



SHEILA DAVIS
GROUP

LAKE LANIER

2026 MID-YEAR REAL ESTATE MARKET REPORT

LAKE LANIER'S #1 REALTOR® • ONLY LAKE LANIER-FOCUSED BROKERAGE

CELEBRATING 25 YEARS SELLING LAKE LANIER!

MID-YEAR MARKET OVERVIEW

Lake Lanier closed-home performance: January through June

132

CLOSED HOMES

-5.0% YOY

\$1.243M

AVERAGE SALE PRICE

+2.0% YOY

75

DAYS ON MARKET

12 DAYS FASTER

96.7%

SALE-TO-LIST

+0.5 POINTS

241

ACTIVE INVENTORY

+5 HOMES

How's the Market?

The Lake Lanier market remains strong in 2026, with first-half results closely tracking 2025 and showing several meaningful improvements. Although closed sales declined modestly to 132, the average sale price rose to \$1,242,723, homes sold 12 days faster, and the sale-to-list ratio improved to 96.7%. Active inventory increased slightly to 241 homes, while supply held steady at seven months.

Pricing remains the defining issue for sellers. Twenty-two percent of closed sales required a price reduction, and today's buyers quickly recognize both value and a seller who is serious about making a move. The price adjustments now appearing in the market are constructive, but extended days on market are rarely a seller's friend. Realistic pricing and decisive action now offer the strongest opportunity to secure a sale before October.

Buyers consistently ask for newer homes, yet only about 23% of 2026 sales were homes ten years old or newer. Older homes are competing successfully when thoughtful updates, excellent condition, and polished staging deliver the feel buyers expect from newer construction. With more choices available, preparation - together with an experienced agent who can price, position, and properly market -

Seller's advantage

Price realistically, prepare beautifully, and act early enough to capture the season's most motivated buyers.



SHEILA DAVIS

Founder • REALTOR®

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WHAT THE NUMBERS MEAN

Buyer activity remained concentrated in the upper price tiers

58

BELOW \$1M • 43.9%

61

\$1M-\$2M • 46.2%

13

ABOVE \$2M • 9.8%

Pricing and demand

More than half of all closings—74 of 132—were at \$1 million or higher. The \$1 million to \$2 million segment was the largest single band, accounting for 61 sales.

Negotiating environment

The 96.7% sale-to-list ratio suggests buyers retained some negotiating room, but the gap narrowed from 2025. Accurate pricing and strong presentation remained decisive.

Market velocity

A 14% reduction in average days on market is a constructive signal. It indicates that qualified demand moved more quickly when a property matched expectations on price, condition, dock access, water depth, and location.

Inventory balance

Active inventory rose slightly to 241 homes from 236, but months of supply remained steady at seven. Buyers gained a few additional choices without a material shift in the overall balance between available homes and current demand.

Seller takeaway

Water depth at the dock remains especially important to buyers, as Lake Lanier has stayed about four to five feet below full pool this year. Deep-water properties are still in demand, and August can be an excellent time to enter the market, with buyers remaining active into the fall. If you are considering selling, call Sheila directly at 770-235-6907 to learn how Sheila Davis Group can help.

Inventory figures supplied by Sheila Davis Group; closed-sale statistics are from the attached FMLS CMA.

