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434 GREEN STREET | GAINESVILLE, GA 30501 | (770) 532-0022



# HALL

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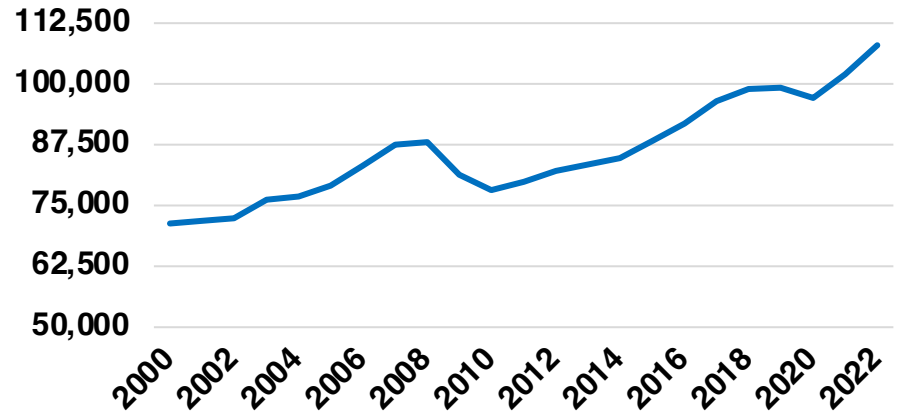


