



**NORTON NATIVE INTELLIGENCE | WWW.NORTONINTELLIGENCE.COM
434 GREEN STREET | GAINESVILLE, GA 30501 | (770) 532-0022**



FRANKLIN



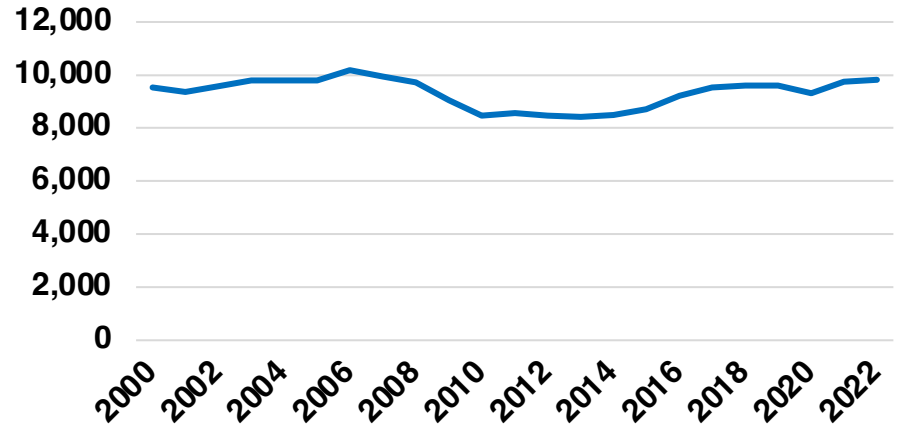


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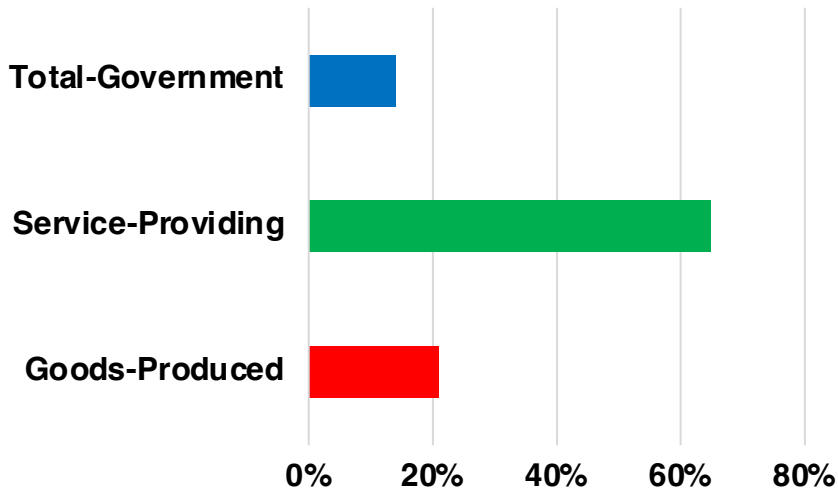
EMPLOYMENT SNAPSHOT

