

Market Line - ATLANTA

ATLANTA OVERVIEW

Occupancy: 92.3%
 Price: 1,079 \$/mo
 Rental Rate: 106.1 c/sf/mo
 Size: 1,017 sf

Past 12 Months:
 3.6% Rental Rate growth
 6,275 units absorbed

Operating Supply:
 1,811 communities
 426,950 units

Recently Opened (12 mo):
 34 communities
 8,671 units

Under Construction:
 54 communities
 14,484 units

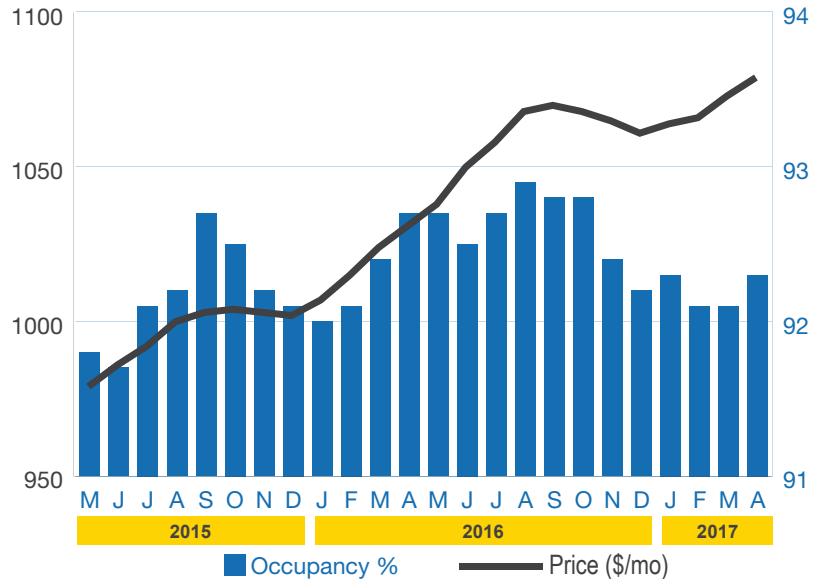
Proposed Construction:
 59 communities
 18,513 units

The box on the left displays a **snapshot** of the current market conditions.

The graph on the right displays the overall **occupancy** and effective **rental prices**. These statistics are derived from a continuous survey of all apartment communities. Effective rental prices are calculated net of concessions and utility adjustments.

The **Hottest Submarkets** are based on the best combination of rental rate growth and absorption over the past 3 months. There are a total of 37 submarkets in the Greater Atlanta area.

History of Effective Price & Occupancy



The **Concessions** table distributes and analyzes concessions or specials by classification. Concessions generally are represented by three types of specials: move-in, months free, or floorplan. ApartmentData.com captures the effect of these specials and prorates them over a lease term to arrive at a percentage reduction in market or street rents.

LARGEST MGMT COMPANIES

Management Company	Units	Apartments
First Communities	17,239	68
Strategic Mgmt Partners	13,183	59
M A A	11,445	30
Greystar	11,184	37
Cortland Partners	9,470	21

CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	80,768	19%	-0.9%	-4.4%
A	22,168	28%	-1.7%	-5.9%
B	25,403	17%	-0.6%	-3.4%
C	25,765	17%	-0.6%	-3.4%
D	7,432	15%	-0.4%	-3.4%

HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Cumming/ Forsyth County	107.4	20.6%	1.7%
2	Douglasville/ Villa Rica	87.9	19.3%	1.8%
3	Conyers/ Covington	83.6	12.8%	1.4%
4	Duluth/ Suwanee/ Buford	107.5	13.5%	1.3%
5	Forest Park/ Morrow/ Jonesboro	74.7	9.9%	1.3%
6	Riverdale/ College Park South	77.1	16.2%	0.7%
7	Stockbridge/ McDonough/ Griffin	87.5	7.7%	0.8%
8	Outlying Metro	68.8	18.3%	0.5%
9	Gainesville	89.3	13.6%	0.3%
10	Union City/ Fairburn	81.5	1.8%	1.7%

ApartmentData.com has been providing apartment data and marketing products since 1986. We provide real time access for property specific information, market surveys and historic submarket data for over 2.1 million apartment units in Texas and Georgia.



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