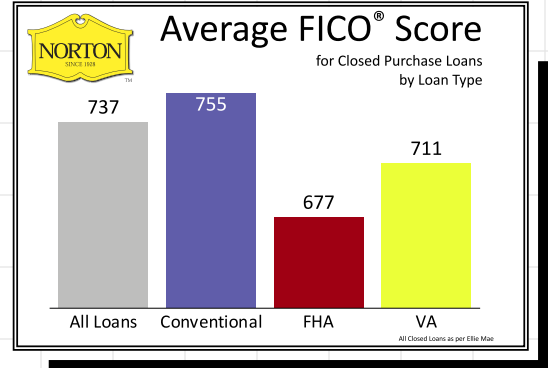
Whether “new cool” or “old cool,” downtowns have regained their **COOL**.

**3. FACEBOOK BULLIES** – We are probably going to get in trouble for this identified *Game Changer*. Norton and Norton Native Intelligence™ has firsthand, experienced activism for and against the issues of the day. This ranges from general civil public discourse, to filling the commission rooms across North Georgia with red shirts, to flooding the newspaper editorial pages with letters, and dominating call-in talk shows discussions; in fact, there once were 113 signs protesting a Norton led development in one neighborhood.

But that’s “old school,” today with the waning influence of print media and the emerging power of Facebook, Twitter, neighborhood email blasts, the thundering social media driven roar is affecting traditional growth decisions. Previous *simple* rezonings and having developments and owners categorized as Armageddon and the anti-Christ. The normal course of a community’s business is now sliced, diced and dissected and our elected and paid leadership is all but tarred and feathered. It is not just national issues; it has trickled down from neighborhood to neighborhood with apps like “Next Door.” Unfortunately, you can say and post anything about anyone...at any time. Fake news has turned into Fake accusations, Fake rumors, Fake facts and Fake history. Weekly, we see City Planning Commissions or elected officials ushered out of meetings with armed guards. Bullying has become electronic. Some conclusions are:

- We don’t see an end to this issue, only RAPID acceleration.
- The weakened print media has become impotent and no hope to revise real journalism.

We spoke with one North Georgia candidate for public office. He is a well-known, energetic businessman, family man and civic volunteer whose recent campaign was bombarded with anti-candidate Facebook posts accusing him of multiple DUI’s (no record whatsoever), groping women employees (not true), and carousing with other women (happily married). Trying as best as they could, he and his campaign



staff could not keep up with the endless BULLYING and fake news campaign. He lost by 2 percentage points pledging never to put his family through that again. As regional Media homogenizes and the local media disappears, watch PTO’s, School Boards, neighborhood vigilantes increasingly deploy this powerful electronic weapon to define and shape policy, stopping growth and diluting or altering reality.

Norton Native Intelligence™ advice: City and County leadership needs to turn off Facebook, intently study issues coming before them, dig deep inside and vote their **convictions**. Look for the long term good for the community - the community and its children’s future and don’t listen to the B.A.N.A.N.A.S... “build absolutely nothing, nowhere, near anyone.”

**4. RESIDENTIAL DEVELOPED LOT INVENTORY** – The 22 county Atlanta area lot inventory by year end reached bottom.

Who could have predicted that the huge hang over of developed, platted residential lot inventory would not have lasted a lifetime of growth (inventory 2009 - 165,000 VDL lots)? According to the most knowledgeable source of lot inventory, METROSTUDY, Metro Atlanta’s 22 county inventory hit the 66,612 lot count and while not zero, the remaining inventory is either owned by large investor/investment funds and mega home builders or they are lots in the wrong places,



wrong size, wrong markets, wrong terrain, or the wrong school system; some of which may not be built in our generation. The good lots in good locations in regard to schools, market, terrain have all been snapped up, built on and absorbed over the last ten years. Those remaining in that category are commanding strong prices and are providing strong returns.

Norton Native Intelligence™ is seeing rezoning efforts intensify in those GOOD/RIGHT markets: North Fulton, Forsyth, Dawson, Cherokee, South Hall, Braselton and parts of Gwinnett. The major national construction engine (now 68 - 70% of all new home construction inventory) is focusing on specific high velocity micro markets (specific elementary school zones) infill housing, inter-perimeter and age-related developed (see Trend 9). Lot construction costs are rising, double and triple the annual inflation factor; pushed by increase government regulation, anti-growth, anti-density initiatives (Trend 3 & 5) and intense environmental standards. The squeeze on ultimate home pricing will continue. The next round of new lot development is at its infancy but clearly pricing of homes will rise exponentially.

We hate to be the harbinger of bad news, but **NEW HOME PRICES WILL NEVER BE AS CHEAP AS THEY ARE TODAY.** Who is going to tell the house framer that is currently paid \$18.00/hour that next year they will be paid \$15.00/hour? Not likely. Material costs will be static or rise slightly while government influenced zoning, building regulations, impact fees and permits are guaranteed to rise...not roll back.

**5. CRASHING LAND PRICES –** Land prices are crashing in specific markets where the anti-growth, anti-density mood has taken a stronghold. Forsyth’s increase lot size has almost put a halt to all land sales. With a per lot development cost of \$50,000, who can pay \$110,000 per acre for land? That would translate into \$150,000 per raw lot cost (excluding profits, lot yield consolidations and at a 22% land to home cost ratio current appraisal standards) drive new homes in Forsyth to \$704,545. Can the current average Forsyth County citizen afford that? (Oconee County has 60,000 SF lot size – that’s 1.51 acres to the lot).

Larger lots do not mean larger homes, they do mean less density, longer, more expensive delivery costs between lots for roads, utilities and continuous government service deliveries.

**ESTIMATE OF PER LOT DEVELOPMENT COST EXCLUDING LAND 2019**

Barrow	\$30,000
Braselton	\$47,000
Cherokee	\$45,000
Dahlonega	\$49,000
Dawson	\$42,000
Forsyth	\$50,000
Gwinnett	\$45,000
Hall	\$42,000
Habersham	\$31,000
Lumpkin	\$42,000

*(Includes environmental zoning, grading, permitting, surveying, engineering, impact fees, water sewer permits, utilities, sidewalks and required community amenities)*

*Source: Norton Native Intelligence*

	<b>New Home Price 2019</b>	<b>Projected New Home Prices 2024</b>
Barrow	\$261,539	\$303,195
Braselton	\$360,609	\$418,045
Cherokee	\$387,053	\$448,701
Dawson	\$266,871	\$309,377
Forsyth	\$420,583	\$487,571
Gwinnett	\$375,728	\$435,572
Hall	\$312,253	\$361,987
Jackson	\$282,299	\$327,262

*Source: FMLS, GMLS*

Home Prices Projected to Continue to Appreciate				
Source	2019	2020	2021	2022
Home Price Expectation Survey	+3.6	+2.5	+2.2	+2.7
Mortgage Bankers Association	+4.3	+3.1	+2.2	N/A
Zelman & Assoc.	+3.9	+3.7	+3.3	N/A
Fannie Mae	+5.2	+4.1	+2	N/A
National Association of Realtors	+4.3	+3.6	N/A	N/A
Freddie Mac	+3.3	+2.8	N/A	N/A

The unintended consequence is falling land prices in those markets: land pricing is in **free fall** for those in circumstances which must sell, and uncertain political whims most speculative land is in suspended animation. Advice is easy to give here, hard to follow and most will not even hear the ripple in the wind but:

- **Elect strong leadership with vested interest in the county's land and historical growth pattern.**
- **Step up community education that density is not an evil Darth Vader and lot sizes in all communities should be varied toward development in multiple price points and housing profiles, executive, mid-management, teachers, public safety and community work force.**
- **PROTECT AND PROTEST your county tax assessed land value. Be loud and vigilant in those counties which roll up lot size but are ignoring roll backs of raw land values.**

**6. BUILDING HOMES FOR RENT, NOT SALE** – It seems that the reoccurring theme to this year's "Top Ten Trends" is **shortage**. Affordable homes, friendly zoning jurisdictions, vacant developed lots and now rental homes. Norton Native Intelligence™ research shows that 15 to 25% of North Georgia's foreclosure inventory in 2009 – 2011 were purchased by investors converting them in to rental homes. Apartment vacancy dropped, 2007 to 2013, with a growing relocating labor base and organic population expansion, and at the same time virtually limited new apartment products were zoned, constructed, delivered and occupied. RENTAL HOME PRODUCT, single family rental homes, now known as SFR, has become a separate investment product much like multi-family, retail offices and industrial and are becoming part of astute investors (large and small) investment portfolio.

It has always been there, SFR homes in the United States number 15.5 million, with 95% of those owned by small investors owning one to three in number. Everyone knows folks who have held on to former homes, bought sharp buys or strategically diversified their holdings, buying the vacant house down the street. It was only when larger venture capital and hedge funds like Blackstone, Invitation Homes, Starwood, Tricon, and American Homes 4 Rent entered the product class, seeking greater returns. While a factor, today they only control 2% of the Single-Family Home Product in the United States. It is still a small family asset class.

Norton knows this product as well as anyone. Not only do we manage 300+ single family homes, we also represented a large fund, Five Ten Capital, on creating a National rental home portfolio and our insurance company created an innovative investor owned insurance product,

**Real Protect**, for these small and mid-size investors and funds. It is perhaps the fastest growing segment of our business, licensed in 50 states and insuring over 45,000 single family rental homes across the country.

In 2016-2017, we saw the inventory of foreclosed homes dry up and available homes shrink despite the voracious appetite of these SFR funds. Now enter the build-to-rent component. An investment group buys a vacant developed lot group or in some cases an entire neighborhood (yes, we have sold several) contracted with a production builder and "presto" an entire block or community of rental homes. Norton's Ncredible Properties Division ([ncredibleproperties.com](http://ncredibleproperties.com), see side bar) is blueprinting that concept in Hall County on a much smaller scale. It has multiple completed projects, with a variety of investor partners; The Cottages on Enota, Liberty Forrest, and launching in 2020, Liberty Lakeview and Liberty Midland. The division builds free standing single-family residential homes with many features of a purchasable homes...just for rent. The "Build to Rent" movement is a trend worth watching and considering the demand, a trend that will be with us for a while.

**7. UNPRECEDENTED COOPERATION** – Cooperation between Geo-Political districts or jurisdictions is a rarity in our lifetime. Counties historically have acted like disconnected postage stamps when planning for growth or when recruiting retail or industry. Most of the time they can't fathom what is happening across the imaginary line on the map in another county. Counties compete to be "King of the Mountain."

However, Norton Native Intelligence™ has found an unprecedented example of cross county cooperation between Stephens, Hart, Franklin counties. They joined forces in 1996 to expand their reach and expand their employment pool using the various counties time, talent and treasures for the good of all



three counties. Yes, they historically compete, but they set aside their individual political agendas to build industrial parks, lobby collectively for State DOT and economic support, come together in specific industrial recruitment, they lend expertise on planning, zoning, and utility expansion.

Stephens County joined Franklin County and Hart County's Industrial Building Authority in the Joint Development Authority in 1996. Through regular collaboration, the JDA initiates and manages development projects in Northeast Georgia impacting the three counties in the growing I-85 corridor.

The JDA is a legislative authority (not a constitutional authority) and is comprised of four voting members from each participating county, for a total of 12 voting members. Members are appointed by their respective county commissioners and serve staggered four-year terms so the maximum JDA turnover is 50 percent per election cycle.

The JDA business plan spells out major initiatives including Hwy 17 widening, maximizing the Hartwell Railroad, the joint development park, etc. Marketing has shifted from individual counties with about 25,000 residents each to a regional focus which includes more than 100,000 residents. A commuting workforce from South Carolina further increases the pool of available employees.

The JDA's first project was Gateway Industrial Park, a fully developed 150-acre industrial park completed in 2005. Within weeks of completing the industrial park's infrastructure, the Joint Development Authority had already received its first new industry. From that date forward, industrial development has flourished in the tri-county area, yielding outstanding results for all the surrounding communities.

The Gateway industrial development encompasses land in both Hart and Franklin counties. The property was purchased for \$1.4 million through low-interest or no-interest loans taken by the tri-county authority. Grants from the State of Georgia and the federal government, as well as local sales tax revenues, have helped pump more than \$1.5 million into the project for grading, road work, sewer lines, water lines and a 500,000-gallon water tower.

One quote comes to mind:

“Accomplishing something greater together than we could as individuals.”

**It takes government guts to say we can't do “it alone” and to reach across and grab another hand to pull it along.**

**8. EMORY/FALCONS SPORTS CLINICS** – The war between Northside Hospital and Northeast Georgia Medical Center escalated in 2018 and 2019 with Northside's purchase of Northeast Georgia Diagnostic Group and currently played out in the State of Georgia hearings over surgery centers. Norton Native Intelligence™ predicted healthcare consolidations and additional delivery systems years before. What we find puzzling is while the North Georgia Health System – Northside Hospital's verbal and strategic chess moves continue, Emory Healthcare announced a Sports Medicine Clinic and Partnership with the Atlanta Falcons to be built in Hall County. Nary a mention of Emory's move in regional media but Norton Native Intelligence™ feels it is equally significant.

As we said in 2018, Hall County's demographics are too alluring to other healthcare systems. Hall is THE regional healthcare player (regardless of the hospital or provider) and is THE gateway to 22-32 counties north of Hall. We believe Emory's toe in the water is a further indication of Hall's regional importance and more Emory Healthcare divisions will come. Norton Native Intelligence™ believes we will see entries into the market by Piedmont and Children's Healthcare in the not so distant future.

**9. SENIOR HOUSING** – Whether active adult communities, personal care homes, assisted living or age restricted, Senior Housing has emerged as the golden child of acceptable development. As more than one elected leader told us, “if it's not age restricted development, you can forget approval HERE!” If the patterns we see in Forsyth, Gwinnett, Hall, Braselton, Jackson and Dawson are any indication...they are right.

With our powerful regional healthcare system, Norton North Georgia is ground zero for age restricted developments. Age in place is all the vogue as well as creating a bottomless demand for Home Health Care Services. The advances in technology will also enable residents to hook up home, hospital monitoring to check blood sugar, breathing rhythms, heart beats, blood pressure and other self-diagnostics.

It's the rage for baby boomers to downsize square footage, purchase mostly parallel home values and link themselves to future nursing, extended care and personal care homes. Age restriction is one answer to the school system's prayers for school overloading (no kids) but conversely the unintended consequence is that Senior Tax breaks over 65, Forsyth/Dawson over 65, Hall over 70 thus reducing the property tax revenue to support the same school formula.

While elected officials can laud the merits of age restricted Senior Housing, you still need to house the hourly work force who cleans, nurses, prepares food and a host of Senior Dependent work force. They all need to live somewhere.

**10. MEGA GETS NEW MEANING IN NORTH GEORGIA IN 2019.** While the gorilla of SK begins construction, other significant MEGA projects have been bought, sold, packaged and are awaiting delivery.

■ Kolter Homes Group purchased the Scott Hudgens Family Holdings in Jackson County. 1422 acres now zoned for 2600 homes with much of it being Senior Housing on Hwy 53 and along the Mulberry River, the project will be called Cresswind Twin Lakes.

■ In Hall County, the Crystal Farms Property was rezoned for 720 single family homes, 490 townhomes, 360 multi-family or independent living and 92,240 SF of retail. The development is located in Hall County along GA 211 in the Braselton Area and the property is scheduled to close in 2020.

■ The City of Gainesville has announced a 1500-acre Industrial Park on Hwy 129. The property has been zoned for 5.16 million SF of big box industrial space. Negotiations with a lead user has been finalized. Expect that announcement the first quarter of 2020.

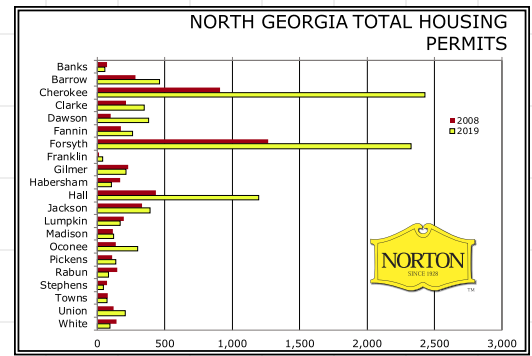
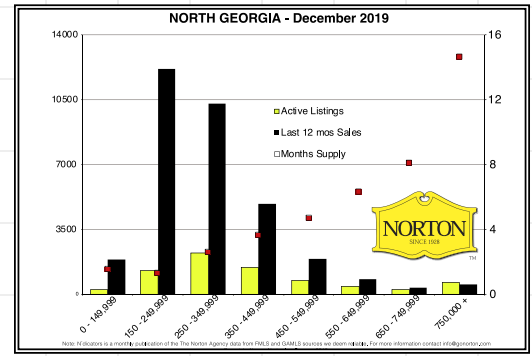
■ Elk Group International's purchase of 500,000 SF of the former Fruit of the Loom plant in Rabun County is the largest by square foot industrial sale in the last 5 years in the more rural counties. The building will serve as a Southeastern Distribution Center for residential and commercial lighting fixtures.

■ Iron Mountain Park in Lumpkin and Dawson Counties is perhaps

the region's **gorilla**. This project is 4300 acres and billed as an adventure playground, ATV park and music venue. It has ambitious plans for a family friendly destination with RV campground, a micro-brewery, restaurants, lazy river, rental cabins and a water park in addition to racing trails and outdoor concert amphitheaters.

**Norton Native Intelligence™ sees the trend for BIG, BIGGER AND STILL BIGGER to continue at least another five years, tapering off as the larger sites move into stronger, longer term hands.**

	VACANCY	RENT
Apartment	TIGHT	Rising Fast 6% per year
Office	Rising	2.5% per year
Industrial	Falling	4% per year
Retail	Falling	2% per year





# THE PAST - 2000 FORECAST REPORT CARD

While the bulk of this year's forecast looks forward to 2020 and 20 year ahead to 2040, we thought it would also be relevant to look at Norton's 2000 Forecast as a measuring device, not on accuracy...we admit we are wrong countless times, but we were on target for many of the core observations Norton Native Intelligence™ made in 2000 about the years ahead.

Perhaps our writing in Norton's Year 2000 Annual Forecast was the "Canaries in the Mind." We were shocked ourselves at the profound and the telling commentary published in that year's report. Some examples include:

## CIRCA 2000 ON CHANGES

INERTIA is the concept of placing an object or thing in motion. Once started, the object picks up speed and velocity, then moves on unrelenting until it reaches its intended destination or is slowed or stopped by an equal and opposite force or obstruction. So, it is with **Change** in our region. The velocity of growth is intensifying, marching further and further into our areas as the epicenter of that energy source, "Atlanta," hurls growth in every direction. North Georgia is no longer a sitting object devoid of progress, allowing its muscles to atrophy and its minds to cloud and haze. No, North Georgia is about **change**. Change in demographics, change in education, change in complexion and above all, a change in fortune. Yes, fortune and fortunes have changed. Who in downtown Gainesville in 1953 would have conceived of residential land in South Hall selling for \$15,000 per acre, business leaders around the square of Cumming in 1960 predicting office towers built in "Shakerag" or farmland selling for \$175,000 or more per acre?

Yet there are other forces of change afoot. A portion of the relocating populous wants to shut the gates. Once here, enjoying our abundance and the carefully honed lifestyle, they want to selfishly keep it all to themselves. They boldly ignore the rights of the farmer to cash in on their years of toil, land improvement and commodity production. They actively fight new businesses and new jobs, thereby forcing our children to look elsewhere for employment and entertainment. And they have painted anyone who supports growth as "money hungry environmental rapists."

The real threat for North Georgia is not from the migrating herds of new residents grassing on the mountain meadows, but from the complacent posture of North Georgia's existing industry, existing businesses,

landlords or landowners. Our failure to capitalize on the opportunities, to become leaders and innovators could result in surrendering our future to outside control. Market share is being captured and new wealth is being created by companies that were not even on the radar screen six months ago. The greatest gains will be from companies that are unborn, unnamed and are imagination intensive rather than capital intensive. These companies and the pioneers behind them are not simply executing better, they are changing the rules of the game.

We believe a growth balance is achievable, recognizable, and is at hand. Progress can benefit both the economy and the environment. Quality must be our constant banner with active, constructive participation by all groups. Compromise is the strongest measure of leadership in this era of change. The only way you can keep from being swept away by change is to participate in it.

## CIRCA 2000 ON GOVERNMENT

Imagine a future with a streamlined government where decisions are based on the business merits of a proposition and not on politics. Imagine a system where the government leadership is more interested in the running of its operations than running against any future opposition. Imagine leaders with guts to make the hard decisions, those that move us forward, breaking the 20th Century paradigms along the way.

We've heard it said that some governments need neutron bombs fired on them to leave the buildings standing but cleans house of all people. Government today...all governments are encumbered by tradition, legacy and patronage, not vision.



**It's time for government to think outside the box...business has been doing that for decades, now it's government's turn.**

We need to think regionally. Today's governments and counties act like middle aged fiefdoms. What happens in one county affects all the surrounding counties and so it is with each of them affecting us. When the Forsyth moratorium was in place, builders and developers accelerated the growth of Dawson. When sewer capacity reaches critical levels in north Fulton, it affects south Forsyth, so it is important to think regionally.

- That's the potential for regional landfills and waste removal services
- Regional jails
- Regional human resources departments
- Regional airports and regional utilities support structures
- Consolidated school systems, parks services and fire protection
- Stretch the government tax revenue, squeezing a dime out of nickel, while building 21st Century efficiency

One fundamental problem with all government is the attention given and priorities of issues. Most governments spend 85% of their time on zoning and land use issues and 15% of their time on running the rest of the county...taxes, garbage services, police and fire protection and parks and rec.

**CIRCA 2000 ON SPRAWL**

Developers are easy targets and convenient villains. They reportedly turn beautiful green pastures and lush forests into subdivisions and strip



Photograph by Doug Parks

malls; they supposedly manipulate politicians like puppets on a string. Once a project is finished, they take their profits and scatter, leaving neighbors and nearby property owners to deal with the consequences. By casting developers as the "root of all sprawl related evil," we let the general buying public off too easily, the attitude "as long as it's their fault, none of it can be our fault" is pervasive. The truth is that developers, in many cases, have turned out to be more flexible and amenable to "smart growth" ideas and environmental protections than some neighborhood associations and others who claim to protect the environment and their communities.

Take the issue of density. To an alarming amount of people, it's simple: high density growth is bad; low density is good; quality residential growth should always be defined as large houses on small lots, while apartments or cluster homes... YIPES...are the work of the devil himself. The same concepts follow that gated communities should be turned down favoring socialism and equality. By this line of thinking, anyone proposing anything but the traditional "one street in...one street out, one-acre lot," development is little better than scum.

<b>NORTH GEORGIA POPULATION EXTRAPOLATIONS</b>		
<b>COUNTY</b>	<b>1990</b>	<b>2000</b>
	<b>POPULATION</b>	<b>POPULATION</b>
Banks	10,731	17,010
Barrow	29,721	41,500
Dawson	9,429	19,650
Forsyth	44,083	109,800
Hall	95,428	141,000
Habersham	27,621	37,900
Gwinnett	389,000	539,000
Jackson	30,005	41,750
Lumpkin	14,573	26,300
White	13,006	21,790

And so...affluence is bad? Undesirable? The literature on sprawl is riddled with sarcastic references to the square footage of a new home to the spread of starter mansions..." spacious" is a sneer word in this context, as if cramped

quarters or adjoining walls are what human beings prefer. These are arguments about social engineering and not about appropriate house lot size. If prosperity puts the four-bedroom house within reach for the typical person, it's hard to see why government needs to intrude on that right.

There is no question that high density development can be inappropriate in certain areas. Scale is important. For example, while a 1,000-unit apartment complex on 20 acres would certainly alter the character of an established neighborhood, a 200-unit complex on the same 20 acres could fit into that same neighborhood almost unnoticed. Unfortunately, both projects would be doomed with equal vehemence by neighborhood groups lost in the over-simplifying emotional rhetoric that typifies many rezoning battles. "Low density good, high density bad." Containing sprawl does not mean homogenizing the landscape but it does require enough vision and human understanding to see that single-family homes on two acres aren't for everyone.