- 9,827 RESIDENTS CURRENTLY EMPLOYED.
- 2022 UNEMPLOYMENT RATE: 3.2%
- NOV 2023 UNEMPLOYMENT RATE: 2.4%

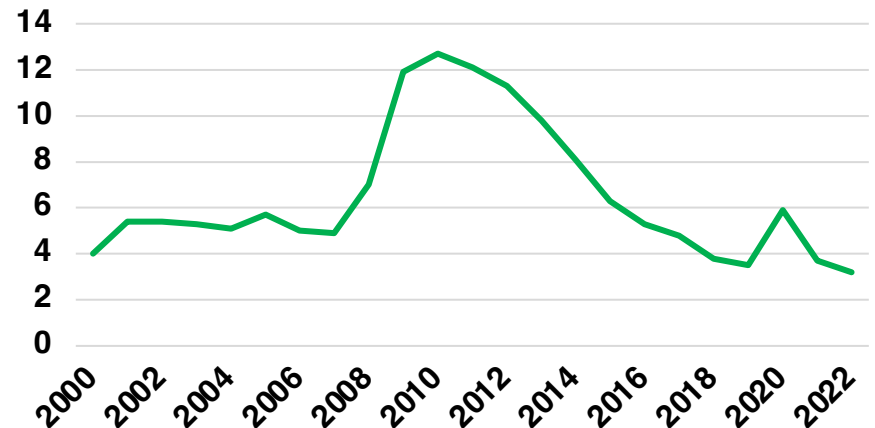
Employment Trends



Industry Mix



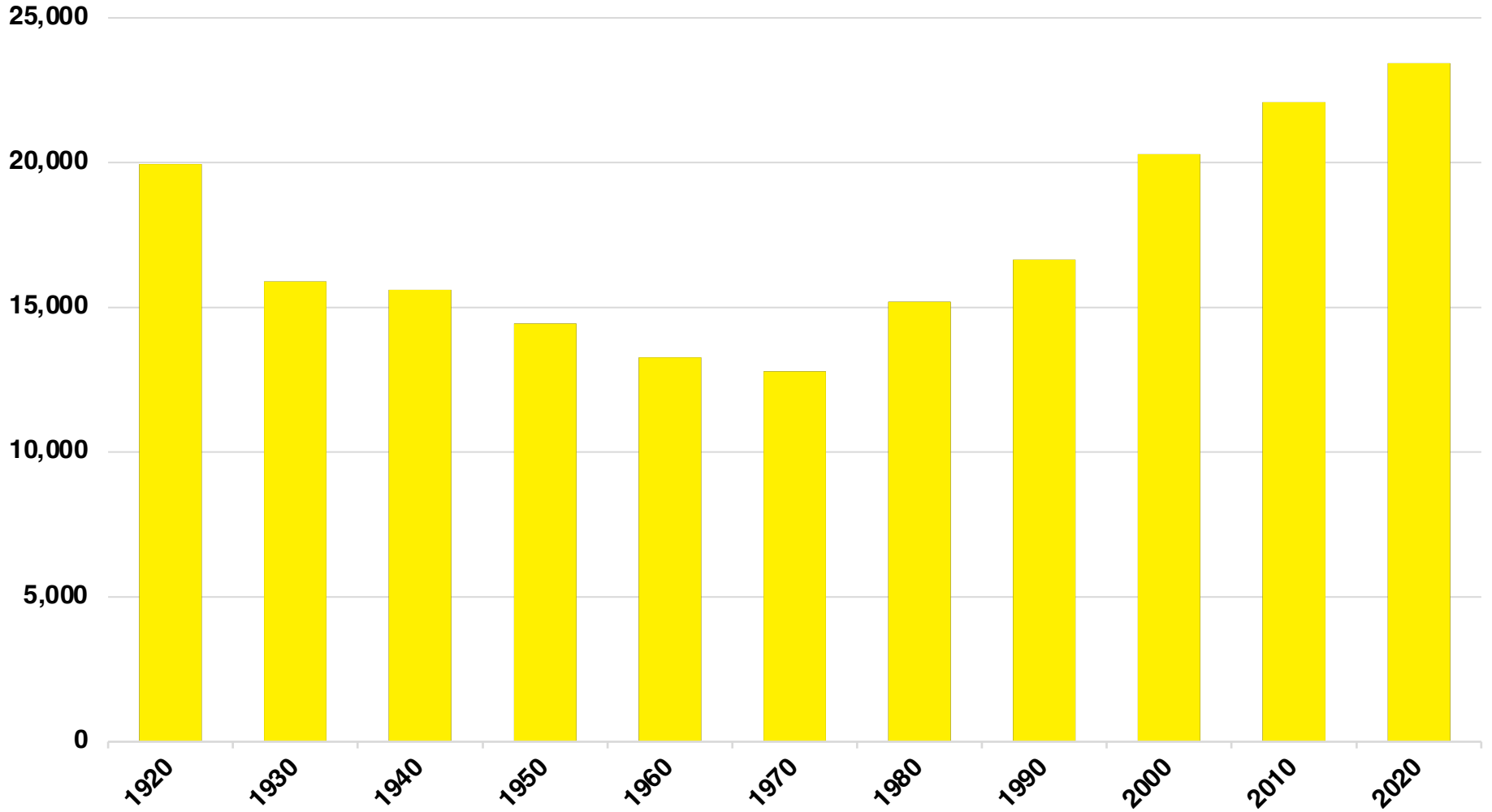
Unemployment Rate Trends