# HALL COUNTY

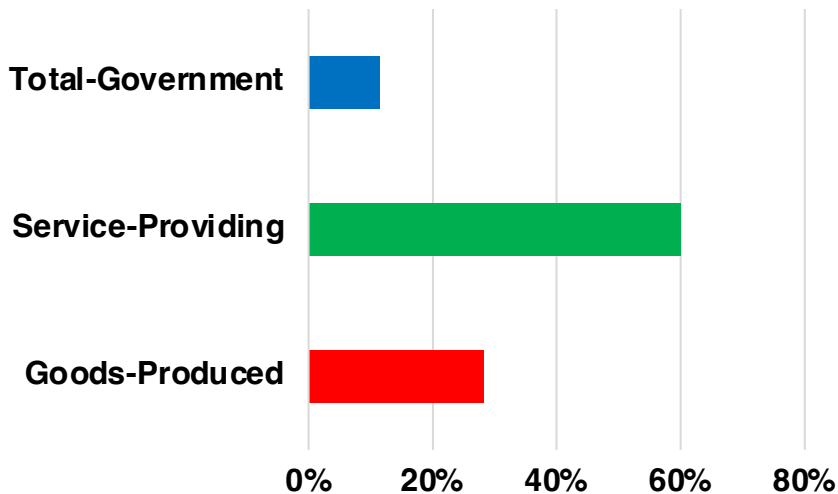
## EMPLOYMENT SNAPSHOT

- 107,964 RESIDENTS CURRENTLY EMPLOYED
- 2022 UNEMPLOYMENT RATE: 2.4%
- NOV 2023 UNEMPLOYMENT RATE: 2.2%

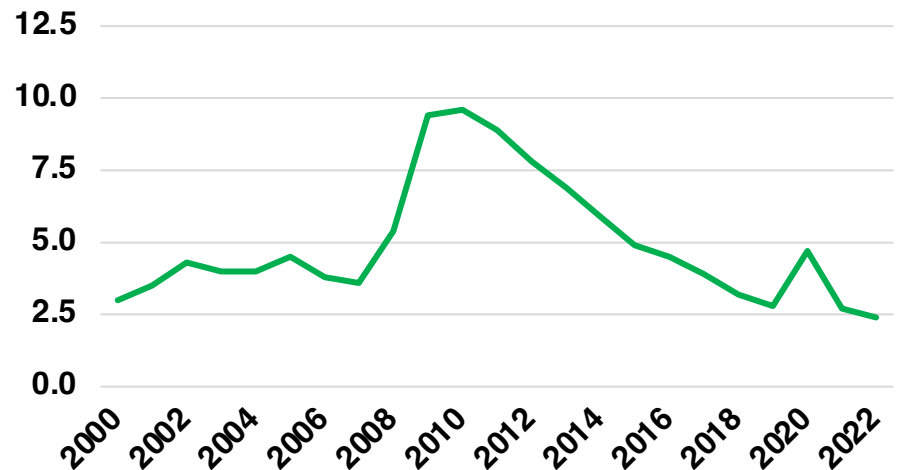
### Employment Trends



### Industry Mix



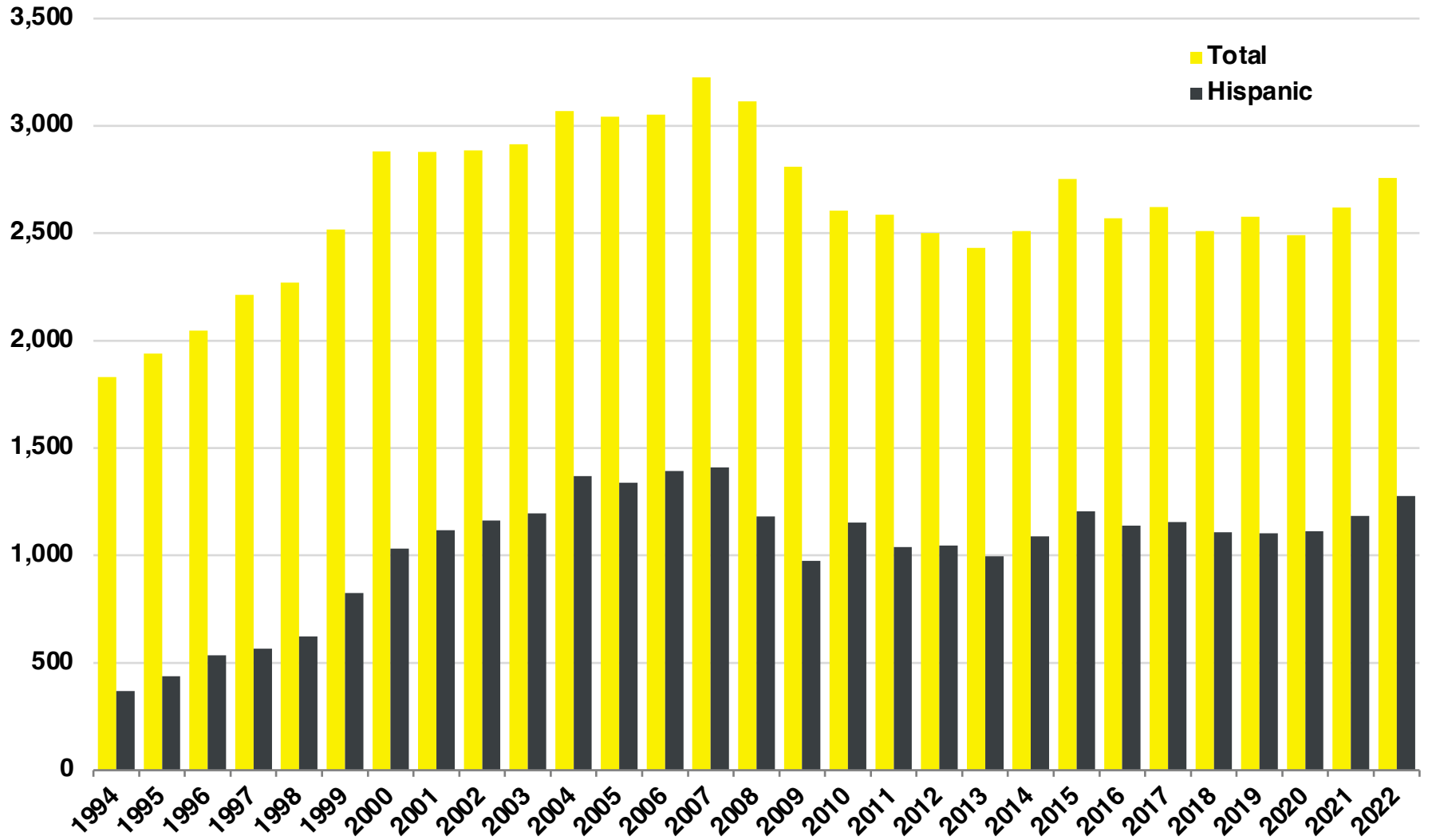