As North Georgia's leading development organization, we advocate QUALITY first. The history of our firm suggests that our developments and their construction standards, coupled with the highest regard for environmental protection and design, encourages a buyer with higher expectations for product quality. The combination of these attributes assists in promotion and maintaining a tremendous quality of life.

## CIRCA 2000 ON WATER

We must have a **zero** tolerance for siltation into Lake Lanier and create economic tax incentives for shore owners to place riprap or sea walls. We should encourage the Corps of Engineers to relax the sea wall permitting process and perhaps a "user" fee assessment in existing parks, creating a pool of funds for shoreline protection on public property. We also support a uniform 5-foot construction setback from the Corps of Engineers property line. In addition, strict erosion controls should be enacted in all counties throughout the region. Protection of our waterways not only adds value to the quality of life but insures an adequate supply of clear water.

We must protect our counties from aggressive development techniques, outlaw clear cutting of property and impose mandatory septic tank inspections every 5 years. Upon each property transfer we should mandate that the home septic tank be pumped out, cleaning up problems before occupancy by the new owner. We must promote privately-owned sewer systems, gray-water reuse and storm water capture and distribution throughout the region.

This may turn out to be the longest growth period in American economic history. Real estate is posed to see a new construction cycle in the 2000-2005 period and the industry's fortunes will depend upon the disciplined management of that cycle.

## CIRCA 2000 ON INDUSTRIAL

The North Georgia region has historically been self-sufficient regional manufacturer and supplier. As Atlanta's northern march quickened in the 1990's, we saw a major industrial presence emerge along I-85 in Jackson County, major auto parts manufacturing located in Hall, jumbo distribution boxes move to Hall and high-tech industries dribble into Forsyth and along GA400. While no one expects industrial expansion over the next 20 years to match the preceding 20, we do expect our region's industrial activity to accelerate as Atlanta advances.

The labor issue or the lack of labor is now pervasive in every region of the state. The industries expected to survive over the next decade in our area will be labor extensive and computer mechanical intensive. Nowhere is it more evident than the poultry processing firms. Hundreds of millions of dollars are being spent by North Georgia poultry firms to save man hours and reduce their dependence on available labor pools. Poultry processing, egg production, and poultry reprocessing are committed to modernization, computerization and expansion.

Watch for continued industrial growth along I-85, increase in community tax incentives to attract firms and **the Atlanta perception that we're too "far out" to evaporate.**

## CIRCA 2000 ON AFFORDABLE HOUSING

The \$85,000 house is history! Sad, but builders can no longer build at that lower price range. This will lead to more pressure on manufactured or modular housing and rapid stick-built price increases. Manufacturing or modular housing, that's the accepted term that could become the affordable housing solution, provided government controls on occupancy, design, site placement and taxation are



addressed. Mobile homes without the homestead exemption, tongue/wheels removed and absence of a germinate structure foundation do not appreciate. The basic difference between an \$85,000 stick-built home and the \$78,000 mobile home, besides the \$7,000 is space, in most cases 25-40% more square footage.

**HOUSING INDEX**

**JANUARY 2000**

	<b>3 Bedroom</b>	<b>4 Bedroom</b>
Buford/Sugar Hill	128,505	172,221
Lawrenceville	121,467	175,657
Lake Lanier	240,531	370,875
(Hall)		
(Forsyth)	334,249	468,650
Forsyth South	142,830	229,370
Forsyth Off-Lake	144,188	242,904
Forsyth North	142,830	177,354
South Hall	113,682	182,514
Gainesville	129,084	195,609
North Hall	135,348	208,447
Dawson North	110,390	392,000
Dawson South	127,340	237,337
White	122,763	137,819
Lumpkin	139,314	163,867
Clarkesville/North Habersham	109,938	159,868
Banks	85,500	125,000
Cornelia/East Habersham	109,938	159,868

Source: Native Intelligence Copyright 2000

**CIRCA 2000 ON LAKE LANIER**

For fourteen years, we have been analyzing and writing about Lake Lanier, its prices and its growth. For forty-four years, we have been involved in shoreline property sales and for twenty-two years, we have sold more real estate on the lake than any other firm. Even with that background, we are surprised by our trend analysis and conclusions. When analyzing the shrinking inventories, rapid price increases, diminishing available land and the march of Atlanta in our direction, we have determined the following:

**“LAKE PRICES TODAY ARE AT ROCK BOTTOM.”**

Lake Lanier does offer opportunity for surrounding governments to substantially increase their tax basis by promoting the “millionaire row” along the shore and capitalize on the few remaining undeveloped tracts. Perhaps the best speculative buy is lots with a structure on it, be it 2,000 to 4,000 square feet, that can be torn down and wiped clean. Well, call those Buckhead renovations or mansions to be.

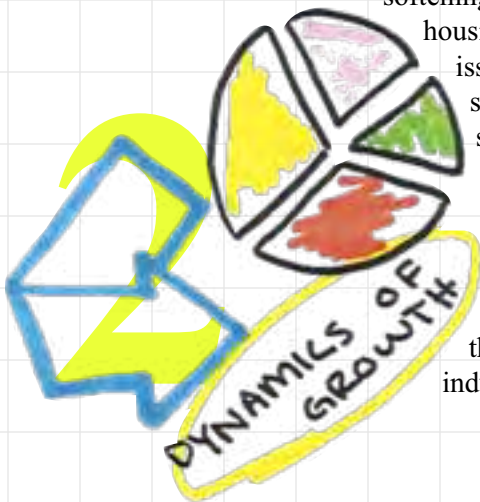




# 2040... A CLEAR VISION

2040...It's really not that far away... 20 years forward, population in our region will have swelled to 2,310,297. Forsyth County now dominates with 380,000 people and the sleepy counties of Banks (2040 population 55,000) and Dawson (2040 population 48,000) have awakened North Georgia with I-85 bisecting it dominates Industrial, Commerce Distribution and Assemblage is not only a powerful economic generator but political as well. In 2040, we have succumbed to the collective cry of labor, strangulation was met with some

softening on zoning, density and attainable housing. Affordable housing is still an issue but creative solutions such as starter homes, zoning districts, tax subsidies for affordable rentals, modernization of industrialized housing codes and products, slowly but surely, the communities housing stocks are mirroring the demographic and labor profiles of the communities that attract these industries.



While there is still no cure for cancer and consideration of Healthcare and rising costs, North Georgia is WELL. Except for Metro Atlanta, no other rural/exurban region in the state has the myriad of healthcare provider hospitals and deliver systems than our region. This has created an avalanche of age restricted Senior Living, Senior Care Facilities within a 40-minute drive time from the medical clusters of Gainesville, Cumming, Athens and Braselton. Smaller Quick Care feeder medical facilities dot the mountains and valleys of the region. The past 20 years has seen multiple public, political skirmishes, mild recessions, stretched government infrastructure and aging bridges and roads. “You cannot tax yourself into Prosperity.” But North Georgia is an enviable place to live, to work, to play, to retire, to raise “The American Family.”

**LET'S HOPE WE ARE RIGHT!**

## NORTH GEORGIA DEMOGRAPHIC PROFILE

	2010	2020	2040
Population	1,304,659	1,632,975	2,310,297
Households	472,889	541,284	765,796
Housing Units	554,993	635,262	898,754
Average HH Size	2.71	2.9	2.8
Population 65+	12.0%	14.5%	18.5%
Per Capita Income	\$24,220	\$31,095	\$55,080
Median HH Income	\$46,773	\$62,252	\$110,270
% Rental Households	26.2%	29.5%	34.1%
2000 – 2010 Annual Growth Rate	2.27%	----	----
2011 – 2020 Annual Growth Rate		13.6%	
2021 – 2040 Annual Growth Rate			1.75%
White Population	83%	80%	75%
White Median Age	38.9%	41.2%	44%
Hispanic Origin	9.9%	11.4%	14.5%
Hispanic Median Age	27.5%	26.4%	24%
Black Population	7.9%	6.9%	6%
Black Median Age	31.5%	33.5%	34.5%
Male	49.2%	48.7%	47.0%
Female	50.8%	51.3%	53.0%
Housing – Rural	44.5%	42.5%	40.0%
Housing – Urban	45.2%	46.0%	48%
Housing – Urban Cluster	10.3%	11.5%	12.0%

Source: US Census/Norton Native Intelligence

## BUCKET LIST FOR 2040

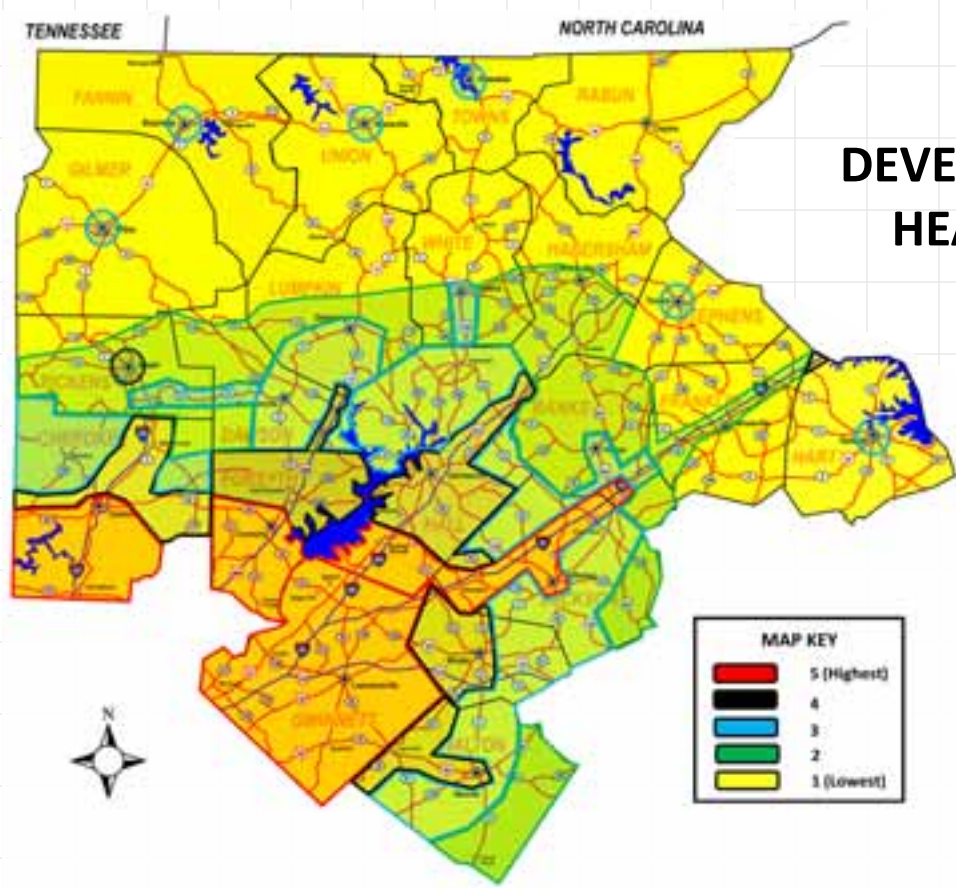
What do you wish for in 2040? The game changing dynamics for our region's prosperity. Stuff to Do, See, Wish, Hope and Dream. In no particular order.

- GA 400 extension to White County and beyond to Blairsville via Long Branch Road.
- A full Cancer Treatment Hospital – Northeast Georgia Health Systems, Gainesville Main Campus.
- Cleveland Square revitalized using Dahlonega as a role model.
- School system consolidation; Hall & Gainesville, Jackson, Jefferson & Commerce, Gwinnett & Buford. If we really stretch, maybe we see City to City and City to County consolidation as well. (We can always dream big.)
- High Occupancy Lanes (HOV) to South Carolina I-85; to Gainesville along I-985 and to Hwy 60 along GA 400.

- Home “supply and demand” hovers at a healthy five to seven months and apartment vacancy stands at 4-5%. A new generation of small builders have emerged.
- Industrial capacity sewer all along GA 400, I-85 to the Northern State line and GA 316 and I-985.
- Four Hospital Systems interwoven with PATIENT care FIRST; Northeast Georgia Health Systems, Piedmont Atlanta, Emory Healthcare, and Northside Hospital.
- Environmental regulations requiring Lake homes (Lanier, Rabun, Seed and Burton) to pump septic tanks/systems every five years in order to protect valuable water resources.
- A Glade Farm Lake and Dawson Forrest Lake filled to the brim standing, waiting for a growing population.
- A major hotel and resort at the North end of Lake Lanier and a 10th Marina on Lake Lanier’s northside.
- High Speed Fiber pipelines running along every US and GA highway, five or six “G” capacity, connecting small towns fast to the global world.
- A Walmart (at last) in Jackson County.
- Lake Lanier, two feet higher and Lanier’s perpetual full pool level.
- Limited Freeway Access along upper GA 400, I-985/365/441, bridges and limited access exits speed traffic flow.
- Commuter rail hubs – light rail from Gainesville to Gwinnett then onto Atlanta then to the Atlanta Airport.

- Micro Corporate and enlarged commuter Airports serving regional air transportation needs in Winder, Gainesville, Habersham, Dawson & Cherokee counties.
- A completed Appalachian Parkway connecting I-75 to I-85.
- Six lanes of I-985 from Gainesville to Buford and six lanes of I-85 from Buford to the South Carolina line.
- Wishful thinking when Georgia Tech Department of Urban Planning predicts Metro Atlanta will be 12.5 million people by 2050 and stretch from Chattanooga to Macon and over to Greenville. Norton Native Intelligence™ has said in past forecasts, “our region’s biggest threat is that Atlanta won’t move just to us, it will move through us.”

**Our real challenge is to keep our soul, our heritage, our culture and our identify amidst this impending growth.**



**DEVELOPMENT HEAT MAP**

**POPULATION**

	2000	2020 PROJECTED	2040 PROJECTED
Banks	14,422	19,395	55,000
Barrow	46,144	69,367	110,000
Cherokee	141,919	214,346	350,000
Dawson	15,999	22,330	48,000
Fannin	19,798	23,682	32,500
Forsyth	98,407	225,000	380,000
Franklin	20,285	22,084	42,000
Gilmer	23,456	28,292	41,000
Gwinnett	588,448	955,000	1,320,000
Habersham	35,902	43,041	67,000
Hall	139,277	205,000	310,000
Hart	23,997	25,213	34,000
Jackson	41,589	60,485	155,000
Lumpkin	20,986	29,966	40,000
Madison	25,730	28,120	39,000
Oconee	26,225	32,808	47,000
Pickens	22,983	29,431	40,000
Rabun	15,050	16,276	24,000
Stephens	25,435	26,175	39,000
Towns	9,319	10,471	18,500
Union	17,289	21,356	33,000
Walton	60,687	83,768	175,000
White	19,944	27,144	45,500

SOURCE: US Census Reports NNI Estimate

**THE MAJOR MARKETS OF 2040**

Norton Native Intelligence™ studying growth dynamics 2000 -2020, population shifts, and land acquisition has focused on future centers of influence, emerging business markets and terrific opportunities.

- I-85 – Banks County to South Carolina develops into a powerful Industrial Business Zone.
- Banks, Habersham, White become the affordable housing markets on the edge of the industrial mega market above.
- GA-365/US441 Business Zone – Industrial retail and a housing swath, three miles deep in either direction.
- US 60/400 Hospital Zone, “Next Generation City,” with the new North Georgia Health System’s Chestatee Hospital. The intersection will be much more than Home Depot.
- The City of Chateau Elan (5-mile radius) 2040 Population Estimate 75,000 (Norton Native Intelligence™)
- Dawson and South Lumpkin becomes Forsyth County’s affordable white-collar housing markets.

**2040  
40 INFLUENCERS GUIDING THE WAY**

With so many leaders in North Georgia, transitioning their roles and others entering retirement or scaling back on activity and influence, we are asked, “who’s next? Who will take up the baton for our region and lead us forward? Norton Native Intelligence™ polled and surveyed to define a list; then validated that list with select clients and community. Here is our Top 40 Influencers who we think will help guide the way, some familiar names, some only now emerging and others working well under the radar.

- John Wright (52) Habersham, Fieldale Farms,
- Jeremy Williams (38) City of Gainesville School Superintendent
- James McCoy (42) Forsyth, President, Forsyth County Chamber of Commerce
- Dobbin Buck (52) Lumpkin, Get UWired Technology
- Brian Daniel (44) Hall, Commercial Contractor Economic Development
- Anne Skleder (54) Hall, President Brenau University
- Brian Horton (47) Habersham County, Banker, Development Authority
- Terry England (53) Barrow, State Representative
- Philip Wilheit, Jr. (43) Hall, Paper Products, Industrialist
- Mark Sosebee (51) Hall & Dawson, Gold Creek Farms
- John Borrow (41) Habersham, McDonald’s Foods
- Jennifer Scott (53) Braselton, City Manager
- Camille Vierra (49) Hall, Vierra Services
- Rep. Doug Collins (54) Hall, US Congressman
- Andy Stewart (47) Hall, SVP Peachstate Bank Gainesville School Board
- Bryan Lackey (47) City of Gainesville, City Manager
- Rusty Ligon (49) City of Gainesville, Director of Economic Development
- Shelly Echols (40) Lula, Jaymore Farms, Hall County Commissioner, Farmer
- Zack Propes (32) Hall, Assistant County Manager
- William Bagwell (48) Hall, Director Real Estate Strategy NGHS, Conservationist Farmer
- Stacey Hall (50) Habersham County Commission
- Gina Roy (43) Jackson, Planning Director
- Tim Evans (47) Hall, Economic Development
- Christy Haynes Moore (31) Dawson, Chamber of Commerce
- Chan Caudell (52) Hall, Superior Court Judge
- Amanda Wilbanks (32) Hall, Owner, Southern Baked Pies
- Amit Patel (53) Hall, Marcos Pizza



Sam Haupt (48)  
 Dr. Julie Clay (39)

Alex Hill (46)  
 Bill Brantley (39)  
 Brad Akins (53)  
 Charles Canthon (55)  
 Rob Nichols (48)

Sara McQuade (36)  
 Denise Deal (49)  
 Robert Long (48)  
 Mandy Powers (37)  
 Steve Gooch (52)  
 Ben Jarrard (28)

Homer, Scared Root Farms  
 Brenau University; City of  
 Gainesville Council Member  
 Barrow, Hills Ace Hardware  
 Barrow, South Fork Homes  
 Barrow, Akins Ford  
 Franklin, City Manager Lavonia  
 Lumpkin, President  
 Chamber of Commerce  
 Hall, Hall County Planning Director  
 Hall, Political Consultant  
 Forsyth, Economic Development  
 Dawson, Banker  
 Lumpkin, State Senator  
 Lumpkin/Hall, University of  
 North Georgia

Jim King (51)  
 Brooke Anderson (46)  
 Dr. Chris McMichael (53)  
 John Simpson (41)  
 Angela Shepard (42)  
 Brian Rochester (55)  
 Uriel Arellano (31)  
 Rolando Alvarez (38)

Corey Guthrie (42)  
 Nathan Collins (41)  
 Melissa Tynchuk (45)  
 R. K. Whitehead (54)  
 Christina Jones (39)  
 Jud Smith (53)  
 Scott Evans (55)

**Other Names that were submitted and will contribute to our 2040 future:**

Blythe Hammons (36)  
 Brett Fowler (33)  
 Cori Davenport (48)  
 Will Schofield (56)  
 Jamie Green (35)  
 Phillipa Moss (56)  
 Ben Hawkins (40)  
 Don Grimsley (46)  
 Brian Kemp (56)  
 Chris Maddox (56)  
 Matt Dubnik (38)  
 Jeff Payne (58)  
 Joy Griffin (39)  
 Jonathan Collins (39)  
 Julie Edwards (50)  
 David Lee (51)  
 Scott Selzer (42)  
 Scott Whitehead (40)  
 Derrick Case (33)  
 Jessie Owensby (37)  
 Betsy Grunch (39)  
 Will Wade (41)  
 Tom Brown (45)  
 Katie Crumley (35)  
 Scott Selzer (42)  
 Sonya McClendon (49)  
 David Dyer (53)  
 Jeff Stowe (52)  
 Andy Kalinauskas (43)  
 Joanne Sanders (44)

Mike Giles (58)  
 Scott LeFevre (30)  
 Nathan Crumley (36)  
 Ashley Bell (39)  
 Lindsey Rudder (35)  
 Brent Cochran (54)  
 Abb Haynes (50)  
 Chad Bingham (42)  
 Lisa Malouf (56)  
 Matt Ruppel (51)  
 Michelle Prater (40)  
 Deshaun Watson (24)  
 Jensen Franklin (57)  
 Nairika Cornett (44)  
 Drew Echols (40)  
 Max Lisovskiy (35)  
 Jonathan Lucenay (45)  
 Rodney Stickland (48)  
 Danielle Case (35)  
 Brian Bailey (36)  
 Phil Bonelli (35)  
 Jay Kilroy (47)  
 Jennifer Landers (48)  
 Mike Renshaw (52)  
 Brent Hatcher (45)  
 Mathey Harris (47)  
 Kevin Keller (48)  
 Katie Dubnik (39)  
 Chris Gaines (43)  
 Ralph Skalleberg (54)

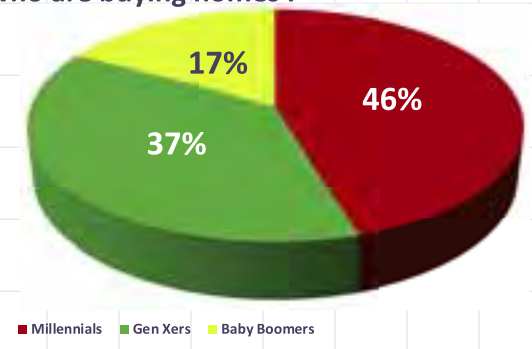
**OPPORTUNITIES LYING IN WAIT**

We don't see entrepreneurship as a career choice...it's a mindset. That's the thing we marvel at most when spending time with brilliant North Georgia business leaders/entrepreneurs. It is a skill we think everyone should continuously hone.

When you think like an entrepreneur, it's like wearing augmented reality glasses. You see the same thing that everyone else sees, but you see them differently. They appear as inactive opportunities, just waiting to be activated. All you need to do is find a new way for something old to be useful again.

This thinking is equal parts of thrill and anxiety. There is the thrill of discovering opportunities and the anxiety of never finding them at all. It is in our DNA to solve problems and thank God for that because that is how we are going to survive as a species. Make this mindset a habit. Norton has done it so long that "Opportunity Discovery" has become second nature. We can't remember what it is like to not see opportunity everywhere, right in the midst of opportunities ahead 2020, 2030, 2040 in North Georgia.

**Generations who are buying homes .**



More immediate growth and income opportunities:

**INDUSTRIAL**

- Ownership or development of 5 to 15,000 SF buildings or spaces and developments for sale of industrial 20 to 50,000 SF in size.

- Metal simple buildings – not cool but functional for the price sensitive user.

**OFFICE**

- Getting Atlanta office tenants to recognize Gainesville and Cumming are competitive “value priced” alternatives both for the user and the occupants: labor supply/cost and quality of life.

- Any space sale or lease designed for alternative healthcare providers – delivery systems, home healthcare, treatment centers, fitness, yoga, personal care.

- Shared workspaces ala “We Work,” strong office address, more professional than the dining area of a Starbucks, conference facilities technology at a beer budget price tag.

**RETAIL**

- Rethinking retail for personal customized products and high-quality goods.

- Go after value tenants; Dollar Tree, Dollar General, Family Dollar, Resale Store, Outlets.

- Alternative Empty Box (Grocery – Fred’s) users; Healthcare, Office, Government.

