LUXURY REAL ESTATE MARKET SHARE REPORT

FIRST HALF 2014 (JANUARY - JUNE)
GREATER METRO ATLANTA



BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
BHHSGEORGIA.COM | 770-992-4100

Luxury Market Overview

The first half of 2014 showed positive gains for the Greater Metro Atlanta luxury market. This report includes data from all FMLS counties plus the Southern Crescent using Georgia MLS. Trendgraphix reports that the number of luxury properties sold in the first half of 2014 increased by 612 properties or 14.2% compared to the same period in 2013. The sales volume also increased by 16%. The average continuous days on market dropped 20% to an average of 99 days from a property being listed to getting a signed contract.

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, 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 kids moving in together. 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. SmartNumbers reports that the Metro Atlanta had 60,000 new homes closings in 2006. By 2008, new homes dropped to 5000 closings. In 2014, SmartNumbers predicts we will see 18,000 closings. The majority of those are in the medium and lower price points. There are very few new communities emerging with luxury homes. 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 luxury communities that have remaining lots. This is especially the case in the country club 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 are once again the majority of sales for luxury properties.

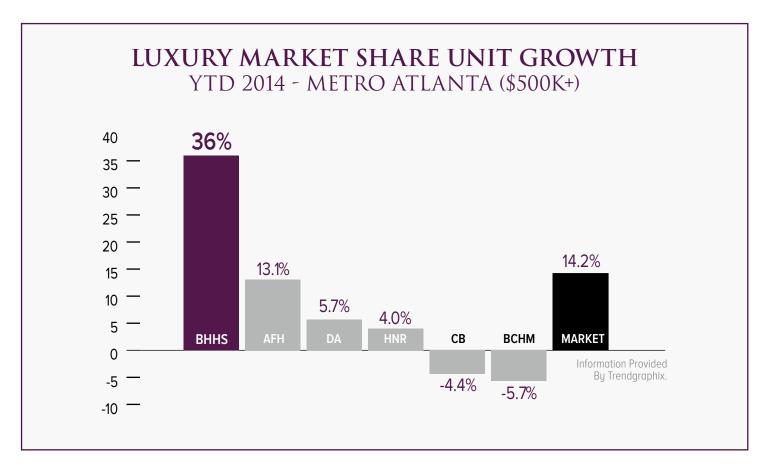
"A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."

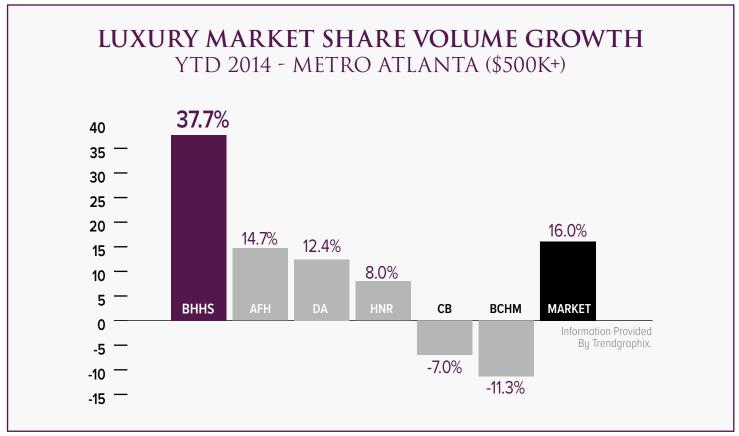
WARREN BUFFETT, CHAIRMAN BERKSHIRE HATHAWAY INC.