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HISTORICAL POPULATION

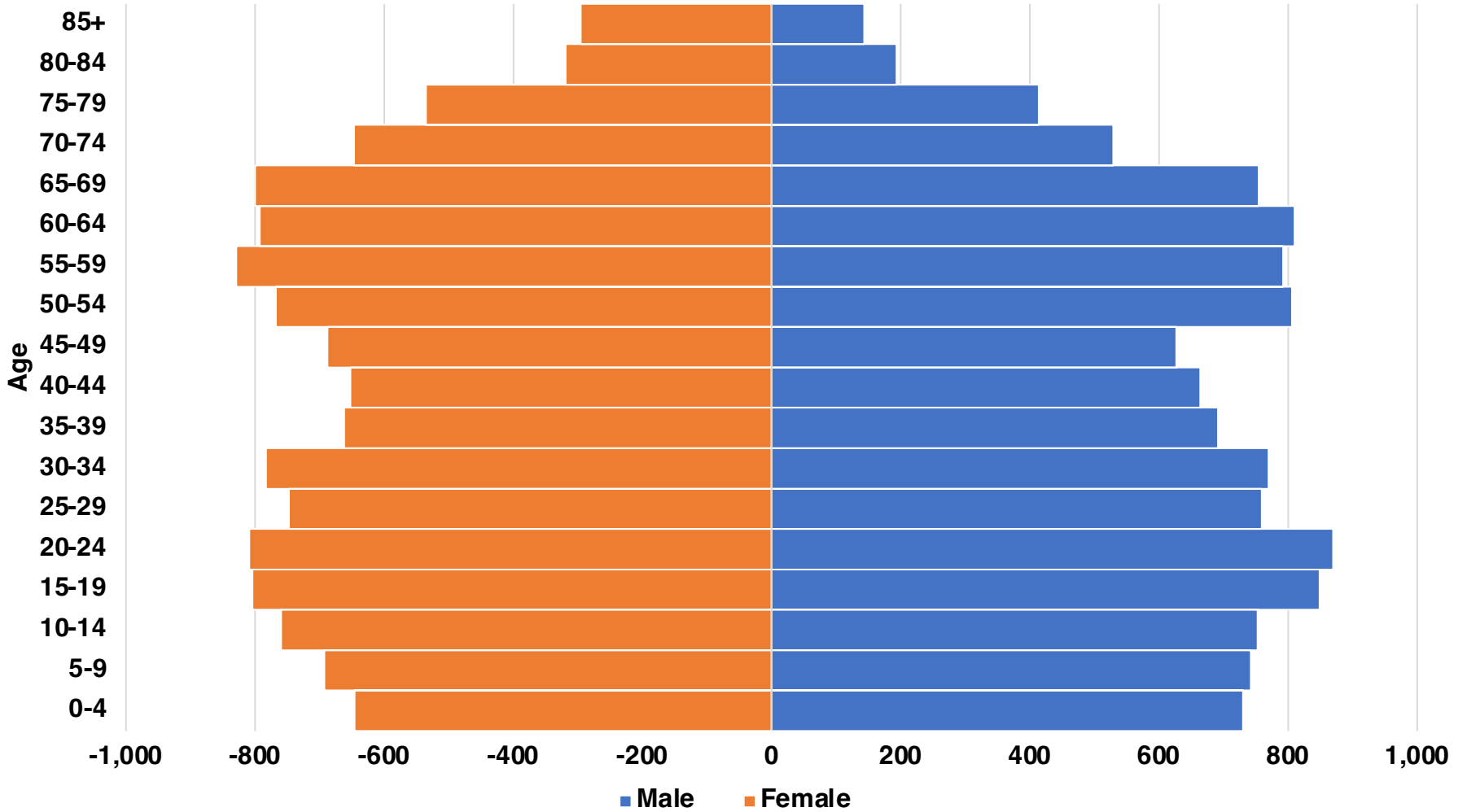


Source: US Census



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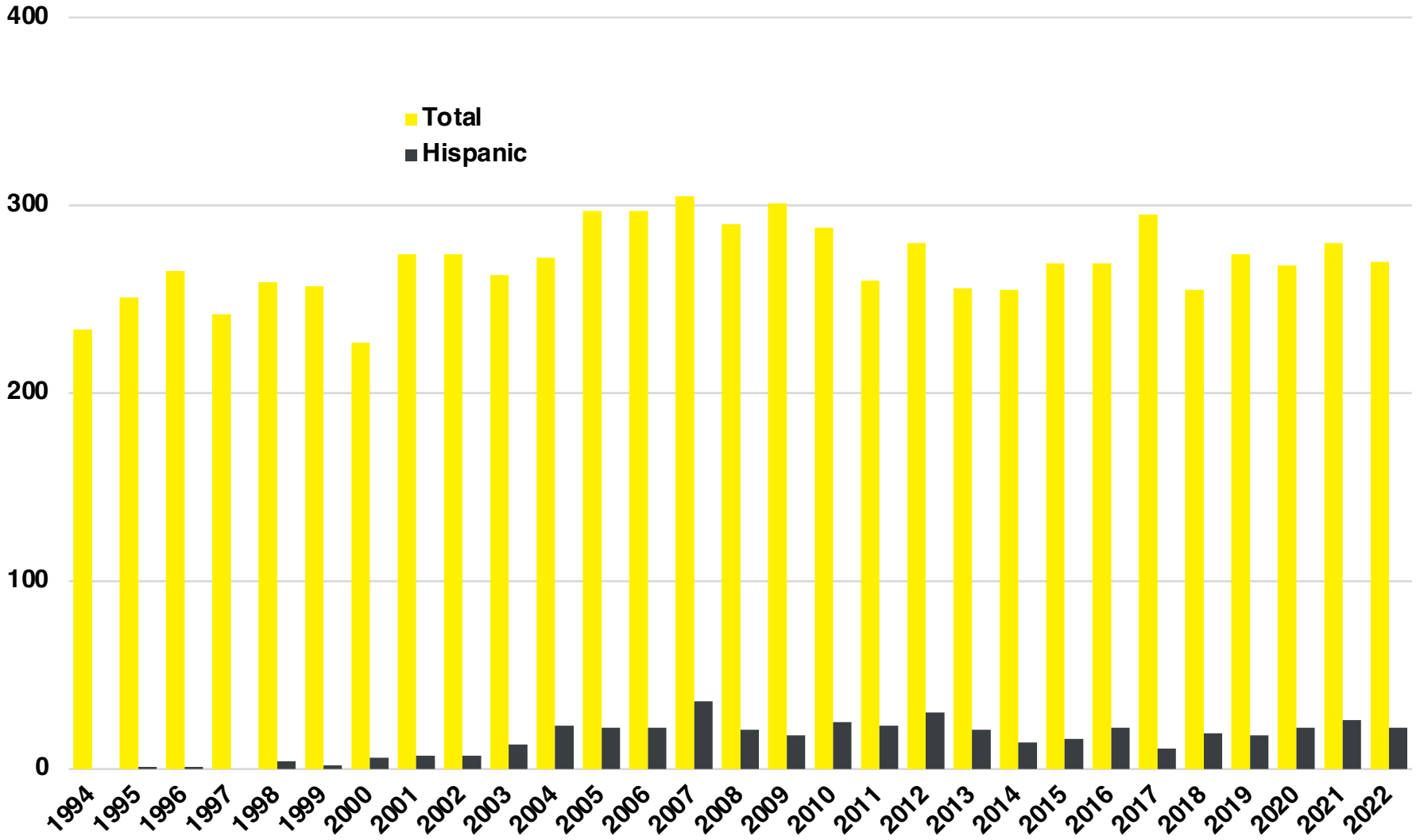
2022 POPULATION BY AGE





