

The Great Unfreezing:

A STRATEGIC  
GUIDE TO NORTH  
ATLANTA REAL  
ESTATE IN 2026





# THE EXECUTIVE SUMMARY

## (The 2026 Macro View)



### **The National Surge:**

The National Association of Realtors (NAR) predicts an 11% to 14% nationwide jump in existing-home sales for 2026 as the "lock-in effect" finally breaks.

### **The "6% Psychological Green Light":**

With mortgage rates forecasted to average approximately 6.1% in 2026, the market is entering its most balanced state in a decade.


### **Market Reset:**

For the first time since the post-pandemic peak, incomes are expected to rise faster than home prices, gradually improving affordability for move-up families.



# THE DEC 2025 LOCAL DEEP DIVE

## (The Micro-Market)



Using proprietary data from the close of 2025, North Atlanta continues to outpace national trends:

### **Milton's Luxury Peak:**

The median sales price reached a new milestone of \$1,607,500, reflecting a 16.91% surge year-over-year.

### **Alpharetta Volume:**

Sold homes in Alpharetta jumped 19.81% in December alone, signaling that the "wait and see" era is over.



### **Johns Creek Resilience:**

Median prices climbed 3.10% to \$775,000, while inventory remains tight, favoring sellers with move-in-ready homes.

### **Inventory Note:**

While Alpharetta inventory surged by 43.10%, high-demand pockets like Sandy Springs saw a significant 43.28% drop in December supply.



# THE "PROJECT MANAGER" VISUAL

## (Market Heatmap)

### Red-Hot Zones

#### (Value Growth >10%):

Milton (+16.9%) and Alpharetta (+15.9%) continue to lead in luxury appreciation.

### Stable Zones

#### (Growth 2-5%):

Roswell and Dunwoody show signs of healthy normalization, offering stability for a strong spring market.

### Inventory Surge Zones:

Cumming saw a massive 97.26% increase in homes for sale, providing buyers with the most significant leverage they have seen in years.





# YOUR Q1 STRATEGIC ROADMAP



## **The "K-Shaped" Move-Up:**

High-equity sellers in Alpharetta and Johns Creek are in a prime position to leverage 2025 gains to secure a legacy home in Milton.

## **Pre-Spring Timing:**

Historical data indicates that waiting for "May flowers" means competing with the highest volume of buyers; acting in Q1 allows you to beat the seasonal rush.

## **Final Thought:**

Real estate in 2026 is no longer about "winning" a bidding war; it's about the strategic project management of your largest financial asset.

## **IRINA AVERYANOV | Strategic Partner**

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