



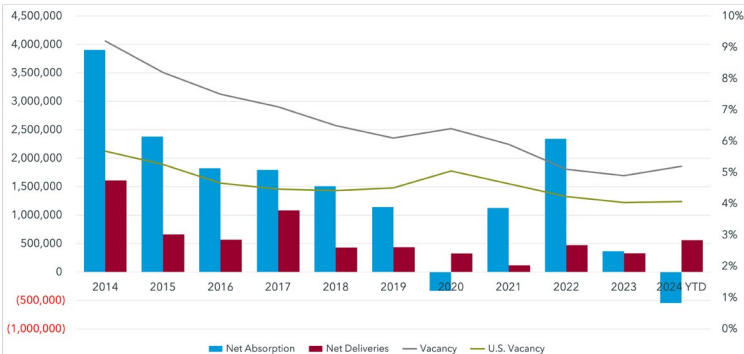
RETAIL MARKET OVERVIEW

KATE HUNT, Senior Research Analyst

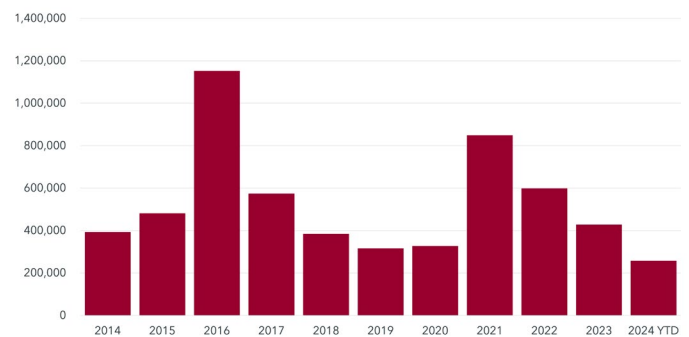
Atlanta's retail market in Q4 2024 showed resilience despite challenges, with average asking rents rising to \$19.84 PSF—a notable year-over-year increase that highlights ongoing demand for well-positioned assets. While 12-month net absorption registered at -545,578 SF, vacancy rates remained stable at 5.2%, just slightly above the 4.9% from Q4 2023. Investor interest persisted, with sales prices climbing to \$179 PSF, reflecting confidence in the market's long-term potential. Though the under-construction pipeline tightened to 257,837 SF, the expansion of total inventory to over 200 million SF signals steady growth and opportunity for future activity.

MARKET INDICATORS	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023
▼ 12 Mo. Net Absorption SF	(545,578)	(328,976)	389,612	512,822	365,575
▼ Vacancy Rate	5.2%	5.3%	5.1%	5.0%	4.9%
▲ Avg NNN Asking Rate PSF	\$19.84	\$18.20	\$18.47	\$18.17	\$18.38
▲ Sale Price PSF	\$179	\$177	\$175	\$172	\$170
▲ Cap Rate	7.32	6.955	7.363	6.688	7.128
▼ Under Construction SF	257,837	366,692	288,392	230,631	428,237
▲ Inventory SF	200,427,882	189,218,695	186,275,636	186,480,443	185,881,047

NET ABSORPTION, NET DELIVERIES, & VACANCY



UNDER CONSTRUCTION



TOP SALE TRANSACTIONS BY SF	SIZE	SALE PRICE	BUYER / SELLER	TENANCY TYPE
4135 Lavista Road Tucker, GA	82,578 SF	\$17,300,000 \$209.50 PSF	Greenberg Gibbons Barnhart Commercial Management	Multi-Tenant
952 Harbins Road* Dacula, GA	62,387 SF	\$21,420,787 \$343.35 PSF	Aragon Equities LLC Watkins Real Estate Group, Inc.	Multi-Tenant
7300 North Point Parkway Alpharetta, GA	56,946 SF	\$19,000,000 \$333.65 PSF	Coro Realty Advisors LLC Mimms Enterprises	Multi-Tenant

*Part of Portfolio Sale

TOP LEASE TRANSACTIONS BY SF	SIZE	LANDLORD	TENANT	TENANT INDUSTRY
2070 Anvil Block Road Forest Park, GA	184,600 SF	TA Realty	Kroger	Grocery
1485-1527 Highway 138 Conyers, GA	55,363 SF	Wheeler Real Estate Investment Trust, Inc.	Hobby Lobby	Hobbies, Toys & Games
102-180 Market Square Cartersville, GA	52,571 SF	Mimms Enterprises	Hobby Lobby	Hobbies, Toys & Games

The information and details contained herein have been obtained from third-party sources believed to be reliable, however, Lee & Associates has not independently verified its accuracy. Lee & Associates makes no representations, guarantees, or express or implied warranties of any kind regarding the accuracy or completeness of the information and details provided herein, including but not limited to, the implied warranty of suitability and fitness for a particular purpose. Interested parties should perform their own due diligence regarding the accuracy of the information.

The information provided herein, including any sale or lease terms, is being provided subject to errors, omissions, changes of price or conditions, prior sale or lease, and withdrawal without notice. Third-party data sources: CoStar Group, Inc., The Economist, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, Congressional Budget Office, European Central Bank, GlobeSt.com, CoStar Property, and Lee & Associates Proprietary Data. ©

© Copyright 2025 Lee & Associates all rights reserved. Third-party Image sources: sorbis/shutterstock.com, shutterstock.com, pixabay.com, istock.com