- Rebirth of small-town main street – rents rising, cool factor through the roof.

- Urban Rehab and Urban infill – retail, commercial or housing.

- Service Retail Centers catering to shipping centers, Nail Salons, (its criminal what they charge), Quick Care, Shopping, Beauty, High Touch Retail.

**INVESTMENT**

- Anything with a real cap rate of 8% of higher – watch for games with expenses – excluding management and lease commissions, CAP rates based on empty space, phantom

revenue, cap rates on projected income four to five years hence...Look for Reality.

- Generational land purchases throughout North Georgia.

**ACREAGE**

- Any reasonable, attainable, affordable housing purchase, rental or investment, single family or multi-family.

- Buy 20 to 100-acre tracts anywhere in North Georgia, they are never going to be cheaper...get them, hunt them, go to sleep.

- Buy 100 to 1,000 acres – ditto above game plan.

**LAKE LANIER**

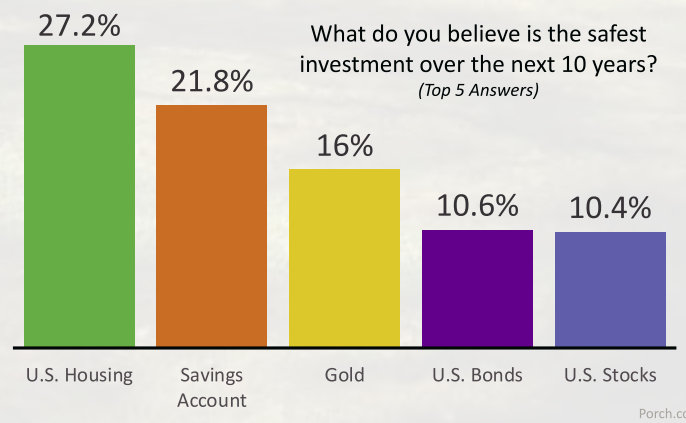
- It’s either half empty or half full, either way its OPPORTUNITY. Grab well located small cabins or bungalows and tear down. With only 725± miles of shoreline frontage and relatively stable water levels, we are as bullish on Lake Lanier as we have ever been. There is just so much of it.

**RESIDENTIAL**

- One word...AFFORDABLE

- Properties on the edge of gentrification, the next dominos of growth or upgrade.

**American’s Choose Real Estate as Safest Investment**





# 2040 ⊕ OUR ACHILLES HEEL

Without a doubt, affordable housing is the issue of our times. Over the last 20 years we have written about shrinking buying power, shrinking inventory, increased government control and the death of the \$80,000, \$90,000, \$100,000, \$125,000, \$150,000 and soon to be death of the \$200,000 homes. We think it's the issue of our times and North Georgia's Achilles Heel.

■ **AFFORDABLE HOMES** have reached a conundrum...everyone wants them...at the same time, no one wants them. First time homes, work force housing, and affordable homes are necessary for housing. The community's workforce from its most basic labor supply to its executive housing enclaves. Yet when considered by the same community leaders, they duck and run for cover fearing slum creation, crime, overloading school systems, and pressure on community services.



So, what are "affordable homes?" Norton Native Intelligence™ espouses that a community's housing stock should mirror its labor base, or in most communities, its layered labor base: hourly to skilled to middle management to executive level. For a community to remain relevant in today's economy, it must provide multiple layers of housing in multiple price points. Affordable housing must be provided for the community's wage scale it recruits. An industry that needs labor at \$15.00/hour needs rental homes at \$858 per month. That same worker has only \$75,000 to \$80,000 in home purchasing power. A teacher

Average Home Prices

	Hall	Forsyth	Jackson
2007	251k	333k	222k
2008	226k	324k	192k
2009	201k	291k	179k
2010	180k	277k	168k
2011	158k	250k	135k
2012	158k	263k	130k
2013	192k	290k	147k
2014	221k	317k	173k
2015	234k	330k	198k
2016	251k	343k	214k
2017	272k	340k	227k
2018	283k	385k	249k
2019	287k	384k	262k

Source: FMLS

making \$40,000 requires rental housing at \$1,100 per month and can only qualify (10% down payment, limited other debt and a 650+ credit score) for a home listed at \$130,000 to \$140,000. (Note that the rental housing cost reflects rent plus utilities, expense, and purchasing power factors in taxes, insurance and common home repairs.)

On the upper scale should a community recruit a junior executive, executive or engineering with employee income around \$90,000 per year, they support a housing need at \$2,475 per month rent or homes prices at \$275,000 - \$300,000 in value.

<b>HOMEBUYERS QUALIFYING MATRIX</b> <b>10% DOWN, 650 CREDIT SCORE,</b> <b>4.5% INTEREST</b> <b>30 YEAR WITH LIMITED OTHER DEBT</b>	
FAMILY INCOME	HOME PURCHASE CAP
\$40,000	\$130,000 - \$140,000
\$50,000	\$160,000 - \$170,000
\$60,000	\$180,000 - \$190,000
\$70,000	\$200,000 - \$225,000
\$80,000	\$250,000 - \$260,000
\$90,000	\$275,000 - \$300,000
\$100,000	\$350,000 - \$375,000
\$120,000	\$450,000 - \$475,000
\$140,000	\$525,000 - \$550,000
\$160,000	\$650,000 - \$675,000
\$180,000	\$750,000 - \$775,000
\$200,000	\$800,000 - \$825,000
\$250,000	\$850,000 - \$875,000
\$300,000	\$1,000,000 - \$1,200,000

Source: Norton Guaranty Mortgage – Family Income Before Taxes

The lack of affordable housing is defining us. The issue crosses over a wide swath of social, economic, health and welfare, diversity and quality of life.

■ **LABOR** - An abundant, even a moderate supply of homes across multiple price points both for rent and for sale is a paramount for



successful industrial recruitment, expansion, wage growth. Labor shortages, full wage wars, employee cannibalism, shrinking productivity and eventually industry shutdowns relocating to locations with more available labor, is the dark side of housing shortage. For every two jobs, the community MUST provide some sort of roof top.

Teachers are one of the worst paid and hardest working labor segments, they have not only classroom time but are expected to participate and to support after hour sports and activities. For example, teachers in the Gainesville School System and Brenau University starting pay scale is \$38,000 to \$42,000 per year. That translates into apartment or home rentals of \$750 to \$850 per month or home purchases of \$150,000 to \$175,000 but with high college debt carried by most master **degreed** faculty, an immediate home purchase is almost impossible. Quality educator's-oriented housing at their qualifying price points is almost non-existent forcing them to locate in more affordable locations; White, Barrow, Habersham and Lawrenceville thus commuting as much as one hour each way. It is impossible to juggle their work plus commute, plus after-hours commitments, forced to choose the children, loose the campus teacher culture is disrupted.

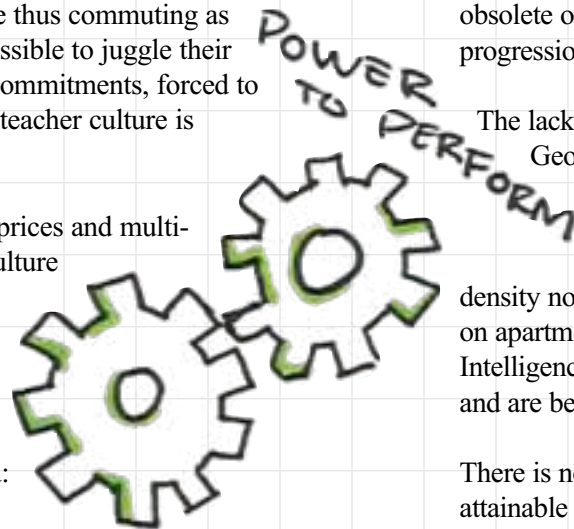
■ **DIVERSITY** - With rising home prices and multi-family zoning turn downs, the multi-culture and diversity components, traditional apartment users are blocked out in a recent zoning. Gainesville School Board wrote a letter in opposition to the multiple price point housing project. In their opposition letter stated:

*“A recent study indicated an abundance of zoned but not developed apartments inside the city; apartments define transiency for student’s movement producing a negative effect on academic achievement and family stability.*

Perhaps the intended purpose for anti-apartments, low density and higher home prices is really a veil cover for housing becoming exclusionary not diversity.

■ **QUALITY OF LIFE** is intertwined with the American Dream of home ownership. Families in homes purchased statistically save more for retirement, have stronger family bonds, education attainability and stability of marriage. But in the idyllic, “Leave it to Beaver” generation, HOME is not a house it creates strong values, ethical, moral compass, socialization with neighbors and upward mobility...all gone with zero housing growth.

■ **GROWTH** – An organization must grow, expand or regenerate or DIE. We, unfortunately, see some small shrinking communities across



**National distribution**

Nationwide, manufactured homes account for 10% of all occupied housing, but is over 20% in some states



Source: MHI/Census (2017 estimates)

Georgia. The jobs leave, the kids that graduate college don't return, downtown stores are boarded up and an irreversible Ghost Town emerges. Housing is growth, it is in some cases organic replacement for older functional obsolete ones and clearly signifies a progression expansion-oriented mindset.

The lack of attainable housing is North Georgia's Achilles Heel and perhaps the Nation's as well. Our shortages are not unique, our surging home prices are not unique, our anti-zoning, anti-density not unique, our prohibition or limitation on apartments not unique. But Norton Native Intelligence™ thinks we can do better than that and are better than that.

There is no one solution to the affordable, attainable housing crisis. It is complicated like playing 3D Chess blindfolded but we have ideas, great ideas, to tackle North Georgia's Achille's Heel. Some we have espoused for years others we have learned along the way.

■ **TAX INCENTIVES** - Housing gets no breaks. While communities salivate over industrial recruitment and drop their drawers for tax abatements, job credits, inventory schemes, very little money trickles into the housing sector in order to provide a stable supply of roof tops for the workers in those recruited industries. That might be the quickest fix that counties and municipalities could deploy. Industry creates tax bases, creates jobs, creates needs for housing. Earmark a portion of the intended tax abatement, 10 – 20% to housing developed for those specific industries.

Shaving money off the top for housing that benefits the same industry is actually a no-brainer, it's a mindset. Additional soft subsidies include elimination of impact fees, reduced building permit fees, water and sewer tap fees, all where the developer or business is providing attainable workforce housing.

■ **AFFORDABLE GEOGRAPHY** - We could be creating **affordable housing, geographic zones** tied to extra school capacity areas. Highlands, North Carolina, some time ago, created zones and concentrations for large travel trailers, another for bed and breakfast users, each with abundant screening, landscaping and noise control from other users.

■ **MILL VILLAGES** - Bring back the Mill Village, the industry town, we see forms of this concept already occurring in pockets across our region. Industries capturing housing blocks for interim labor, roving technical support or international guest labor. The concept is frightening to school boards but has strong common-sense appeal to the industry seeking a stable workforce.

■ **CREATIVE BUILDING CODES** - We strongly believe almost evangelical in position that building codes should be tied to price point of homes and multi-family construction. The current codes should be balanced with the price point of home/apartment construction. The current codes take no reasonable approach to electrical, plumbing, material uses and practicality. What good is a low flush one-gallon toilet (\$80.00 more than the old kind) when you must flush three times? Why place switches for small closet lights? What happened to the pull-down string? Electrical outlets every six feet doesn't eliminate extension cords now that we all use surge protectors. The outside electric outlet is now **REQUIRED** on the front and rear of every home. The outlet has to be GIFA rated, weather-proof and now tamper proof; a \$60.00 outlet is now \$185.00, and you have to have 2! Building codes for affordable homes must be put on a crash diet. We have become code crazy and the intent of human safety is strangling reasonable human civilization.

■ **INDUSTRIALIZED CONSTRUCTION** - Industrialized construction has been given a bad rap for at least 60 years. Mobile homes built in factories have been the pira of the mobile housing industry and almost universally panned by big and small governments alike. **FOLKS**, it is a construction method ala Henry Ford built to supply where and strengthen standards using top of the line materials in a controlled environment. But with the dwindling supply of construction labor and sub-contractors, we had better come to grips with industrialized housing construction, compartmentalized production or modular dwellings or be prepared to have our children live in our basements forever. One universal problem is that modular housing almost universally is bland and ugly **SUDO** traditional Williamsburg

with flat fronts, shallow rooflines and this doesn't cut it anymore. Industrial housing to become successful needs a radical makeover.

■ **MODERNIZE MANUFACTURING** - In the late 1970's and early 1980's, a **modular industrialized** contractor set to modernize the manufacturing housing industry. Bill Mayes and partners from Gainesville, GA, set up a manufacturing facility and produced 100 plus homes through the South before closing its doors. They were an architectural industrial construction pioneer. Today, houses in Longstreet Hills built by Mayhill are reselling for over \$450,000. Others have held their value, stood the test of time, structurally and architecturally. Classic governmental paralysis leaders need to get in front of this movement with labor shortages, growing day by day...it's coming over the hill.

■ **AFFORDABLE ZONING** - We have espoused **affordable housing zoning** for years now, strong conditions of appearance, maintenance and upkeep, smaller lots, modest sizes 900 to 1400 SF, sharp architectural features, professional landscaping and community standards. Over the last number of years, various zoning instruments have created PRD's, Planned Residential Districts. We think government planners should create PRD-2 zones for modular, mobile and industrialized affordable housing (see side bar). Mobile home communities, middle class and luxury retirement exist across the country; Florida, Texas, Colorado, Nevada, Southern California. Strong community's appreciation values, contributors to county tax base and engaged citizens.

■ **ASSESSORY DWELLINGS** - Within the 21st Century zoning, we need to add the **accessory dwelling** unit option. Originating in Southern California, the accessory dwelling unit is a small, mostly freestanding, 250 to 750 SF garage apartment, "she shed," mother-in-law suite, bungalow cottage or apartment in many cases for rent to teachers,



young professionals and retirees. California governments wave TAD or fees for water and sewer including the service in the primary resident unit. It a great infill opportunity without new roads or infrastructure, adding to tax base but not proportionally to service delivery.

■ **CAPITAL** - Capital is perhaps the biggest hurdle for affordable housing. It is just more profitable for a builder to build a \$350,000 home as it is a \$190,000 home; same components, same process, same logistics and timetables, same level of government frustration.

**We need attention from capital markets, lenders, and individual investors to focus in on this crucial community opportunity. The Norton Family has been called North Georgia's Housing Wildcatters. Norton has become the pied piper of affordable housing, the roots of that run deep. Grandfather W. L. Norton built the first planned subdivision, affordable in nature, Longstreet Hills, a wildcat idea, phenomenally successful even today.**

**Today, grandsons Bob and Frank are wildcatting (with partners): Historic Preservation - New Holland Studio's Medical Resident Housing; Liberty Lakeview, Brenau Grad School oriented housing, Liberty Midland, and clean, destination cool housing in micro spots across the region (NcredibleProperties.com) but the need is vast. Pools of capital for quality housing, rent or sale, is desperately needed if we are to scratch the surface of this need.**



Photograph by Deborah Hood

## **MAYBE IT IS TIME FOR BETTER IDEAS**

**Modular Community Standards** - With the word “affordable” quickly evaporating off the housing planet, our community needs to address alternative development construction and housing methods for the growing employment base. Norton Native Intelligence™ feels it is time to set new “standards” for alternative construction methods including modular component or factory-built housing. Many communities prohibit such community developments including Hall County but allow “PRD” Planned Residential Housing which are stick built, site-built homes. We propose the consideration of a new class called PRD-2, where planned quality development is allowed utilizing mobile modular factory built or component construction. We suggest the following standards for consideration:

- Permanent foundations, 30 ft wide or greater units only, all towing, wheels and transportation methods removed.  
Foundations would be either brick or architectural treated block
- Full architectural control over material roof pitch, front façade, color and material selection
- Covered double car carports with one non-covered visitor space on each lot
- Heavy street front landscaping, pave front walks
- Community streetlights
- Wider streets with marked street level walking/bike lanes.
- Separate screened boat/RV storage area
- Community shelter, activity area (where there are 40+ lots) including multi-station playground, play scape
- Nice entrance, community sign identification
- Homes screened from main roads
- Create a welcoming “sense of place”

### **Community HOA requirement when 40 units or more are built:**

- Uniform HOA employed landscape service with weekly grass cutting, pine straw put out two times per year, annual shrubbery trim (specialty landscaping by menu offering)
- No on-street parking
- No on-lot storage of trailers, boats, RVs, junk cars or other commercial vehicles
- No fenced front yards, side yard fenced with wood solid or slated fences, NO chain link. Electronic dog fences strongly encouraged
- Noise control including music, dogs and after hour parties.





## INCREDIBLE PROPERTIES

Ncredible Properties is the retooled Investment, Development, Housing Division of The Norton Agency. It combines development, management, investment and strategic consulting for the 92-year old firm. Thoughtful, creative design, attention to interior and exterior details and keen awareness of value housing are its hallmarks.

The objective is to build community, build places that we would want to live, in whatever stage of life we find ourselves. Our community recruits' teachers, professional staff, public safety, healthcare technicians...young folks. Where are these people going to live? We hope to scratch the surface of the needs in our efforts, leading others to do the same.

[Ncredibleproperties.com](http://Ncredibleproperties.com)  
**Building Community**



# FIRST PERSON MARKET SNAPSHOTS

We cover the market with 19 locations and 315 staff and sales associates. This year we asked our Commercial Associates and Residential Partners to give their market assessments on a variety of real estate topics. We will call these “First Person Snap Shots.” Norton provides an unparalleled depth of knowledge at the local level.

## GA 400 North

North Fulton and Forsyth Counties/GA 400 are among the fastest growing and affluent metro areas in the US. They both are currently taking advantage of a very successful economic driver. Developers and County Economic Development has seized on the term, “A Sense of Place-Work-Live-Play,” to attract interest of office and medical developers and businesses to build, expand and relocate to their cities and counties. Examples of the success of “sense of place” approach to attract developers and new office users are:

- Roswell - The Southern Post known locally as the Southern Skillet will be a mixed-use/office development that will strongly support “a sense of place”
- Alpharetta - Alpharetta City Center: 36,000 SF of office occupied by DATA Scan
- Avalon - 105,000 SF of Class A office space over retail
- 8000 Avalon Blvd-Microsoft/True Space
- 10,000 Avalon Blvd -10 story 246,000 SF (Spring 2020) AXIS Reinsurance 76,000 SF prelease
- Jackson Health Care 550,000 RSF headquarters building
- Parkway 400 III -210,000 SF (2020)
- Proposed “360 Tech Village” at Haynes Bridge and GA 400
- North Point Mall - Re-defined (expected \$60 million TAD)
- 360 Tech Village - (2021) - 62-acre mixed use development, includes 620,000 SF of office space
- Unnamed Fortune 500 prelease -120,000 SF

### NORTH GEORGIA PRODUCT VACANCY

	2000	2020
OFFICE	4.5%	8%
INDUSTRIAL	4.4%	4%
RETAIL	4.9%	5.9%
APARTMENT	9.9%	2.0%

SOURCE: Norton Native Intelligence  
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- North Winds Summit: NW Corner of Haynes Bridge and GA 400: Mixed use - planned 1.2 Million SF of office space
- Forsyth-Halcyon: 60,000 SF office building; \$28 RSF. 90% leased to We-Work (shared space). 100,000 RSF proposed
- Cumming- City Center – under construction - delivery 2020-2021
- Forsyth- Cumming Economic Development initiative will jump start flex space needs as Digital Ignition (technology incubator) ramps up. Currently provides 45,000 SF to entrepreneurs to establish and grow their business. Digital Ignition has partnered with ATDC and been awarded the GADOT’s IT teams initiative to generate the next generation vehicle traffic controls.
- Medical: North Fulton and Forsyth counties are growing rapidly and therefore we are seeing rapid expansion in Health Services: For example: Northside Doctor’s Building - Cumming Campus, John’s Creek Emory Expansion, Encompass Health 50 Bed Rehab Hospital (4th quarter 2020) –9.2 acres Sanders Road, Alpharetta Northside Professional Center, WellStar’s Avalon Health Park
- Transportation initiative and impact on office/flex growth GA 400 is currently undergoing express lanes and BRT Extension from Perimeter Center MARTA Station. Access for workers will be positively affected.

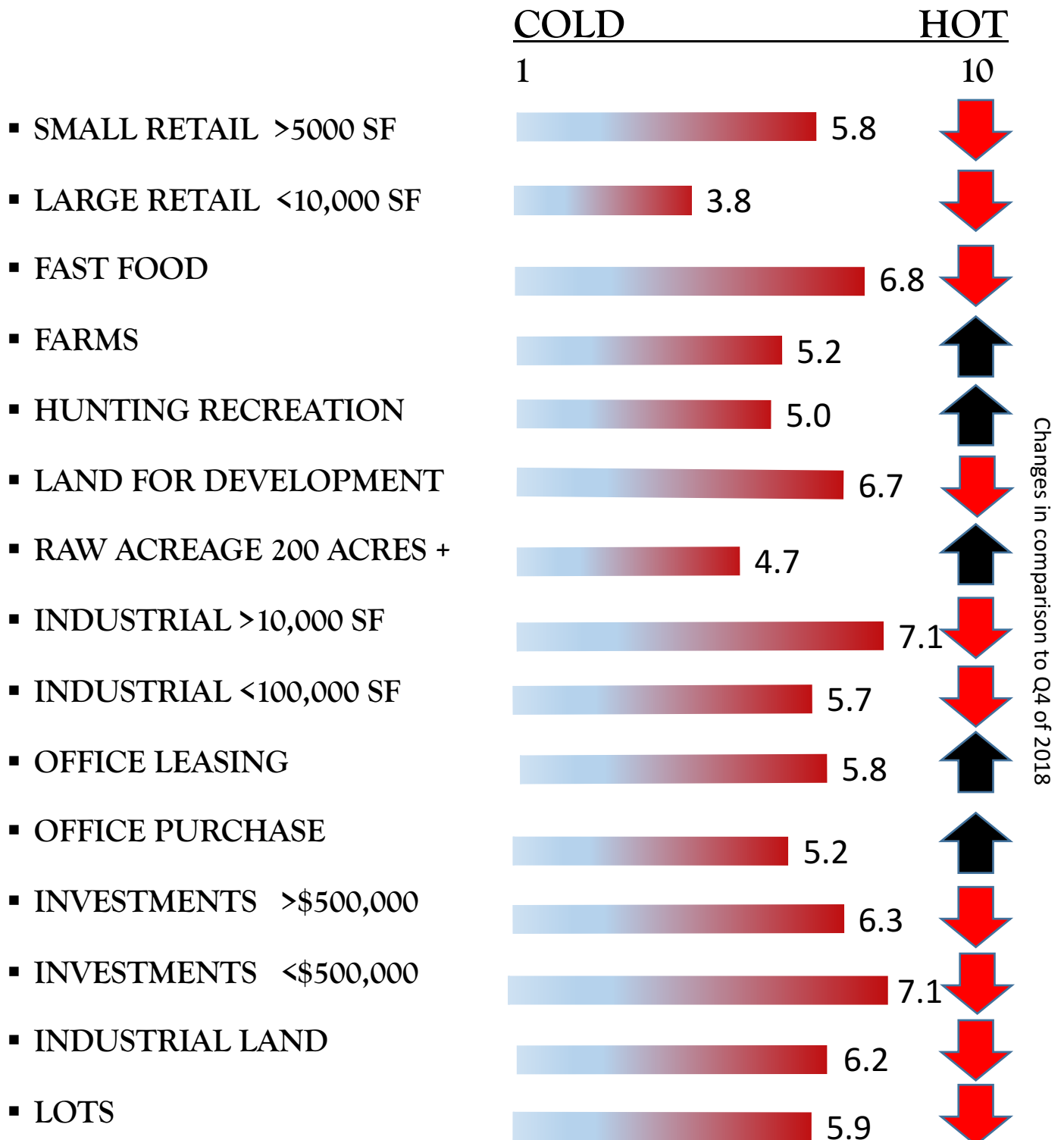
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# NORTON

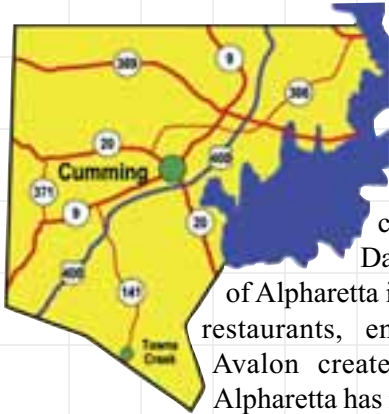


COMMERCIAL MARKET TEMPERATURE

4Q 2019







## GA 400 – ALPHARETTA TO DAHLONEGA

Wow, another great year of growth and development along the GA-400 corridor north of I-285 leading to Dahlonega. The sleepy old downtown of Alpharetta is now a burgeoning mecca for retail, restaurants, entertainment and housing. Since Avalon created such a successful destination, Alpharetta has now become the development model

that other small downtowns are emulating.