### Unemployment Rate Trends





# HALL COUNTY

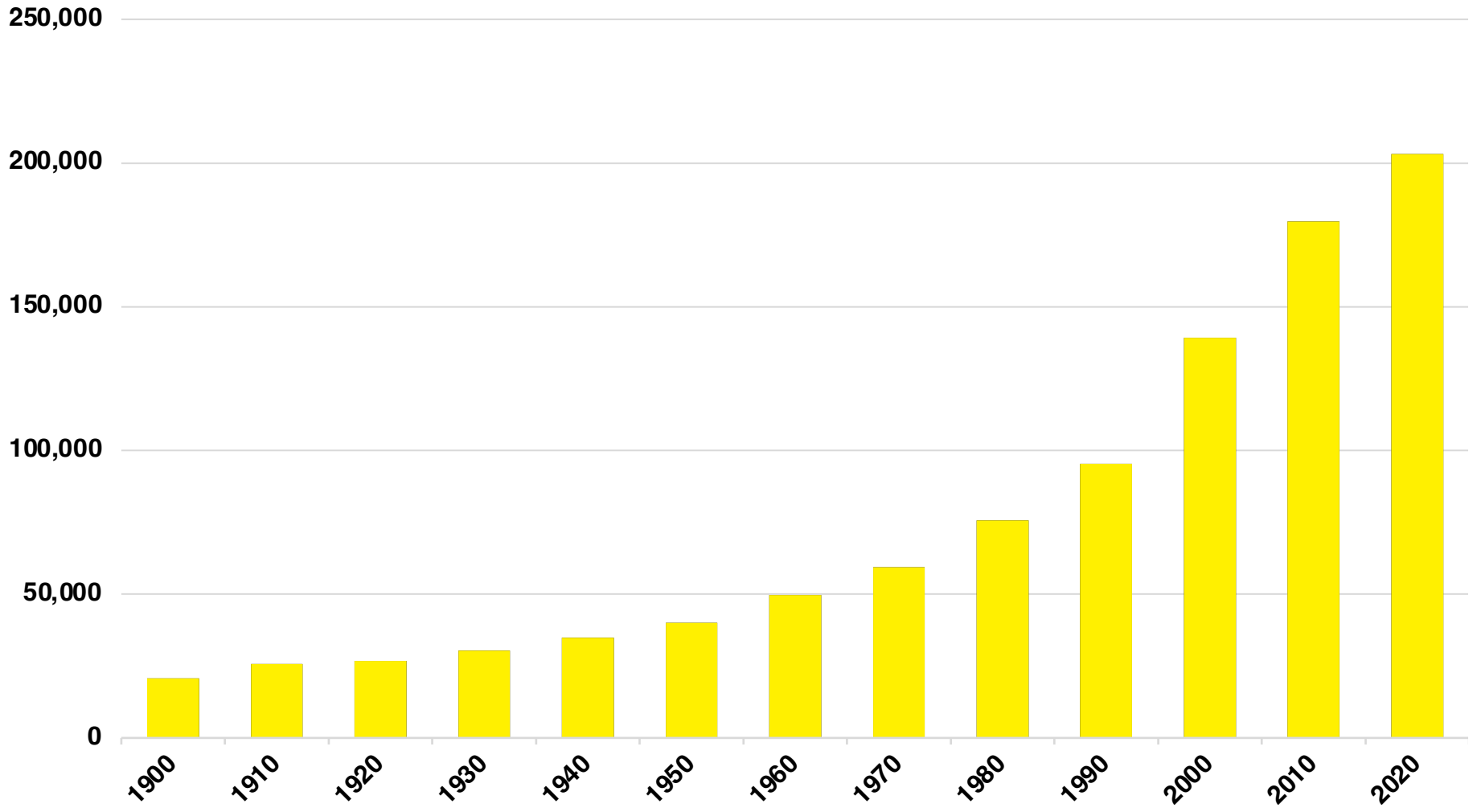
## TOTAL VS HISPANIC BIRTHS





# HALL COUNTY

## HISTORICAL POPULATION

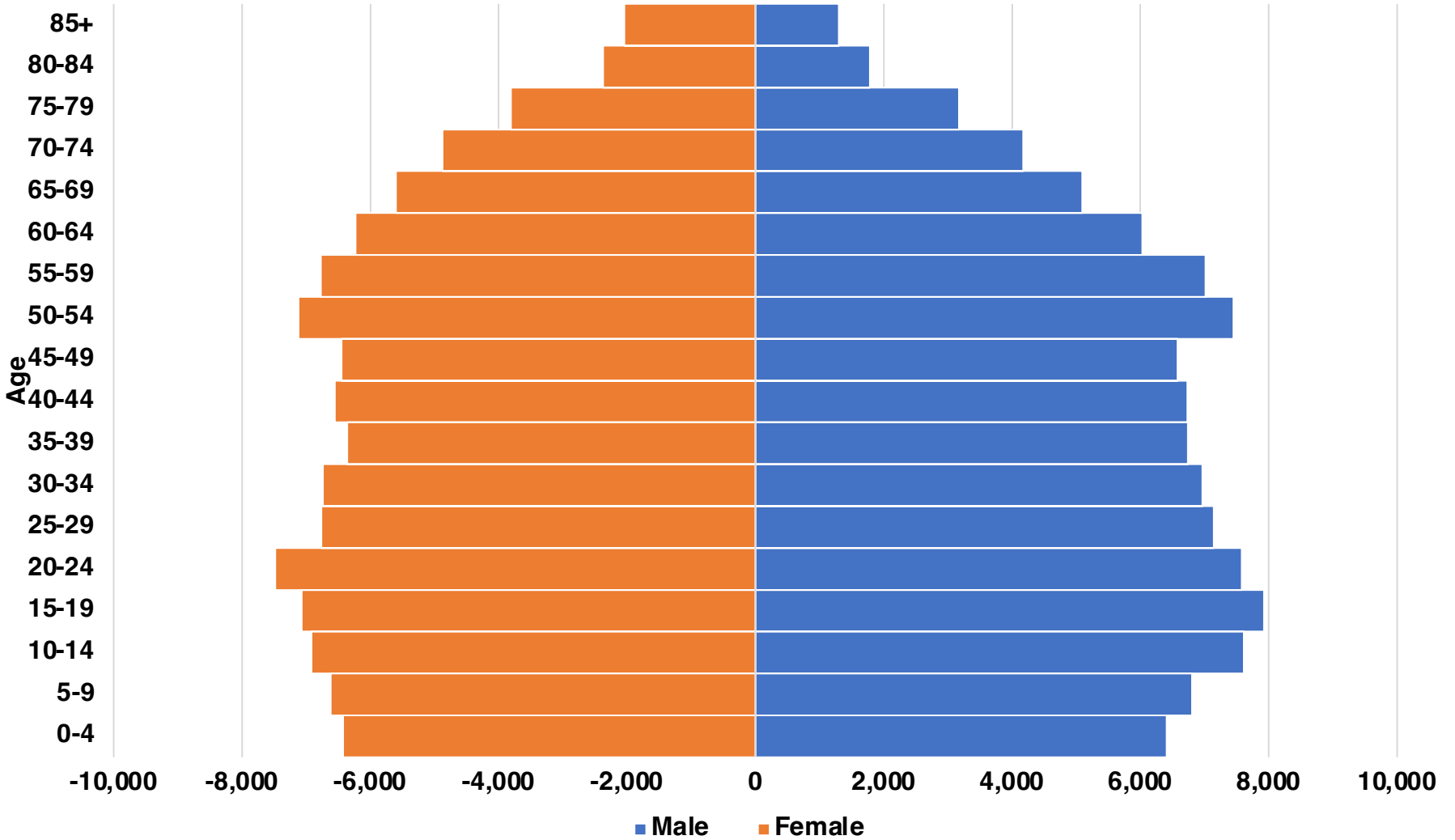


Source: US Census



# HALL COUNTY

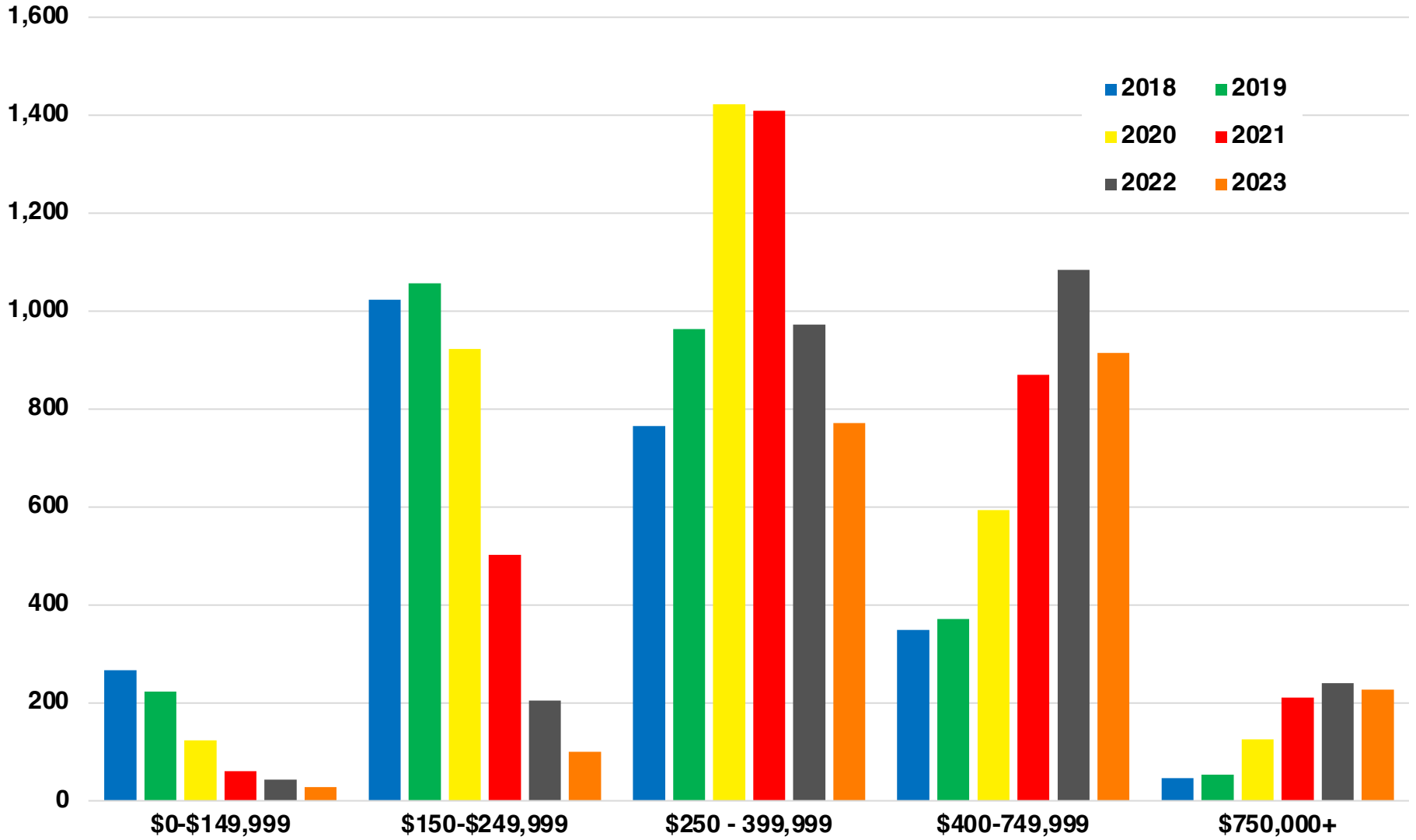
