

# Heard County, GA

County · GA · Georgia

BUYER'S MARKET

**\$182K**

MEDIAN SALE PRICE

**-23.8%**

1-YR CHANGE

**148**

SALES (12 MO)

**\$240K**

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 25 / 100



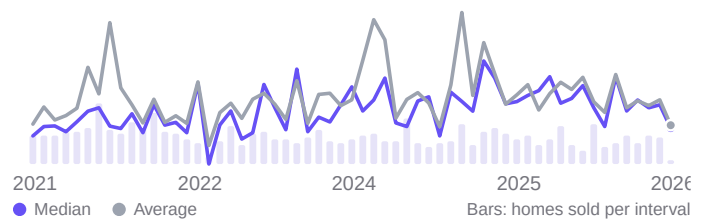
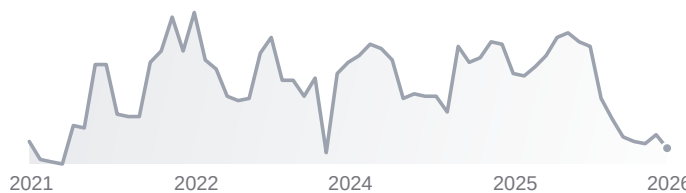
## MARKET TRENDS (5 YEARS)

Market temperature (0-100)

25 / 100

Sale prices

Median \$135K · Average \$144K

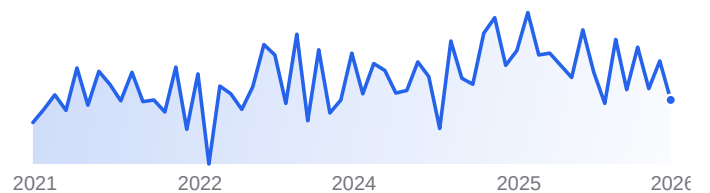
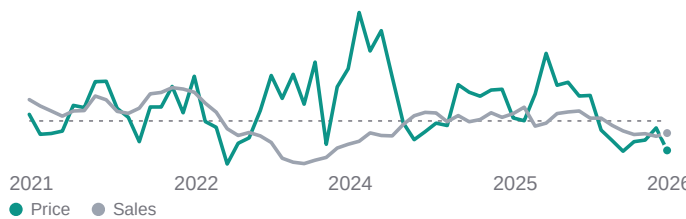


Growth (year over year)

Price -23.8% · Sales -9.8%

Price per square foot

\$100/ft²

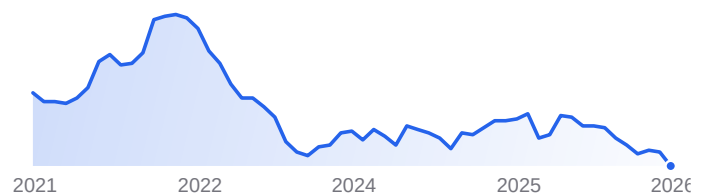
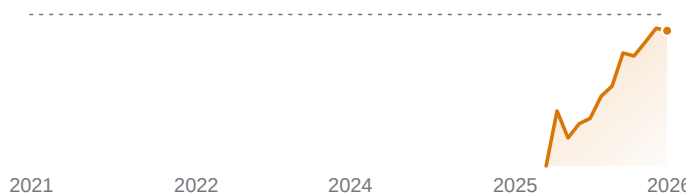


Sale premium vs estimated value

-0.4%

Annual turnover (share of homes sold)

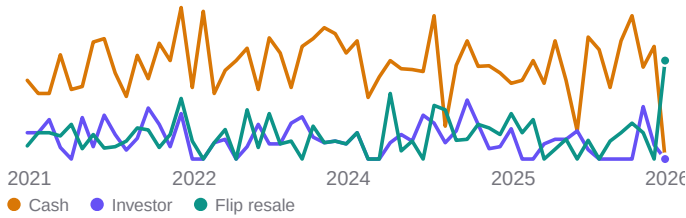
3.4%



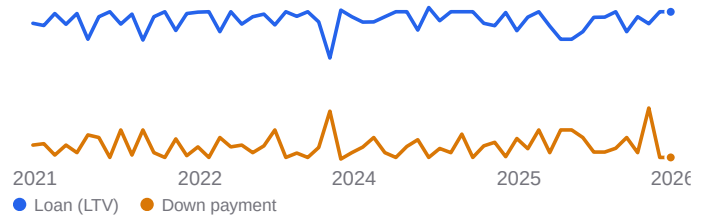
## BUYERS & OUTCOMES

### Buyer mix

Cash 0% · Investor 0% · Flip resale 50%

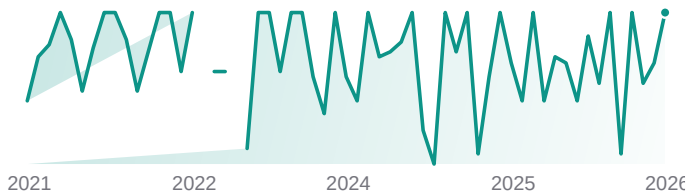


Financing (share of purchase price) Loan (LTV) 98% · Down payment 1.8%



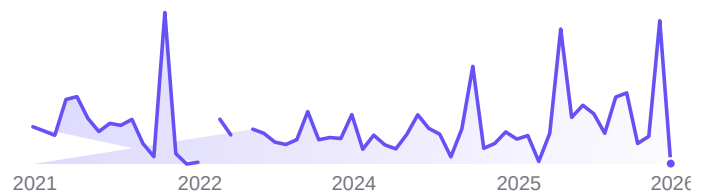
### Sellers who sold at a gain

100%



### Typical hold before selling

0.5 yrs



### Median annualized return at resale

+63.7%



### Preforeclosure filings

Filings 1 · Auction stage 1



## HOUSING STOCK

|                    |           |
|--------------------|-----------|
| Homes              | 4,371     |
| Median value (AVM) | \$240K    |
| Median size        | 1,560 ft² |
| Median bedrooms    | 3         |
| Median year built  | 1989      |
| Single family      | 71%       |

## EQUITY & OWNERSHIP

|                               |          |
|-------------------------------|----------|
| Equity rich (LTV 50% or less) | 69%      |
| Underwater (LTV 125% or more) | 2.1%     |
| Owner occupied                | 81%      |
| Company owned                 | 6.2%     |
| Median loan-to-value          | 24%      |
| Typical ownership tenure      | 10.5 yrs |

## COMMUNITY

|                                  |          |
|----------------------------------|----------|
| Population                       | 12,260   |
| Density                          | 41 / mi² |
| Median household income          | \$61K    |
| Average household income         | \$85K    |
| Crime index (US avg 100)         | 120      |
| Air pollution index (US avg 100) | 90       |
| Earthquake index (US avg 100)    | 42       |
| Homes occupied                   | 91%      |
| Bachelor's or higher             | 9%       |
| Poverty rate                     | 13.2%    |
| Unemployment                     | 1.0%     |
| Average temp                     | 62°F     |
| Annual precip                    | 54 in    |
| Sunshine                         | 61%      |

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.