

LUXURY REAL ESTATE MARKET SHARE REPORT

MARCH 2015 - LAST 12 MONTHS
GREATER METRO ATLANTA



BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
BHHSGEORGIA.COM | 404-671-4195

Luxury Market Overview

The last 12 months showed positive gains for the Greater Metro Atlanta luxury market. Trendgraphix reports that the number of luxury properties above \$500,000 sold in the last 12 months increased by 11.4% compared to the previous 12 months. Sales volume increased by 12.9%. The market above \$1 million increased by 12.3% while sales volume increased by 15.4%. For the \$500,000+ segment, the average continuous days on the market remained relatively flat at 100 days versus 106 last year. The months of inventory also remained flat at 12 months. For the \$1 Million+ segment, continuous days on the market increased from 98 days to 110 days. The months of inventory dropped slightly from 27 months to 25 months.

ViaSearch reports that the largest segment of buyers and sellers for Metro Atlanta are Baby Boomers and Gen Xers. Some are empty nesters looking to move to smarter living spaces. This may include upscale features, outdoor living areas, improved energy efficiency, less space and the latest designs for luxury lifestyles. Others are looking for homes that best support multi-generational living with aging parents and children. Some are considering their health and moving close to facilities that can provide the best care. They may also be looking for medically equipped homes with single levels or elevators.

New homes are making a comeback. In the interior markets, there are an increasing number of “tear downs” or major renovations where land is scarce and the demand for new homes is high. In the major suburbs, we are seeing new construction again in existing luxury communities that have remaining lots plus a few brand new luxury communities. Foreclosures and short sales were the majority of sales in the real estate recession but those have dropped to less than 10% of the market now. The “steals and deals” are essentially gone and resales & new homes are once again the majority of sales for luxury properties.

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

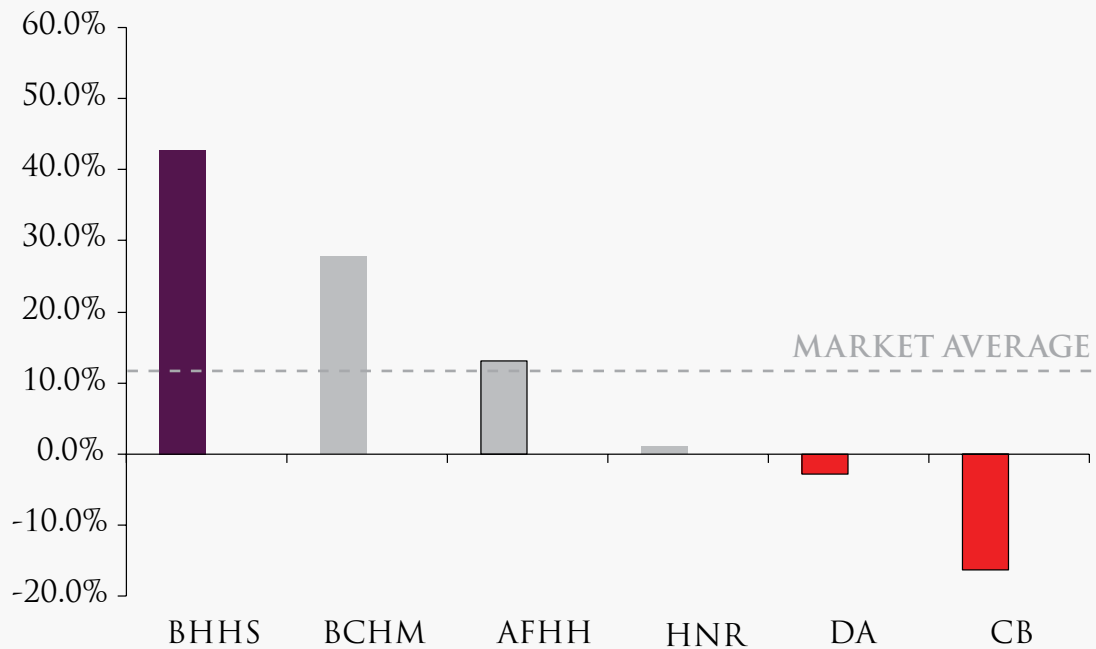
WARREN BUFFETT, CHAIRMAN
BERKSHIRE HATHAWAY INC.



