



# The 2026 North Atlanta \$800k Comparison Matrix

A Project Manager's Guide to Lifestyle, Equity, and Maintenance Risks.

A large, semi-transparent image of a modern, multi-story interior. The scene includes a spiral staircase with glass railings, large windows with blinds, and a living room area with a white sofa and armchairs. In the bottom right corner, a woman with long brown hair, wearing a pink blouse, is smiling and looking towards the camera. The overall aesthetic is clean and contemporary.



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# The Reality Check

**\$800,000 is the most competitive price point in North Atlanta. It is the ceiling for move-up families and the floor for luxury seekers. But \$800k in Alpharetta is a 3-bedroom townhome, while in Johns Creek, it's a 5-bedroom traditional. This matrix is designed to help you decide where your equity works hardest.**



# The Core Matrix

Feature	Alpharetta (30009/30022)	Johns Creek (30022/30097)	Roswell (30075/30076)
Typical Property	Modern Townhome / Older SFH	1990s 2-Story Brick Traditional	Character-filled Traditional / Ranch
Avg. Sq. Footage	2,200 – 2,600	3,200 – 3,800	2,600 – 3,200
Lot Size	Small / Zero-Lot Line	0.35 – 0.50 Acres	0.50 – 0.75+ Acres
School Driver	High Competition / Innovation	Academic Stability / "The Island"	Arts & Community / Legacy
The "Tax"	<b>The Brand Tax:</b> You pay for proximity to Avalon.	<b>The Time Tax:</b> You pay in commute minutes.	<b>The Maintenance Tax:</b> You pay in upkeep.



# The Uncomfortable Truths (No Sugar Coating)



## 1. The Alpharetta "Density" Warning

**"At \$800k, you are often buying 'Density.' Expect to hear your neighbors. If you want a private backyard where you can't see the next house, Alpharetta at this price point will disappoint you. You are trading privacy for a 5-minute Uber to dinner."**



## 2. The Johns Creek "Island" Effect

**"Johns Creek offers the best 'House-per-Dollar' ratio, but it is a logistical island. If you work in Midtown, your life will revolve around the commute. At \$800k, you get the 'Double-Two'—two bidders and a two-hour round-trip commute. Is the extra bedroom worth the lost time?"**



## 3. The Roswell "Maintenance" Red Flag

**"Character comes with a cost. In Roswell, \$800k often sits in neighborhoods with synthetic stucco or aging cedar. These are 'Equity Eaters.' Before you fall in love with the tree-lined street, we must audit the moisture levels and the roof age. A 'charming' deal can quickly become a \$50k liability."**

# The "Two Bidders" Strategy (The Offer)

**In this price bracket, you don't 'find' a home; you 'win' a home. Our Two Bidders Strategy ensures that you aren't just overpaying to win—you are strategically positioned to protect your future resale value from day one.**

**BOOK YOUR STRATEGY SESSION**

**"Ready to move beyond the search and start the project? Let's analyze your specific neighborhood targets and create a 5-year equity plan."**

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