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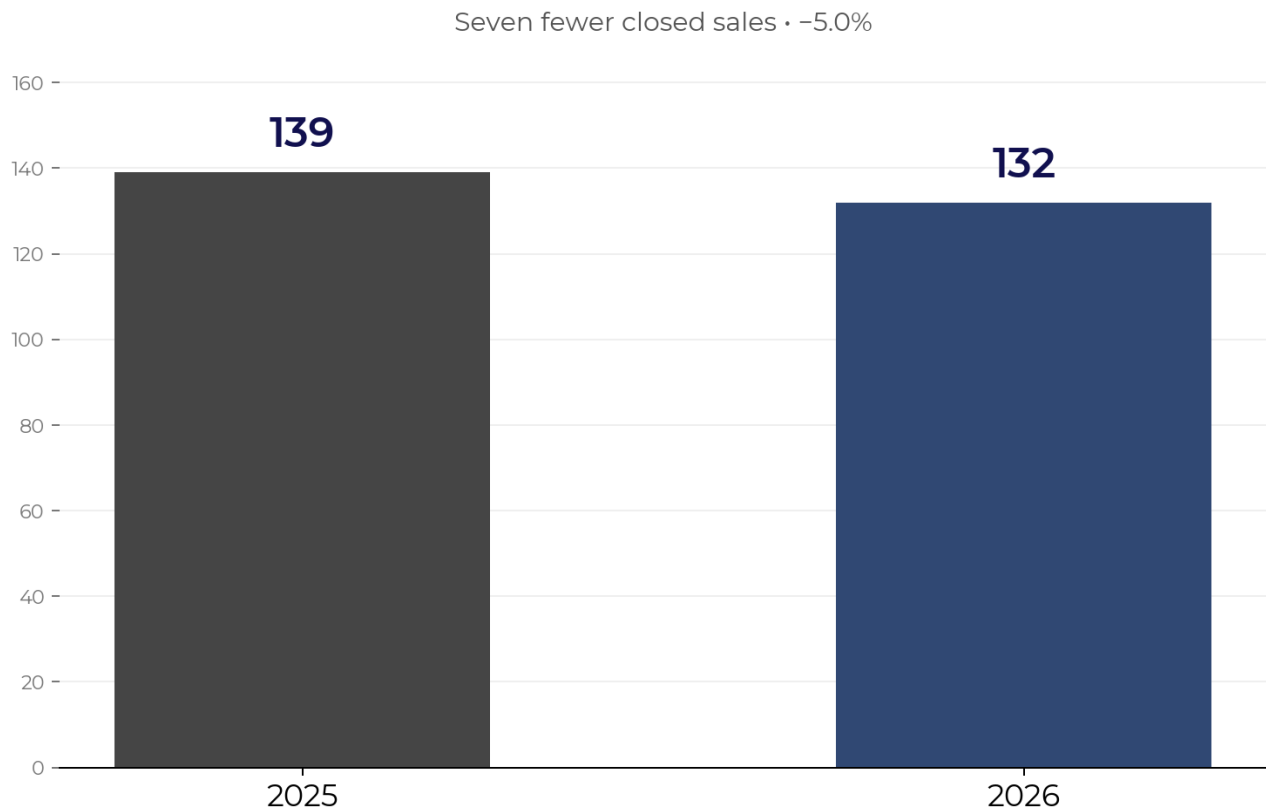
MARKET GRAPH

