ATLANTA HOME NETWORK

Q1 2026 MARKET REPORT

Marietta
Housing Market Report

January 1 through March 31, 2026

223	$590,000	+15.0%
Open-market sales	Middle sale price	Quarter price change

An analytical review of Marietta open-market home sales activity, pricing, buyer composition, and notable transactions for the first quarter of 2026.

Compiled from Cobb County public property records. Published May 2026 by Atlanta Home Network.
Methodology: atlantahomenetwork.com/methodology

Executive Summary

The City of Marietta recorded 223 open-market home sales in the first quarter of 2026. The middle (median) sale price for the quarter was $590,000, approximately 40 percent above the Cobb County middle price of $420,000.

Middle prices rose meaningfully each month, climbing from $538,750 in January to $619,000 in March. This 15.0 percent quarter-over-quarter increase outpaced the broader Cobb County trend, which rose 9.4 percent over the same period.

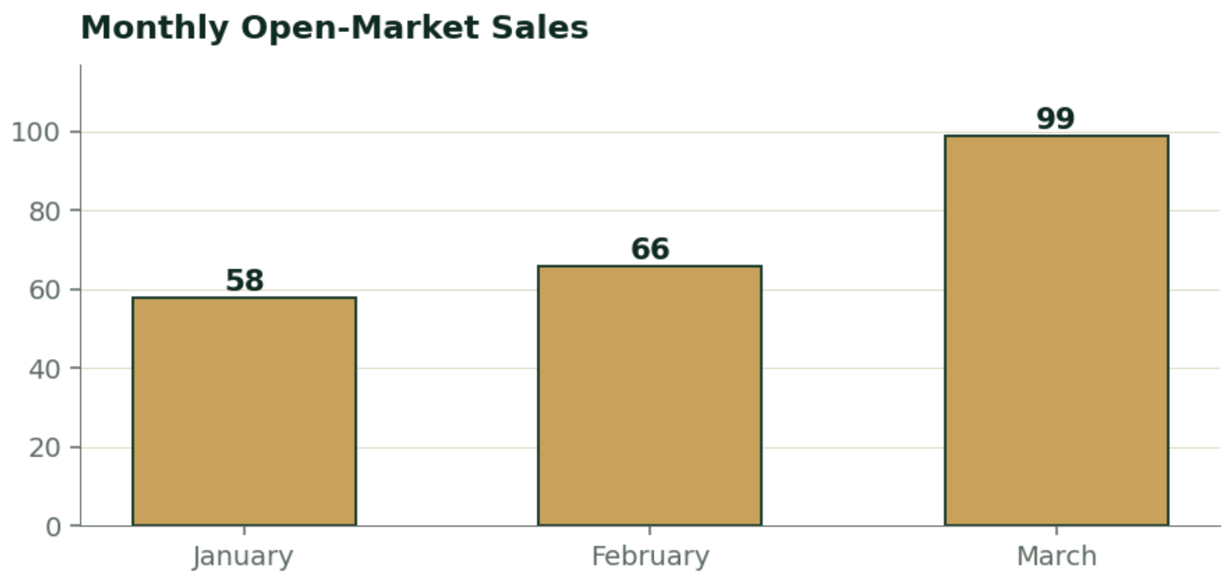
Marietta's buyer composition differs significantly from the county baseline. Likely investor buyers (LLCs, corporate entities, and out-of-state owners) accounted for 39.0 percent of Q1 closings, compared to approximately 27.1 percent across Cobb County overall.

Several large multi-property transactions, including a $58.25 million portfolio sale recorded against 1113 Powers Ferry Place, materially affected the quarter's average price. The middle (median) sale price remains the most reliable indicator of typical activity.

Inside this Report

2. Sales Activity

Open-market home sales activity in Marietta accelerated through Q1 2026. Monthly volume rose from 58 sales in January to 99 in March, with March alone accounting for 44 percent of the quarter's total volume. This pattern is consistent with seasonal market behavior, where transaction activity builds through Q1 ahead of the busier summer market.



