

Rocky Face 30740

ZIP code · GA · Georgia · Whitfield County

BALANCED MARKET

\$233K

MEDIAN SALE PRICE

-10.9%

1-YR CHANGE

115

SALES (12 MO)

\$280K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 48 / 100



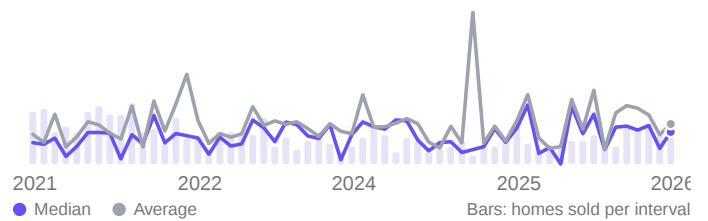
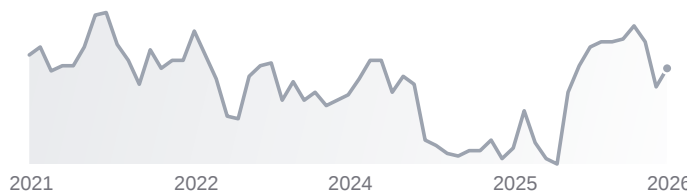
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

48 / 100

Sale prices

Median \$248K · Average \$282K

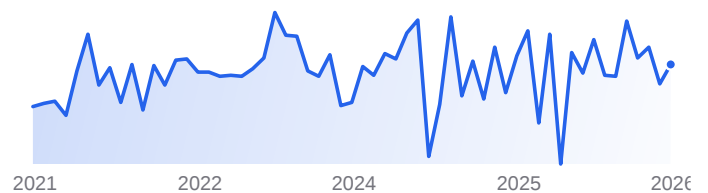
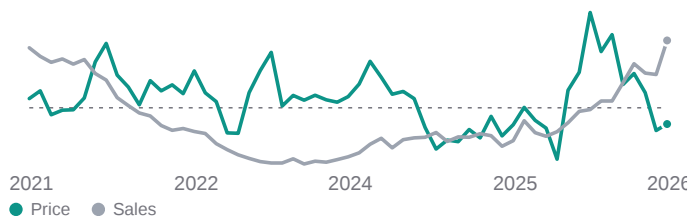


Growth (year over year)

Price -10.9% · Sales +45.6%

Price per square foot

\$158/ft²

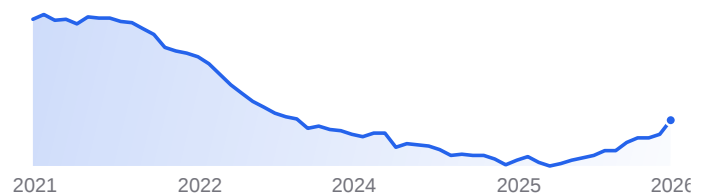
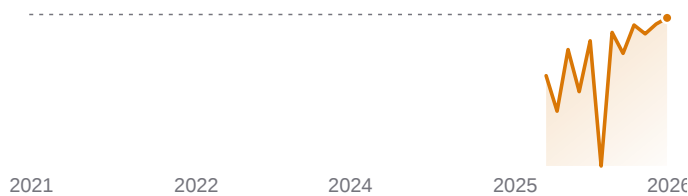


Sale premium vs estimated value

-0.2%

Annual turnover (share of homes sold)

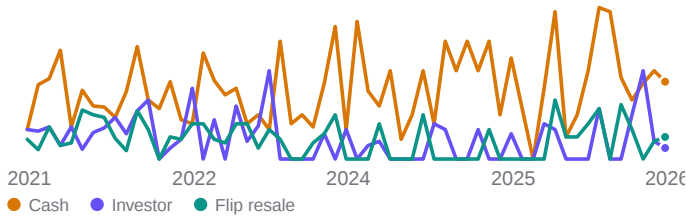
3.6%



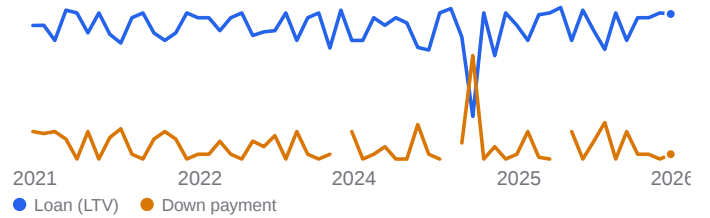
BUYERS & OUTCOMES

Buyer mix

Cash 44% · Investor 6.3% · Flip resale 13%

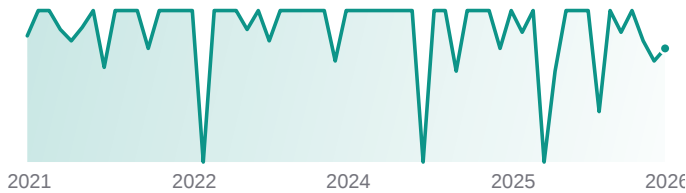


Financing (share of purchase price) Loan (LTV) 97% · Down payment 5.0%



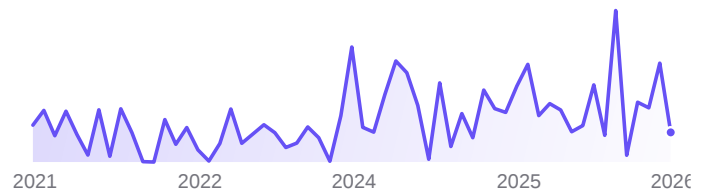
Sellers who sold at a gain

75%



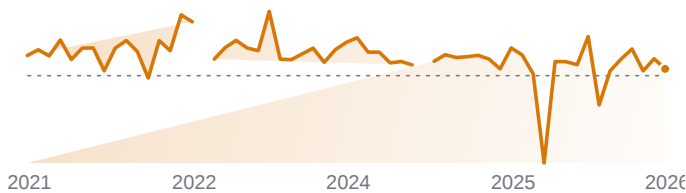
Typical hold before selling

2.3 yrs



Median annualized return at resale

+2.9%



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	3,196
Median value (AVM)	\$280K
Median size	1,614 ft²
Median bedrooms	3
Median year built	1989
Single family	90%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	58%
Underwater (LTV 125% or more)	1.8%
Owner occupied	89%
Company owned	5.9%
Median loan-to-value	43%
Typical ownership tenure	10.2 yrs

COMMUNITY

Population	9,147
Density	180 / mi²
Median household income	\$79K
Average household income	\$97K
Crime index (US avg 100)	87
Air pollution index (US avg 100)	111
Earthquake index (US avg 100)	144
Homes occupied	94%
Bachelor's or higher	12%
Poverty rate	8.5%
Unemployment	1.2%
Average temp	59°F
Annual precip	56 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.