## 2022 POPULATION BY AGE





# HALL COUNTY

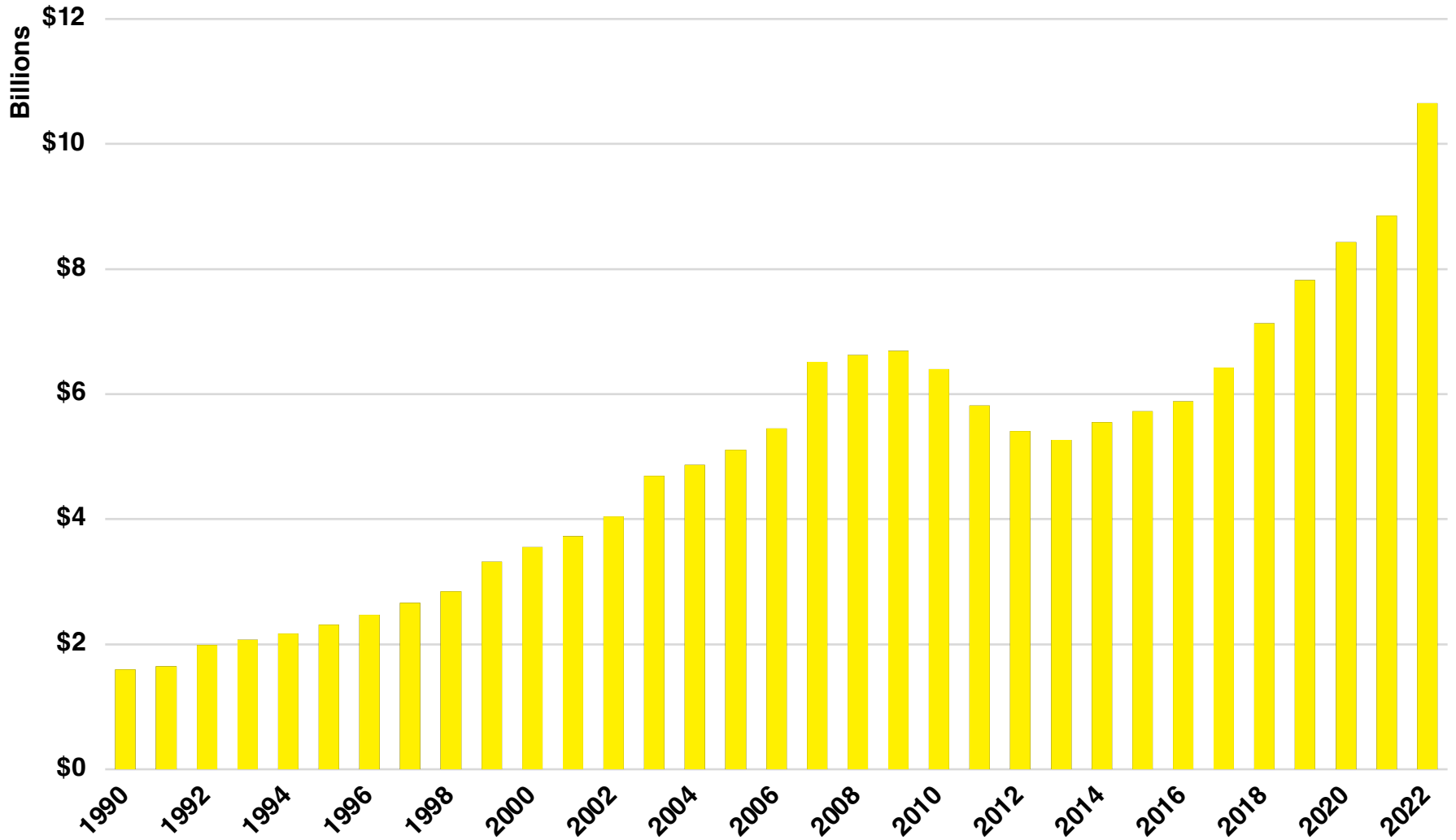
## SINGLE FAMILY HOME SALES





# HALL COUNTY

## TAX DIGEST 40% ASSESSED VALUE



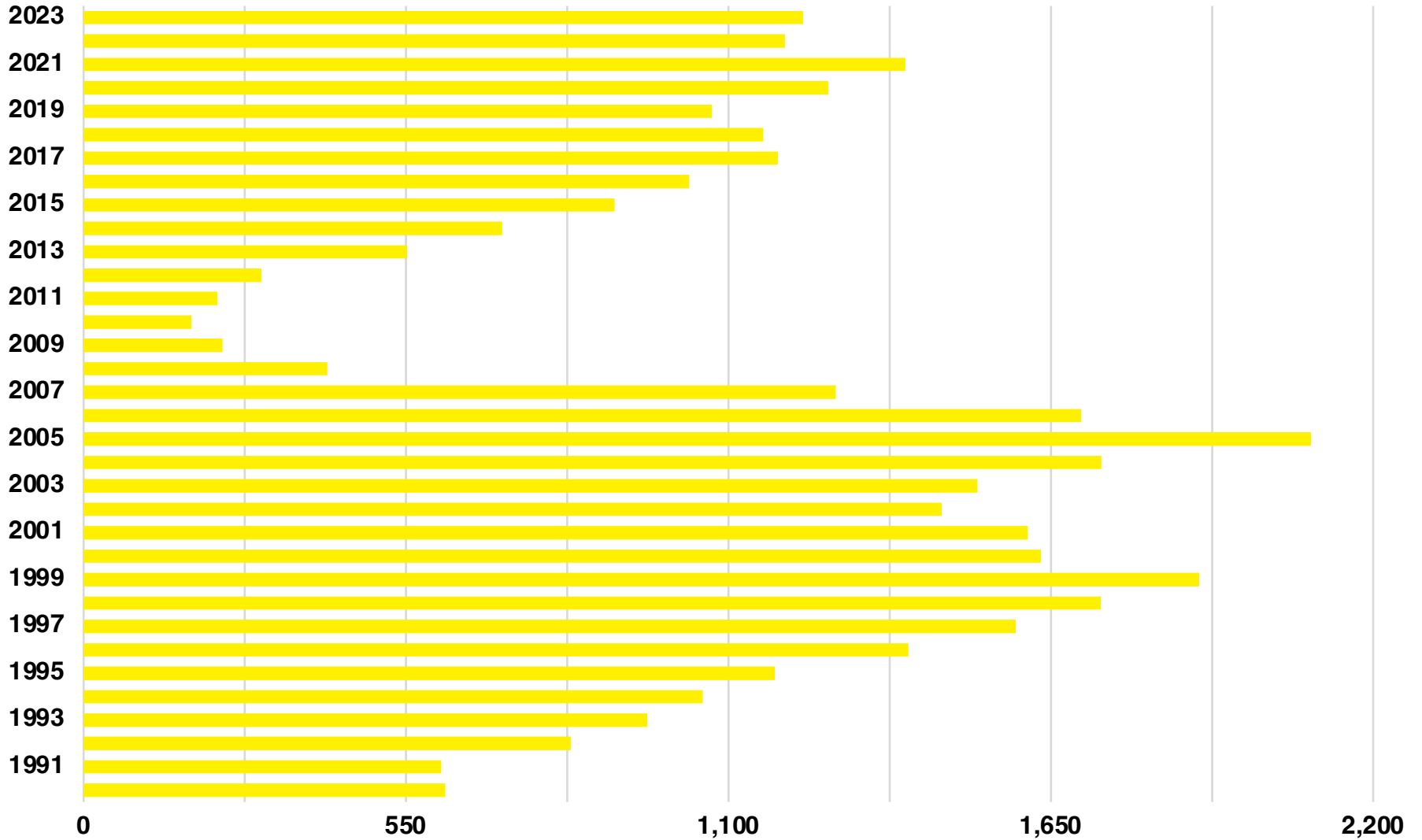
Source: GA Dept of Revenue Consolidated Tax Digest





