



The 2026 North Atlanta \$800k Comparison Matrix

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



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Top 5% Realtor® Guiding Your Transition with Clarity

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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"	The Brand Tax: You pay for proximity to Avalon.	The Time Tax: You pay in commute minutes.	The Maintenance Tax: 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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