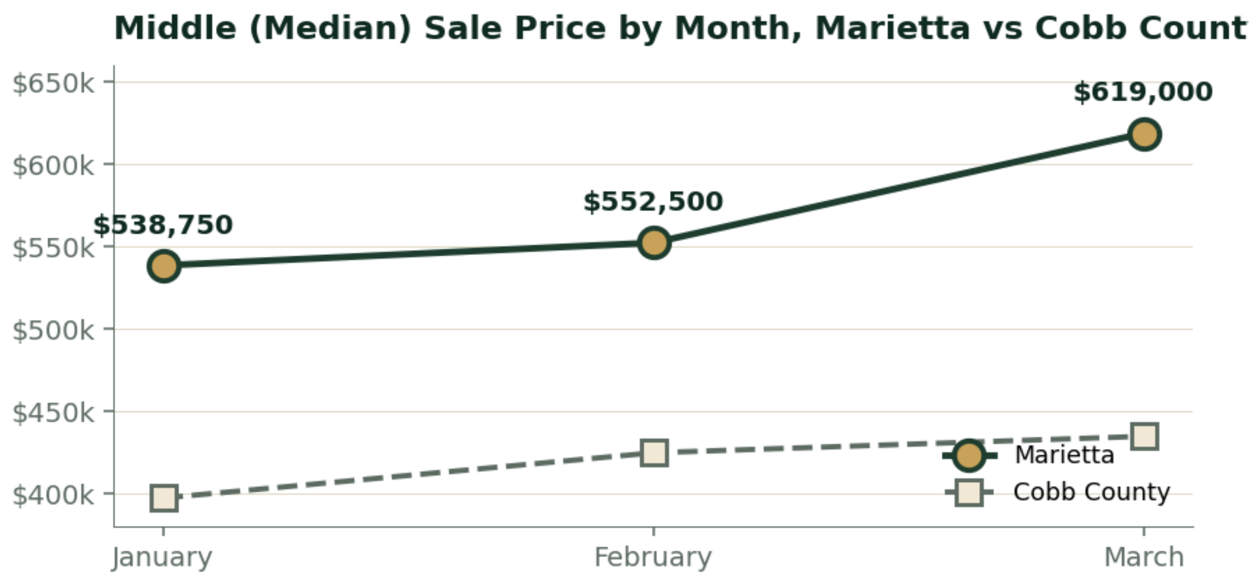
Month	Open-Market Sales	Middle Price	Average Price
January	58	$538,750	$613,495
February	66	$552,500	$4,133,900
March	99	$619,000	$1,675,931
Q1 Total	**223**	**$590,000**	**$2,127,074**

Geographic scope

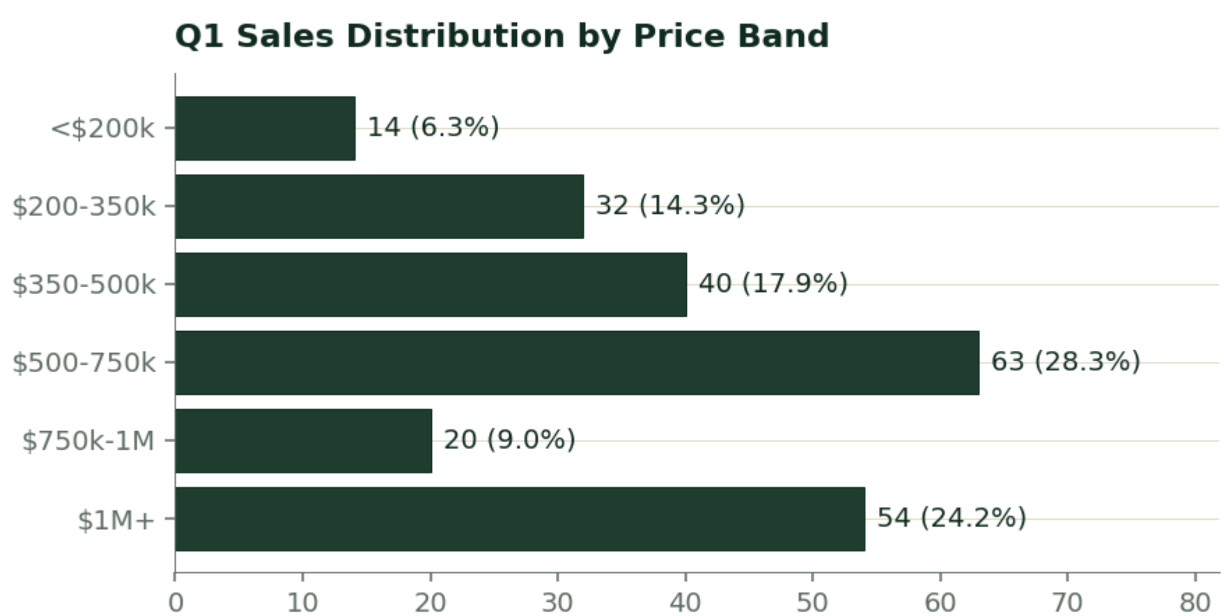
This report scopes Marietta sales to properties recorded within the City of Marietta's tax district boundaries. Properties in the Marietta High School attendance zone but outside the city limits, including certain unincorporated Cobb addresses that feed Marietta City Schools, are referenced separately where relevant.