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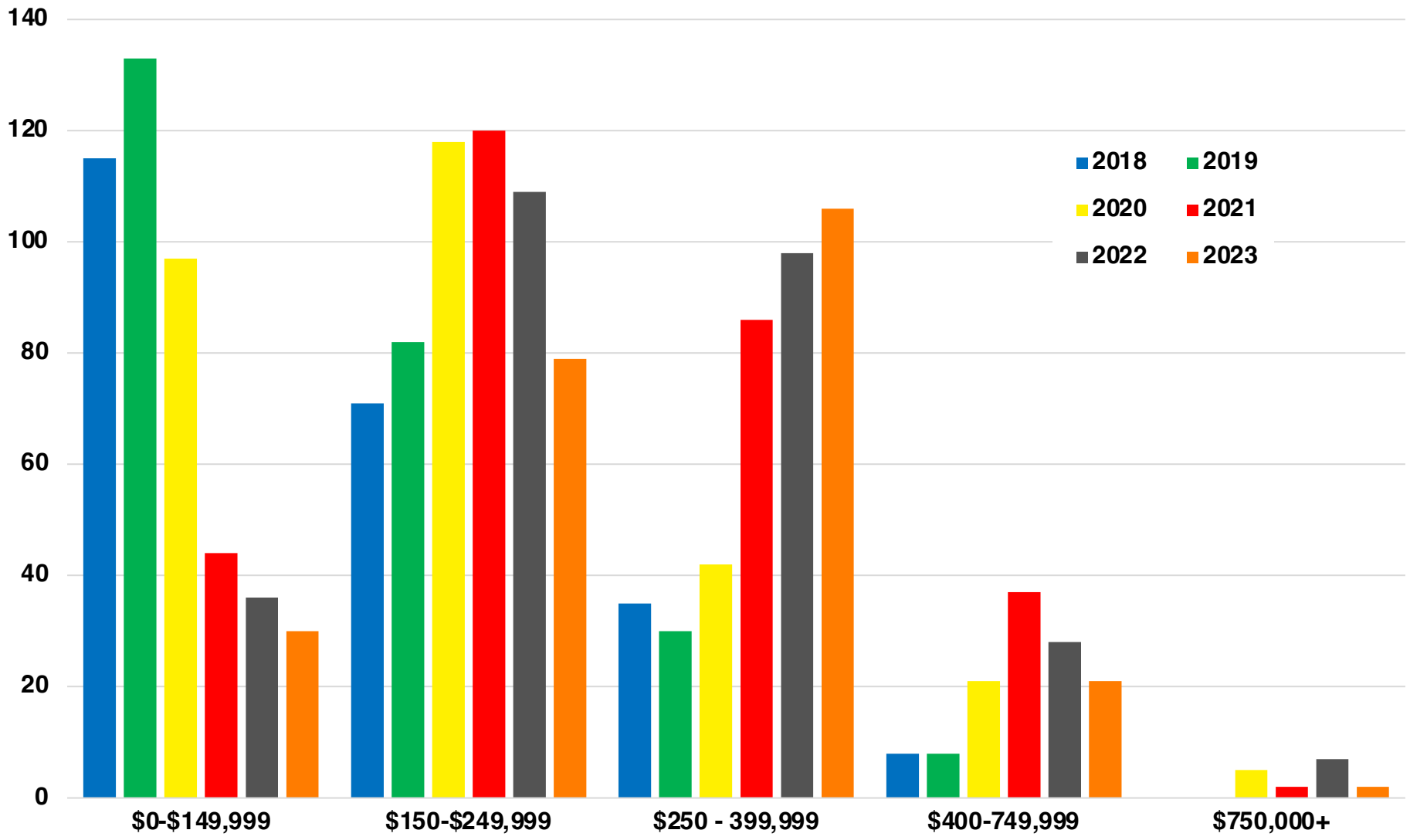
TOTAL VS HISPANIC BIRTHS