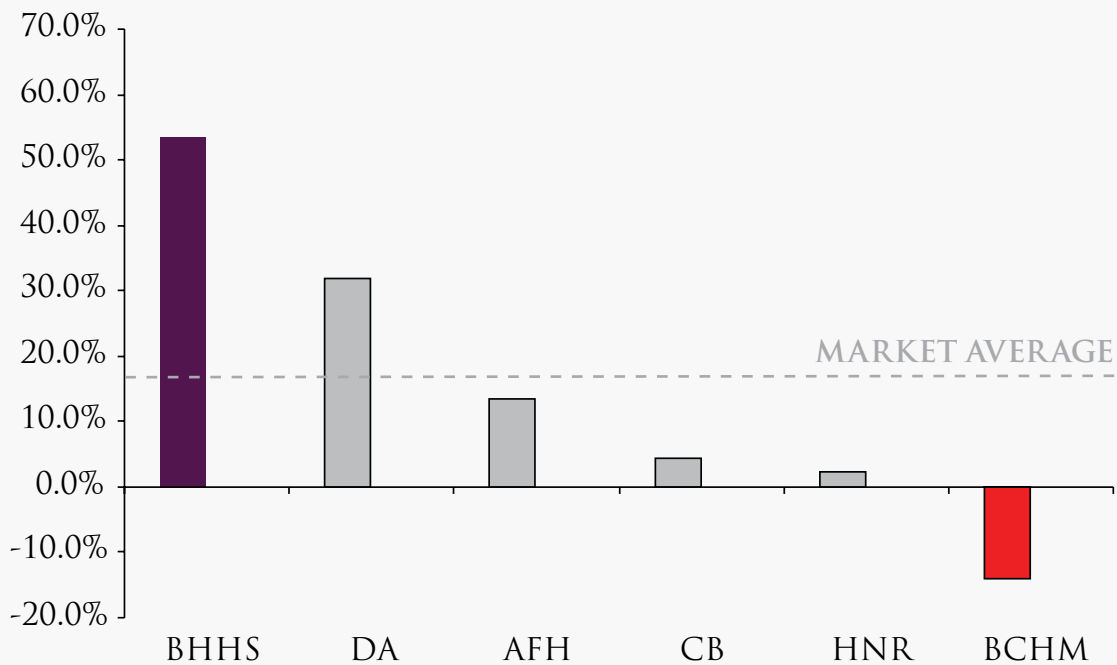
Luxury Market Share Growth

One of the big stories in the Metro Atlanta luxury real estate market is the emergence of the Luxury Collection from Berkshire Hathaway HomeServices Georgia Properties. Since introducing this new luxury program, there has been a dramatic shift in the market share of the major players. In the last 12 months, Berkshire Hathaway HomeServices Georgia Properties gained 26% in units and 27% in closed volume for properties above \$500,000 and gained 42% in units and 46% in closed volume for properties above \$1 million. The company also reports a 50% increase in listed inventory over \$1 million. No other luxury brokerage achieved such impressive results. Berkshire Hathaway HomeServices is committed to redefining luxury real estate by offering more value and exceptional service to their associates and their clients. The results in market share and the increasing number of quality luxury associates joining the organization proves that this strategy is working.

LUXURY MARKET SHARE UNITS GROWTH LAST 12 MONTHS - METRO ATLANTA (\$1 MILLION+)



LUXURY MARKET SHARE INVENTORY GROWTH LAST 12 MONTHS - METRO ATLANTA (\$1 MILLION+)



Berkshire Hathaway, Inc.

Berkshire Hathaway is one of the most admired companies in the world. Our Chairman and CEO, Warren Buffett is among the world's most influential people, according to Time magazine's ranking.