After many years of study and community discussion, MARTA is expanding with four (4) new stations that will be served by Bus Rapid Transit (BRT) routes from the current North Springs Station to Windward Parkway with stops at Holcomb Bridge, North Point Mall, Old Milton Parkway and Windward Parkway. GDOT has also approved express lanes to be built at the same time from North Springs to McFarland Road.

New projects in Forsyth County have contributed over \$100M in new capital investment and have also created over 800 new jobs. The Halcyon mixed-use development at McFarland Road has now opened with a new dinner theatre, restaurants and brew pubs, along with single family and multi-family housing units as well as office space. The Embassy Suites is currently under construction and will bring much needed upscale hotel rooms and meeting space to Forsyth County. A brand-new initiative called Digital Ignition, in partnership Georgia Tech's Atlanta Technology Development Center (ATDC), has now created the first incubator/accelerator in Forsyth. In addition, The Dexter Company has started three (3) buildings totaling 400,000 SF for a new Office/Distribution Center in the bluegrass development just north of McFarland Road. Also, Northside Hospital continues to expand in Forsyth County and has recently acquired 40+ acres at McFarland Road and GA 400. This will provide Northside an opportunity for growth in addition to its current Cumming campus at GA 20 and the urgent care and medical office facilities in Dawson County.

The Cumming City Center has broken ground and will be a new mixed-use development with office, retail, entertainment and residential uses. Also, The Alliance Academy for Innovation in Cumming is providing high schoolers with the opportunity to develop career pathways in Cyber Security, Logistics, Mechatronics, Robotic Automation, Healthcare Services, and college prep AP coursework.

Meanwhile, the Dawson County market is continuing to grow and expand as new residential development and retailers such as LA Fitness, One Life Fitness, Charles Schwab and The Olive Garden bring new offerings to the market. D.R. Horton has had tremendous success with Blacks Mill Preserve and Ashton Woods has just begun a new project in the City of Dawsonville to bring much needed workforce housing to the area. Also, a new Holiday Inn Express is under construction.

Northeast Georgia Medical recently purchased Chestatee Hospital in Dahlonega and then sold the facility to The University of North Georgia (UNG). UNG is expanding their nursing program to meet the great need for nurses across North Georgia. This year, Northeast Georgia Medical is planning to begin construction of their new hospital at the northern end of GA 400 and GA 60. Also, GDOT is doing preliminary engineering to extend GA 400 just north of the new hospital site along Long Branch Road to the intersection of GA 52/115. This extension will then go east by Cleveland and Clarkesville and ultimately connect to I-85. With these improvements, the GA 400 corridor will continue to be the gateway for North Georgia's growth and development.

**JOHN DREW**  
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## GA 400 RETAIL

GA 400 retail market is stronger now than it was a year ago, with the addition of Super Kroger, Bealls, Burlington and the other smaller retailers, business seems to be booming in North Georgia.

We have a new Dodge car dealer that is located on GA 400 and the announcement of Yancy Brothers Caterpillar Dealer right next door to the Dodge dealer.

We have seen several new apartment complexes come up on GA 400 with several others applying for zoning. There is a new Veterinarian along GA 400 with a new Holiday Inn. With more rooftops, we now have a large storage facility being built in the area. With a very large mixed-use development in the works, I think we will continue to see North Forsyth, Dawson and all points north continue to grow and develop.

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## LUMPKIN COUNTY ACREAGE AND MEDICAL



Lumpkin County is experiencing the return of health care services with Northeast Medical Center opening a “Quick Care” facility and the reopening of an “Emergency Room Center” on the previous site of Chestatee Regional

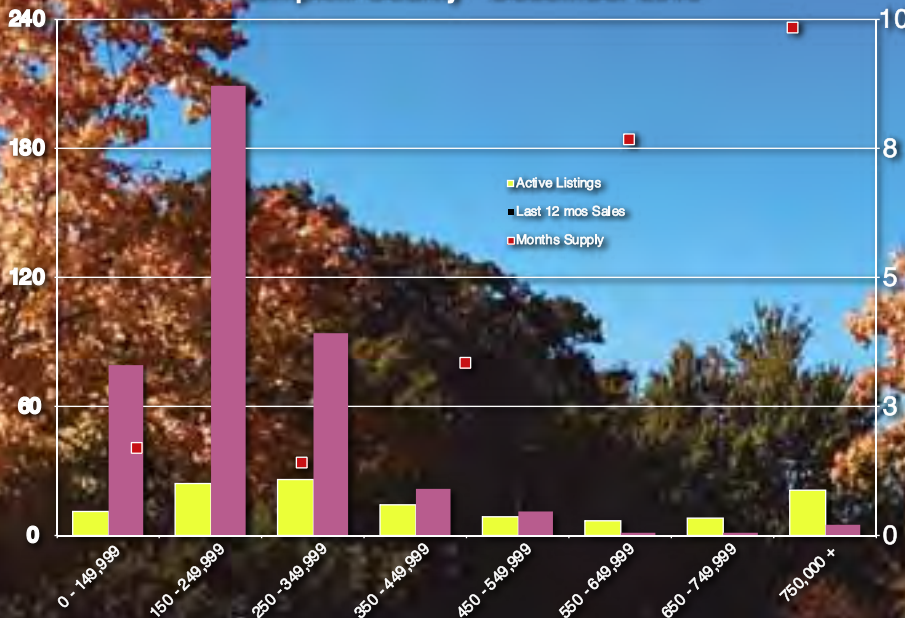
Hospital. The community’s usage of the reopened emergency room has exceeded the hospital’s expectation for demand. This support bodes well for Lumpkin County as we anticipate the development of the fifty-seven-acre tract the hospital acquired a few years ago. The expanded medical services footprint along with the planned expansion has impacted real estate sales. Sales activity has increased along GA 400 and the gateway corridors in anticipation of this growth.

Acreage land sales have increased as buyers are seeking estate tracts for their family compound. These sales vary in acreage; many buyers desire to live in wider spaces than the tight subdivisions previously experienced. Now is a great time for generational owners to consider selling the family farm so the heirs can take advantage of the surge in demand.

A few of the recent notable events are: Iron Mountain Resort development a 4,200-acre ATV Park, primitive camping and event site, University of North Georgia’s continued enrollment growth, additional overnight room expansion, seven wineries and fourteen wine tasting rooms.

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**Lumpkin County - December 2019**



Note: N indicators is a monthly publication of the The Norton Agency data from FMLS and GMLS sources we deem reliable. For more information contact info@gonorton.com Copyright Norton Native Intelligence 2019.



**40 - 50% OF NORTH GEORGIA POPULATION THAT COULD NOT AFFORD THEIR HOME TODAY IF THEY WERE TRYING TO BUY THEIR OWN HOME AT TODAY'S VALUE**

FRANK K. NORTON, JR

**“First hurdle in progress...How do we get along with each other to get anything done?”**

**“Average Americans only engage with 375 SF of their house on a daily basis.”**

**“We don't know half the careers that will exist 10 years from now.”**

*“We need to start providing housing that fits the community workforce, not Chamber of Commerce tourism magazines.”*

**“We elect change, then vote them out because we don't like that kind of change.”**

**“Who would you be if you didn't have to pay a mortgage.”**

**“WE'RE TURNING DOWN NEW RESIDENTIAL REZONING AT THE SAME TIME WE ARE STEPPING UP INDUSTRIAL RECRUITMENT. OUR SCHOOL SYSTEM CAN'T HANDLE THEM...OR DOESN'T WANT TO HANDLE THEM.”**

**“PEOPLE BELIEVE THAT IGNORANCE IS A DEFENSE.”**

*“Third space...not home, not work, where you go to hang out.”*

*“We're building 90% of the new homes for 10% of the market.”*

**“INTERNET IS LIKE THE RAILROADS OF 100 YEARS AGO...WHEN IT COMES TO A TOWN, IT STICHES TOGETHER THE WORLD.”**

**“Aristocracy Pom Posity”**

**“# 1 MOTIVATOR FOR A MILLENNIAL BUYING A HOUSE IS NOT A CHILD...IT'S A DOG.”**

*“A new breed of investor is emerging from the dark...liberal capitalists.”*

**“If a democrat socialist is elected, a lot of real estate investment monies will leave the market and move to the sidelines. A political party that is anti-wealth building will not play well with the real estate industry. Dramatic financial downturns will follow a Democrat Socialist administration.”**

*“The market is truly back; we're getting calls from developers who we have not heard from in a decade.”*

*“Busy making a living, not a community.”*

**“FASTEST GROWING HOUSING SEGMENT IS ELDERLY FEMALE AND SINGLE...THINK “GOLDEN GIRLS.”**

**“Zoning is far from an exact science.”**



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## COMMERCIAL & ACREAGE GROUP

**Back Row Left to Right:** Randy Gordy, Jean Ferris, Kelly Moore, Ron Lewallen, Emilie Norton Cisco (Marketing), Dee Lee, Gina Johnson, David Lopez, Charlie Hawkins, Chris Braswell, Ed Fickey, Eddie Hughes, Patrick Cisco, Sheri Millwood, Blair Marshall, David Williamson, David Aldridge, Zach Tibbs, Connie Downs, Stephen Reynolds, Gerald Lambert, Doug Garrison, Dudley Owens, Glenda Caldwell.

**Front Row Left to Right:** Matt McCord, Will Cobb, Bryan Wright, Wade Rhodes, John Drew, Tommy Howard, Frank Norton, Jr. (President), David Stovall, Wayne Parker, Cindy Ballard, Stephen Lovett, Tonya Mulka.



## LUMPKIN COMMERCIAL

The recovering national economy has certainly reached Dahlonega. The total sales in the Commercial Market in 2019 per Lumpkin County Tax records reflect an impressive \$9,688,354. This figure beat out the 2018 record substantially.

Lumpkin County can boast of the opening of the Northeast Georgia Hospital on the site of the previous Chestatee Hospital. Northeast Georgia Medical Center is offering full services to the public including an Emergency Center.

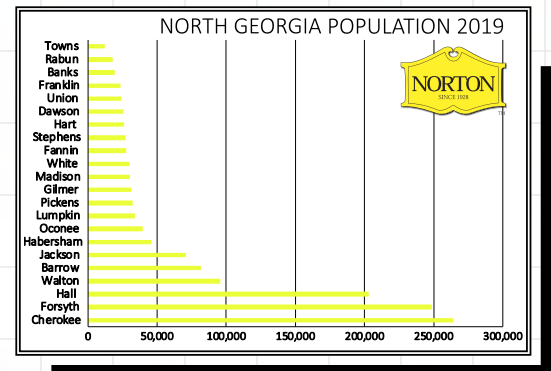
A much-needed new library will be opening soon "on time and under budget." This beautiful structure is located on the Dahlonega Bypass within the city limits.

A new employer in Lumpkin, Structure Outdoor LLC has located this year at 122 Ethan Allen Dr. The company is innovators of high-tech outdoor products including pergolas and roofs. To date the company has hired 30 employees.

Dahlonega Wine Country continues to grow yearly. The original 400 Blueberry Spa on Town Creek Church sold, and the new owner is Dahlonega Resort and Winery. The new concept is total relaxation and "get-a-way" with no TV's and "no phones." The resort is located on 72 acres and they offer 23 tastefully decorated rooms. Dahlonega Assisted Living and Memory Center opened in all new development during 2019. Center offers state-of-the-art care and spacious private living areas up to 600+ square feet. Total capacity is 70 rooms.

AEMC opened their new facility 4 miles SW of Dahlonega on 8+ acres. Across the road from their facility a new national brand convenience store is coming out of the ground. The new 70 room hotel just off the square in Dahlonega is well under way and should open in early 2020. A couple of large and exciting projects, the Lumpkin Co. Airport and The Gateway Corridor are still on the table. Meetings and discussions are on the calendar almost monthly. The Development Authority has reached out to the citizens of Lumpkin via numerous meeting for ideas concerning the project.

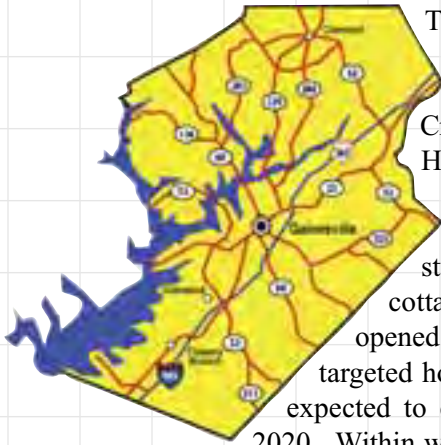
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Photograph by Bambi Riley



## I-985/GA365 SOUTH HALL COUNTY



This past year (2019) saw the opening of a new exit off I-985 (Exit 14) in South Hall County and the Tumbling Creek Bridge which connects Atlanta Highway to Mundy Mill Road. Seemingly unusable land was developed into Oakwood's first student-targeted housing. This eighteen-cottage development for UNG students opened in August 2019. A larger student-targeted housing project was approved, which is expected to come out of the ground in spring of 2020. Within walking distance to UNG, this complex will include 156 units with 486 bedrooms in 5 buildings and will connect the Highlands to Islands Trail.

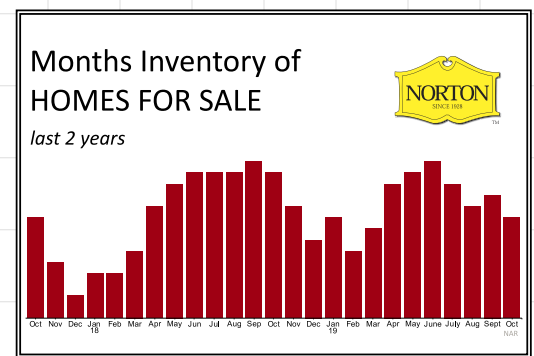
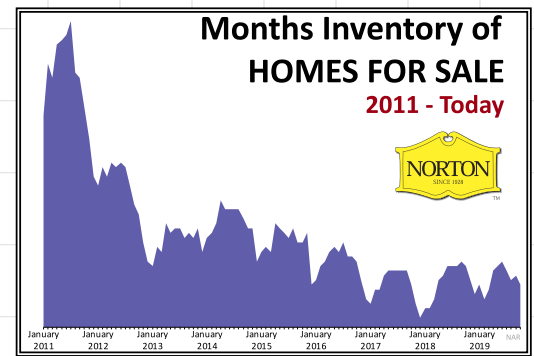
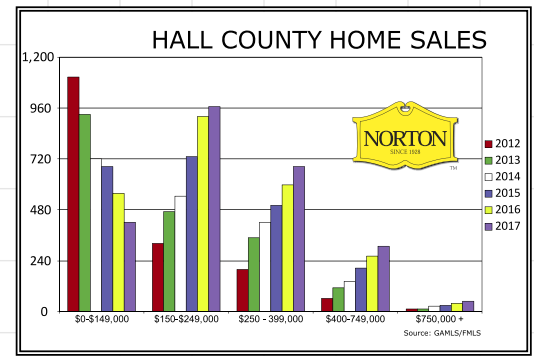
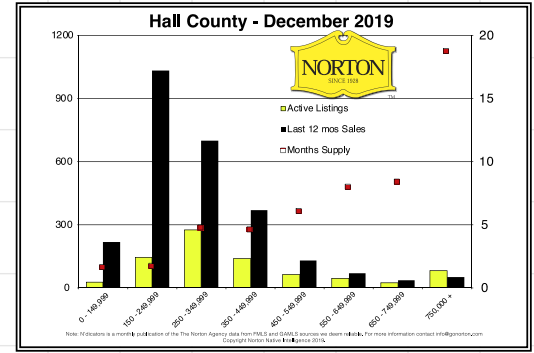
Even though the trend of developers targeting South Hall communities for residential growth continued into 2019, there was also industrial growth. Mars Wrigley's became the largest fully integrated chewing gum manufacturer in the world after its recent sixty million dollars in upgrades to its local facility... VDL Industrial Group {sic} moved into a 150,000 sq. ft. building, Testrite opened in a 350,000 SF building and Pattillo has a 300,000 SF spec building in Oakwood, which they expect to be occupied in 2020.

Road Atlanta became Michelin Raceway at Road Atlanta after a major investment in renovations by Michelin. This included construction of the 52,000 SF four story hospitality tower and many other upgrades.

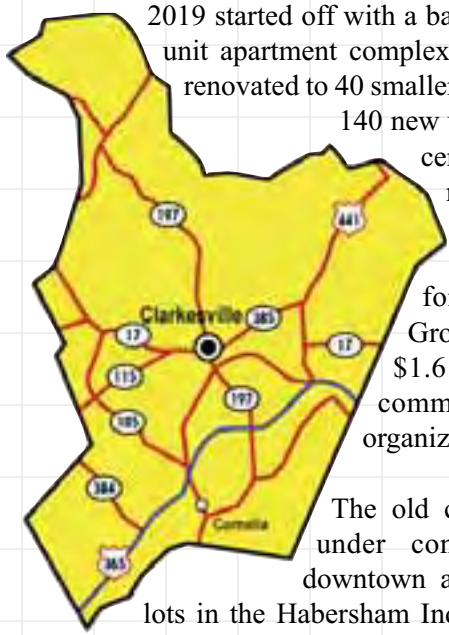
The University of North Georgia officially acquired the 165,000 SF former Lanier Tech College property adjoining the UNG Oakwood campus in 2019, including 600 additional parking spaces. They have plans for a nineteen-million-dollar renovation which will bring new programs and a new health clinic for students. Commercial growth is on its way to South Hall very soon. The fifteen acres in the area of Martin Road and Falcon Parkway were recently rezoned to allow for commercial development. This development could include restaurants, banks, medical offices and/or a car wash.

As the economy continues to grow, so will the communities in the South Hall area because of strong leadership, proximity to I-985, availability of rail service and many recreational opportunities provided by Lake Lanier

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## HABERSHAM



2019 started off with a bang in Habersham County. A 20-unit apartment complex in Cornelia was purchased and renovated to 40 smaller units and ground was broken for 140 new units to come. A major shopping center seem to have legs and was moving at a faster pace.

A major fund-raising campaign for Habersham Partnership for Growth achieved an amazing goal of \$1.6 million for five-year commitments and cemented the organization's future.

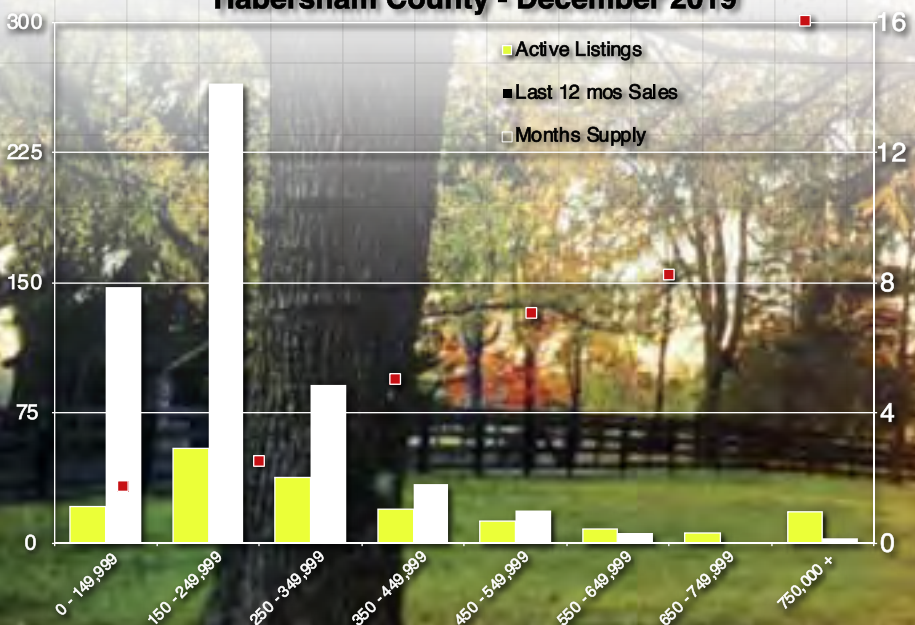
The old courthouse in Clarkesville went under contract for redevelopment for downtown apartments and mixed use. Two lots in the Habersham Industrial Park sold and Steel Cell completed their 40,000 square foot addition.

Workforce initiative by Habersham Partnership got into full swing with 27 high school students taking welding classes at North Georgia Tech and will have welding certificates when they graduate from High School.

Then the bottom fell out with the death of Tim Lee, our Executive Director of Economic Development employed by Habersham Partnership for Growth. His leadership, experience and incredible ability to bring this community together was a loss. Where do we go from here? The leadership of the Partnership has held this organization together and then after an extensive search, a candidate was discovered and is taking the job in January 2020. Charlie Fiveash, a 20-year veteran of commercial real estate brokerage in Atlanta with a background in development and political ties, will move to Habersham in 2020 and take over the reins. It is obvious we needed Tim Lee's experience to take Habersham Partnership to the next level. Now that the groundwork is done, this new Director will proceed and take Habersham Partnership For Growth to new heights and prepare this community for the growth the future is bringing. The future looks bright and we are on the right path.

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**Habersham County - December 2019**



Note: N'icators is a monthly publication of the The Norton Agency data from FMLS and GAMLIS sources we deem reliable. For more information contact info@gonorton.com Copyright Norton Native Intelligence 2019.

Photograph by Ashley Santiago



## I-85 NORTH BRASELTON

The Highpoint Project at Hwy 211 & Lake Lanier Parkway continues to set the pace. Asa Carlton Holdings, LLC purchased the middle tier of the project with plans of locating a 25,000 SF Class A office building as their corporate headquarters. Longhorns has exceeded projections and provides a strong example of public support for casual dining in the market. The Market at Creekside has opened Starbucks with Jersey Mikes and Noire Salon in the buildout phase. Duncan Corners has landed National Tire & Battery and Regions Bank which bolster consumer services at that node. The La Quinta Hotel and complimentary outparcels will draw momentum to Highway 53 which has options for development.

This should be a pivotal year for the commercial landscape surrounding Braselton. The planning efforts around the 229 acres owned by HECE LLC located on Hwy 211 across from Chateau Elan enters its third year of the approval process. As proposed, the project could add over 200,000 SF of commercial space to the market and a handful out parcels. The development would pair residential density with easy interstate access which tend to draw national and lifestyle brands. 2020 should provide a clear vision for the project readiness or a continued battle.

Major mixed-use projects “bookend” Braselton. Peripheral projects like Hoschton’s Twin Lakes will provide commercial options at the front door of a 2,500-home community. Hall County has the revamped Reveille development along Hwy 211 that holds an entitlement for nearly 500,000 SF of retail and at least 8 outparcels, but an unknown timetable. Growth opportunities should still be directed to existing infrastructure on Highways 53 and 211. Improved traffic flow in the form of planned roundabouts and additional lanes will help access and appease residents.