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NUMBER OF HOMES SOLD

2025 VS 2026 MID-YEAR



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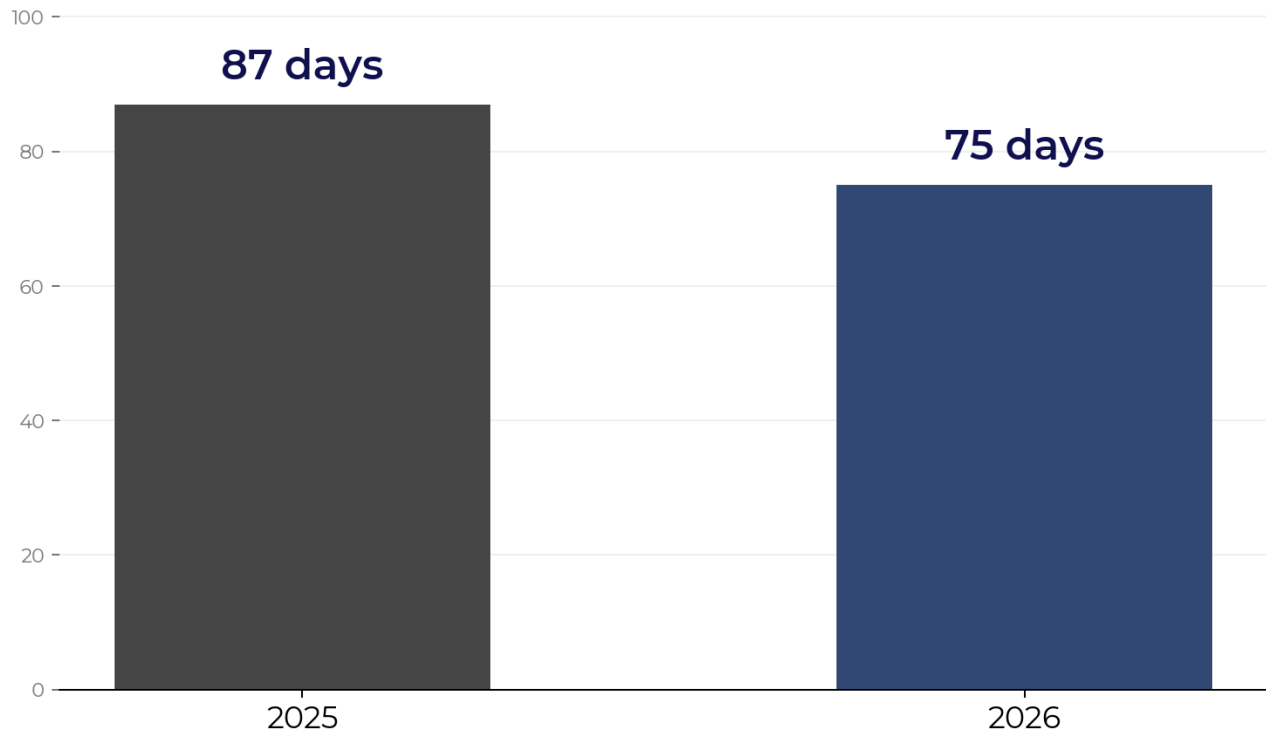
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AVERAGE DAYS ON MARKET

2025 VS 2026 MID-YEAR

Homes sold 12 days faster on average • -13.8%



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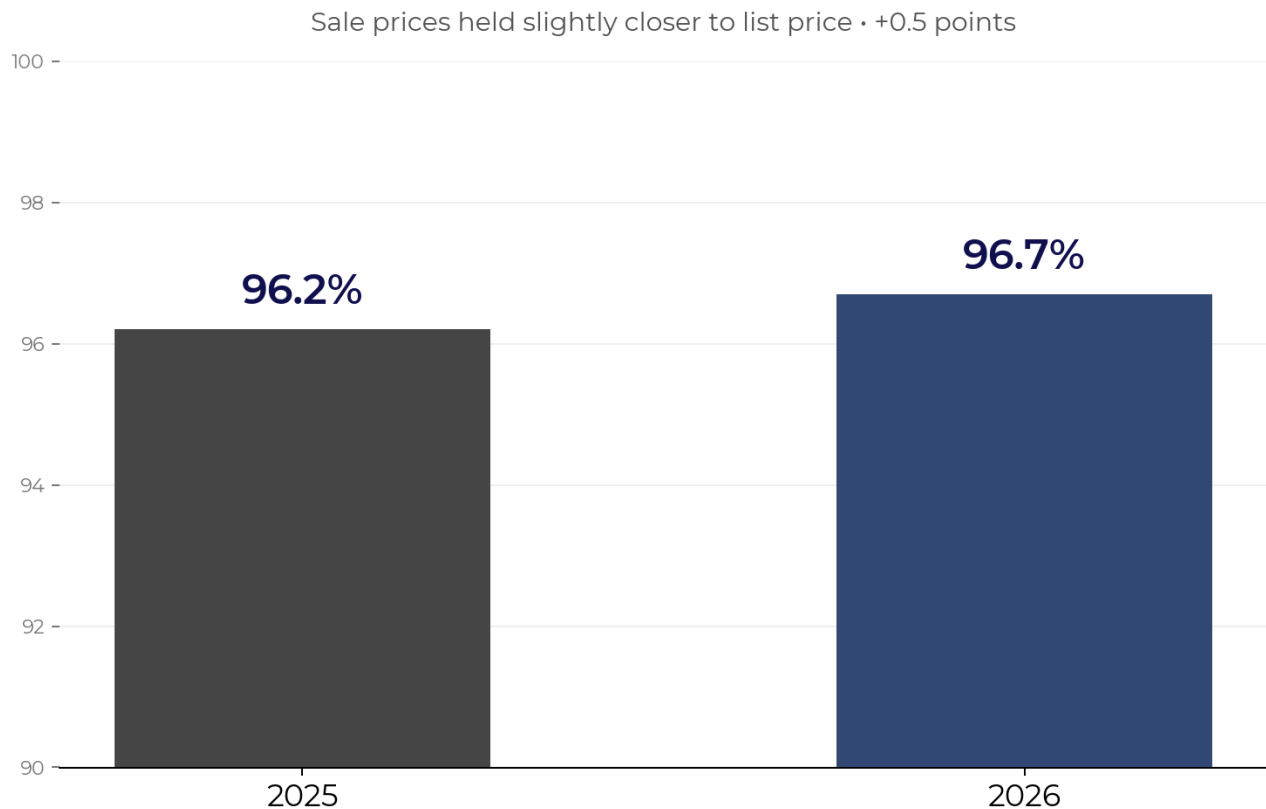
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LIST-TO-SALES RATIO