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SINGLE FAMILY HOME SALES

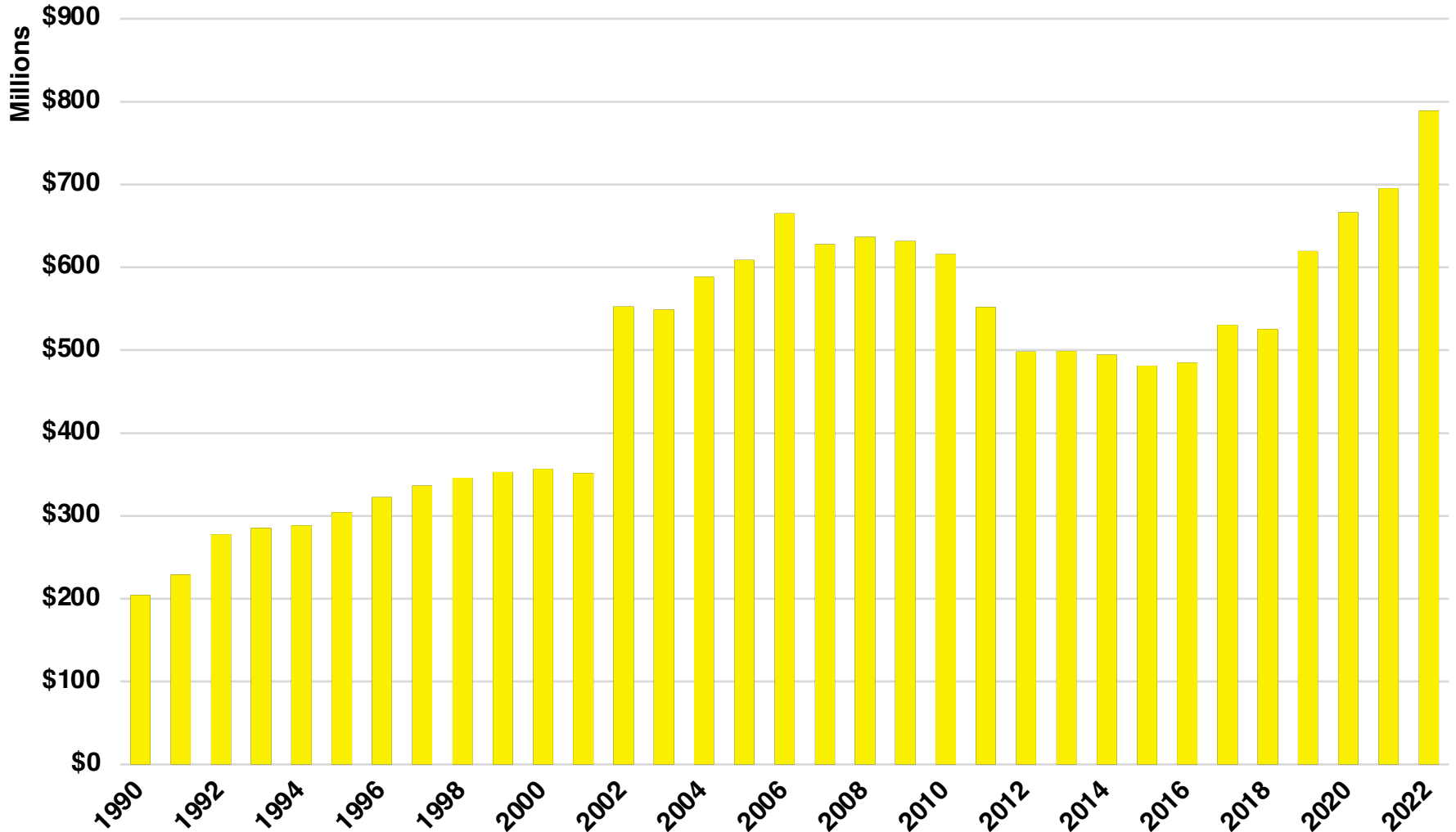


Source: GAMLIS



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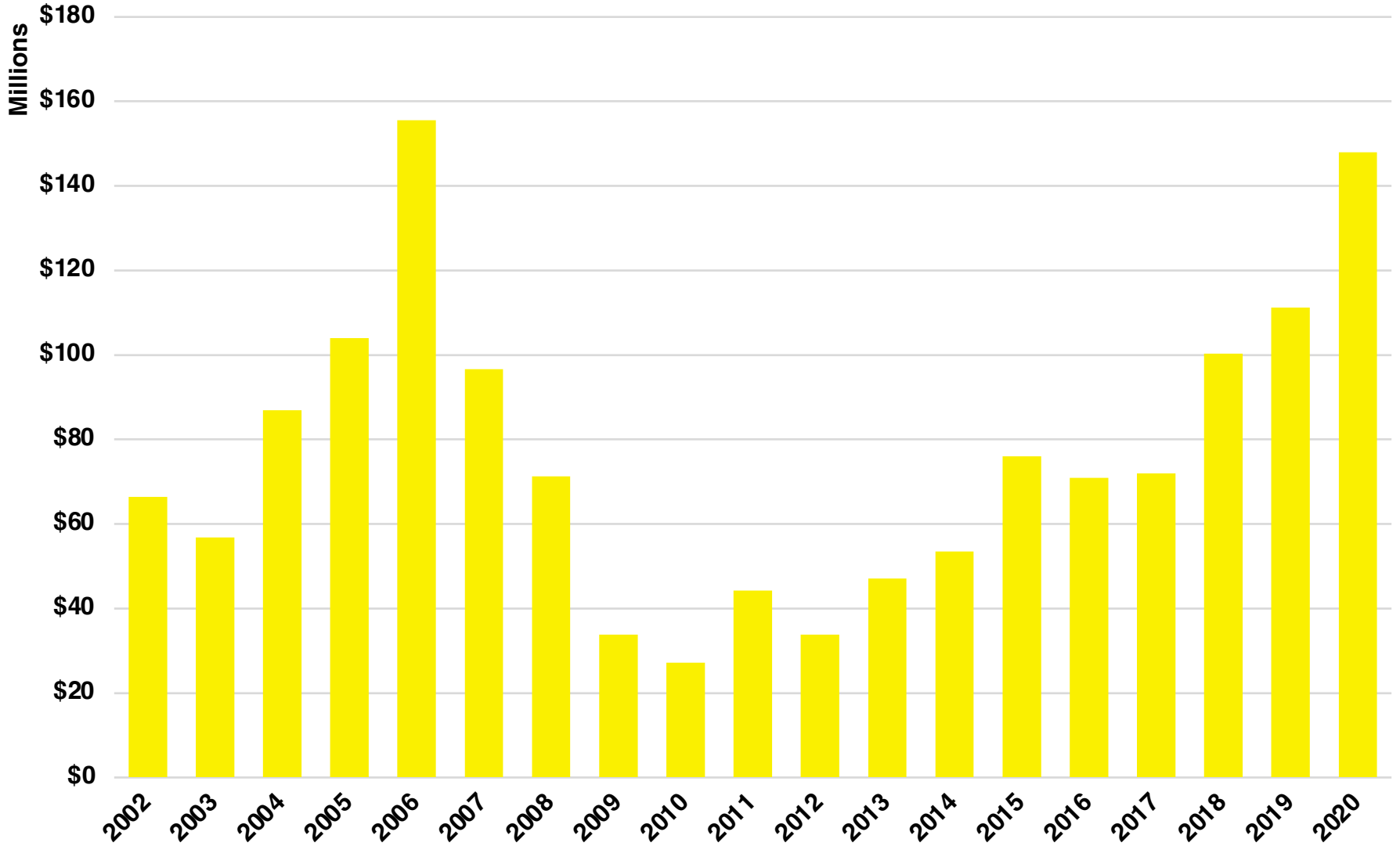
TAX DIGEST 40% ASSESSED VALUE