Northside Hospital looks to bridge the locations of Gwinnett Medical Center and Northeast Georgia Diagnostic Clinic with the acquisition of 3.5 acres in Braselton. With surgery center applications being revisited, the scope of services will be defined soon. A medical heavyweight bout is underway in the market. Big money, big acquisitions.

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## RABUN COUNTY COMMERCIAL



Rabun County will always depend on tourism for most of its commercial opportunity. There is nothing wrong with that when more than 80% of the county is either National Forest or a beautiful mountain lake!

With US Highway 441 offering access, traffic counts over 15,000 cars per day are very consistent, and there are only about 17,000 total residents in the county! So, rooftops aren’t everything. Downtown Clayton is having an overhaul with multiple storefronts being completely renovated and upgraded offering a plethora of options for residents and tourists’ enjoyment. They lack a full-service truck-stop for the volume of trucks.

Serious investment has begun, and more is on the way. Keeping the homey, comfortable feeling while improving technological and retail options isn’t easy – and parking is always a challenge. What has been a very seasonal, lake/leaf economy, is reaching very close to a year-round economy. Julep Farm and Rabun Manor are start-ups rubbing shoulders with the likes of the Dillard House. New campgrounds and expansion of “tiny” house living options are surviving. With ELK Distribution taking up the rest of the DARC building in Mountain City, the “Golden Hills” Business Park is the largest available space currently available at almost 17,000 SF.

Issues with infrastructure are still not being addressed between cities and the County. Water and sewer issues divide the community and are limiting efforts of investors. What could be the next “Highlands,” an hour closer to Atlanta, is limited by political issues.

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## JACKSON COUNTY

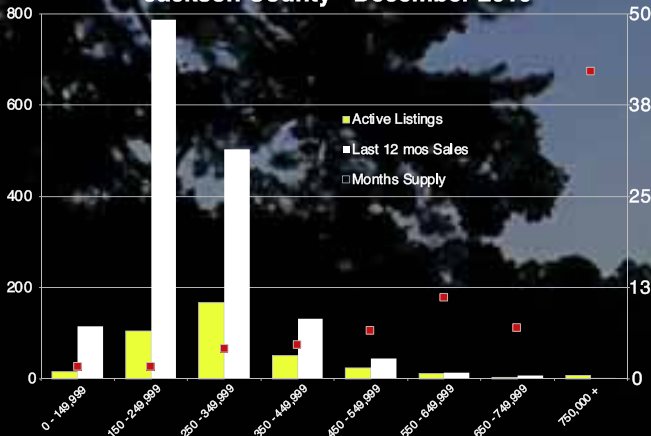


2019 was a year of large warehouse (500 thousand SF plus) expansion looking to the future. Starting at the end of 2018 and finishing in 2019, there were several million square feet of spec warehouses completed and waiting for future long-term tenants as growth continues up the I-85 north corridor.

Jackson County is fortunate to have 4 exits along I-85 Braselton, Jefferson/Gainesville, Dry Pond and Commerce/Athens and two that directly affects the County Chateau Elan and Banks Crossing. The new Tesla battery plant is under construction, which is one million square feet plus in size which will bring 2000± new jobs to the area. With all these large warehouses now complete there is now a shortage of small office warehouse space from 2000 square feet up to 50,000. Along with this shortage there is also a need for small retail space which is at a premium for small business. Restaurant growth has been mostly fast food except for Long Horns near Chateau Elan. Medical office and services growth seem to have slowed somewhat however 55 and older

along with assisted living is BOOMING! And as it grows Medical will follow. There has been NO big box retail growth in many years such as Home Depot, Lowes and still no Walmart and I do not see any soon.

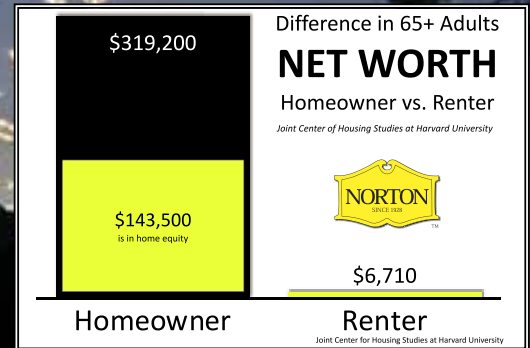
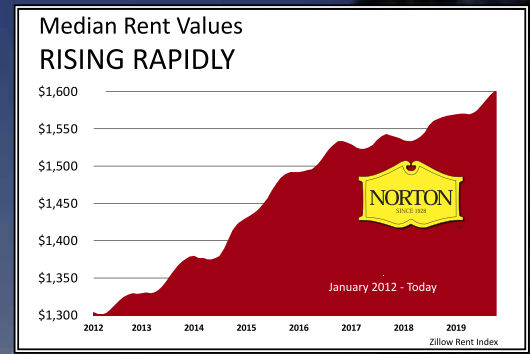
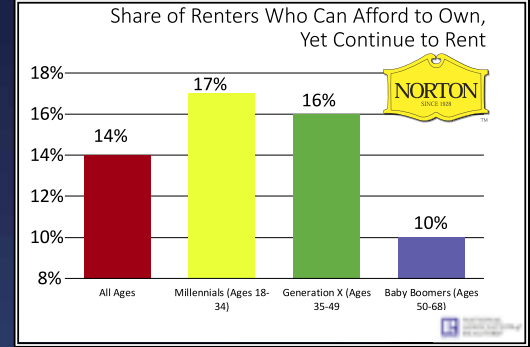
**Jackson County - December 2019**



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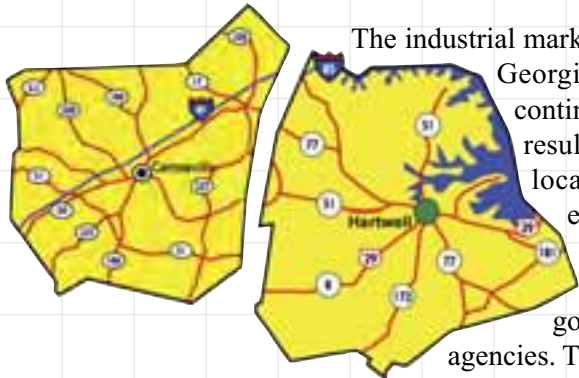
The anti-everything movement is still strong and the local Governments for the most part ask developers to go way above to get anything approved. I foresee 2020 as an explosion in residential growth as there has been many new subdivisions approved and ready to start, and as this develops commercial will have to follow. LOOK for late 2020 and beyond to be a boom for Jackson County for future commercial growth.

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## FRANKLIN & HART COUNTIES: INDUSTRIAL SECTOR



The industrial market in these two Northeast Georgia counties along I-85 continues to be robust as a result of the benefit of its location along the economically vibrant I-85 corridor and good planning by local governments and economic agencies. This combination of a very good location and good planning has

contributed to a strong industrial market in this area where occupancy has run at or near 100% again in 2019. The Executive Directors of the Industrial Building Authority (IBA) for both Franklin and Hart County are keenly aware that they need to have more industrial capacity to meet both the growth needs of existing companies and be prepared to attract new business to their counties. From discussions with these directors, their priorities now and going forward are to better serve growth and expansion from existing companies, invest in infrastructure to handle the industrial growth and improve workforce development to have local people qualified for new jobs coming into their market.

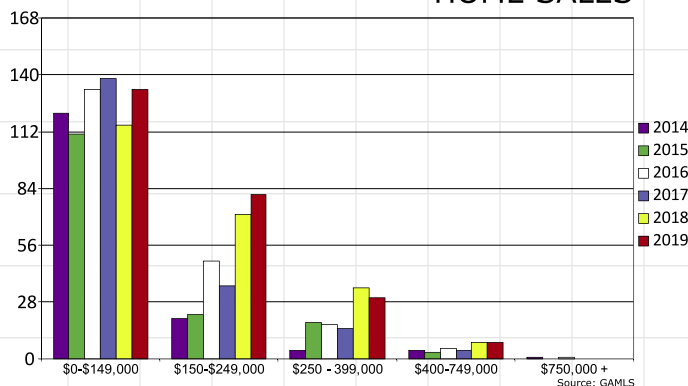
Hart County now has over 1,000,000 SF of existing industrial space and is really thriving in all facets of the industrial sector. Hart surpassed this square foot milestone with the official ribbon cutting event in November 2019 for the expanded Nestle Purina plant in Hartwell that was converted from a 500,000 SF plant in 2017 to an 800,000 SF facility. Nestle Purina will end up adding more than 300 jobs to this area. Another significant development in Hart County was the completion this fall of a 150,000 SF spec. industrial building in

their Gateway Industrial Park along I-85. Hart County is also planning for future industrial growth with over \$7 million worth of infrastructure projects underway including a sewer capacity partnership with the city of Lavonia to support the industrial expansion taking place in their Gateway Industrial Park. Hart County is strongly focused on workforce development and this is best illustrated in their College and Career program, in only its 3rd year, where 75% of the high school students are enrolled in a technical education program.

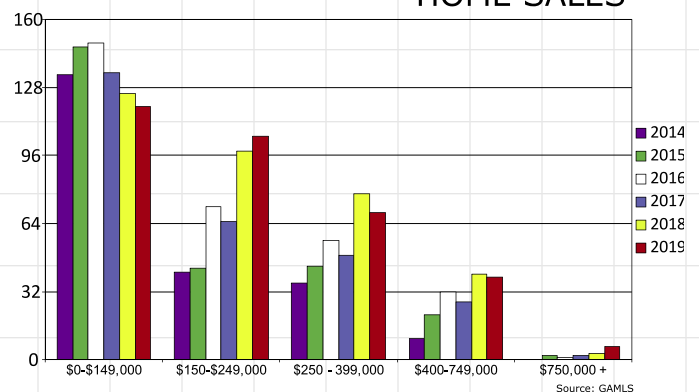
Franklin County is focused on attracting companies to its new 148-acre Central Franklin Industrial Park in Carnesville just off I-85 exit 166 and industrial properties near the Lavonia I-85 exit. Franklin County announced in September 2019 that it had secured its first company for the Central Franklin Industrial Park. Kool Farms, LLC, a manufacturer for cooling cells for poultry houses, has broken ground on a 60,000 SF building in this park with plans to be operational in 2020. Franklin County's commitment to workforce development can be seen in their opening of a dedicated building for their College and Career Academy in 2019.

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### FRANKLIN COUNTY HOME SALES



### HART COUNTY HOME SALES



## GA 316 HWY 316 BARROW COUNTY

This area continues to grow at a rapid rate both in development, property taxes, and sales tax generated by business. The area in and around GA Hwy 81 and GA Hwy 316 consists of two major shopping centers, the North Side has The Gateway shopping complex and the South side has Barrow Crossing.

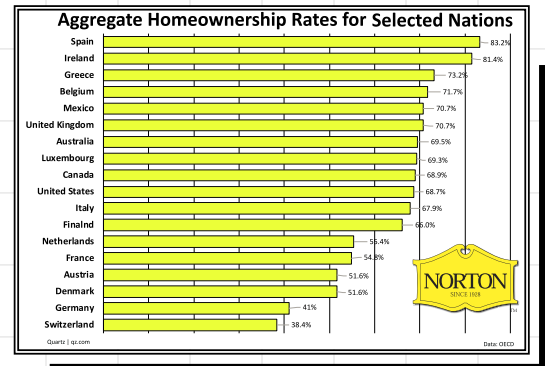
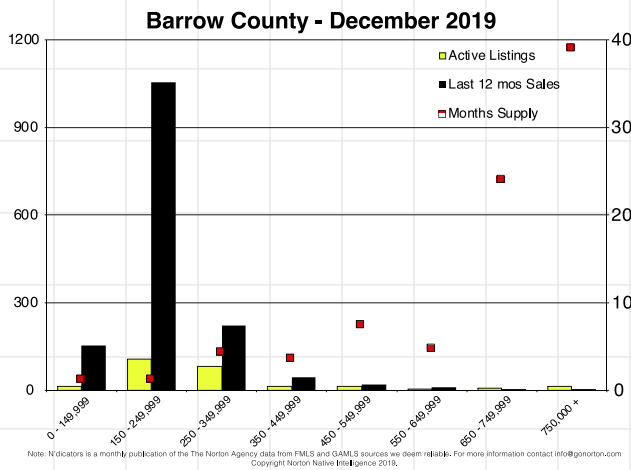
The Gateway currently has approx. 300,000 SF under roof, which commands lease rates of approximately \$23.00 SF as an average. This does not include any CAM charges that would apply. There is approximately 26 acres remaining to develop, hopefully for some type of big box retailer, and 7 lots that remain with an average of 1.3 acres each. The estimated property taxes that will be generated by The Gateway are approximately \$839,650. This does include fees for such thing as stormwater, etc. Major business for The Gateway includes; Carmike Theater, Longhorns, Chick-Fil-A, Wendy's, Holiday Inn Express, UPS store, Professional offices, (Doctor's, Eye specialists, and others). Restaurants include but not limited to Mexican, American, Italian, Sports Bars, and Dunkin Donuts.

Barrow Crossing for the year 2019 should collect approximately \$405,600 + in property taxes. This center is almost built out, there is approximately 5,000 SF of vacant space that is newly built. Overall space is approximately 1.7M +/- square feet. Major centers here include Belk, Target, T J Max, HomeGoods, PetSmart, Ulta, Publix, McDonalds, IHOP, and Appleby's.

In another area to the SW is the center that contains, Home Depot, Zaxby's and others, approximately 80% of this space is yet to be developed. Sales Tax generated by both The Gate Way and Barrow Crossing for the year 2018, Splost collected during this year \$11,091,269.31 local option sales tax collected during this time, \$6,878,199.32. Driving east on GA Hwy 316 at Hwy 53 is the Barrow County Industrial Development of Park 53.

Park 53 is a large Industrial Development operated by Barrow County, it consists of property located on the North and South sides of Ga. Hwy 316. The emphasis is placed on the South side where infrastructure is either in place or being put in place as we speak. This development has been considered by several companies (Large). Barrow County was a finalist for one large project in 2018, and we are currently a finalist for another project. Barrow County continues to work toward improving infrastructure at Park 53. The County has implemented a .66 economic development millage and is preparing to grade an 11-acre tract on Park 53. Bids will go out very soon to extend the access road in Park 53. One additional point of interest commercially is the Land Purchase of 41+ acres off Ga. Hwy 81 just South of Barrow Crossing and GA Hwy 316 by Northeast Georgia Medical Center.

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**American Rental Demographics**  
44.3 Million Rental Households occupy

- 15.5 million individually owned rentals
- 12.7 million detached homes (29%)
- 2.8 million condominiums and townhomes
- 26.8 million apartment buildings
- 13.2 million units in small apartment buildings (less than 10 units)
- 13.6 million units in larger apartment buildings (10+ units)
- 2.0 million mobile homes, boats, etc.

Source: US Census



## BARROW COUNTY



Barrow County is one of the fastest growing counties in Northeast Georgia. Population has grown by 50% over the last 20 years. With the commercial development of the University Parkway (Hwy 316), I-85 and Hwy 211 interchange area which includes Chateau Elan and Friendship Road, construction of the West Winder Bypass from Hwy 211 to Hwy 316, Winder downtown re-development, and the tremendous potential for commercial growth in Auburn and Statham, Barrow's future is poised for future growth.

Headlines just might read "Skilled labor resulting from Lanier Technical College, Sims Academy, residential development and the Wimberley Center positions Barrow County for manufacturing, service industry and technology growth." Barrow County lies in the heart of Georgia's Innovation Crescent of Atlanta, Athens and Gainesville.

Several available and strategic industrial sites which include two GRAD sites (Georgia Ready for Accelerated Development) can satisfy the needs of advanced manufacturing, biotech/life sciences, information technology/back office, entrepreneurship, and retail/retiree attraction. Barrow is committed to quality growth and enhancing a strong industrial base.

An Atlanta based developer has purchased 15 acres at the corner of Gainesville Hwy and Hwy 11 with plans for a major



Photograph by Taylor Hall

tenant and outparcel development in Winder. Chateau Elan is completing a \$25 million dollar renovation after Wheelock Street Capitol purchase. Chateau Elan features one of the largest meeting space facilities in the area with 40,000 SF and numerous dining opportunities. Northeast Georgia Medical has purchased 40 acres in Barrow for future development. West Winder Bypass, which is now under construction, will bring truck traffic from I-85 to Hwy 316 and this corridor will be designated for commercial development. Barrow County is currently considering revising the UDC (Unified Development Code) which will affect growth and development in preparing for the future. Downtown Winder has seen many improvements to streetscape, renovation of older historical business buildings, new construction businesses, increase in parking, new fire station, improving walkability to the number one State Park (Fort Yargo) in Georgia, new recreation ball fields under construction, and the conversion of a middle school in a blighted community, now The Wimberley Center, which is the home of numerous agencies and will include new low income housing soon.

There is no inventory of industrial/commercial space! This is problematic as small 5,000 to 20,000 square foot facilities offer not only support businesses for the area but provide entrepreneurship opportunities. Increased land and construction cost along with the need for commercial loans present risk to developers. We predict this will change as the demand is increasing and rental space inventory is almost zero. This growth is needed to support industry in Barrow and surrounding counties.

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## RETAIL

Like many commercial industries, the automotive sector's growth traditionally follows that of population increases and the migration people – whom tend to buy, sell, and service their vehicles close to home. Well, North Georgia is no different when it comes to that trend.

Of the top 25 fastest growth counties across the state of Georgia since 2010 (there are 159 counties in total!), North Georgia is home to 10 of them – and that's not counting Paulding, Cherokee, or Gwinnett which are technically "North" Georgia. The fastest growing of which is Forsyth and that is where we've seen the greatest number of new dealerships opening.

Specifically, you will find the majority of these new dealerships along Buford Hwy (GA-20) just east of GA-400. Beaver Toyota, Lou Sibh Kia & Honda, Nalley Nissan, and Troncalli Chrysler & Subaru have all opened on this corridor within the past five years, as well as nearby Hyundai of Cumming. But, it's not just dealerships that you'll find along GA-20 – it's also parts retailers, service and collision shops, and car wash/detail centers. As the trend goes, automotive related businesses typically cluster themselves along the same major roads/highways so that consumers have a range of options to choose from when it comes to buying, leasing, and repairing one of their single most valuable assets.

With the continued growth across North Georgia, we expect to see new and used dealerships continuing to open in order to support significant population surges – namely, in Jackson, Dawson, Oconee, and Barrow counties. But it won't always continue to be the large, 10-20-acre sites where these retailers are locating.

Dealerships nationwide are making wiser, more economic decisions when it comes to site sizes. The days of massive, surplus inventory lots are becoming a thing of the past. To keep up with rise of online retailers like Carvana and Vroom, local dealerships are beginning to make buying automobiles just as easy as their e-competitors. You can now purchase your car or truck over the phone with a local sales rep, have it immediately ordered, if it is not already on their lot, and delivered to your home or work without ever stepping foot in their store.

We anticipate many legacy dealerships, who have

lots where new and used cars are no longer parked, to begin making the decision to sell off surplus land. In today's day where retailers across almost every segment are beginning to downsize their footprints, we expect for the auto dealerships to follow suit.

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## LATINO MARKET IN NORTH GEORGIA

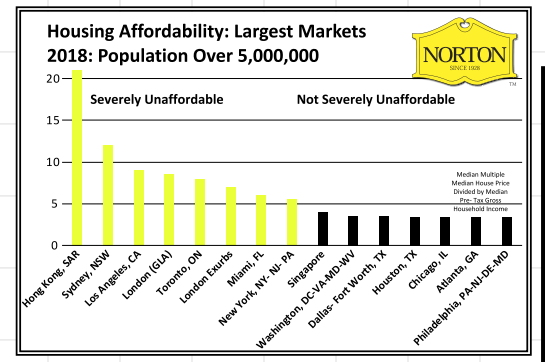
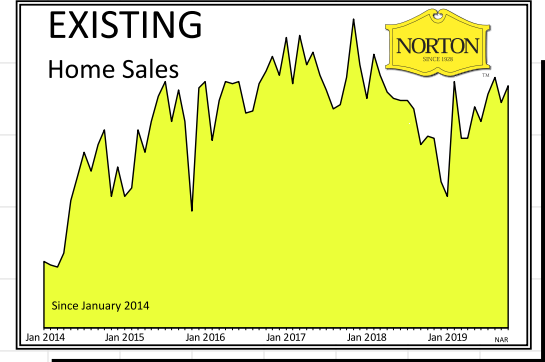
Traditionally, first- and second-generation Latino's have had a workaholic mentality in order to better their economic status. First generation Latino's (those who still have family back home) typically work and send money back to their country in order to build their empire through investments such as; houses, bodegas, raw land, and even apartments. All of which are great investments, but there is no comparison in the ROI that these individuals attain in their foreign country compared to the US market.

Now, it is becoming more noticeable that these second/third generation waves are gradually shifting to a different approach on where they're investing. Given that this younger generation has essentially integrated into western culture, they no longer have as strong of ties to their parent's country. This makes it illogical for them to invest and upkeep something that is 1000+ miles away from where they are living today. They are backed by a significantly stronger foundation compared to what their parents had to work with back in the day. With various tools, resources and a strong reserve of cash, this emerging Latino market will have more of an impact in years to come on the real estate market. Investing in restaurants, raw land, and rental housing are becoming more common amongst the Latino community. It is important to note the momentum this community has begun to gain in the most recent years. In 2019 alone, the growth of local family owned Mexican Restaurants was upwards of 12.5%. This growth is nearly doubling the national restaurant growth rate of 6.4% stated from a study conducted by the National Restaurant Association.

For years to come, expect to see continuous growth of the Latino community in North Georgia into counties such as; Jackson, Madison, Banks, Franklin and areas in between. This community now totals for over 10% of the overall population in North Georgia, which is supplying various industries across the board locally. Rather than having to pull the Latino workforce out from metro Atlanta at a higher cost, labor is slowly becoming more available in North Georgia. It will be interesting to see how and where these Latino neighborhoods will settle into the rolling hills of North Georgia.

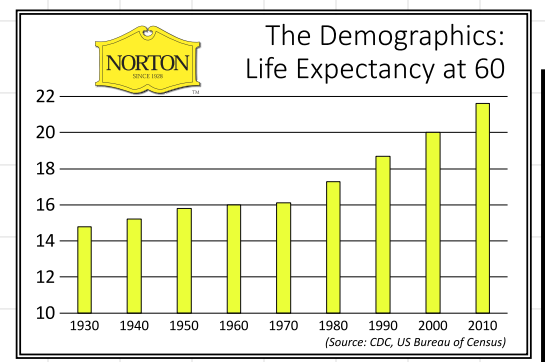
*Sources: Nation's Restaurant News, Pub; Apr 05, 2019*  
**"U.S. restaurant sales to reach record \$863B in 2019, NRA."**

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	Housing Permits							
	2012	2013	2014	2015	2016	2017	2018	2019
Metro Atlanta	8324	13956	16270	13750	9584	19770	25585	24048
Cobb	1251	1525	1775	1950	1690	1186	1724	1625
Gwinnett	1242	2570	2892	3100	3667	2939	3355	2856
Forsyth	1333	2275	2472	2650	2750	2427	2458	1822
Hall	301	480	832	1150	895	954	1106	987
Cherokee	765	1201	1355	1655	1785	1723	1913	1935
Dekalb	242	295	706	781	1047	1557	1765	1787

Source: Metrosnap 2019





## OFFICE BUSINESS

The downtown Gainesville Business and Office Market continue to lead the immediate market with growth. It's a market where the new meets the old and everything in between remains calm and steady with few turnovers. The busy intersection of Jesse Jewell and EE Butler still have an above average "availability" of office rate, or vacancy rate. Whereas the new, Class A, Carroll Daniels Building is now open for business along 330 Main Street which also offers ground level space for lease. Office space in and around downtown can be found marketed at and between \$12/SF - \$29/SF with Class A, B, C Office Spaces and varying lease types available. Office Lease Needs have remained mild and will most likely continue to remain mild, given the current availability.