3. Pricing Analysis

Marietta's middle price trajectory in Q1 reflects the city's position as one of the higher-priced areas within Cobb County. The county-wide Q1 middle price was $420,000. Marietta's quarterly middle of $590,000 sits approximately 40 percent above that figure.



Price Band Distribution



The above-$1 million share of 24.2 percent is unusually high for a Cobb County submarket, where the equivalent county-wide figure is approximately 6 percent. Excluding large multi-property and batch new-home transactions identified in Section 5, the above-$1 million share would be closer to 12 to 15 percent, still elevated relative to

Cobb but in a more conventional range.

Average vs Middle Price

Marietta's Q1 average sale price of $2,127,074 is heavily inflated by a small number of very large transactions. The most consequential was a $58.25 million multi-parcel sale recorded against 1113 Powers Ferry Place. Atlanta Home Network believes this reflects a commercial-residential portfolio acquisition rather than a single-family home sale. Several batch new-home developer closings on Gardenwalk Way, each recorded at $4.32 million per parcel, further distorted the average.

If transactions above $5 million are set aside, the adjusted Marietta Q1 average would approximate $750,000. This remains above the middle price of $590,000, consistent with the upward skew typical of residential pricing distributions, but it provides a more useful reference for buyers and sellers in the broad middle of the market.

Price Per Square Foot

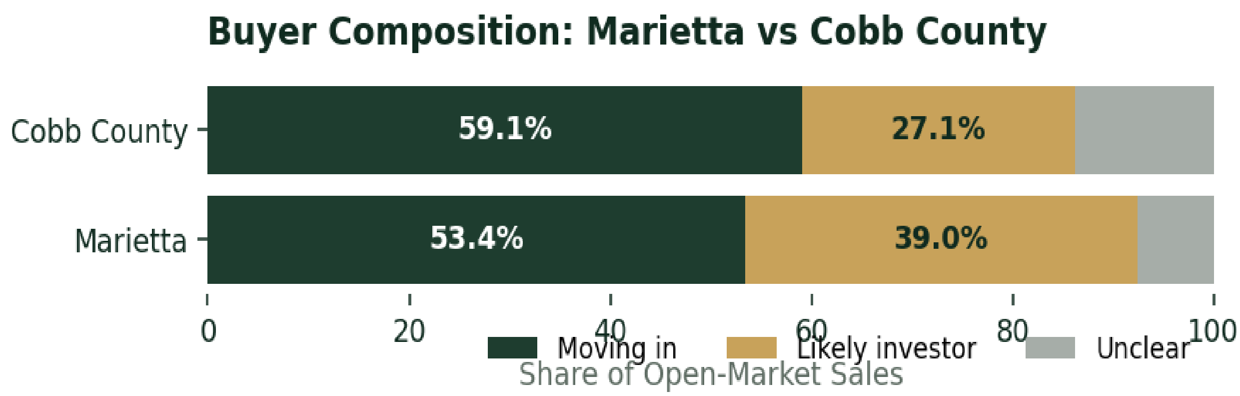
The middle price per square foot in Marietta for Q1 2026 was $231, calculated across 166 sales where both price and square footage were recorded in public records. The average price per square foot was $251.

