

Market Line - ATLANTA

ATLANTA OVERVIEW

Occupancy: 92.6%
 Price: 1,125 \$/mo
 Rental Rate: 110.5 c/sf/mo
 Size: 1,018 sf

Past 12 Months:
 4.5% Rental Rate growth
 5,151 units absorbed

Operating Supply:
 1,741 communities
 420,755 units

Recently Opened (12 mo):
 33 communities
 8,733 units

Under Construction:
 54 communities
 14,820 units

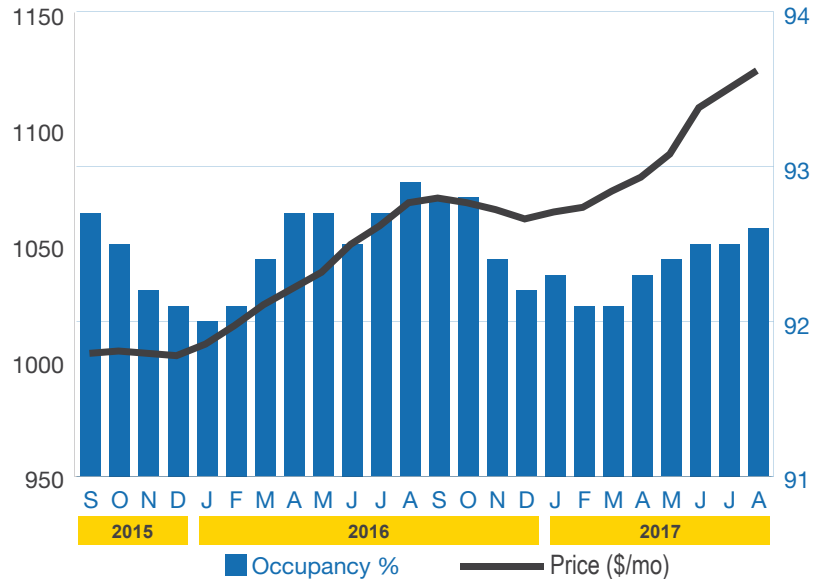
Proposed Construction:
 64 communities
 21,283 units

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	17,647	71
Strategic Mgmt Partners	12,523	60
M A A	11,774	31
Greystar	10,018	34
RAM Partners	9,858	38

CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	64,854	15%	-0.9%	-5.0%
A	21,662	27%	-1.9%	-6.7%
B	15,054	11%	-0.4%	-3.8%
C	19,479	13%	-0.4%	-3.5%
D	8,659	16%	-0.6%	-3.7%

HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Decatur North/ Avondale Estates	116.5	14.4%	2.7%
2	Midtown/ Westside/ Piedmont Park	175.6	9.8%	3.4%
3	Kennesaw/ Acworth	120.3	14.3%	0.8%
4	Woodstock/ Canton	105.2	11.3%	1.0%
5	Lindbergh/ Emory/ N Druid Hills	149.2	9.6%	1.0%
6	Cumberland/ Smyrna/ Vinings	117.1	10.0%	0.8%
7	Riverdale/ College Park South	79.9	8.7%	1.4%
8	Cumming/ Forsyth County	108.0	13.7%	0.3%
9	Stockbridge/ McDonough/ Griffin	90.4	11.3%	0.6%
10	Roswell/ Alpharetta/ Johns Creek	121.8	8.4%	1.4%

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 2.5 million apartment units in Georgia, Texas and Arizona.



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