

Georgia State Trends in Real Estate - April, 2026

Overview

Georgia's real estate market has remained one of the more active in the Southeast, driven largely by the continued growth of the Atlanta metro area and expanding secondary markets like Savannah, Augusta, and Columbus. Home values across the state have appreciated significantly over the past several years, with the Atlanta suburbs — particularly Cherokee, Forsyth, and Hall counties — seeing some of the strongest demand as remote workers and out-of-state transplants, especially from the Northeast and Midwest, seek more affordable alternatives to pricier coastal markets. Rural land markets have also strengthened, with recreational and agricultural acreage in Middle and South Georgia attracting both in-state buyers and investors drawn to the state's relatively low property taxes and lack of restrictions on many rural parcels. Coastal markets around Savannah and the Golden Isles continue to command premium pricing, driven by tourism, second-home demand, and a growing retiree population. While rising interest rates since 2022 cooled transaction volume statewide, Georgia's underlying population growth and business-friendly environment have kept the market more resilient than many other states.



5-Year Outlook: Georgia Vacant Land Investment

Georgia vacant land presents a compelling investment case over the next five years, supported by several converging tailwinds that are unlikely to reverse in the near term. Population growth remains the foundational driver — with the state adding residents at a pace that consistently outpaces the national average, demand for developable land in the path of suburban expansion will continue to push values higher, particularly in the ring counties surrounding Atlanta and in the corridors connecting Atlanta to Chattanooga, Augusta, and the coast. The continued relocation of major employers — driven by Georgia's pro-business tax climate, relatively low cost of doing business, and robust logistics infrastructure anchored by Hartsfield-Jackson — creates sustained pressure on land in secondary and tertiary markets that are within commuting distance of major employment nodes. Timberland and agricultural land in Middle and South Georgia offer a different but equally attractive investment profile, providing income through timber harvests or crop

leases while the underlying land appreciates quietly — a combination that has historically produced steady risk-adjusted returns with low volatility relative to other asset classes. Coastal and lake-adjacent vacant land, particularly around Lake Lanier, Lake Oconee, Lake Hartwell, and the Golden Isles corridor, faces constrained supply given natural boundaries and regulatory restrictions on new development, which should continue to support above-average appreciation for well-located parcels. The primary risks to monitor over the five-year window include sustained elevated interest rates that dampen developer appetite, potential tightening of environmental and wetlands regulations that could impair development potential on certain parcels, and the possibility that remote work normalization pulls some demand back toward urban cores. On balance, however, investors with a patient, five-year or longer horizon who focus on land in Georgia's growth corridors, near infrastructure investment, or with timber and agricultural income potential are well-positioned to benefit from one of the more favorable state-level demographic and economic backdrops in the country.

Demographics:

Georgia is one of the fastest-growing states in the country, with a population now exceeding 11 million residents, and projections suggesting continued above-average growth through 2030 and beyond. The state's population is notably diverse — roughly 32% of residents identify as Black or African American, making Georgia one of the most demographically significant states for that population group in the nation, while Hispanic and Latino residents account for approximately 10% and a growing Asian American community is concentrated heavily in the Atlanta suburbs, particularly in Gwinnett and Forsyth counties. The median age in Georgia sits around 37, slightly younger than the national median, reflecting both a strong birth rate and the ongoing in-migration of working-age adults drawn by job opportunities in technology, film and entertainment, logistics, and manufacturing. Atlanta functions as the demographic engine of the state, accounting for roughly 60% of Georgia's total population when the broader metro area is included, while rural South Georgia counties continue to see population stagnation or modest decline as younger residents migrate toward urban job centers.