2025 VS 2026 MID-YEAR



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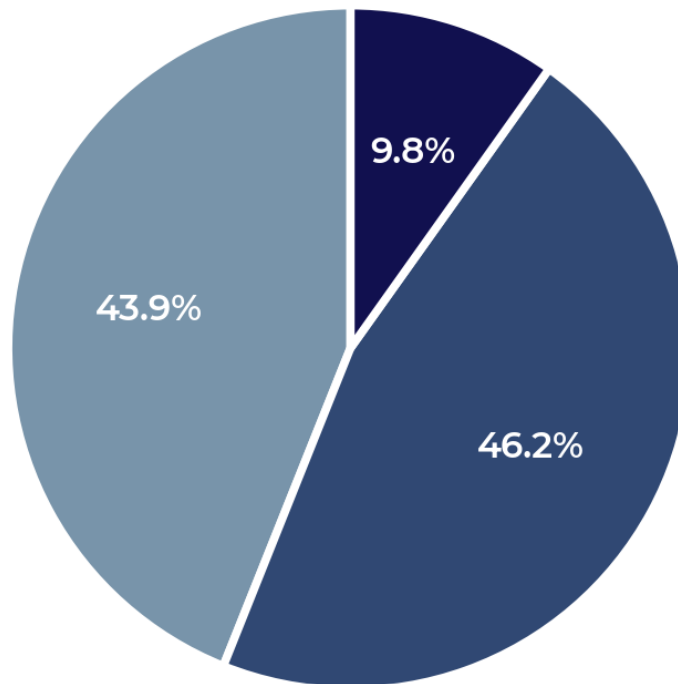
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HOMES SOLD BY PRICE RANGE

2026 MID-YEAR

132 CLOSED SALES BY PRICE BAND



Below \$1M: 58 (43.9%) \$1M-\$2M: 61 (46.2%) Above \$2M: 13 (9.8%)

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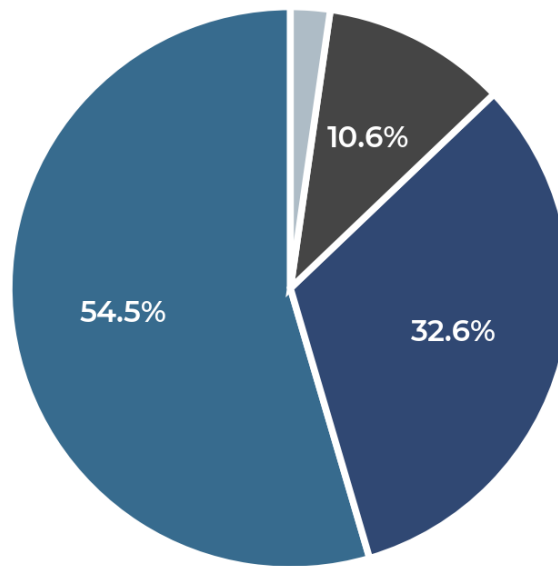
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CLOSED SALES BY COUNTY

