

FREE GUIDE

North Atlanta Home Value Guide

What Buyers Are Paying Right Now in Alpharetta, Cumming,
Johns Creek, Duluth, Roswell, Suwanee, Marietta & Woodstock

\$370K+	55	+5.5%
Georgia Median Price	Avg Days on Market	YoY Price Growth

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Where the Market Stands Right Now

The North Atlanta real estate market remains competitive heading into the second half of 2026. Inventory is rising slightly from historic lows, but demand — especially in top school districts — continues to outpace supply. Here's a city-by-city breakdown of what buyers are paying right now:

City	Median Price	Avg Days on Market	YoY Growth	Market Temp
Alpharetta	\$650,000	28 days	+7.2%	■ Hot
Cumming	\$485,000	32 days	+8.1%	■ Hot
Johns Creek	\$570,000	31 days	+5.8%	Warm
Duluth	\$420,000	35 days	+6.2%	Warm
Roswell	\$510,000	29 days	+6.5%	Warm
Suwanee	\$445,000	33 days	+7.4%	■ Hot
Marietta	\$390,000	36 days	+5.5%	Active
Woodstock	\$410,000	34 days	+6.8%	Warm

* Data as of June 2026. Source: Georgia MLS. All figures are approximations based on recent sales data.

KEY TAKEAWAY

Cumming leads all markets with +8.1% growth — driven by Forsyth County's population boom and Lake Lanier demand. Alpharetta commands the highest median price at \$650K, supported by the tech corridor. All 8 markets are appreciating above the national average of 4.1%.

How to Win in Today's North Atlanta Market

Buying in North Atlanta in 2026 requires preparation and speed. Well-priced homes in Alpharetta, Cumming, and Johns Creek routinely receive multiple offers within days. Here's how to give yourself the best chance:

1. Get Pre-Approved Before You Search

A pre-approval letter is non-negotiable in this market. Sellers won't entertain offers without one. Work with a local lender who can close in 21 days or less — that matters when you're competing.

2. Know Your Non-Negotiables vs. Nice-to-Haves

In a competitive market, you may not get everything. Decide upfront: which school district, which commute radius, minimum bedrooms. Be flexible on cosmetics — paint and flooring can change; location can't.

3. Move Fast — But Not Recklessly

Top homes in Alpharetta and Suwanee go in under a week. When you see the right house, be ready to submit the same day. I'll help you evaluate quickly so you can make a confident, informed offer fast.

4. Offer Strategically — Not Just High

Price is important but terms matter too. A clean offer with a short inspection period, flexible closing date, and escalation clause can beat a higher bid. I'll advise you on the right strategy for each specific home.

5. Budget for More Than the Purchase Price

Factor in closing costs (2-3% of purchase price), home inspection (\$400-600), appraisal (\$500-700), and any immediate repairs. Most lenders will also require homeowners insurance before closing.

6. Understand the Total Cost of the Neighborhood

HOA fees, Mello-Roos, and property taxes vary significantly across North Atlanta. Some Alpharetta communities have HOAs over \$200/month. I'll make sure you have the full picture before making an offer.

**As a buyer, my services cost you nothing.
The seller pays my commission.**

How to Sell Fast and For Maximum Value

Even in a seller-friendly market, how you position your home matters enormously. Overpriced homes sit, develop stigma, and ultimately sell for less than correctly priced ones. Here's what separates a fast, profitable sale from a frustrating experience:

Price It Right the First Time

The first 7–10 days on market are when you have the most buyer interest. Overpricing by even 3–5% can mean sitting for 60+ days and ultimately selling for less. A free CMA from me will show you exactly where to list.

Pre-List Preparation Pays Off

Declutter, deep clean, and address obvious maintenance issues before photos are taken. Buyers form opinions within 30 seconds. Homes that show well go under contract faster and for more money. I'll walk through your home and tell you exactly what to focus on.

Professional Photography Is Non-Negotiable

Over 95% of buyers start their search online. Dark, blurry phone photos cost you showings. I coordinate professional photography, drone footage if applicable, and compelling listing copy for every home I represent.

Time Your Listing Strategically

Spring (March–May) is typically the strongest selling season in North Atlanta. If you're planning to sell, getting the home ready in late winter positions you to capture peak buyer demand. I'll help you pick the right week to go live.

Evaluate Offers Beyond Just Price

The highest offer isn't always the best offer. Financing type, down payment, inspection contingencies, and closing timeline all affect whether a deal actually closes and when you get your money. I'll help you read every offer clearly.

Don't Vacate the Property Unnecessarily

Buyers often make lower offers on vacant homes because they assume the seller is motivated or desperate. If you can stay through the listing period (even staging a few rooms), it can positively affect the offers you receive.

9 Days

Avg to Sell

102%

List-to-Sale Ratio

FREE

Home Valuation (CMA)

Schools Drive Values — Here's What You Need to Know

In North Atlanta, school district is often the single biggest driver of home values. Homes in top-rated school zones consistently command a 10–20% premium and sell faster than comparable homes in lower-rated districts. Here's a quick reference:

City / Area	School District	Notable High Schools	Rating
Alpharetta	Fulton County	Alpharetta HS, Northview HS, Milton HS	A+
Cumming	Forsyth County	South Forsyth HS, North Forsyth HS, Lambert HS	A
Johns Creek	Fulton County	Northview HS, Johns Creek HS, Chattahoochee HS	A+
Duluth	Gwinnett County	Duluth HS, Peachtree Ridge HS	A-
Roswell	Fulton County	Roswell HS, Centennial HS	A
Suwanee	Gwinnett County	North Gwinnett HS, Peachtree Ridge HS	A
Marietta	Cobb County	Lassiter HS, Walton HS	A
Woodstock	Cherokee County	Etowah HS, Sequoyah HS	A-

WHAT THIS MEANS FOR YOUR HOME SEARCH

- Buying:** Always verify which specific school your address feeds into — it can vary block by block in some areas.
- Selling:** If your home feeds into a top-rated school, that's a major marketing point. Make sure it's in every listing description.
- Investing:** Rental properties in top school districts have lower vacancy and often command 10–15% higher rents.
- Relocating:** If you're moving to North Atlanta from out of state, I can give you a school zone tour of any neighborhood before you make an offer.

I can run a school zone analysis for any specific address in North Atlanta — just send me the address and I'll confirm which schools it feeds and what that means for value.

READY TO MAKE YOUR MOVE?

Whether you're buying your first home, selling to upsize, or looking for an investment property in North Atlanta — I'm here to help. Every consultation is free, with no pressure and no obligation.

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