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TOTAL REAL ESTATE SALES

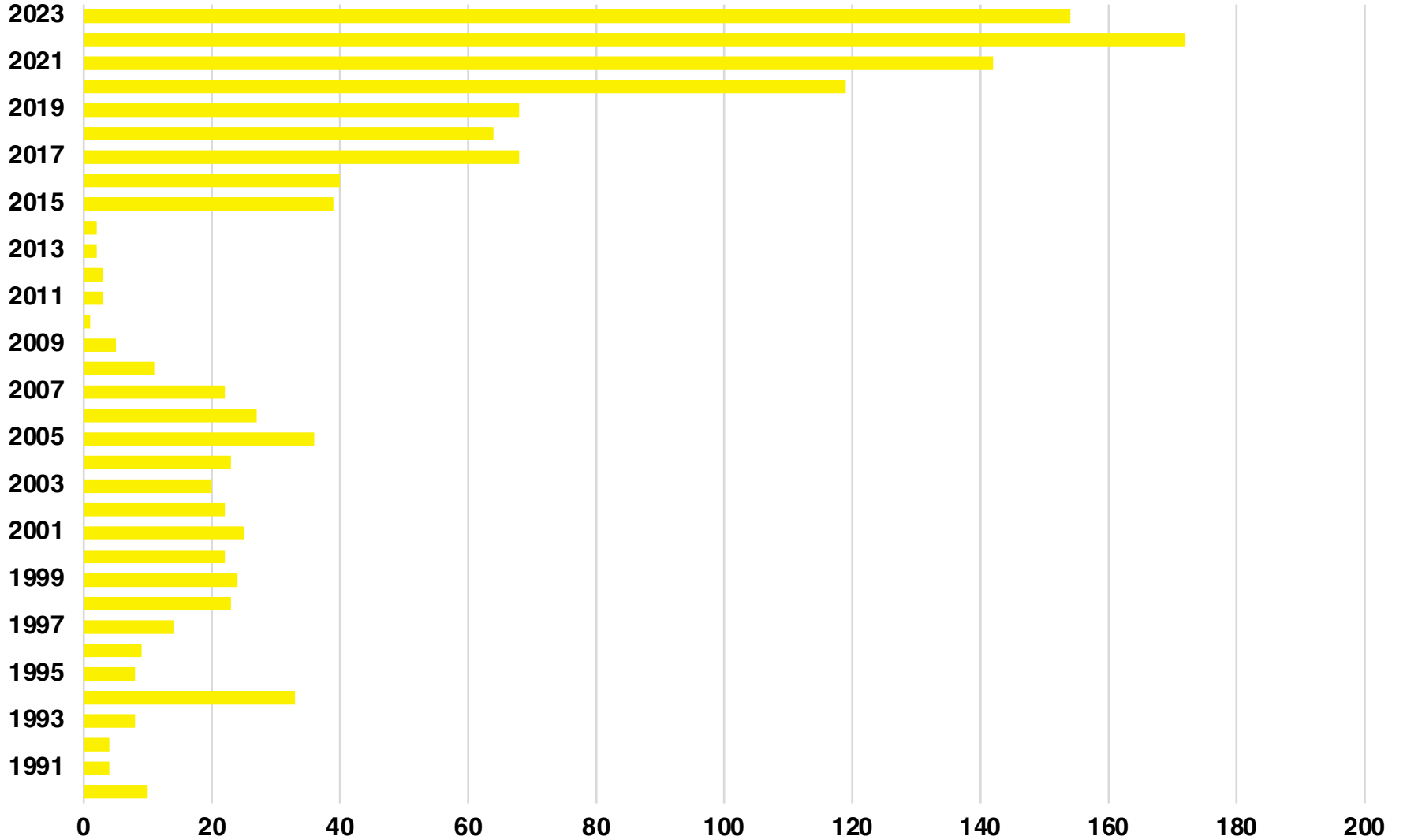


Source: Beasley Report



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