

## Market Line - ATLANTA

### ATLANTA OVERVIEW

Occupancy: 92.0%  
 Price: 1,146 \$/mo  
 Rental Rate: 112.7 c/sf/mo  
 Size: 1,017 sf

Past 12 Months:  
 4.0% Rental Rate growth  
 7,671 units absorbed

Operating Supply:  
 1,766 communities  
 427,747 units

Recently Opened (12 mo):  
 37 communities  
 9,065 units

Under Construction:  
 56 communities  
 14,597 units

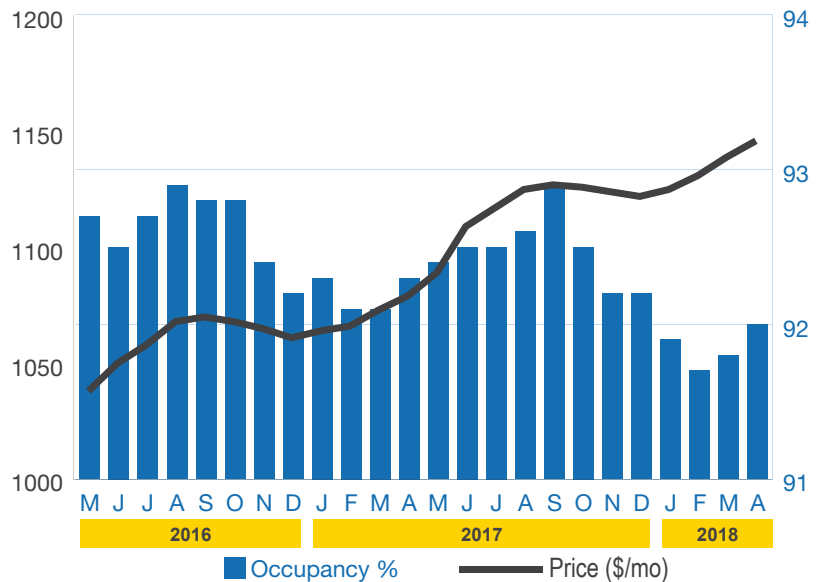
Proposed Construction:  
 89 communities  
 27,561 units

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	17,411	67
Strategic Mgmt Partners	13,686	64
Greystar	11,291	38
M A A	10,957	29
B H Mgmt Svc Inc	9,964	31

### CONCESSIONS

Class	Total Units w/ Concessions	% of Total Units	Citywide Effect	Average Special
ALL	95,523	22%	-1.5%	-5.9%
A	39,775	41%	-3.3%	-7.7%
B	28,358	19%	-0.8%	-3.9%
C	17,770	14%	-0.6%	-4.1%
D	9,620	16%	-0.5%	-3.3%

### HOTTEST SUBMARKETS

Over The Past 3 Months

Rank	Submarket	Rental Rate (c/sf/mo)	Annualized Growth	% of Mkt Absorbed
1	Forest Park/ Morrow/ Jonesboro	82.2	15.5%	1.2%
2	Outlying Metro	72.9	17.4%	0.9%
3	Six Flags/ Lithia Springs/ Mableton	95.2	17.0%	0.9%
4	Gainesville	92.1	11.7%	1.6%
5	Chamblee/ Tucker	112.9	12.6%	1.0%
6	Conyers/ Covington	88.3	16.0%	0.7%
7	Douglasville/ Villa Rica	95.0	10.0%	1.4%
8	Duluth/ Suwanee/ Buford	112.3	6.4%	1.5%
9	Cumming/ Forsyth County	105.5	4.9%	3.9%
10	Cumberland/ Smyrna/ Vinings	120.5	6.9%	1.0%

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 3 million apartment units in AZ, GA, NC, TN, and TX.



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