The "4th side of the square" has been closed with a vision for a 3-story mixed use building that is projected to break ground in 2020. Both the "City View" Lot and the "Midtown City Block" lot are projected to close for a mix use development which will include retail and apartment units. 111 Green Street "Regions Building", which

overlooks EE Butler/Green Street, has been closed with the intent of a major overhaul and renovation for a Boutique Hotel. All of which, is projected to inject well over \$100 million dollars' worth of new infrastructure to downtown Gainesville. The future of downtown Gainesville is here. The main contributor for that change will be the introduction of the number of living units within walkable distance to downtown. Once these projects are completed, Downtown Gainesville will have a platform they have never had before when soliciting to local/national/regional retailers which is walkability and "rooftops" (residential units) within proximity.

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## MOUNTAIN INDUSTRIAL

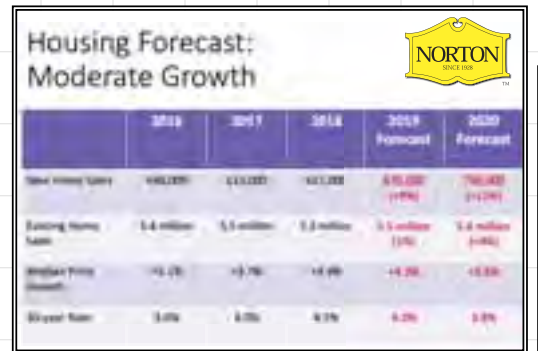
Based on footprint of Georgia Mountains Commission counties of Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union, White.

**The Good** - The mountains of northeast Georgia have not shielded the region from the economic successes enjoyed in Metro Atlanta, much of the rest of Georgia and the Southeast. These successes have brought about low unemployment and thriving economies. Georgia's business climate has been named No. 1 in the nation by Site Selection Magazine for an unprecedented seven years in a row. Georgia is the only state to hold this distinction.

**The Challenges** - Whether the Mountain Industrial sector of the Region's economy will experience a slowdown in 2020, we cannot predict because there are a too many outside and uncontrollable factors in play. What we can predict, is that if community does not have adequate resources in place, e.g., industrial buildings and sites, there will be a slowdown or shift to communities that do. As we noted last year, there is a distinct shortage of industrial buildings, in the 50,000 to 100,000 SF range that are available for users to purchase. There was void created during the recession of 2008-2014, with the disappearance local/regional investors that built spec buildings for sale.

**The Opportunities** - Voids still exists. The larger institutional developers have traditionally shied away from spec buildings in the 50,000 to 100,000 range and usually don't like to sell, just lease. We believe that this creates an excellent opportunity. In addition, we believe that there exists an excellent opportunity for strategic purchases of raw land for future industrial use.

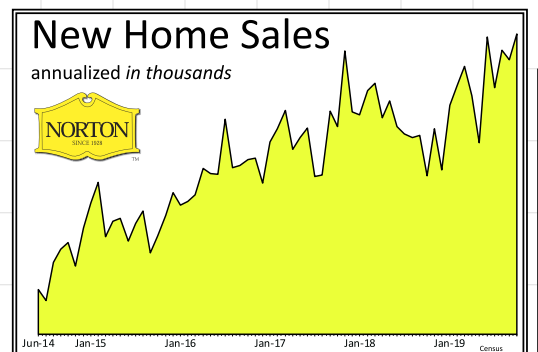
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## 10 Fastest Growing Cities in Georgia: 2019

1. Chamblee	9751	28748	194.80%
2. Norcross	9209	16369	77.80%
3. Braselton	6107	10509	72.10%
4. Clarkston	7555	12762	68.90%
5. Port Wentworth	4920	7946	61.50%
6. Flowery Branch	5096	7151	40.30%
7. Pooler	16683	23102	38.50%
8. Woodstock	22027	30362	37.80%
9. Holly Springs	8354	11469	37.30%
10. Richmond Hill	8890	12203	37.30%

SOURCE: US Census Bureau



## INVESTMENTS

As a businessman in Northeast Georgia for over 40 years, I'm firmly convinced that we are on the verge of an "Economic Explosion." We are extremely fortunate to have not one, not two, but THREE limited access thoroughfares through our region. Let's look at where we sit now, and where we believe we are poised for "Explosion" in the next few years.

GA 400 and Dawson County warrants a look see. Forsyth County and City government basically has said no to further growth for some time now, while Dawson County, under the leadership of Joe Lane Cox, then Mike Berg at the helm, has firmly embraced it as a major economic engine, not only for their county, but for our region. Begun decades past as an outlet mall to draw from Banks Crossing, it is now a commercial and retail bonanza, with plenty of room to grow. For the investor, that's opportunities for retail expansion and multi-family housing even north and into Lumpkin County.

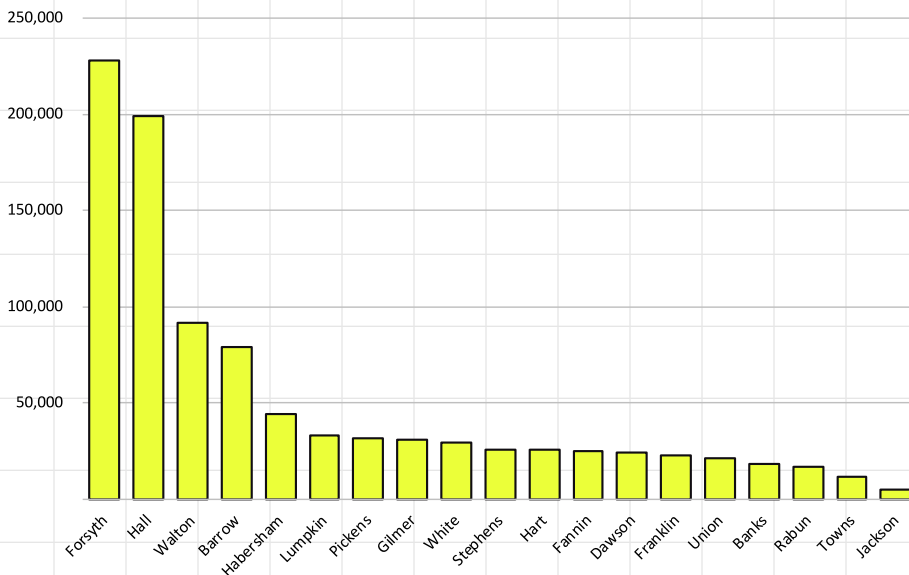
We mentioned Banks Crossing. Now is THE time to embrace the second MAJOR phase of expansion in Banks/Jackson/Franklin. A significant parcel sale has now "closed" at Martins Bridge, one of the

few undeveloped exits along the corridor, and the next exit north of Banks Crossing. Economically similar Dawson County, but even more MAJOR opportunities for commercial and multi-family housing in the area.

Flanked on either side by retail and consumer services, let's turn to Gainesville and Hall County. The recent announcement of an Inland Port on I-985/Ga 365 has the potential for a literal economic explosion in Hall and the surrounding area. For the astute investor, there's ample opportunity for all sizes of commercial and industrial buildings to house the myriad of 'support' businesses which we'll see surrounding the port. Companies already here, such as Kubota, are already expanding their operations due, in part, to this announcement and infrastructure coming in place near them. The substantial opportunities which exist in each of these three areas of our region are enormous. Also, they represent a 'diversified' and dynamic growth engine, not one burning on one type of fuel, and that fact should bode well for our region in any economic climate.

Mentioned a couple of times already herein, we believe that one of the most significant opportunities in the entire region for any investor, small to large, is the opportunity for multifamily housing. Witness 'The Mill at New Holland'. Opening in the Spring, it boasts 284 one to three-bedroom units at just over \$1,000 per month. This builder group has picked hot or soon to be hot employment areas all over the Southeast and is planting the first crop of housing for the influx of workers. We can 'build it,' but they can't come without affordable housing, currently severely lacking in the entire region.

## Population by County



Source: US Census

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## RESIDENTIAL DEVELOPMENT

In the 2019 Forecast we projected that we would see a resurgence of residential developers in our market. While we did see new residential communities that were zoned and entitled in 2018 developed in 2019, the majority of those developments were completed by large and national builders. DR Horton (the #1 builder in the Atlanta Market) or its preferred developers completed the development of two new subdivisions in South Hall totaling over 550 lots in Prescott and Summit Lake along McEver Road. Newland Communities, the master developer behind one of the top selling subdivisions in the State, Sterling on the Lake, put nearly 100 new lots on the ground and is now working toward development of its final phases of its 2,000-home community. Chafin Communities and Eastwood Homes have recently finished development of two new communities, Lancaster and Cambridge along Spout Springs Road in Flowery Branch, adding 317 new lots to the inventory with new homes currently under construction. Two new large developments near historic downtown Flowery Branch, East Main and The Branches on Main are bringing approximately 150 much needed new affordable homes to the area.

From October 2018 – September 2019, approximately 893 new lots were developed in all of Hall County. Simply put, this does not meet demand. We are still playing catch up from years of zero development and the vast majority of lots on the ground leftover from the recession have been built out.

Over the last 2 years in Hall County, an average of 1,060 new homes were built each year. The lot inventory is not keeping up with the new home demand. Due to many factors, we believe 2020 and 2021 will result in real challenges for residential developers and homebuilders. Forsyth, Hall and Jackson County have made it increasingly difficult for a developer or builder to create new communities or lot opportunities. The biggest challenge is the maximum density allowed. In Forsyth, its likely 1.2 units per acre, Hall County is 2 units per acre, same for Jackson. Do the math. Development costs for just engineering and infrastructure is commonly over \$40,000 per lot without the cost of land. The historical formula for a residential developer's development was  $\text{Cost of Land (1/3 of Total)} + \text{Development Costs (1/3 of Total)} + \text{Developer Profit (1/3 of Total)} = \text{Total Investment in a new Development}$ . If Development Costs are \$40,000 and the cost of land is anywhere from \$10,000 to \$30,000 per entitled lot, costs for lots are \$50,000 to \$70,000 before any profit for a developer and therefore is not worth the risk.

Development costs are very difficult to adjust, however, allowing for denser residential developments with smaller lots, but thoughtfully incorporated and attractive greenspace may allow developers to spread

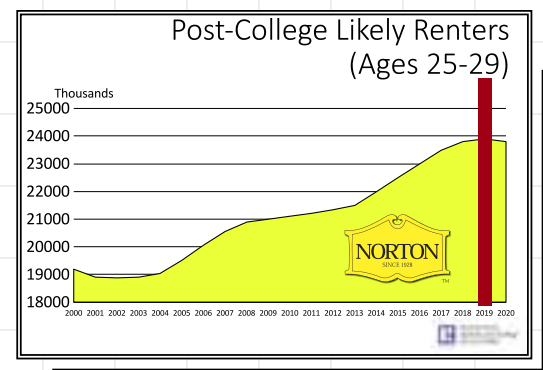
those costs over more lots bringing down the total per lot cost while also producing attractive neighborhoods for our region that meet the needs of the market, generates more wealth for landowners with the goal of not just cramming as many houses as possible onto a parcel of land.

Development costs are very difficult to adjust but there are solutions to this dilemma. Residential developments with smaller lots, more density but thoughtfully incorporated and attractive greenspace may allow developers to spread those costs over more lots bringing down the total per lot cost. This strategy has the potential to produce more attractive neighborhoods for our region that meet the needs of the market, generates more wealth for landowners, and has the goal of not just cramming as many houses as possible onto a parcel of land but gives the landowner something they can be proud of.

As of end of 3Q19 Lot Supply for our region:

Hall County – 3,471 VDL (44.5 MOS)  
 Barrow County – 1,415 VDL (30.6 MOS)  
 Cherokee County – 4,011 VDL (24.8 MOS)  
 Dawson County – 772 VDL (30.9 MOS)  
 Forsyth County – 3,816 VDL (24.8 MOS)  
 Gwinnett – 4,946 VDL (20.5 MOS)  
 Jackson County – 3,361 (49.1 MOS)

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## RESIDENTIAL REAL ESTATE

### Home Appreciation

Buy Low, Sell High! Certainly, great advice when it comes to the stock market! Unfortunately, in residential real estate that is not usually the case. If we sell at the peak of the market, we will also be buying at the peak of the market. Consumers love a deal. But unfortunately, this is not a market with deals.

However, what this market has is tremendous appreciation. There is Opportunity for those who have seen double digit appreciation in their properties over the last 6-7 years. If you bought your house during the recession you could have seen your investment potentially double. A home purchased for \$150,000 in 2013 could exceed \$200,000 in today's market and that is without any improvements to the property. A substantial return on your investment. The price points under \$400,000 have also seen substantial increase as well at about 15%. The market begins to change to more of a buyers' market once you exceed the \$500,000 price point with an 8 months' supply across all MLS markets.

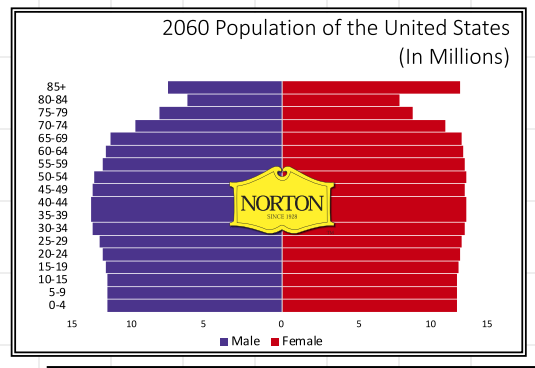
### Lack of Inventory

Where have all the houses gone? We still see a lack of inventory as a major issue in our market and around the nation. Supply and demand have become the predominant reason for these historical home prices and value increases. We are seeing new construction continue to increase in some markets. Mostly in price points over \$300,000. However, we are not keeping up with the demand. According to NAR the US market housing inventory has decreased by 13% over the last 6 years

According to GAMLS there are currently 3700 New construction houses on the market. This makes up approximately 15% of the housing supply. The challenge is the price point of construction with less than 25% of new construction under the \$250,000 price point., which is the biggest demand. The good news is this a 10% increase in our supply of new construction under \$250,000 from 2018. Builders are trying to meet the demand, but it is an uphill climb due to increasing land prices, labor, and material costs. Most of the desirable price points are in the extended suburbs of Atlanta, where land can be purchased for a more cost-effective price point, but limited. The Atlanta market or inside the perimeter continues to see home tear downs to make room for houses beginning at \$700,000. In some cases, the land under those homes is more valuable than the home itself.

### The X Factors

The market should continue to maintain strength as interest rates should continue to remain low. The rate continues to hover around 4% and we do not predict much change. The outliers are continued procrastination of the millennial and now Z generations in the home buying process. They are continuing to wait longer in making home purchases. Under 35 years of



age makes up 35% of home ownership as compared to 78.5% is over the age of 65. This is an interesting predicament as there is a huge inventory of houses connected to an aging population who will soon be downsizing or moving into age restricted or retirement neighborhoods. This will certainly increase inventory to meet demand, but the challenge could be the price point of this population's homes. However, we have seen home ownership in the US slightly increase 64.8% from 64.2% in the US according to the US census Bureau. We are beginning to see a softening in the rental market as single family houses have been converted to rentals by investors and a steady flow of new apartments increasing the inventory due to the high demands.

### What's Next?

2020 should continue to see strong demand on the housing market under \$400,000. The market demand for housing over \$500,000 will plateau or slightly decrease. We will see the number of transactions slightly decline; however, we will have slight increase in sales volume as the housing market stays strong. The combination of low interest rates and low unemployment will continue to drive the demand for housing.

*Sources: NAR, GAMLS, FMLS, US Census Bureau*

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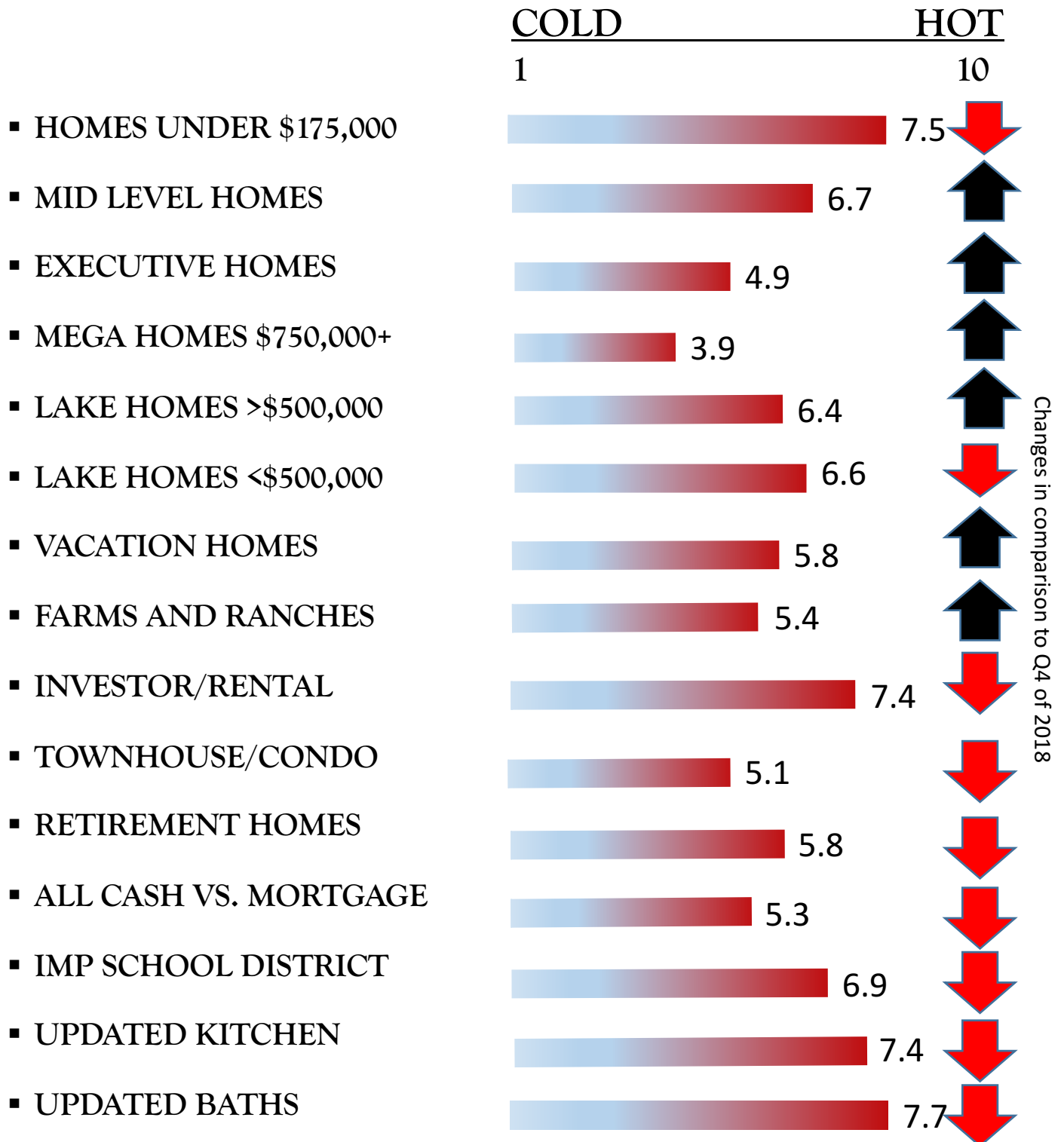


# NORTON



RESIDENTIAL MARKET TEMPERATURE

4QT 2019



A QUARTERLY SURVEY OF NORTON COMMERCIAL AGENTS ON MARKET VELOCITY, MOOD, INTEREST AND ACTIVITY

## GAINESVILLE RESIDENTIAL HOMES

The City of Gainesville is the heart of a very vibrant and healthy region. The real estate sales market is truly fantastic. Our market has seen more home sales each year over the previous year for 10 years in a row now. And our market has seen a higher average home sales price each year over the previous year for 8 years in a row now. The average sales price for a home in Gainesville in 2019 is \$289,186. This is the highest average sales price we have ever had in the city.

New Large Neighborhoods in the City: Mundy Mill and Cresswind are two major factors in the Gainesville housing market. They account for 41% of all sales over \$200,000 in price. Cresswind is a 55 and older community and they have almost completed their 934 home build out.

New homes account for 34% of all home sales over \$200,000. They account for less than 1% of all sales under \$200,000 which shows that new construction does not exist for single family homes under \$200,000. Higher density townhouse neighborhoods are beginning to fill this new home need in and around \$200,000. The entry of new home competition into this market has made an impact in resale home sales. To compete with new homes, owners of resale homes are having to make more updates and be more price conscious than ever before.

Luxury Market: \$750,000 and up. This market is slow and steady. Four years ago (2 sales). Three years ago (4 sales). Two years ago (8 sales). This year (9 sales). There are 11 currently on the market for sale.

Trends affecting real estate in Gainesville:

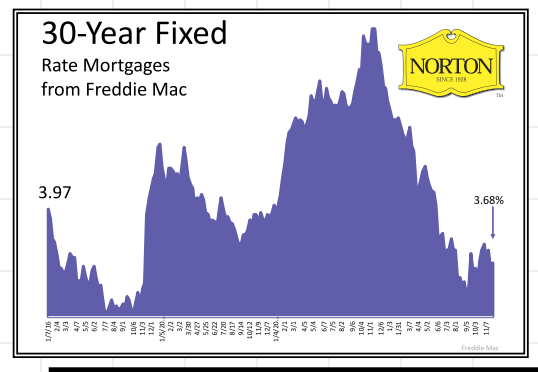
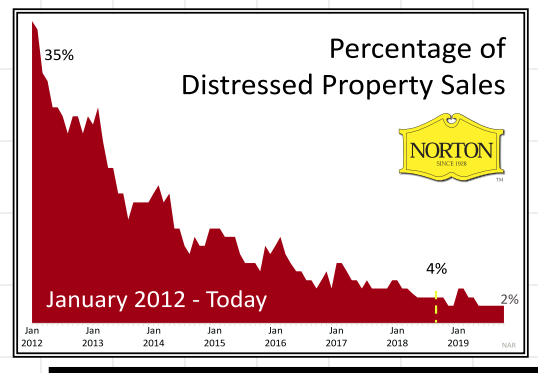
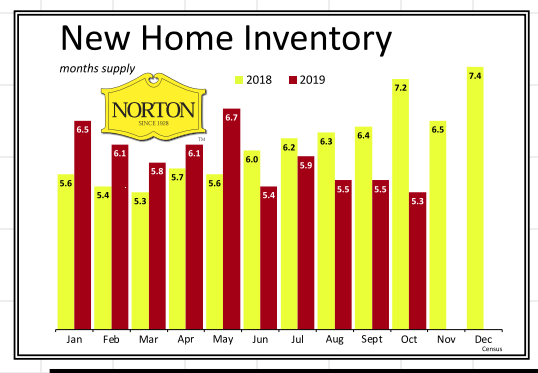
- Downtown walkable living. We believe this is one key trend for new home and condo sales moving forward. Many people want to walk to shop, dine, meet others, go to church, etc. Community connectivity downtown is making Gainesville great. New housing developments just off the square will begin in 2020 and will further drive shopping and dining and socializing in our downtown.

- Neighbor centric. Downtown city living is becoming more neighbor driven. People want to feel and live connected again. Choosing to live near family and friends is very popular.

- Downsizing. This is the most important trend that we see continuing and becoming more popular. Gone are the days when family's stair-stepped into larger and larger homes. Growing Gainesville families are moving laterally, downsizing, and adding on a room or two instead of automatically buying larger. Part of this trend is because our citizens are being more fiscally responsible. Part of this is since to live closer to the downtown area you usually end up

with smaller homes. And part of this is because once you have the spot and the great neighbors around, many would rather add a room if necessary, rather than buy another house elsewhere.