# HALL COUNTY

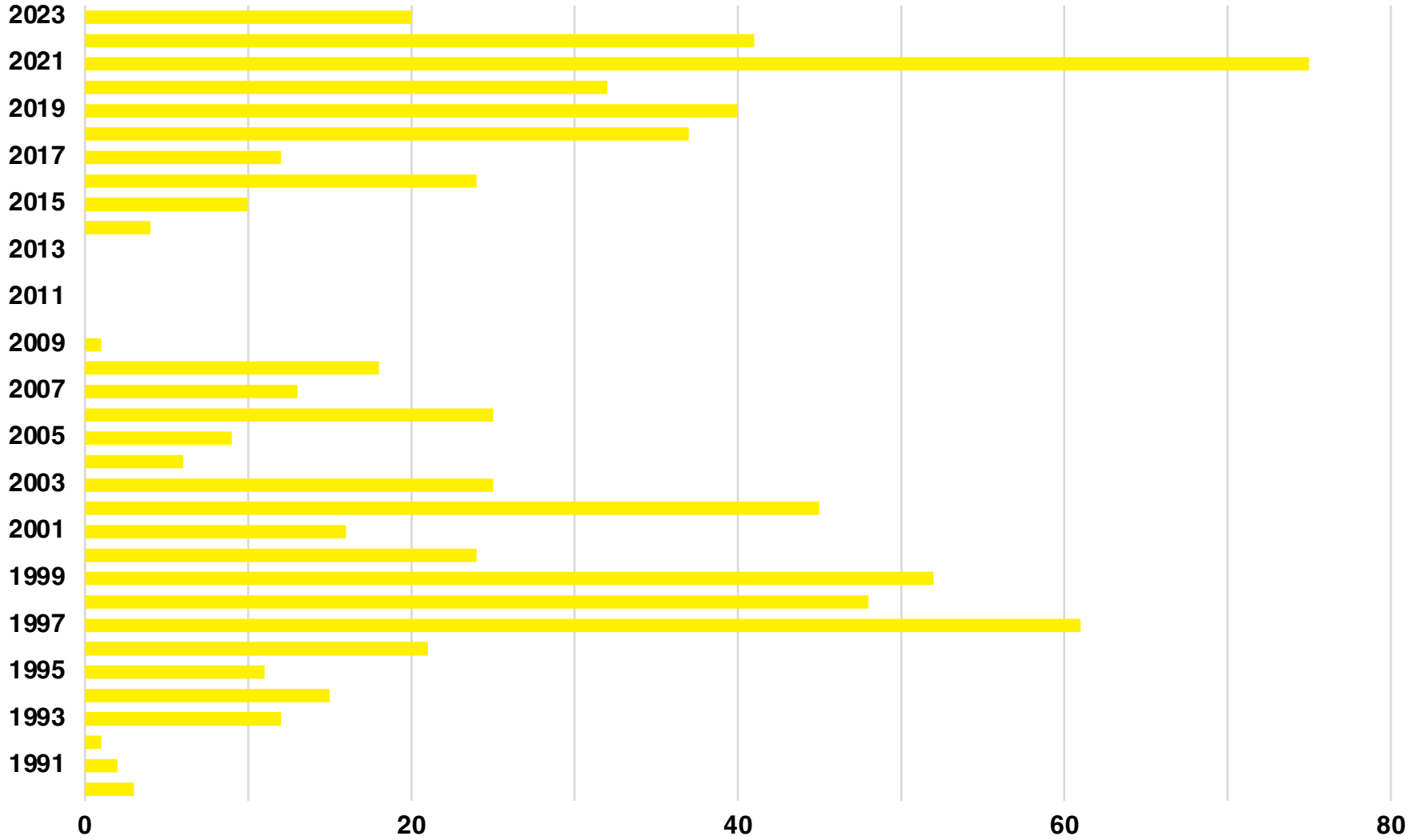
## SINGLE FAMILY BUILDING PERMITS





# HALL COUNTY

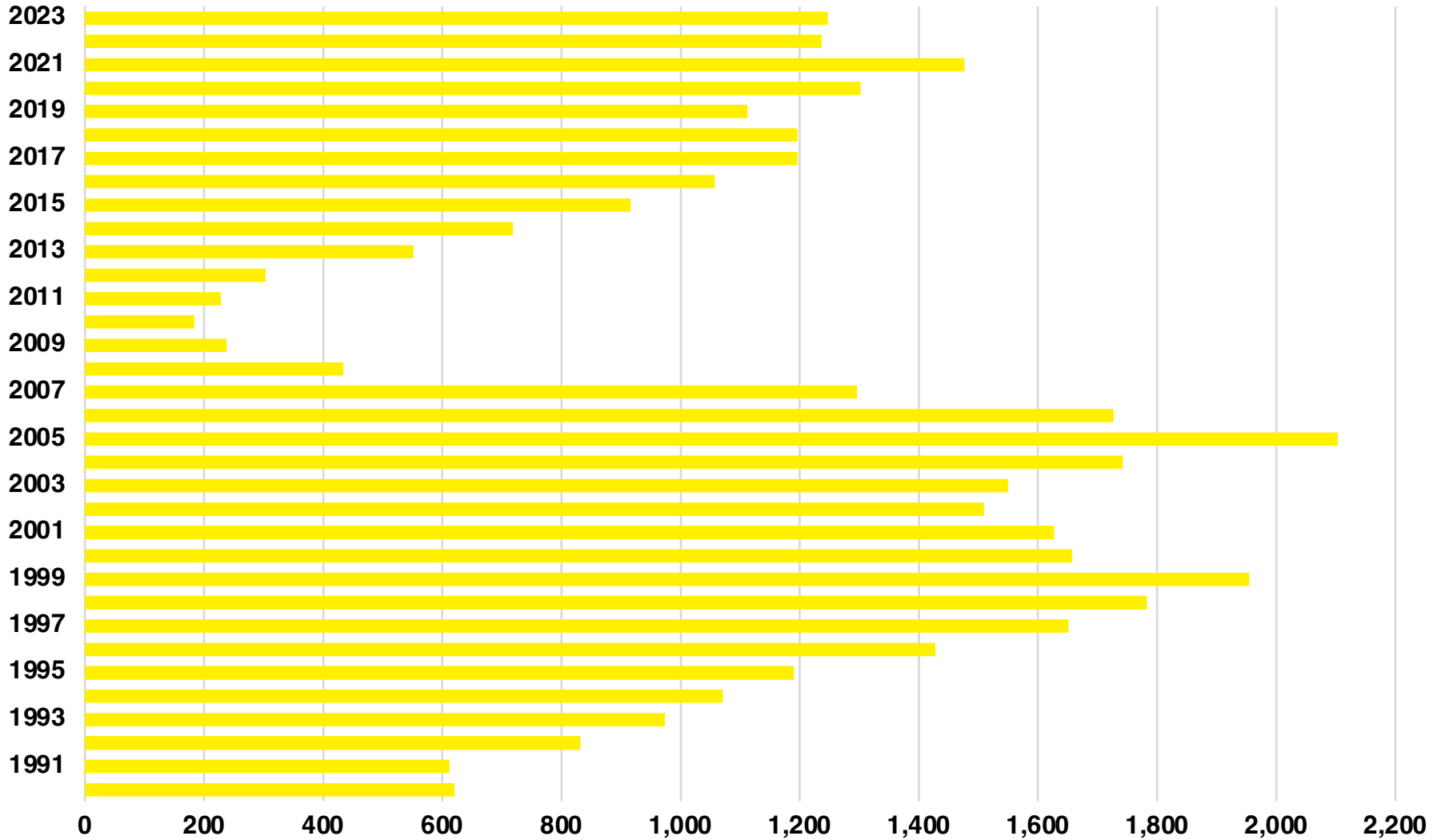
## MULTI FAMILY BUILDING PERMITS





# HALL COUNTY

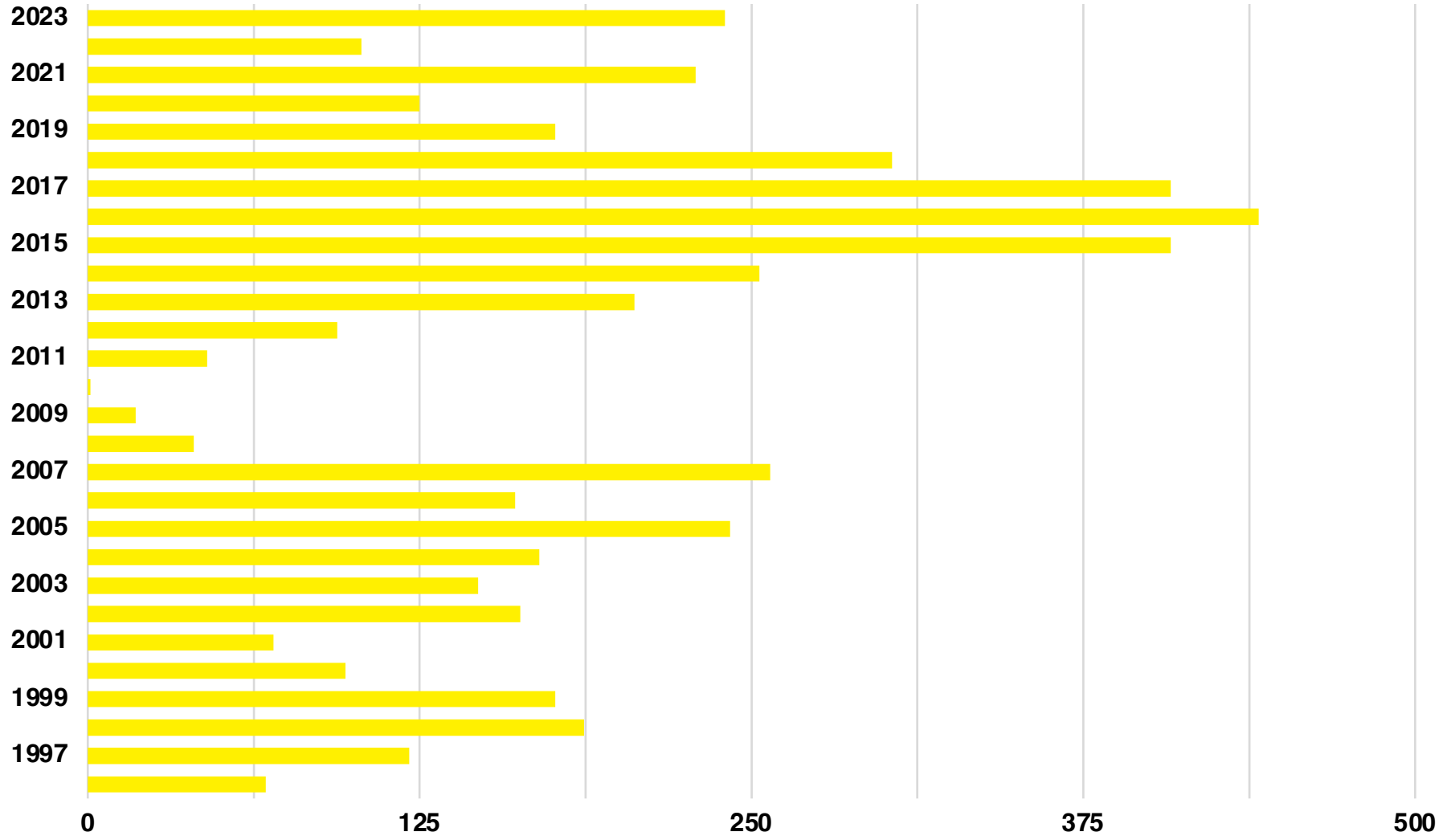
## TOTAL BUILDING PERMITS





# GAINESVILLE

## SINGLE FAMILY BUILDING PERMITS

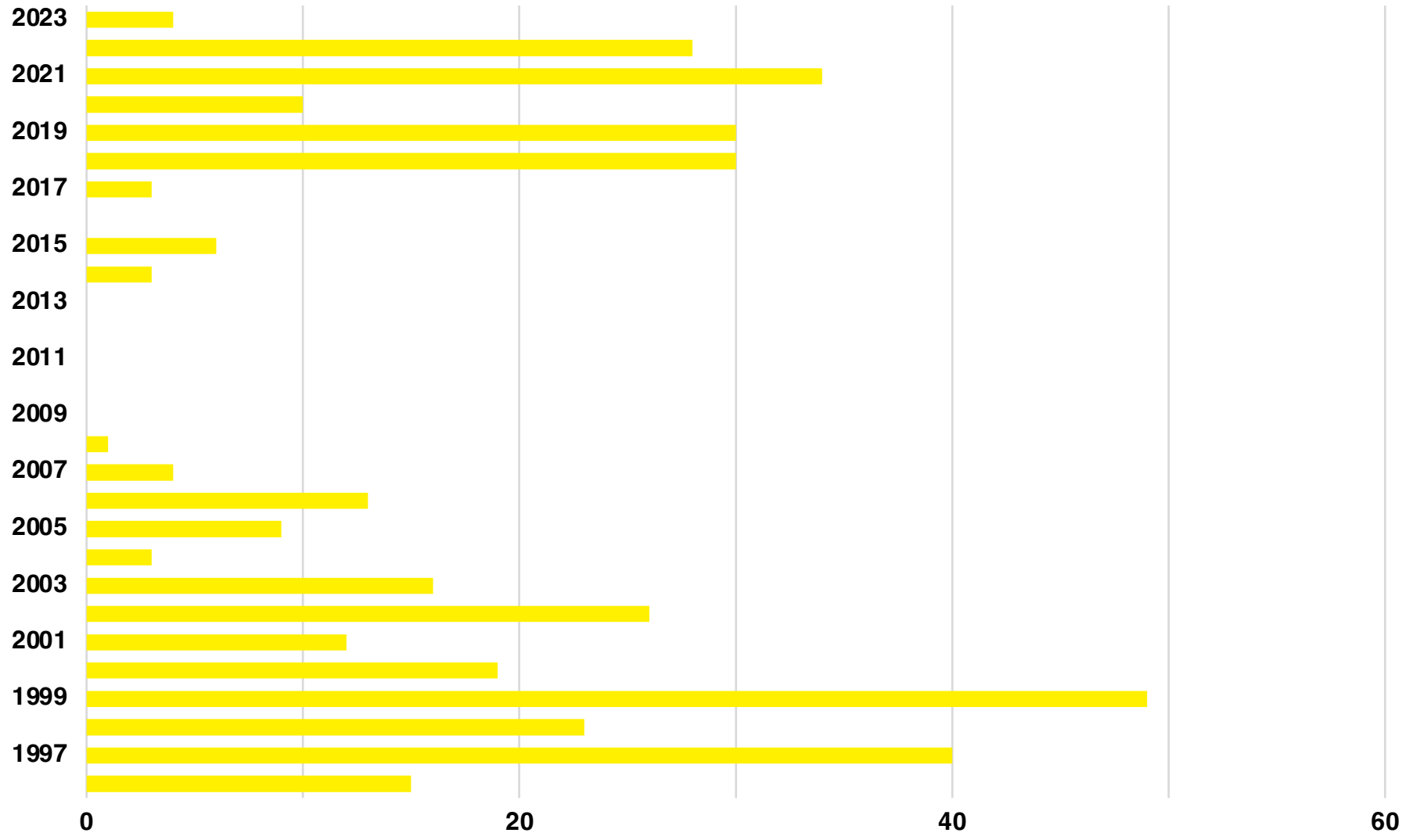