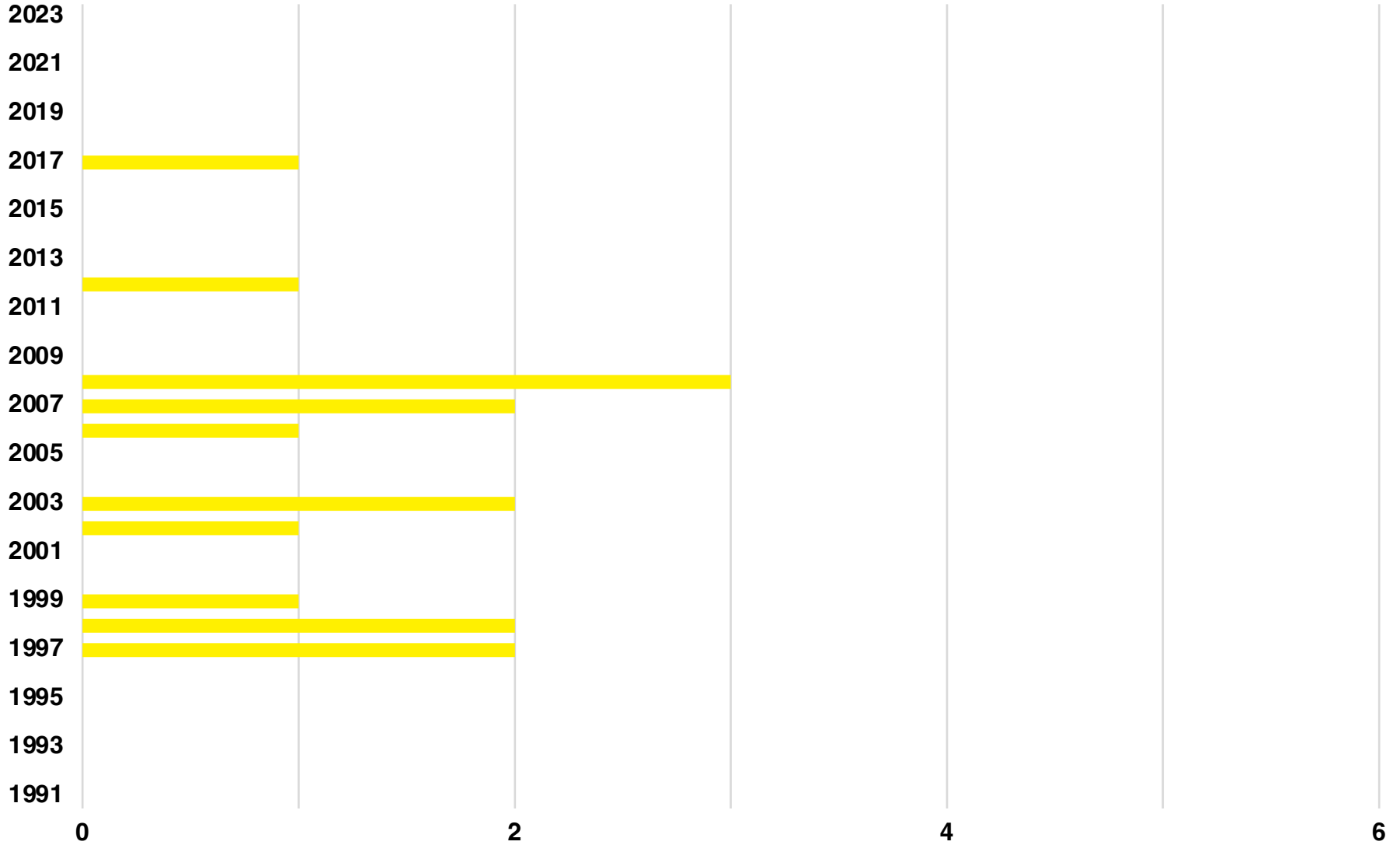
SINGLE FAMILY BUILDING PERMITS





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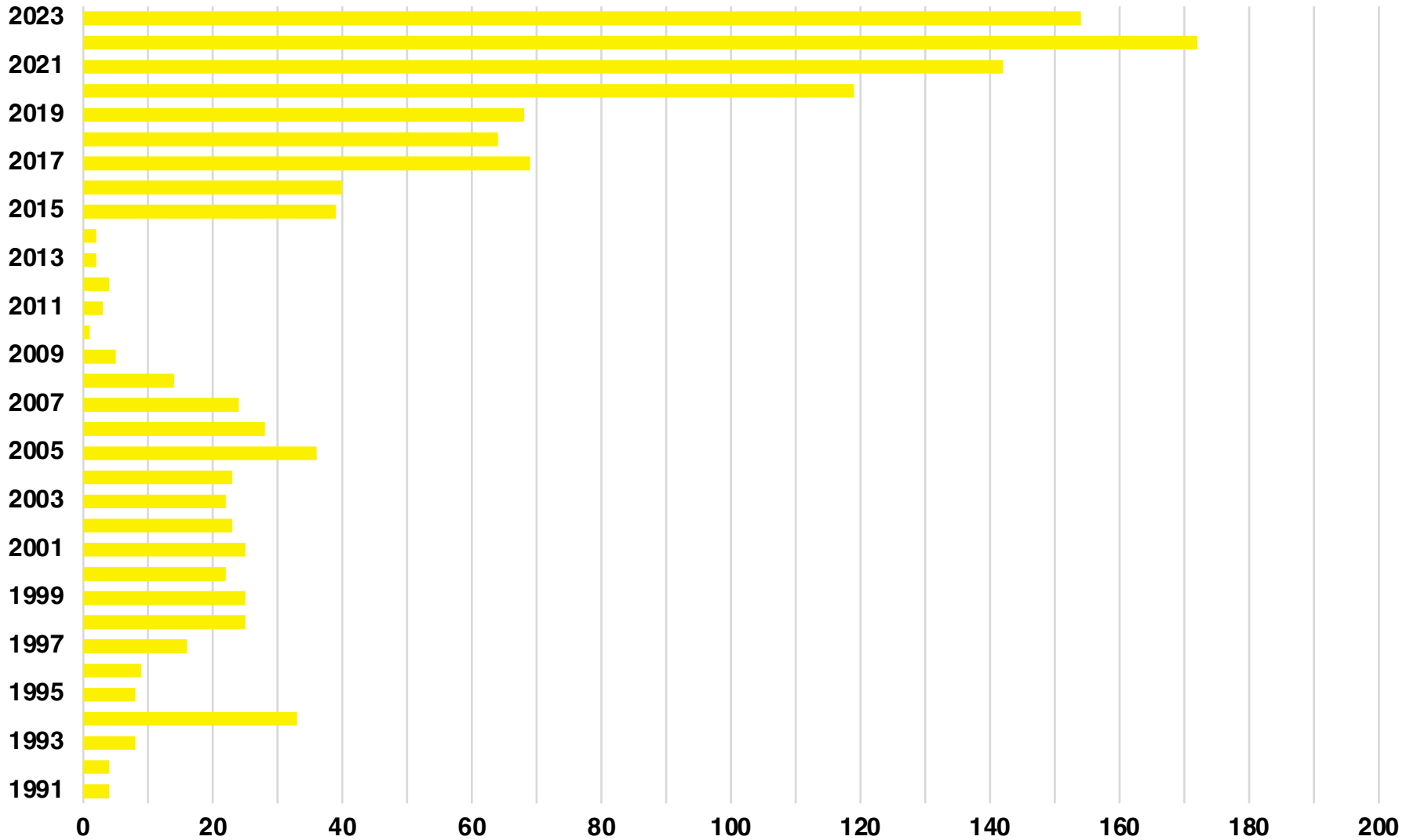
MULTI-FAMILY BUILDING PERMITS