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■ The Lake Lanier real estate market marched on with another strong performance in 2019. It was a year of positive economic growth, high buyer demand, high lake levels, and historically low interest rates and inventory. We predict 2020 will be another strong year for the lake market.

■ 342 lake homes with private docks/boat slips sold in 2019, down 8% in units from 2018.

■ High lake levels usually mean high lake sales. As of December 2019, the lake is at 1067.6, 3.4 feet below full pool going into spring.

■ We are encouraged with the recent news of the Water Wars recommendation in favor of Georgia. This could soon mean an end to a 30-year attack from Florida over Georgia's water use in the ACF. Great news for Lake Lanier!

■ The average 2019 list price was \$649,900 and average sales price \$622,015, a 3% increase in sales price.

■ The average list to sales price was 95.7% compared to 2018 96.1% last year.

■ The average days on market was 108 days, slightly up from a very low 83 days in 2018.

■ Inventory remains historically low with 209 Active lake homes and 28 Pending sales ending December 2019. Sellers are advised it is a great time to list your home!

■ Lake homes under \$500,000 remain hot and in demand. With fewer homes available, 127 homes sold in 2019, down 21% over the previous year.

■ Luxury Lake homes over \$800,000, represents 17% of lake home sales. Remaining strong and steady, 63 homes sold compared to last year's 63 homes. The average days on market was 86, with a 91% sales price to list price average. Those well-maintained homes with deep water dockage, priced correctly, are selling quicker and closer to asking price.

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Photograph by Frank Norton Jr.

## EXECUTIVE HOMES

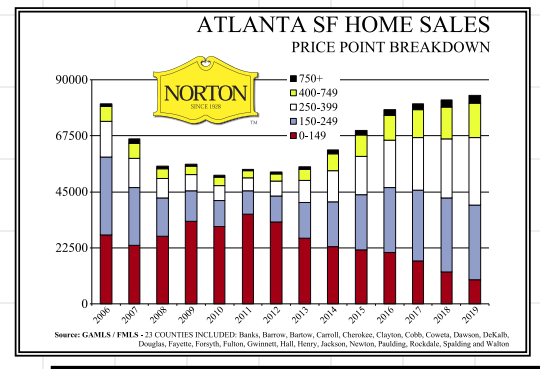
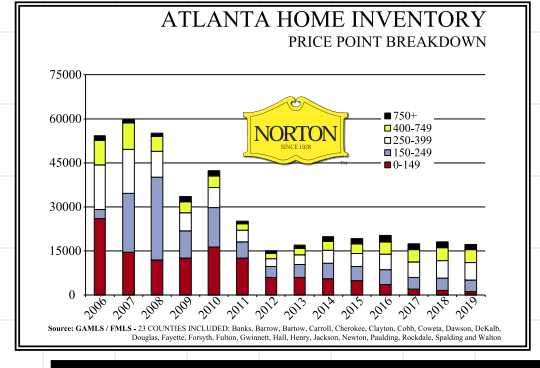
In 2019, in Hall County, 219 homes sold between \$450-\$700,000. The average time on market was 121 days. The sales price to original list price was 97%. 112 homes expired without selling. Some may have been relisted at a lower price, but seller had to make price adjustments to appeal to buyers.

The area breakdown is as follows:

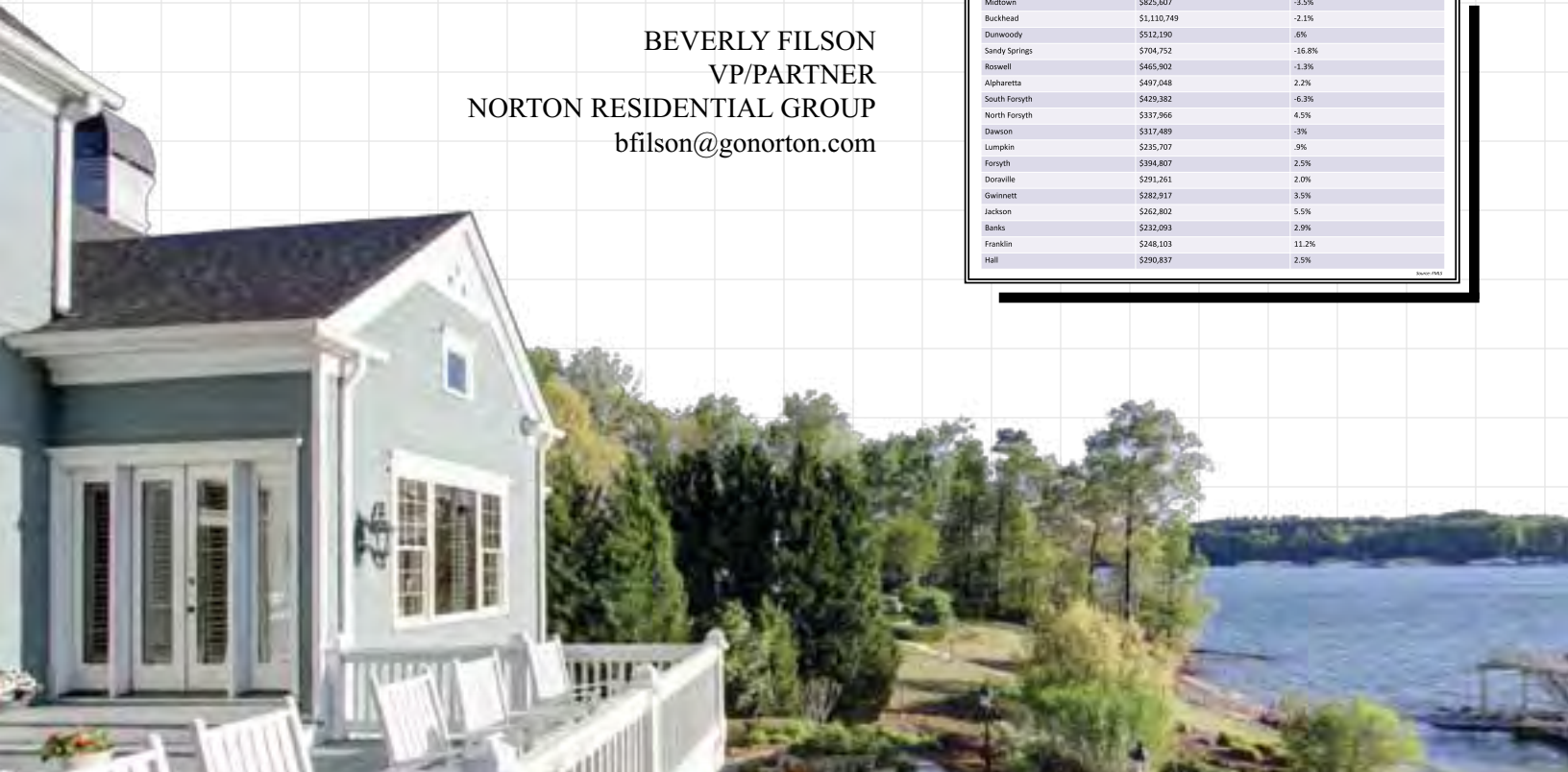
- 44 inside the Gainesville City limits
- 84 North Hall
- 1 East Hall
- 9 West Hall
- 81 South Hall

In years past, South Hall sold at much faster rate than North Hall. This past year, North Hall picked up momentum and outsold South Hall. In-town activity remains strong, however, inventory and the condition of current inventory remains an issues. Buyers seem frustrated with price verses condition. I think they are growing tired of paying more and getting less, therefore, they are willing to stay put. I think overpricing is an issue, however, inventory or lack thereof, drives price. I think we have to be bold in providing accurate list prices and try harder to manage sellers' expectations. I think by doing this we will shorten the days on the market and open the door for more successful transactions.

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Average Single Family Home Price 2019		
Area	Price	% Change from 2018
Midtown	\$825,607	3.5%
Buckhead	\$1,110,749	-2.1%
Dunwoody	\$512,190	6%
Sandy Springs	\$704,752	-16.8%
Roswell	\$465,902	-1.3%
Alpharetta	\$497,048	2.2%
South Forsyth	\$429,382	-6.3%
North Forsyth	\$337,966	4.5%
Dawson	\$317,489	-3%
Lumpkin	\$235,707	9%
Forsyth	\$394,807	2.5%
Doraville	\$291,261	2.0%
Gwinnett	\$282,917	3.5%
Jackson	\$262,802	5.5%
Banks	\$232,093	2.9%
Franklin	\$248,103	11.2%
Hall	\$290,837	2.5%





## NORTH HALL

Great News...If you looking to sell your home... now is the time! We are in a seller's market with an average list time of only 74 days. Prices are expected to continue to increase with the lack of inventory.

Inventory continues to be a challenge for certain price ranges in North Hall. The average list price of \$324,000 leaves first time home buyers at a disadvantage. Homes in the price range of \$200,000 and below are hard to come by and are on the market for less than 30 days. Currently, there are only 18 new construction homes available priced between \$232,000 & \$300,000 and only 16 available for sale or to be constructed in the price range of \$300,000 – \$400,000. We are seeing some new construction, but Hall Co. continues to show a slow come back. We have seen a slight increase in inventory in all price ranges with the average sales price in the low to mid \$300's as opposed to 2018 of mid \$200,000's.

We have buyers who are looking to move up but with the increase in list & sales prices, replacement properties continue to be a challenge. Potential sellers are choosing to remain in their homes due to lack of available properties. There are real estate deals out there, but you must be sitting on ready to make that offer or you will find yourself competing with several other buyers.

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## SOUTH HALL

South Hall continues to dominate our market in home sales. As of December 1, we have 345 active home listings and 606 have closed in the last six months. Construction for new homes and Active Adult Communities is booming.

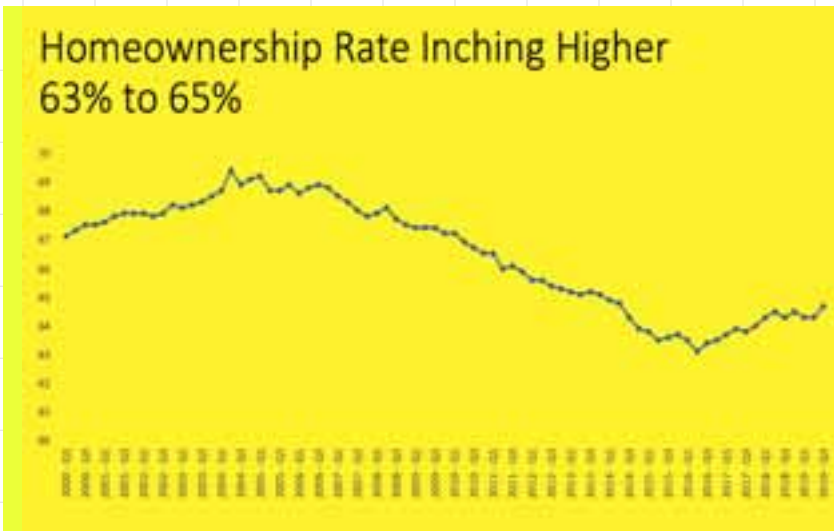
In Active Adult we have Cresswind – Even though it is technically in the city, we thought we should count it:

**Village at Deaton Creek**  
**Friendship Corners**  
**Stephens Pointe – Ready for Occupancy in six months**  
**Dell Webb at Chateau Elan**  
**McEver Mill**  
**Oakwood Springs**

Lots in older subdivisions are being snapped up by builders to increase the inventory for homes in the area. There are currently 212 homes under construction in South Hall. Several of these are older subdivisions that were abandoned in the downturn and picked up by other developers.

Sterling on the Lake is the “Hot Spot” for this area as it continues to grow, and new construction is available in several price ranges. There are 26 active listings from \$268,000 to \$679,000, 28 closed in the last six months from \$268,000 to \$725,000.

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## FORSYTH

Moving FORSYTH FORWARD into a New ERA~ Come one, come all! Forsyth County continues to experience record growth, with the north part of the county as one of the fastest growing areas in the state. According to the Census estimates, Forsyth County ranked third for numeric growth in Georgia, averaging 4% annual population increases over last 5 years.

The average home sales price is \$387,187 which is up 3.5% over last 12 months and up 17% over 36 months. Inventory levels continue to hover around a 3-month's supply. Over the last 3 years, we've seen homes that, when priced right, sell within 30-38 days and for 97% of their original list price. Closed sales have remained steady over the last 3 years at around 4,643 homes annually. Number of homes sold under \$295,000 have continued to decline by 14.7% in 2018, with homes over this price increasing by 3%. With low inventory and increasing home prices, it continues to be a tight market.

After 47 years, 2018 ushered in a new Cumming Mayor and the ripple effects have been immeasurable throughout the city and county since. The collaboration between government and commerce has spurred initiatives to make Forsyth County attractive to residents and businesses. The Development Authority & Forsyth County Chamber of Commerce launched an economic development strategic planning process to guide the county's growth over the next five years and beyond. According to them, Forsyth County uniquely offers innovative companies: the #1 educated workforce (50,000+ business professionals), the #1 school system, the #1 technical school, the

lowest taxes in Metro Atlanta, the repeatedly-ranked healthiest county in GA, a collegiate business & MBA program, the largest fiber optic pipeline in the southeast & a strong public-private partnership between the county government.

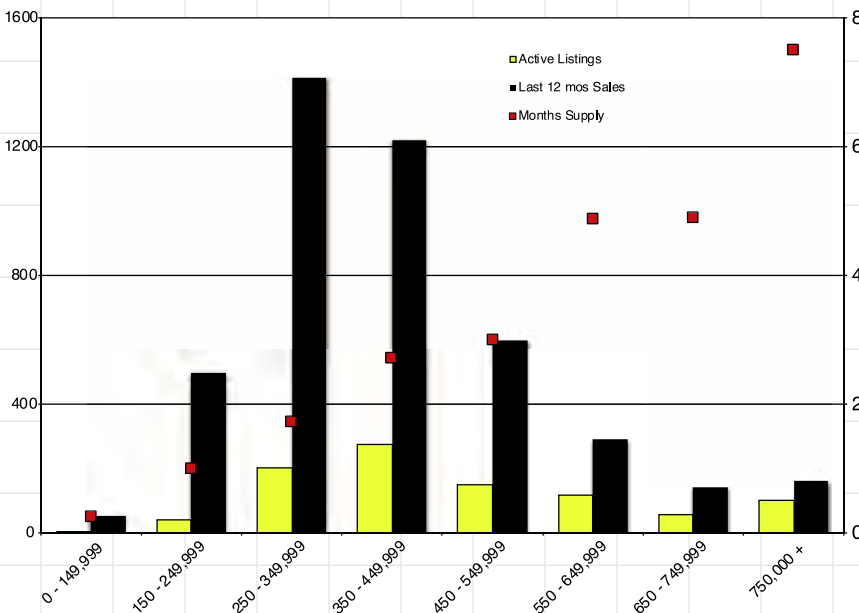
Early this year, The City of Cumming was named the second best place to retire in the country, according to a recent study by SmartAsset. Forsyth continues to see new developments targeting 55+ active adults, senior independent and assisted living communities.

Encouraging opportunities for more mixed-use developments where people can live, work and play is the trend. Halcyon is the newest such development to open in Forsyth County centered around a common greenspace. Construction on the highly anticipated Cumming City Center, another mixed used development featuring retail and restaurant spaces owned by the City as well as several possible community areas is projected to be complete by late 2021. This trend is reflected in the numbers. Attached homes increased by 4%, detached decreased by 4%. Attached homes listings have increased 11% over last year which reflects the growing demand. Their average sales price is also increasing from \$240,000 in 2017, \$252,500 in 2018 and now \$274,000 in 2019.

Ultimately, with growth comes growing pains. The idyllic farm settings currently in North Forsyth will give way to more housing and mixed-use developments. The roads and infrastructure to support it is also underway.

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**Forsyth County - December 2019**



Note: Indicators is a monthly publication of the The Norton Agency data from FMLS and GMLS sources we deem reliable. For more information contact [info@gonorton.com](mailto:info@gonorton.com) Copyright Norton Native Intelligence 2019.



## DAWSON COUNTY

Dawson County experienced a brisk housing market for the rollout of 2019 that continued well into the summer. After a long absence, the big box builders found their way back to the far north end of GA 400 with new construction popping up in pockets all around the county.

Inside the city limits, higher density and water/sewer capacity combined with the lack of property taxes, made the housing boom a housing explosion in Dawsonville proper.

Apartments were also all the rage, as prior zoning allowed for the construction of much needed affordable housing for the ever-expanding retail labor force. The merchant marketplace moved well beyond the Dawson County sales tax behemoth, the North Georgia Premium Outlets. Despite the expanding competition, The Outlets remain the anchor of a solid shopping destination on Georgia 400 in Dawson County.

With residential lots being cleared in multiple locations, late in 2019 the County Commission voted a moratorium on new zoning permits. Alas, it may be too little too late as the housing market seems to have changed from bullish to slightly bearish with a slow 4th quarter being reported near years end. The good news for Dawson County remains to be location, location, location.

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## STARTER HOMES

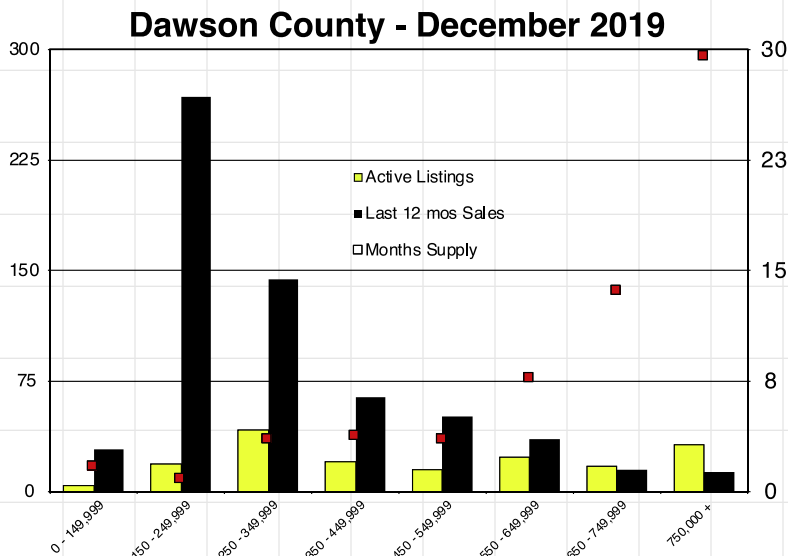
Starter Homes in Hall County are selling like wildfire. In 2019, 1284 homes sold under \$250,000 on average these homes sold at 97% of the original list price. They are typically not available for long with an average day on the market being 39 days.

The county breakdown of homes sold is as following:

- 254 Gainesville City**
- 309 North Hall**
- 255 East Hall**
- 146 West Hall**
- 320 South Hall**

These numbers seemed to indicate that the starter home buyer is driven by price point and not location. They are open minded about location if they can stay within budget. The inventory for starter homes is dwindling as sellers are listing higher. I am convinced that inventory is driving the price instead of the price driving the inventory. 119 homes in this price point expired without selling. This requires the sellers to do additional work or a price reduction to make the home appealing to buyers. I think the reason that these homes expired is more than likely due to condition verses list price.

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Note: N indicators is a monthly publication of The Norton Agency data from FMLS and GMLS sources we deem reliable. For more information contact info@gonorton.com Copyright Norton Native Intelligence 2019.

## HABERSHAM COUNTY

There has been much needed growth in the new housing market in 2019 compared to 2018 new housing stats. For example, listing inventory for new construction increased 58%; closed transactions increased 45.6%; average days on the market decreased by 3.5% with average sales price increasing 5% to \$216,367. The resale stats are interesting in that the listing inventory decreased by 5.6%; the average days on the market decreased by 9.5% and average sales price increased by 7.7% to \$216,460. Supply and demand will continue to drive Habersham County's average sales price upward for single family homes. This takes us to the \$64,000 question regarding housing for entry level employees and or the formation of new family units.

Habersham County is on the radar across the state and the southeast due to the futuristic leadership of Habersham Partnership for Growth and the EDC. How will existing industries/businesses, in addition to future investors/partners in our community consider seizing opportunities for expansion without housing for new employees or retention of current employees? Habersham County is also in the same boat with much of the rest of our country. Land cost, infrastructure combined with cost of building materials leads us to sing the same song over and over, "Where Oh Where Did Our Housing Go?"

Perhaps we may not need to think out of the box but look in an old box. Remember when textile mills had housing villages? Maybe retrofitting

County	Average For Sale Price	Average Sold Price	% Difference
Barrow	\$327,000	\$206,000	37%
Cherokee	\$447,000	\$301,000	33%
Dawson	\$505,000	\$295,000	42%
Forsyth	\$500,000	\$377,000	25%
Habersham	\$359,000	\$209,000	42%
Hall	\$450,000	\$291,000	35%
Jackson	\$324,000	\$263,000	19%
Lumpkin	\$390,000	\$221,000	43%
Pickens	\$436,000	\$208,000	53%
Rabun	\$704,000	\$404,000	43%
Stephens	\$253,000	\$177,000	30%
Towns	\$433,000	\$260,000	40%
Union	\$385,000	\$259,000	33%

this old box is worth consideration? I am sure some if not all my peers may take exception to this thought seeing as how we are in the business of selling homes, but if our industries and businesses thrive, everyone benefits in the end.

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### AVERAGE HOME SALES PRICE

	2000	2020
Barrow	91,000	230,726
Banks	90,000	218,193
Cherokee	175,000	340,343
Dawson	145,000	319,063
Forsyth	225,000	397,819
Franklin	85,000	224,799
Habersham	121,000	225,222
Hall*	182,000	292,891
Jackson	128,000	264,670
Lumpkin	147,000	234,816
Pickens	137,000	267,716
Rabun*	145,000	666,091
Stephens	90,000	232,677
Towns*	145,000	356,637
Union	137,000	309,933
Walton	155,000	255,810
White	109,000	220,537

Source: GaMLS, First MLS

\*Off Lake

Price Range	Months of Supply
\$0-\$149,999	6.6 months for homes and 65 for lots
\$150,000-\$249,999	6.1 months for homes and 35.5 for lots
\$250,000-\$399,999	7.9 months for homes and 28.6 for lots
\$400,000-\$749,000	9.4 months for homes and 31.6 for lots
\$750,000-\$999,999	12.8 months for homes and 41.5 for lots
\$1,000,000 & Above	14.9 months for homes and 89.1 for lots

\*Chart reflects New Construction and Resales as of Nov. 2019

Photograph by Cindy Black



## VACATION HOMES

As the vacation rental industry continues to grow, more and more people will be taking advantage of vacation rentals and their variety of benefits. Older family vacation homes are being renovated all over Lake Lanier to become full-time homes for retiring baby boomers. More and more pre-retirement age part-time lake dwellers are deciding to end commutes to Atlanta, working from home, sometimes even renting out the terrace level or garage apartment via an app like Airbnb for increased cash flow.

Most vacation home buyers will plan to use the home as a family retreat on weekends and holidays. Although waterfront properties (river and lakefront) typically appreciate faster than those not on the water, most buyers look to generate income through renting all or some of the property as opposed to flipping it or seeking price appreciation). In our area of North Georgia, sales of river homes such as those on the Chattahoochee River and Hiwassee River continue to beckon investors and second home buyers alike. The mountain lakes such as Blue Ridge, Chatuge, Burton, Seed and Rabun continue to appeal to the Atlanta metro area including Gainesville area residents as second home sites.

With short term stays using platforms like Airbnb becoming more popular, these type stays are expected to outpace hotel stays soon. Millennials have expensive tastes (more so than Boomers and Gen Xers) and make up nearly half of the leisure travelers who book online.

Most vacation home buyers are cash buyers or pay most of the sales price in cash. With conventional loan limits topping \$500k in 2020, financing a lake home as a primary or second home will become even more attractive.