Source: US Census



# GAINESVILLE

## MULTI FAMILY BUILDING PERMITS



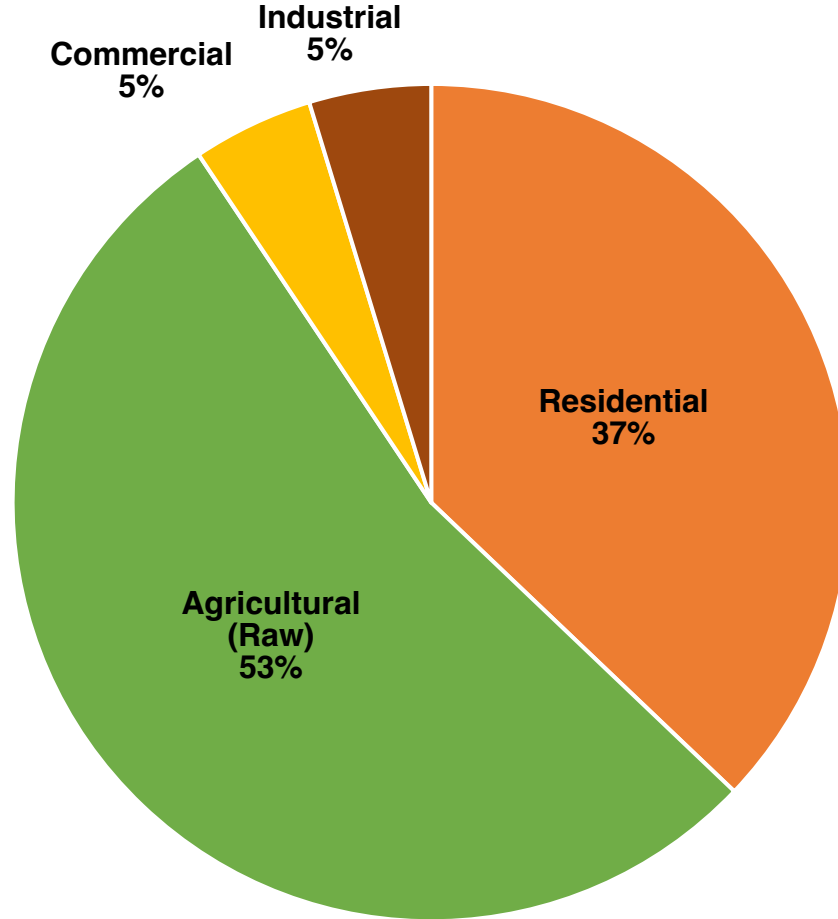
Source: US Census



# HALL COUNTY

## ZONED ACREAGE

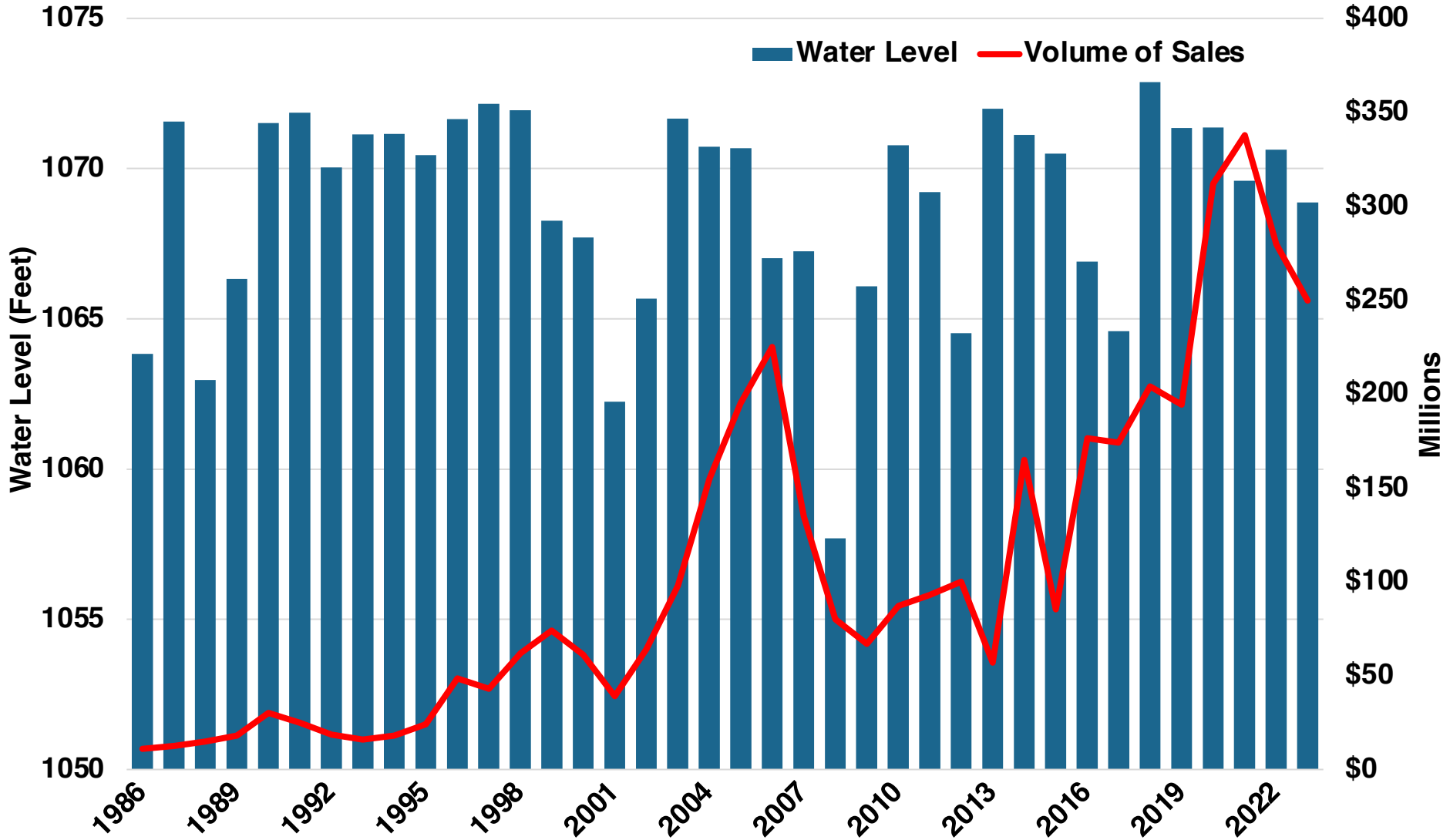
2022





# LAKE LANIER

## WATER LEVEL VS \$ VOLUME OF SALES



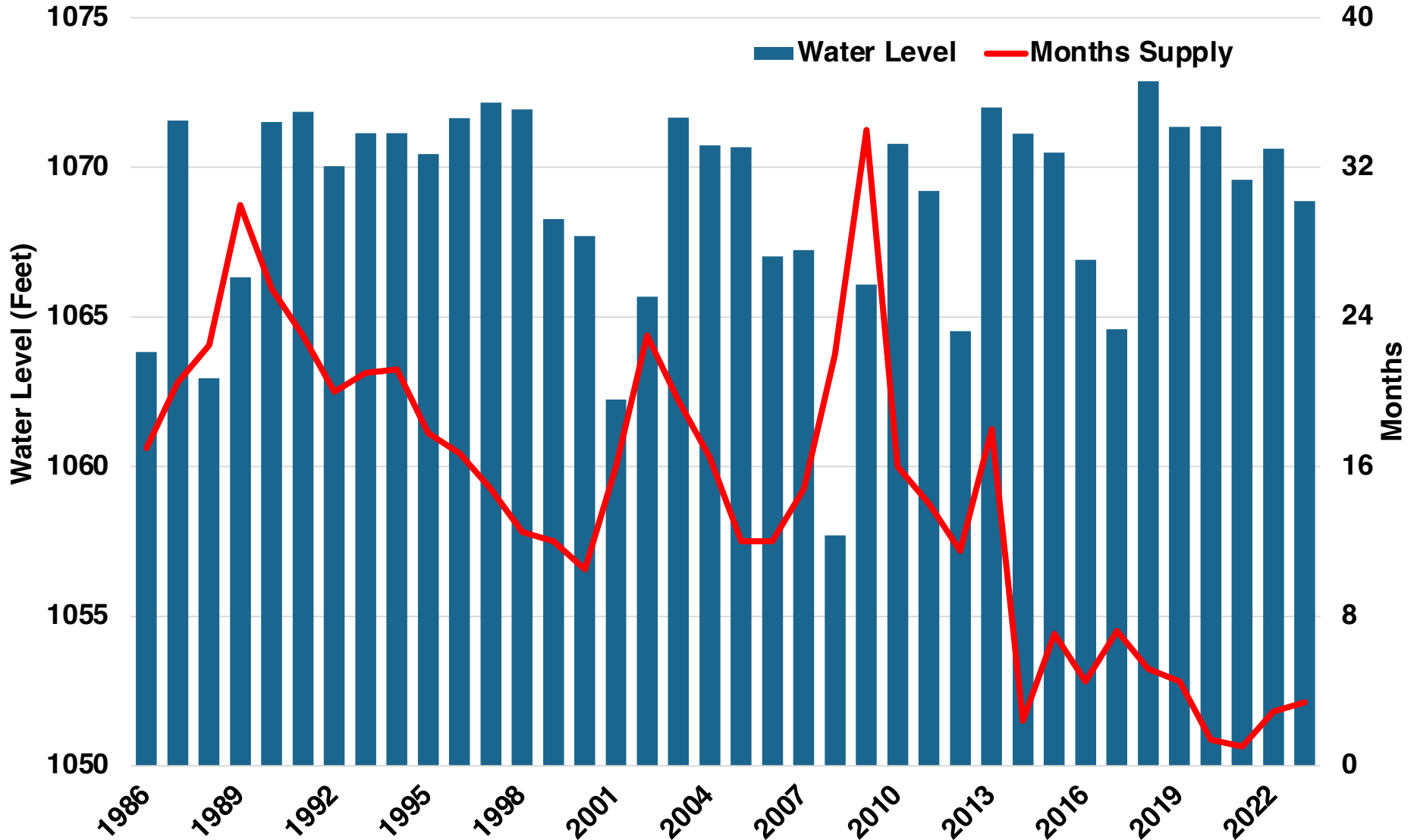