Berkshire Hathaway has consistently been ranked one of the top companies in Barron's annual ranking of the world's 100 most respected companies. The award-winning Berkshire Hathaway HomeServices real estate brand has rapidly become one of the most successful real estate organizations in the industry.

Berkshire Hathaway HomeServices Georgia Properties

For over 50 years, our award-winning company has been serving the needs of our clients. Our recent awards include Best Places to Work, Consumer's Choice Award (Residential and Commercial), Most Admired CEO, print industry awards for marketing materials, numerous awards for excellence in Corporate Relocation, and dozens of OBIE awards for New Homes.

A New Level Of Quality For Luxury Real Estate

Berkshire Hathaway HomeServices has the resources to innovate faster and deliver a new level of quality for integrated real estate services. Other organizations simply cannot deliver the same capabilities. The results prove the case. Trendgraphix, RealValuator, BrokerMetrics and Collateral Analytics have consistently ranked our company No. 1 for homes sold in the Greater Metro Atlanta area for the last 5 years. Whether you are making a local move or relocating around the globe, we can also assist you in finding your next home. We appreciate the opportunity to help you list and sell your home and are committed to making this a great experience.



**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties

23 OFFICES TO SERVE YOUR REAL ESTATE NEEDS.

CORPORATE

863 Holcomb Bridge Rd.
Roswell, GA 30076
770-992-4100

85 NORTH/BRASELTON

4134 Hwy. 53
Hoschton, GA 30548
706-654-2086

400 NORTH/CUMMING

925 Sanders Road
Cumming, GA 30041
770-844-8484

ALPHARETTA/NORTH FULTON

11525 Haynes Bridge Rd
Alpharetta, GA 30004
770-475-0505

BUCKHEAD

3221 Peachtree Rd. Ste. 105
Atlanta, GA 30305
404-537-5200

CHEROKEE

1351 Riverstone Pkwy.
Ste. 100
Canton, GA 30114
770-720-1400

COBB ROSWELL

4651 Sandy Plains Road
Ste. 100
Roswell, GA 30075
678-585-0070

COWETA

1201 Lower Fayetteville Rd.
Newnan, GA 30265
770-254-8333

DOUGLASVILLE

3400 Chapel Hill Road
Douglasville, GA 30135
678-391-0700

DUNWOODY/SANDY SPRINGS

5481 Chamblee Dunwoody Rd.
Dunwoody, GA 30338
770-393-3200

EAST COBB

3775 Roswell Road, Ste. 200
Marietta, GA 30062
770-973-8822

FAYETTEVILLE

320 W. Lanier Ave. Ste. 110
Fayetteville, GA 30214
770-719-9400

GAINESVILLE

200 W. Academy St.
Gainesville, GA 30501
770-536-3007

HENRY COUNTY

1510 Pennsylvania Ave
McDonough, GA 30253
770-692-8050

MIDTOWN

1409 Peachtree Street
Atlanta, GA 30309
404-266-8100

NEW HOMES DIVISION

863 Holcomb Bridge Rd.
Roswell, GA 30076
678-352-3314

NORTHEAST

1070 Historic 441 Highway
Demorest, GA 30535
706-754-4171

NORTHWEST

3475 Dallas Highway
Marietta, GA 30064
770-421-8600

NORTHEAST METRO ATLANTA

1551 Janmar Road
Snellville, GA 30078
770-972-3811

PEACHTREE CITY

246 City Circle
Peachtree City, GA 30269
770-487-8300

SMYRNA/VININGS

4500 West Village Pl SE
Suite 1013
SMYRNA, GA 30080
770-379-8040

SUWANEE/DULUTH

310 Town Center NW Ave.
Ste. B1
Suwanee, GA 30024
770-814-2300

TOWNE LAKE

1085 Buckhead Crossing
S-100
Woodstock, GA 30189
770-517-2150

QUESTIONS?

If you have any questions, we would be honored to introduce you to a Luxury Collection Specialist.

BHHSGeorgia.com | 404-671-4195