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## ACREAGE & LOTS / DEVELOPED LOTS

### Acreege

TYPE OF LAND	ACREAGE	2020
		DOLLAR
Farming (Growing Something)	50	\$3,000 - \$5,500
Poultry	40+	\$2,500 - \$5,000
Timber	100+	\$2,500+
Cattle	200+	\$4,000 - \$5,000
Hemp	150-200	\$5,000 - \$7,000
Winery	5+	\$7,000 - \$15,000
Organic Farms	200	\$10,000
Gentlemen Farm/Country Living	10+	\$7,000 - \$20,000
Recreation	3	\$1,500 - \$5,000
Hunting	20	\$2,000 - \$4,000
Solar Farm	200	\$5,500
Pre-Development	50	\$5,000 - \$20,000
Prepper	20	\$5,000 - \$10,000
Green Space	100	\$3,000 - \$10,000

From discussions with Norton Brokerage, the above are current search size ranges and pricing brackets.

most residential lots since 2008. To give some perspective, the number of lots delivered in 2019 is still only 59% of the 20-year average. Over the past 5 years, many of the lots being delivered were developed by the home building companies themselves. Now, we are starting to see 3rd party developers bringing lots to the market.

Home builders have 3 options for lots today: 1) the existing, lots on the ground, 2) develop lots themselves through in house or closely related development entities or 3) buy from the newly revived developer pool. Lots are being developed all the way from Gwinnett to Banks counties. So why is this different from years prior? Developers are delivering lots but it's far from speculative. The first shovel doesn't touch the dirt without a solid contract in place and significant money down only to close as soon as lots are delivered. The number one priority for those involved in residential development today is mitigating risk. Human nature and history both tell us that this ultra-safe mentality will only last for so long when there is money to be made.

For now, we see a healthy market when it comes to vacant developed lots. There is a 34-month supply of lots on the ground in all of Metro Atlanta. That means if no more lots were delivered, it would take 34 months to build homes on each of the remaining lots. This includes all the poor-quality lots that will likely never be built out due to topographical and soil issues as well as lots that are located in rural locations. Considering these undesirable and difficult to market lots, the Metro Atlanta market feels like it has an undersupply of lots. I predict the development market will continue to wake back up in the near term.

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## ACREAGE

In the NE Georgia mountains north of Atlanta we have only seen two land deals exceeding 400 acres in Northeast Georgia. The large acreage tracts that we are seeing are being generated by buyers who have a specific use for the property. The first property is a 476 Ac land tract on Hwy 365 in Hall County, zoned mixed-use before the recession. This was placed under contract, rezoned to industrial and sold for just under \$11,000 per acre. This property was then sold to Kubota and rolled into a development loan for a new industrial site.

The second tract is a 4000+/- acre development called Iron Mountain which has recently been zoned in Lumpkin. This land was purchased from Forestar by an investor in 2017 and was sold in 2019 for a huge ATV park featuring 150 miles of trails. There are also plans for a music park and other activities to keep folks entertained on weekends. One land sale generated a price of \$2300+ per acre for 3156 acres of mountain timber land. A second land sale was for 750 acres at \$6029 per acre. These two sites are contiguous and were closed in 2019.

As development continues to move north, along GA 515, 400, 365 and I-85, we expect to see investments in land as a long-term hold. They're not making any more of it!

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### SUGGESTED CAP RATES

	2000		2020	
	AVERAGE	RANGE	AVERAGE	RANGE
INDUSTRIAL				
Warehouse	8.6	8.0 - 9.5	7.0	6.5 - 8.5
R & D	9.0	8.3 - 9.5	7.0	6.5 - 8.5
RETAIL				
Regional Mall	8.1	7.5 - 8.5	12.5	12.0 - 15.0
Power Center	9.2	9.0 - 9.6	6.5	6.0 - 9.5
Neighborhood	9.2	8.5 - 10.0	7.0	6.0 - 15.0
OFFICE				
CBD	8.6	7.5 - 10.5	8.0	7.0 - 12.0
Suburban	8.6	8.0 - 9.5	7.5	6.0 - 10.0
Medical	8.0	7.5 - 8.5	6.2	5.5 - 8.0
APARTMENT	8.7	8.0 - 10.0	6.5	4.0 - 8.0
HOTEL	9.5	9.0 - 10.0	8.5	8.0 - 10.0

Source: Real Estate Research Corporation 1998



## LARGE LAND

Last year the most valuable trend by a landslide was the wealthy Floridians cashing out, selling their land in Florida and flocking to North Georgia with 1031 exchange money to purchase 3x the land they could purchase in Florida. This year we saw a much more diverse group of trends with timberland, pie in the sky prices and huge demand for 25-50-acre farms leading the way.

**Trend 1** - The rise in timberland sales and how this will affect the market in 2020:

There is no doubt, 2019 was a great year for timber tracts. With little to no help from the lenders, cash buyers and owner financing structured deals found a way to make this category a leading seller in the industry.

This year, we have seen a recent increase in supply of Highest Best Use “HBU” timber tracts recently hitting the market, gearing up for trade in 2020.

- o Just listed 8,000 + contiguous acres on the Fulton/Carroll County line, 30 minutes from Atlanta Hartsfield Jackson International Airport. This is the largest contiguous HBU tract within 75 miles of Atlanta.
- o Just listed 1,750 acres with frontage on Highway 441 in Banks County.

Investment Groups are recognizing the importance of selling these HBU’s now while the market is strong so that they do not run the risk of carrying these tracts through another cycle. Just like we saw a large sum of REIT’s jumping into timberland, driving up prices, I believe we are about to see the same large sum of REIT’s nearing the end of their term, looking to sell off their timberland, which could oversaturate the market and bring values down in 2020-2021.

**Trend 2** – Market saturated with well overpriced listings, creating a greater opportunity for the realistic sellers with listings priced to sell.

Supply: This year the volume of land to hit the market spiraled out of control, creating a market, saturated with extremely overpriced listings and frustrated sellers, watching their property sit on the market with little to no activity.

- o **7 of 10 tracts on the market are well overpriced**
- o **2 of 10 tracts are priced just above market value and will eventually sell**
- o **1 of 10 tracts are priced at market value and most have sold quickly**

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## BARROW/JACKSON FARM AND ESTATES

Based on MLS data, Farm and Estate sales that consist of 10 acres or more continue to be an important part of our market.

Although Barrow County, with 8 sales to date, is down by 6 transactions from 2018, the transactions represent a total of 155 acres with an increase in parcel size by 23% to 19.45 acres. Most sales continue to be of modest size homes with supporting land, however, the largest estate home was over 6,000 square feet and on 14.16 acres.

Jackson County, with 24 sales to date for 2019, remains steady year over year with estate homes reflecting 24% of the market. The largest estate home featured 9,622 square feet on 18.13 acres. While the total number of transactions are the same year over year, the total volume of land represented in the sales increased by 73% to a total of 569.9 acres. Most parcels ranged between 10-15 acres, however, 20% of the sales included 30 or more acres with the largest being a 141-acre farm located in the Apple Valley/Commerce area. 2020 may show even more interest in these type properties as more developers look for opportunities to support the growing housing needs in the area.

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### Georgia Employment Statistics By County

County	Population	Unemployment	Median	Per Capita
Forsyth	248,749	2.1	\$105,226.00	\$44,510.00
Hall	202,876	2.1	\$64,138.00	\$30,502.00
Walton	95,441	2.4	\$55,685.00	\$26,161.00
Barrow	81,657	2.2	\$57,106.00	\$24,660.00
Habersham	45,999	3.2	\$47,645.00	\$22,503.00
Lumpkin	33,774	2.3	\$49,279.00	\$24,279.00
Pickens	32,317	2.3	\$62,155.00	\$31,643.00
Gilmer	31,219	2.8	\$51,577.00	\$27,509.00
White	29,777	2	\$49,621.00	\$25,129.00
Stephens	27,023	3.1	\$38,995.00	\$20,813.00
Hart	26,134	2.8	\$40,755.00	\$22,665.00
Fannin	27,549	2.6	\$40,324.00	\$22,908.00
Dawson	25,412	2.1	\$66,950.00	\$35,037.00
Franklin	23,524	2.9	\$37,575.00	\$18,965.00
Union	23,858	2.3	\$49,759.00	\$29,898.00
Banks	19,519	2.2	\$46,712.00	\$20,378.00
Rabun	17,689	3.1	\$43,948.00	\$27,974.00
Towns	11,962	3.8	\$45,847.00	\$25,920.00
Jackson	70,605	1.9	\$64,116.00	\$29,913.00

## MANAGEMENT

### Asset Management North Georgia

‘Mailbox Money’ was the leading trend across North Georgia in 2019. Norton Asset Management has seen a significant surge of management opportunities from 2nd generation, family-inherited property owners, who are seeking a professional asset and property management firm to manage their inherited residential or commercial real estate properties. The cause of this trend is attributed to two primary factors:

■ **A strong job market:** The opportunity to earn more in a professional career is deterring the 2nd generation property owner from overseeing the multitude of management functions that go into successfully operating a residential or commercial property. Simply put, time focused at their job is more lucrative than chasing down past due rent. In addition, it is very common to find out that the 2nd generation family member(s) are not living near the property they inherited. Instead, family member(s) have established a career or moved with their own family to a new market and not staying local to North Georgia.

■ **A strong real estate market:** As the real estate market strengthens, so does the cashflow that a rental house or commercial real estate property spins off. The availability to hire a professional real estate manager to handle the asset and still receive adequate distribution checks is enticing to many of the 2nd generation owners.

### MULTI-FAMILY VACANCY

	2000	JANUARY 1, 2020
Barrow	5.5	1.0%
Dawson	N/A	.5%
Forsyth	N/A	4.75%
Habersham	4.0	.50%
Hall	11	3.2%
Jackson	4	1.23%
Lumpkin	3.2	1.01%
Pickens	N/A	1.2%
Rabun	3.5	1.0%
White	5.2	.50%

Source: Norton Native Intelligence™ Copyright 2020

These 2nd generation owners have less of a connection to the property they inherited... ‘Mailbox Money’ is exactly what it sounds like. It is an owner’s distribution check sent monthly, quarterly or whenever a call is made for a

distribution. For 2nd generation owners, it is ‘found cash’ with no expended energy of their own once they hire the right management firm. Property owners in North Georgia are partnering with Norton Asset Management to professionally oversee their inherited properties; allowing the inherited owners to focus on their career, live in other markets or simply focus on their own passions.

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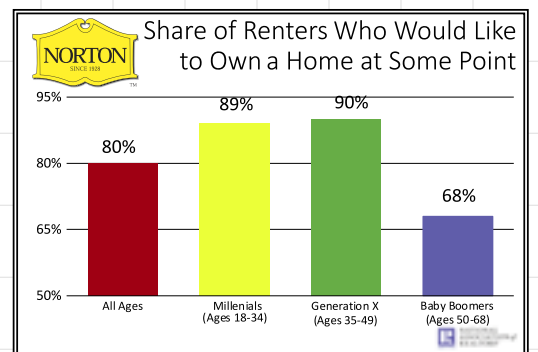
## RESIDENTIAL RENTAL HOUSING MARKET

Rents showed little growth in 2019. This flattening of rent growth comes after a significant run up over the last several years. The average rent in the North Georgia market grew at a year over year rate of 4% to 5% over the last 5 years. Average rent for a three-bedroom, two-bath home is \$1,200 to \$1,500 depending on location. There is a severe shortage in the rental homes at \$1,000 or lower that are in good condition and in areas with quality schools. Occupancy rates continue to remain high due to the lack of available rentals. Most markets are experiencing 95% occupancy or greater.

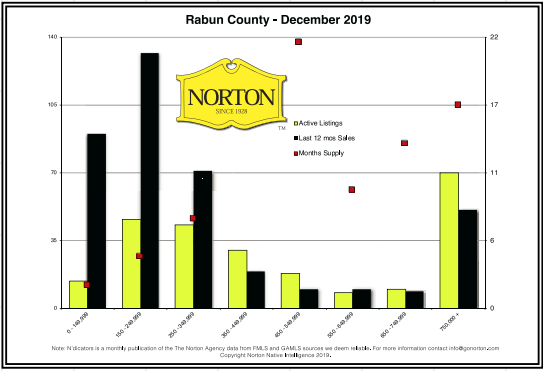
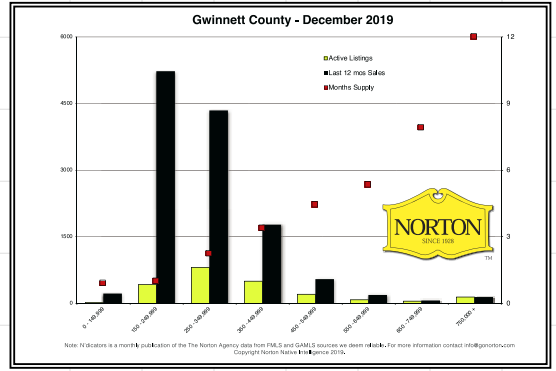
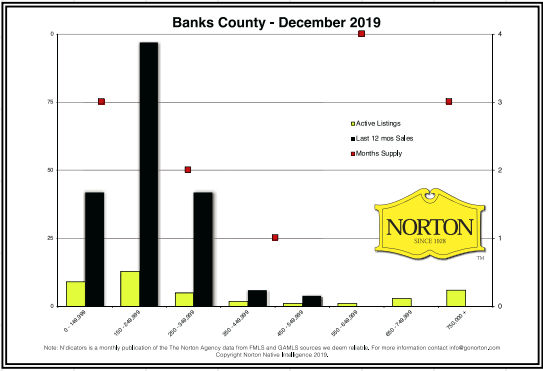
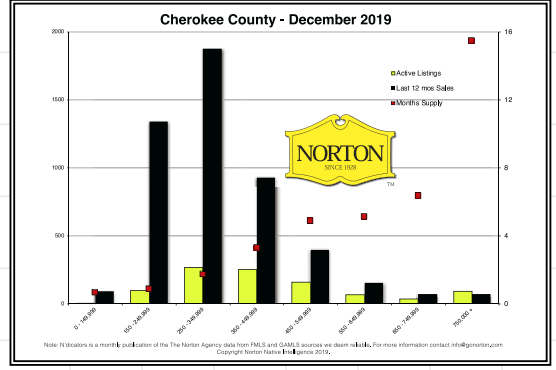
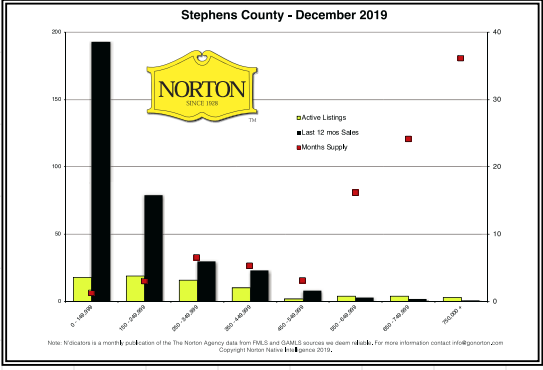
With the growth in rent’s tenants are looking for updated homes with new appliances, no carpet and high efficiency HVAC units. Wireless remote access in everything from lights, and thermostats to video doorbells. The tenant profile seems to be an equal balance of retirees wanting to downsize but not own and younger professional/families looking for housing before they purchase a home.

The growth in rents have created an opportunity to investment in single family homes with rents that have remained stagnant. These are typically older homes that need to be updated, the owner has not raised rents to market rates, and the location will support the investment and increase to market rent.

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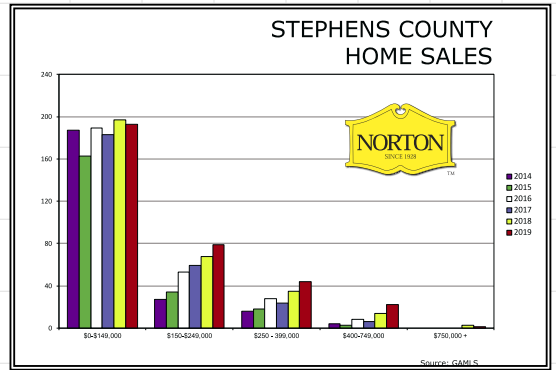
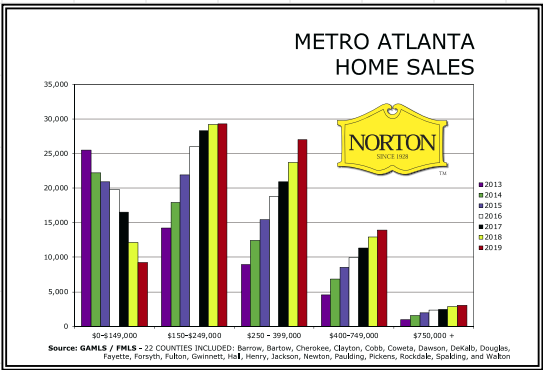




### Metro Atlanta Listing Inventory

Home Price Point	2019
0-199,000	3,554
206,000 - 249,000	4,774
250,000 - 450,000	12,132
451,000 - 750,000	3,059
750,000+	576

Source: Metrolist 2019



# COMMUNITY INVOLVEMENT

4H • Presbyterian Church • Accouche Presbyterian Church • Aids Awareness • Alzheimer's Association • American Cancer Society • American Heart Association • American Legion • American Red Cross • Arrendale State Women's Prison • Athens Little League • Atlanta Botanical Gardens, Gainesville • Atlanta Diabetes • Atlanta Fly-Fishing Club • Atlanta Speech & Hearing Center • Blackshear Place Baptist Church • Boy Scouts of America • Boys & Girls Clubs • Breast Cancer Awareness • Brenau University • CASA - Hall, Forsyth, Dawson Counties • Center Point • Challenged Child & Friends • Chamber of Commerce; Winder Barrow, Banks, Dawson, Fannin, Habersham, Hall, Jackson, Lumpkin, White Counties • Chattahoochee Baptist Association • Chestatee High School • Chestatee Wildlife • Choice Pregnancy Care Center • Circle of Hope • City Church • City of Winder Planning Board • Civil Air Patrol • Clarkesville Fire Department • Compassionate Friends • Covenant House • Cumming Elementary Food Bank and Clothes Closet • Dahlonega Care Center • Dahlonega United Methodist Church • Department of Family and Children Services • Desire Street Ministries • Ducks Unlimited • Eagle Ranch • Edmondson-Telford Foundation • Elachee • Enota Elementary • Environmental Film Festival • FAITH (Fight Abuse in the Home) • Faith Christian Academy • First Baptist Church of Gainesville • First United Methodist Church of Gainesville • First MLS Directors • Folkways Center • Georgia Tech • Georgia Canoe Association • Greater Hall Convention & Tourism • Gainesville Park and Recreation Board • Greater Hall Economic Development Council • Guest House • Habersham Retreat/Assisted Living • Habitat for Humanity • Habitat Restore • Hall County Board of Realtors • Hall County Food Pantry • Hall County Historical Society • Hall County Optimist Club • Hall County Park & Rec • Heritage Academy • Highlands Historical Society • Highlands Land Trust • Hispanic Alliance • Humane Societies; Dawson, Habersham, Hall Counties • Insurance Professionals of Gainesville • I.N.K. • Interscholastic Equestrian Association • Int'l Assoc of Insurance Professionals • John Jarrard Foundation • Johnson High School • Junior Achievement • Junior League of Gainesville/Hall County • Juvenile Diabetes Research Foundation • Kiwanis Club; Hall, Dawson, Jefferson, Clarkesville • Lake Lanier Association • Lake Lanier Rowing Club • Lake Rabun-Burton Association • Lakeview Academy • Lakewood Baptist Church • Lanier Academy • Lanier Canoe & Kayak Club • Lanier Equestrian Association • Lanier Tech Foundation • Leadership Georgia • Leadership Hall, Jackson, Forsyth, Lumpkin, Rabun • Leukemia/Lymphoma of Georgia • Leukemia/Lymphoma of Georgia • Lions Clubs; Clarkesville, Dawsonville • Longstreet Society • Lumpkin County Park & Rec • Lumpkin County Schools • Lymphoma Research Foundations • Main Street Gainesville • March of Dimes • Meals on Wheels • Methodist Children's Home • Mothers Against Drunk Drivers • Mount Vernon Elementary • Muscular Dystrophy Association • Myocarditis Foundation • Nature Conservancy • Northeast Georgia Medical Center • New Beginnings • New Life Church, Dawsonville • NOA • North Georgia Community Foundation • North Georgia Food Bank • North Georgia Interfaith Ministries • North Georgia Kidney Foundation • North House • North Point Community Church • Northeast Georgia History Center • Northeast Georgia Speech & Hearing • Northern Star Transitional Living • Our Sisters House • Paul Anderson Youth Home • Pay it Forward • Pine Grove Baptist Church • Potters House • Prevention of Child Abuse • Promise 686 • Pura Vida Church (Costa Rica) • Quality Growth Council of Gwinnett Hall • Quinlan Art Center • Rabun Gap Nacoochee School • Rainbow Children's Home • Rape Response of Hall County • Red Cross/Life South • RIC-Rack • Riverside Military Academy • Riverside Military Board of Visitors • Rotary Club - Gainesville, Habersham, Forsyth, White, Barrow, Brookhaven, Salvation Army • Sautee Nacoochee Center for the Arts • Seeds of Hope Homes in Costa Rica • Sharing and Caring • Sid Weber Cancer Fund • St. Paul United Methodist Church • Straight Street • The Arts Council • The Bascom Arts Center • The Home of Hope @Gwinnett Children's Shelter • The Oaks - Assisted Living • The Power House for Kids • The Shepherd Center • The Shepherd Center SHARE Program • The World Race Free Chapel • Three Dimensional Life • Toys for Tots • Troop 16 BSA • United Methodist Missions • United Methodist North GA Conference • United Way of Forsyth, Hall, Habersham • University of Georgia • University of North Georgia • Upper Chattahoochee River Keepers • USO • VFW • Vision 2030 • Vison Public Art Committee • Wesley Woods Foundation • Women's Source • YMCA • Young Life • YWAM (Youth with a Mission)

## WE'RE HYPERLOCAL



## Executive Bookmark Reading List 2019-2020

The editors of Norton Native Intelligence™ are consummate readers in their quest for life-long learning. While the internet has expanded their reach for market intelligence and thoughtful commentary, they still read 12 local and regional newspapers weekly and a massive download of E-News. They believe in “Deep Think,” new ideas, concepts, trendlines and that’s what sets Norton apart from its competitors and gets our brain juices pumping. Some of the books on our current reading list that have influenced our commentary, conversations, and data sets include:

<i>Face to Face</i>	Brian Grazer
<i>The History of the World in 6 Glasses</i>	Tom Standage
<i>The Map of Knowledge</i>	Violet Moller
<i>Seeing Further</i>	Bill Bryson
<i>The Subtle Art of Not Giving a F*CK</i>	Mark Manson
<i>Don't Make Me Pullover</i>	Richard Ratay
<i>The Vagabonds</i>	Jeff Quinn
<i>The Secret Lives of Color</i>	Kassia St.Clair
<i>Sapiens</i>	Yuval Noah Harari
<i>Billion Dollar Whale</i>	Tom Wright & Bradley Hope



## 2020 INFORMATION SOURCES

- Norton Native Intelligence™
- US Census
- First MLS
- GA MLS
- Metrostudy's
- Georgia State University Economics Forecasting Center
- Realty Trac
- National Association of Realtors (NAR)
- The Beasley Report
- John Burns Consulting

[www.nortonintelligence.com](http://www.nortonintelligence.com)

Norton's Annual Forecast features our interpretations, thoughts and commentary on North Georgia's market conditions. Dovetailed with this effort, Norton has built a vault of back-up Regional Community data. Accessible to the public, Norton friends and especially our clients. The portal is:

[www.nortonintelligence.com](http://www.nortonintelligence.com)

Norton Native Intelligence™ staff has spent thousands of hours building and maintaining a robust platform of historical and current community data at your fingertips in order to educate and power our clients forward through the storm of economic business and regional change. We invite you to explore further.

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