\*Data shown includes only homes with private docks.

Data Source: FMLS. Copyright Norton Native Intelligence 2023.



# LAKE LANIER

## WATER LEVEL VS MONTHS OF SUPPLY



\*Data shown includes only homes with private docks.

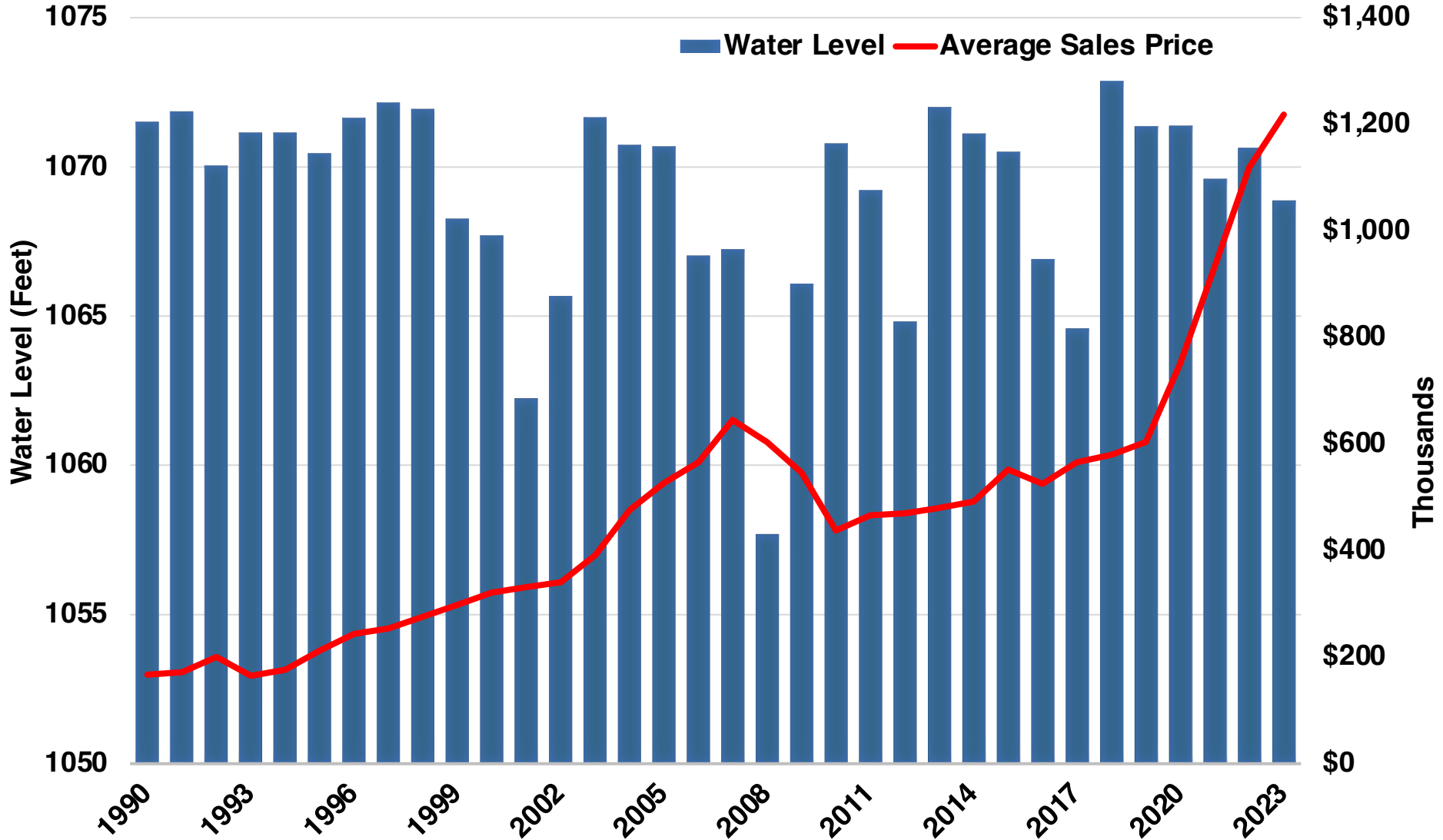
Data Source: FMLS. Copyright Norton Native Intelligence 2023.





