

Kennesaw 30144

ZIP code · GA · Georgia · Cobb County · Kennesaw

BUYER'S MARKET

\$383K

MEDIAN SALE PRICE

-5.3%

1-YR CHANGE

697

SALES (12 MO)

\$378K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 39 / 100



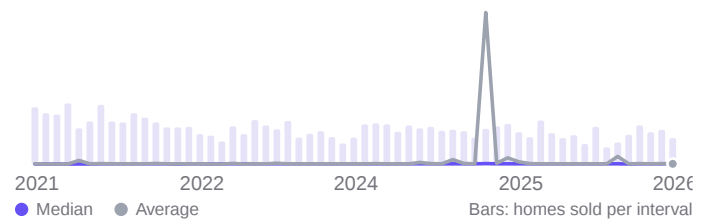
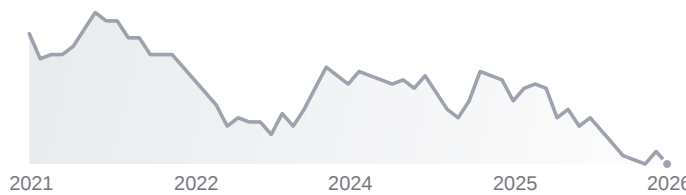
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

39 / 100

Sale prices

Median \$390K · Average \$392K

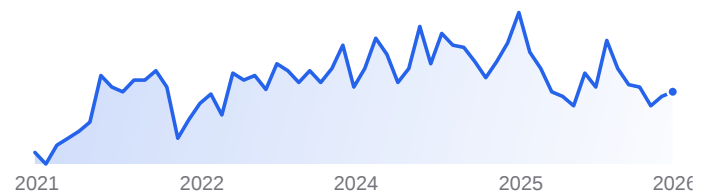
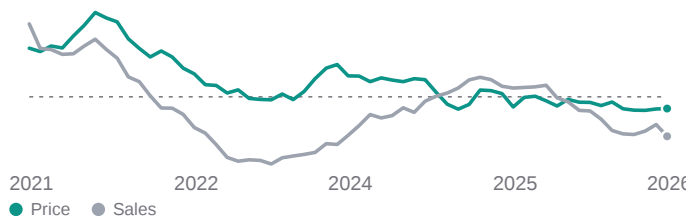


Growth (year over year)

Price -5.3% · Sales -17.8%

Price per square foot

\$198/ft²



Sale premium vs estimated value

+0.0%

Annual turnover (share of homes sold)

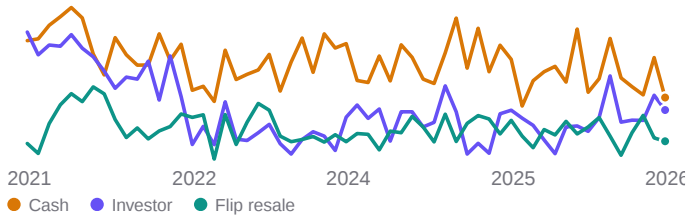
4.5%



BUYERS & OUTCOMES

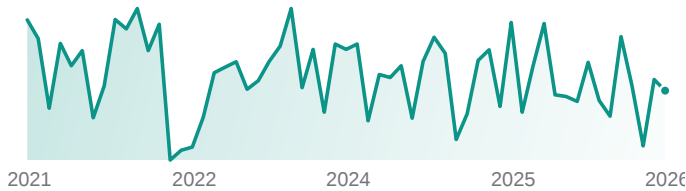
Buyer mix

Cash 21% · Investor 17% · Flip resale 7.5%



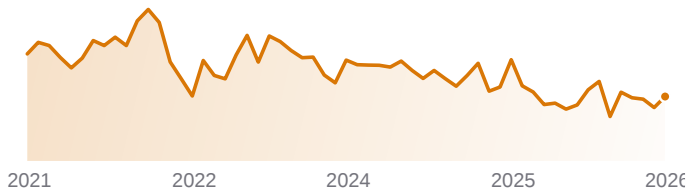
Sellers who sold at a gain

88%

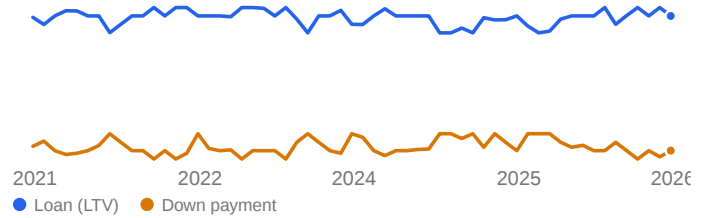


Median annualized return at resale

+5.7%

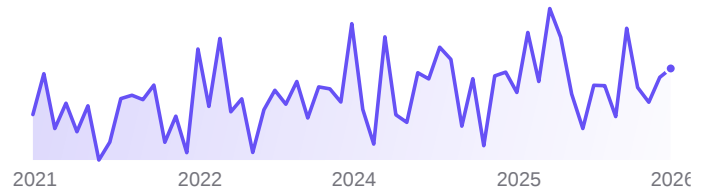


Financing (share of purchase price) Loan (LTV) 90% · Down payment 10%



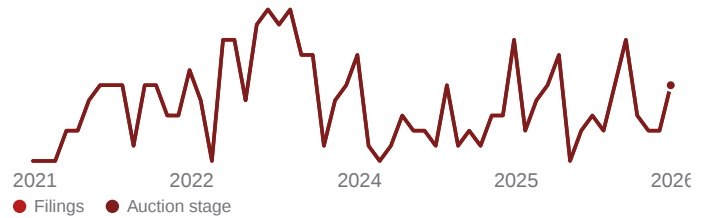
Typical hold before selling

5.9 yrs



Preforeclosure filings

Filings 6 · Auction stage 6



HOUSING STOCK

Homes	15,529
Median value (AVM)	\$378K
Median size	1,852 ft²
Median bedrooms	3
Median year built	1995
Single family	89%
Condos	9.5%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	59%
Underwater (LTV 125% or more)	0.9%
Owner occupied	81%
Company owned	17%
Median loan-to-value	44%

Typical ownership tenure

8.7 yrs

COMMUNITY

Population	60,040
Density	2,648 / mi²
Median household income	\$89K
Average household income	\$112K
Crime index (US avg 100)	86
Air pollution index (US avg 100)	83
Earthquake index (US avg 100)	69
Homes occupied	95%
Bachelor's or higher	32%
Poverty rate	10.1%
Unemployment	1.0%
Average temp	60°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.