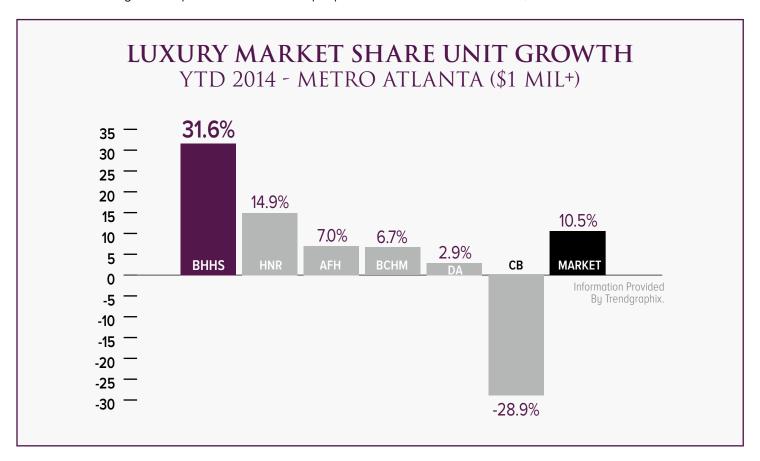
Luxury Market Share Growth

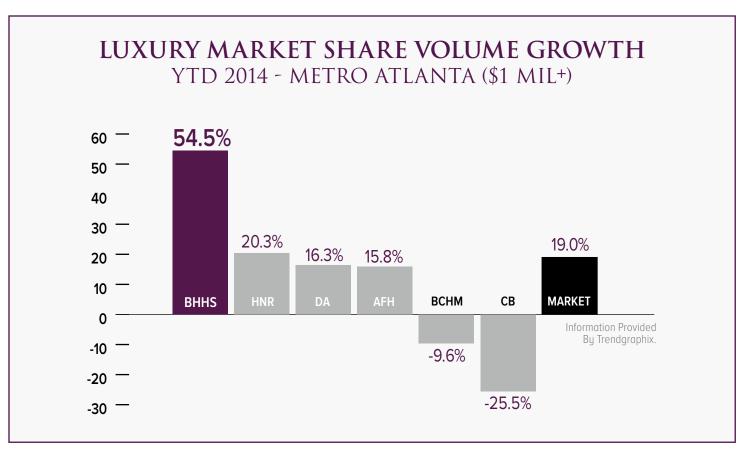
One of the big stories in the local real estate brokerage community was the introduction of the Berkshire Hathaway HomeServices brand to Metro Atlanta in December 2013. As part of that new brand, the company also introduced the Luxury Collection program. The results have been a dramatic shift in the market share of the major players in luxury real estate for Metro Atlanta. In the first half of 2014, **Berkshire Hathaway HomeServices gained 36% in units and 37.7% in closed volume for properties above \$500,000**. No other major brokerage exceeded the average for the market and several were down compared to their results the previous year. See the charts for the summary of growth in units and closed volume.





When you compare the results for properties sold above \$1 million, the results are similar.







Collection



The Best Luxury Real Estate Mobile Solution.

Get the mobile advantage for your luxury property search. More Property Data | Faster MLS Updates | Better Local Searches

Download Our Free App Today - Search "BHHS Georgia Properties"





Now Featuring Drive Time!

BHHSGeorgia.com | 770-992-4100

Berkshire Hathaway, Inc.

Berkshire Hathaway is one of the most admired companies in the world. Our Chairman and CEO, Warren Buffett, often referred to as the "Oracle of Omaha," is among the world's most influential people, according to Time magazine's ranking. Berkshire Hathaway is the No. 1 company in Barron's annual ranking of the world's 100 most respected companies.

Berkshire Hathaway HomeServices Georgia Properties

Our local organization, formerly known as Prudential Georgia Realty, is the same great real estate company that has been consistently ranked No. 1 for the Greater Metro Atlanta area. For over 50 years, we have been serving the needs of our local clients. With the power of Berkshire Hathaway behind us, we look forward to delivering an even higher level of service and are excited about the future!

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 real estate services. Smaller organizations simply cannot deliver the same capabilities. Our integrated real estate services also make it simpler and provide better value for consumers. We offer a full suite of services including residential real estate, luxury real estate, new homes sales and marketing, commercial real estate, corporate relocation, property management, mortgage lending, home warranties, closing and title services, and insurance.



22 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. 110 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, Ste. A Newnan, GA 30265 770-252-8333

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

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

2900 Paces Ferry Rd., Building D Atlanta, GA 30339 770-379-8040

SUWANEE/DULUTH

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

TOWNE LAKE

2340 Towne Lake Pkwy. Ste. 150 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 | 770.992.4100





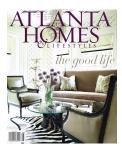
ADVANCED PROPERTY MARKETING

FOR LUXURY HOMES & ESTATE PROPERTIES

Our Advanced Property Marketing System for Luxury Homes & Estate Properties is an award-winning methodology that is designed to achieve the highest values for luxury properties. Our local experts are specially trained and ready to introduce the unique story of your property to the world. Contact us to learn more or to meet one of our local experts.



Global Prestige Magazine



Atlanta Homes & Lifestyles Magazine



Luxury Real Estate Magazine



Exclusive Luxury Property Video Book



Custom Property Videos



Digital Advertising Network
Digital Billboards



Digital Advertising Network Retail Kiosks



Digital Advertising Network Flat Panel TVs



Advanced Photography



Mobile App Featuring the Luxury Collection



Leader in Corporate Relocation

REDEFINING LUXURY REAL ESTATE







From a name that is the most respected and admired throughout the world, our real estate experts raise the bar for the luxury home market and redefine the art of fine living. Why trust the purchase or sell of your luxury home to anyone else?

Let us introduce you to one of our Luxury Collection Specialists today!

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

BHHSGEORGIA.COM | 770.992.4100