2026 MID-YEAR

132 CLOSED SALES BY COUNTY



■ Hall: 72 (54.5%) ■ Forsyth: 43 (32.6%) ■ Dawson: 14 (10.6%) ■ Gwinnett: 3 (2.3%)

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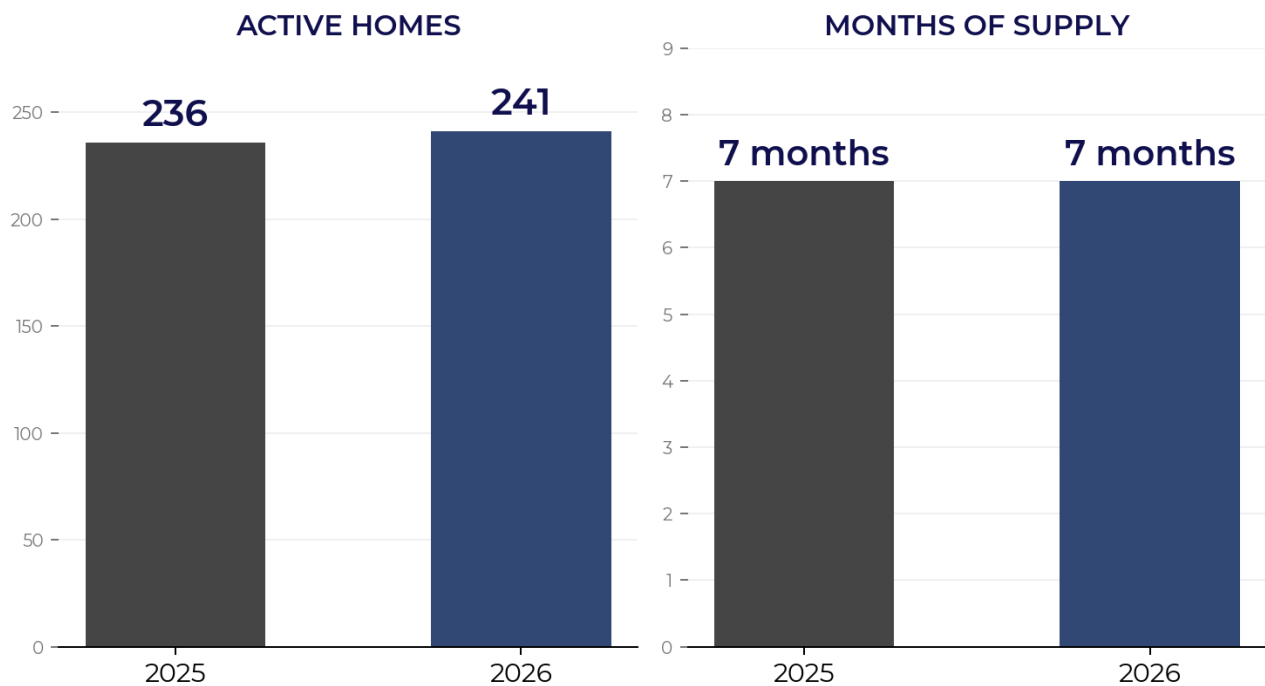
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ACTIVE HOME INVENTORY