# LAKE LANIER

## WATER LEVEL VS AVERAGE SALES PRICE



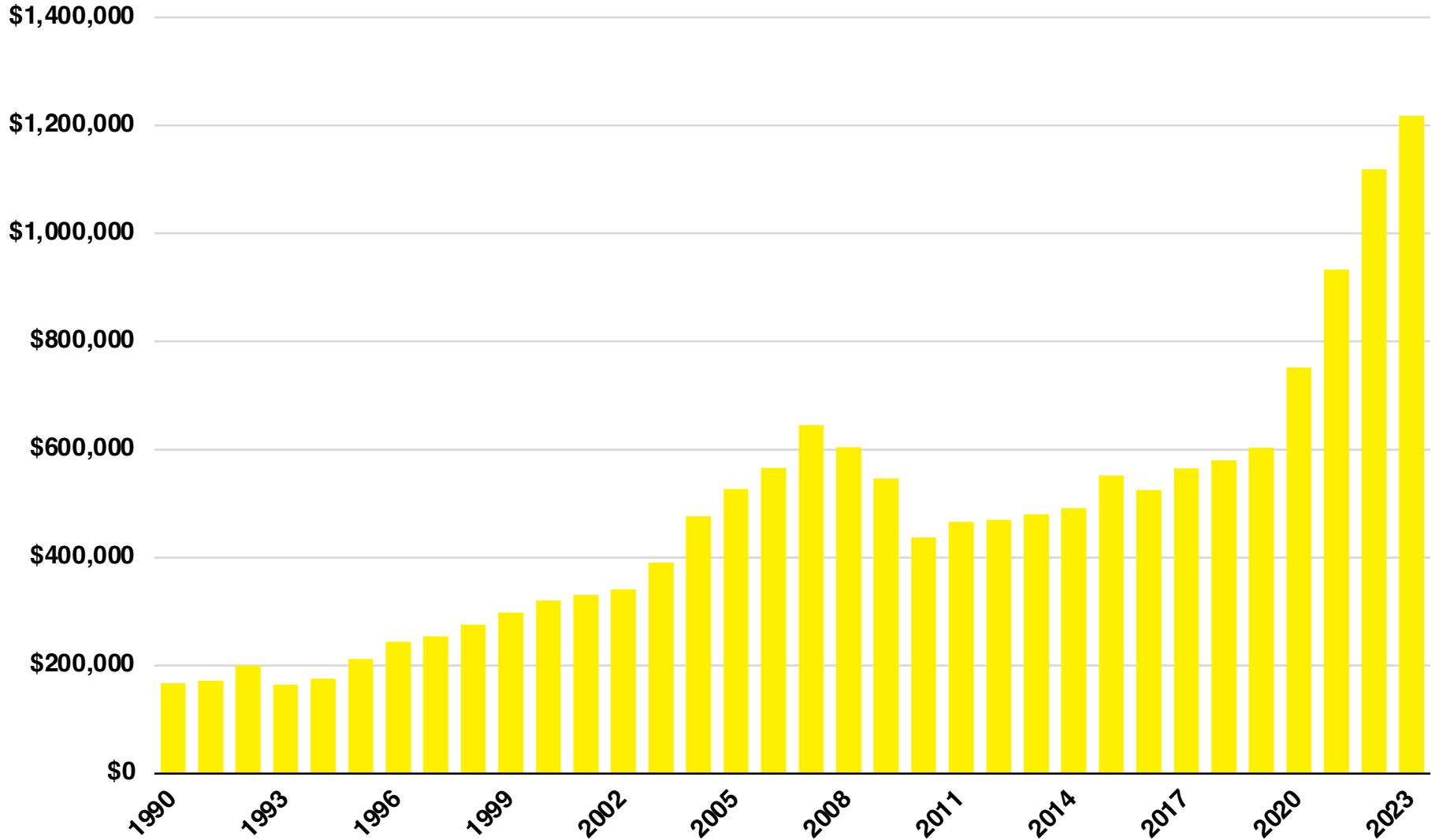
\*Data shown includes only homes with private docks.

Data Source: FMLS. Copyright Norton Native Intelligence 2023.



# LAKE LANIER

## AVERAGE SALES PRICE



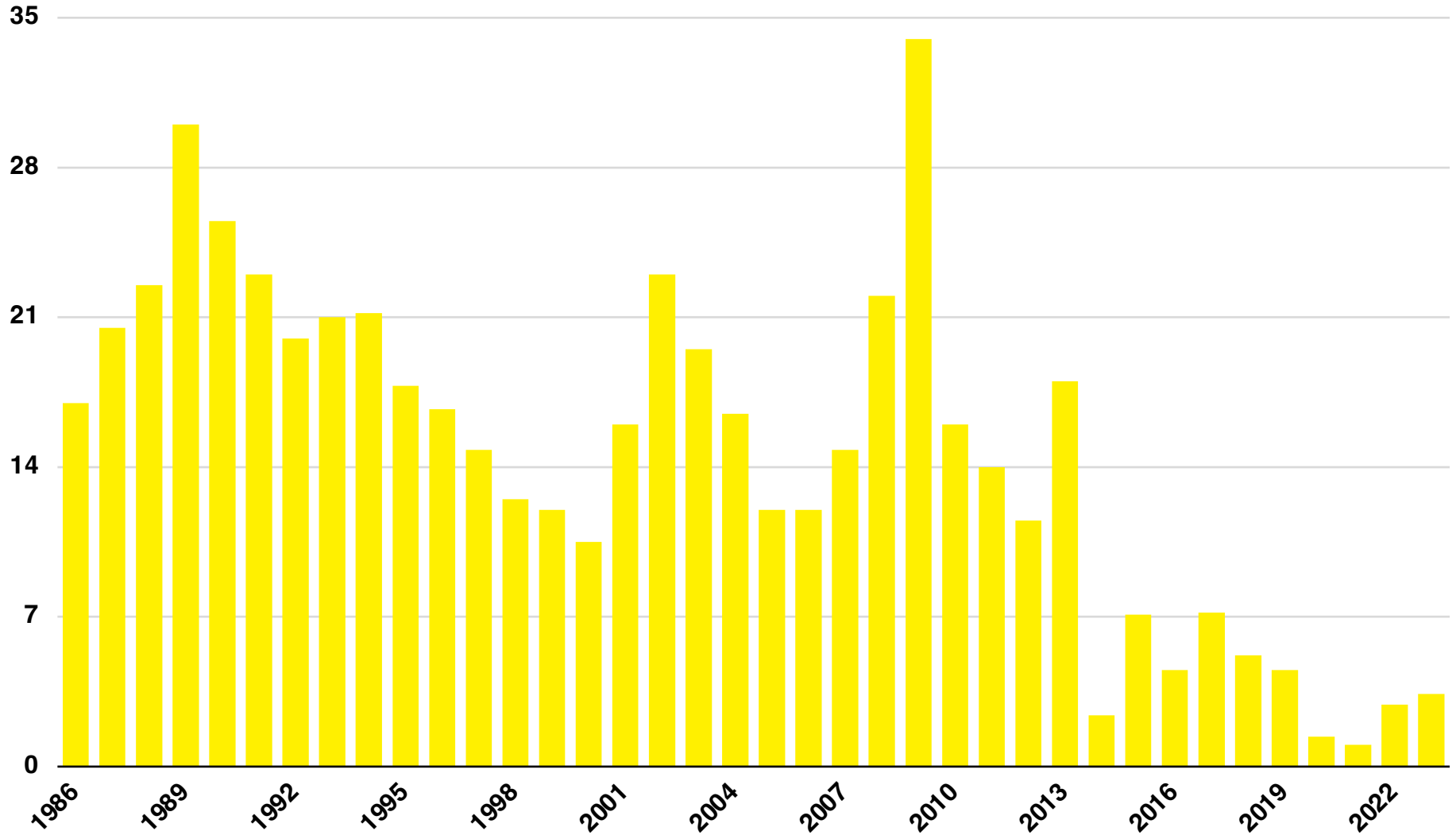
\*Data shown includes only homes with private docks.

Data Source: FMLS. Copyright Norton Native Intelligence 2023.



# LAKE LANIER

## INVENTORY MONTHS OF SUPPLY



\*Data shown includes only homes with private docks.

Data Source: FMLS. Copyright Norton Native Intelligence 2023.

## 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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