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TOTAL BUILDING PERMITS

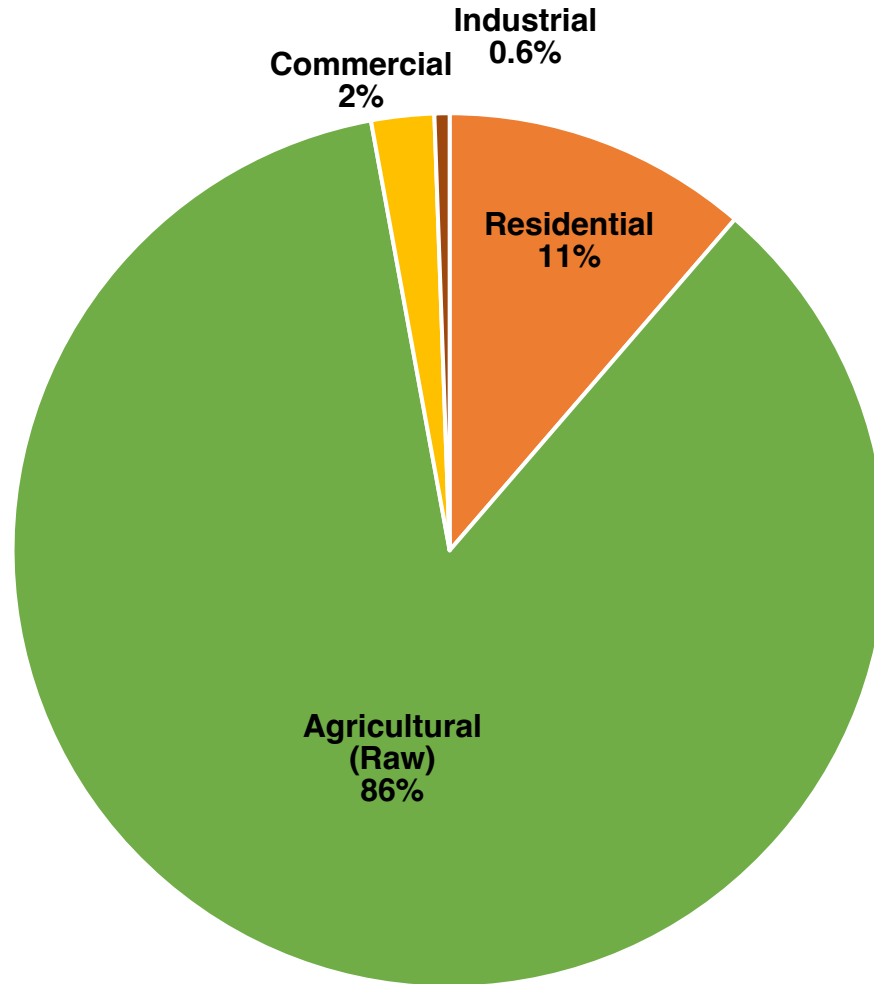




FRANKLIN COUNTY

ZONED ACREAGE

2022



SERVICES

- INSURANCE
- REAL ESTATE
 - COMMERCIAL
 - RESIDENTIAL
 - ACREAGE
 - INVESTMENTS
 - RECREATIONAL TOURISM
- MANAGEMENT
 - MULTI FAMILY
 - COMMERCIAL
 - HOME RENTAL
 - COMMUNITY MANAGEMENT
 - RAW ACREAGE
- RELOCATION
- HOME SERVICES
- CONSULTATION
- RESEARCH
- MORTGAGE
- DEVELOPMENT
- REO

DATA PRODUCTS

- COUNTY DEMOGRAPHICS
- ANNUAL FORECASTS
- DEEP DIVE
- MONTHLY INDICATORS
- TEMPERATURE GAUGES
- MARKET WATCH
- LAKE REPORTS
- RESIDENTIAL REPORTS
- COUNTY DASHBOARDS
- ANNUAL TRAFFIC PATTERNS
- INFOGRAPHICS
- CUSTOM CONSULTATIONS

**GAINESVILLE 770.532.0022 | GA400 770.887.0053 CLARKESVILLE
706.754.5700 | CLEVELAND 706.865.5400 | BRASELTON 770.307.0087**

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