2025 VS 2026 MID-YEAR

Inventory increased by five homes while supply held steady



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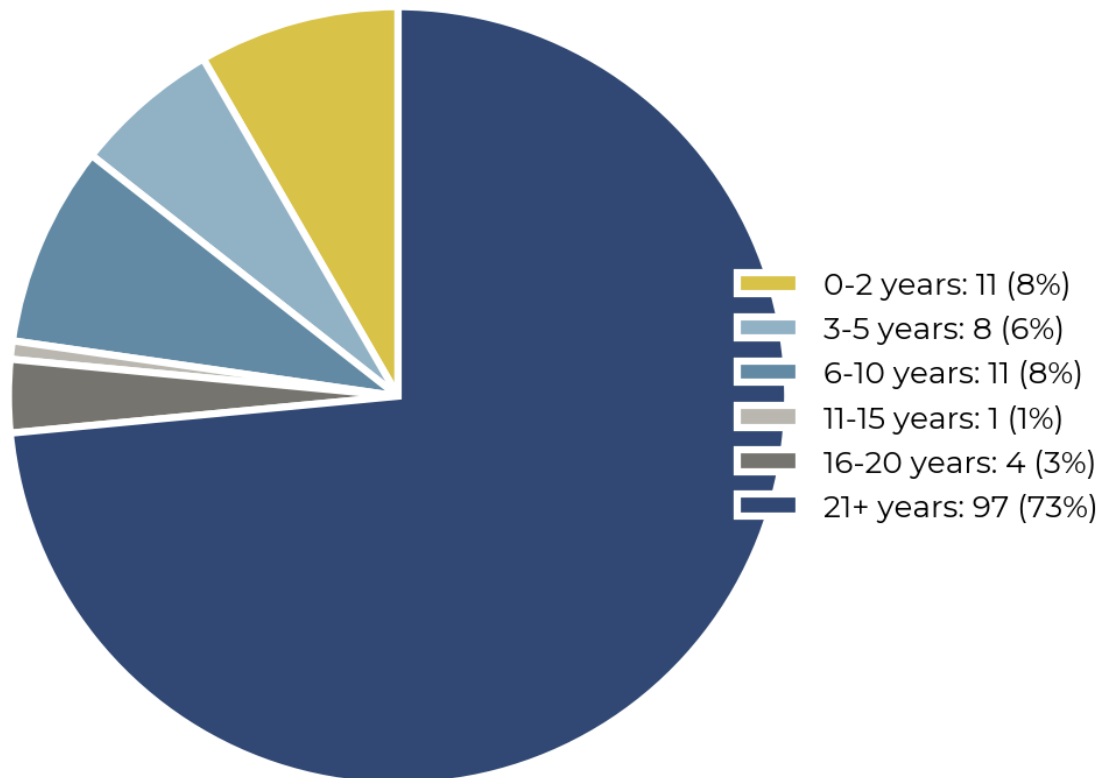
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AGE OF HOMES SOLD

2026 MID-YEAR

Nearly three-quarters of sold homes were 21+ years old





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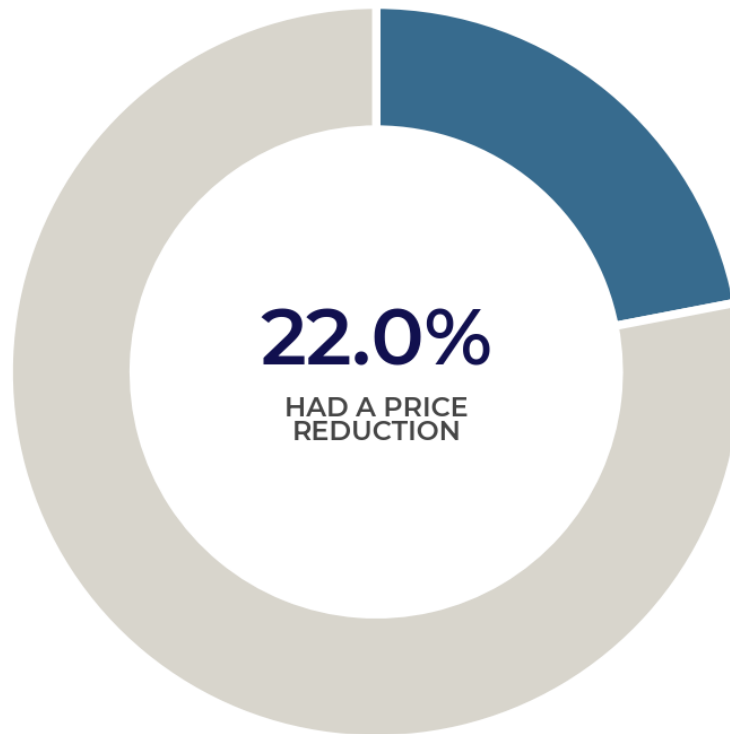
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PRICE REDUCTIONS

2026 MID-YEAR CLOSED SALES

29 of 132 closed sales had a list-price reduction



■ With a reduction: 29 (22.0%) ■ Without a reduction: 103 (78.0%)

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