

Gainesville 30504

ZIP code · GA · Georgia · Hall County · Gainesville

BUYER'S MARKET

\$372K

MEDIAN SALE PRICE

-5.7%

1-YR CHANGE

252

SALES (12 MO)

\$359K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 37 / 100



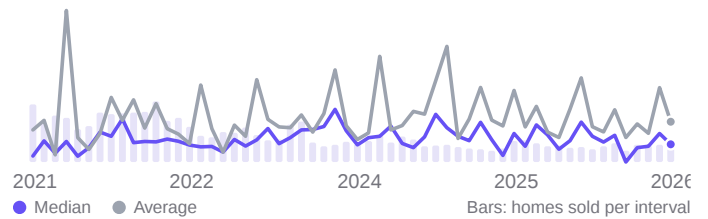
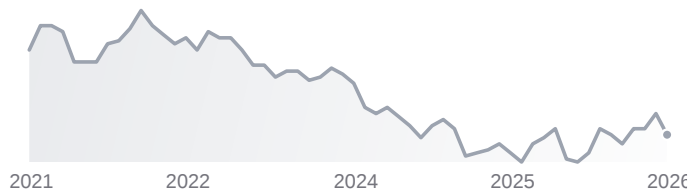
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

37 / 100

Sale prices

Median \$362K · Average \$441K

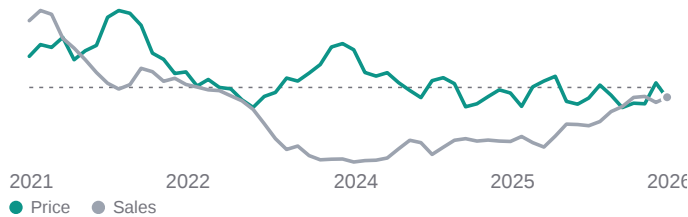


Growth (year over year)

Price -5.7% · Sales -5.3%

Price per square foot

\$225/ft²

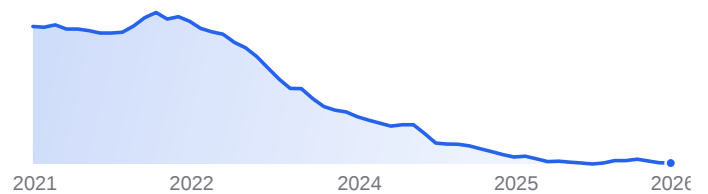
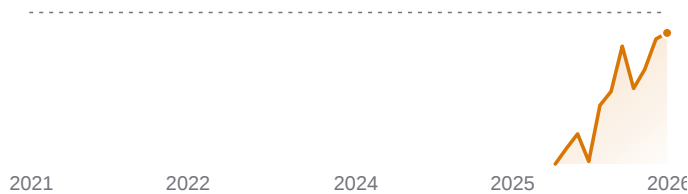


Sale premium vs estimated value

-0.2%

Annual turnover (share of homes sold)

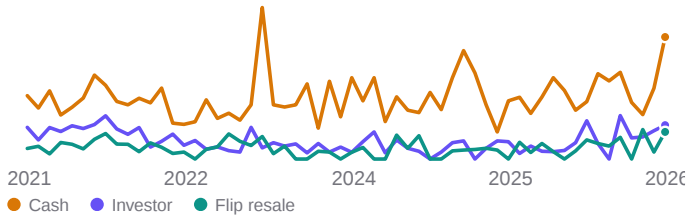
3.1%



BUYERS & OUTCOMES

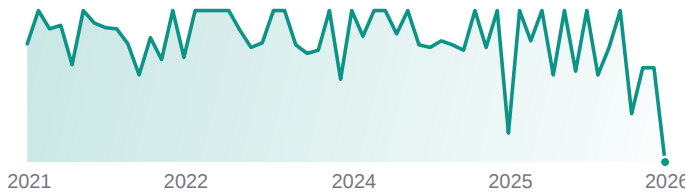
Buyer mix

Cash 75% · Investor 21% · Flip resale 17%



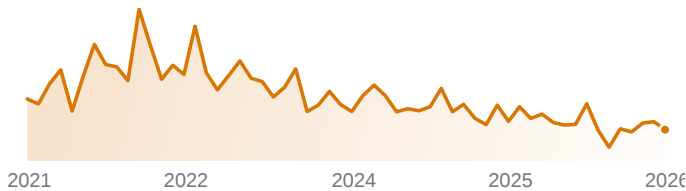
Sellers who sold at a gain

71%

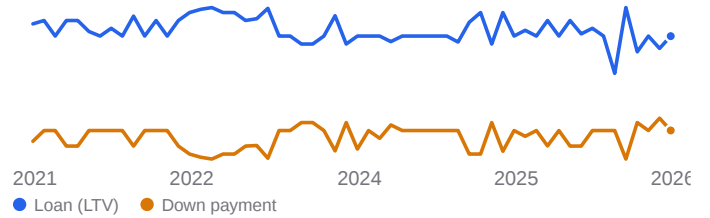


Median annualized return at resale

+4.3%

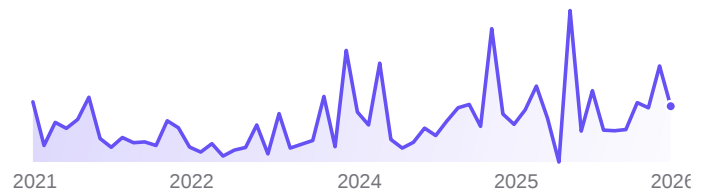


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



Typical hold before selling

5.1 yrs



Preforeclosure filings

Filings 3 · Auction stage 3



HOUSING STOCK

Homes	8,120
Median value (AVM)	\$359K
Median size	1,752 ft²
Median bedrooms	3
Median year built	2000
Single family	98%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	66%
Underwater (LTV 125% or more)	1.2%
Owner occupied	77%
Company owned	14%
Median loan-to-value	37%
Typical ownership tenure	7.3 yrs

COMMUNITY

Population	28,078
Density	1,285 / mi²
Median household income	\$65K
Average household income	\$91K
Crime index (US avg 100)	97
Air pollution index (US avg 100)	81
Earthquake index (US avg 100)	62
Homes occupied	94%
Bachelor's or higher	14%
Poverty rate	13.8%
Unemployment	0.9%
Average temp	59°F
Annual precip	56 in
Sunshine	61%

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