Marietta's middle price per square foot exceeded the Cobb County-wide March 2026 figure of $221 by approximately 4.5 percent. This premium reflects both the older, smaller housing stock common to Marietta proper (median size 2,030 square feet) and premium pricing associated with the historic Marietta Square district.

Metric	Marietta Q1	Cobb County (Q1 / March 2026)
Middle $/sqft	$231	$214 (Q1 avg) / $221 (March)
Average $/sqft	$251	$226 (Q1 avg)
Median sqft	2,030	1,986 (April)
Sample size (n)	166 sales	3,720 sales (Q1 county)

4. Buyer Composition

Marietta's buyer composition differs substantially from the broader Cobb County market. Atlanta Home Network classifies buyers using publicly recorded mailing addresses and entity name patterns.



Buyer Type	Marietta Q1	Cobb County Q1	Difference
Moving into the home (owner-occupied)	53.4%	59.1%	–5.7 pp
Likely investor (LLC, corp, out-of-state)	39.0%	27.1%	+11.9 pp
Unclear from records	7.6%	13.8%	–6.2 pp

Contributing Factors

Three factors likely contribute to Marietta's elevated investor share. First, the city contains a higher concentration of small multifamily, townhome, and condominium properties than unincorporated Cobb, and these property types attract a higher share of investor purchases. Second, the historic Marietta Square area continues to draw out-of-state buyers seeking long-term hold properties in a walkable urban core. Third, the cluster of large multi-property transactions identified in Section 5 is reflected in this figure.

If the multi-property transactions are excluded, the owner-occupied share rises to approximately 60 percent and the investor share falls to approximately 30 percent, much closer to the Cobb County baseline.

5. Largest Sales of the Quarter

The largest residential transactions recorded in Marietta during Q1 2026 included several multi-property and batch new-home closings that materially affect the quarter's average price statistics. Atlanta Home Network reports these as recorded but identifies their nature for transparency.

Sale Price	Address	Notes
$58,250,000	1113 Powers Ferry Place	Multi-parcel portfolio sale; recorded as a single event
$12,433,100	238 Machelle Lane	Single transaction
$12,433,100	140 Coryell Street	Separate transaction at same recorded price
$4,324,794	2234 Gardenwalk Way	Batch new-home developer closing
$4,324,794	2217 Gardenwalk Way	Same batch as above
$4,324,794	2230 Gardenwalk Way	Same batch as above
$4,324,794	2237 Gardenwalk Way	Same batch as above

Open-Market Single-Family Range

Excluding the portfolio and batch transactions noted above, the highest-priced open-market single-family sales in Marietta during Q1 2026 ranged between approximately $1.5 million and $3.0 million. These transactions were distributed across the Marietta Square historic district and the residential corridors on the city's eastern edge bordering East Cobb.

6. Marietta vs Cobb County

Metric	Marietta	Cobb County
Total open-market sales	223	2,807
Share of county sales	7.9%	100%
Middle sale price	$590,000	$420,000
Quarter price change	+15.0%	+9.4%
Average sale price	$2,127,074	$704,000 (approx)
Middle $/sqft	$231	$214 (Q1 avg)
Share moving in	53.4%	59.1%
Share likely investor	39.0%	27.1%

Marietta represents 7.9 percent of Cobb County's total Q1 sales volume but reflects a distinct sub-market with materially different buyer composition, higher pricing, and faster quarterly appreciation. The city should be analyzed as its own market within Cobb rather than treated as a representative slice of county-wide activity.

Marietta High School Zone (Broader View)

For analysts using the Marietta High School attendance zone as their geographic frame, which extends modestly beyond city limits into adjacent unincorporated Cobb, Q1 2026 totals were: 160 sales, $520,000 middle price, $726,124 average price. The zone middle of $520,000 sits below the Marietta city limits middle of $590,000, reflecting the lower-priced unincorporated areas included in the school zone.

7. Methodology

This report is based on residential property sales recorded in Cobb County public records for the period January 1, 2026 through March 31, 2026, and reviewed by Atlanta Home Network.

Data Source

Cobb County tax assessor and tax commissioner records, accessed through the county's public Schneider Geospatial property records system. Records were pulled in early May 2026 and reflect all transactions recorded with the county as of that date.

Open-Market Sale Definition

Atlanta Home Network defines an open-market residential sale as a transaction that meets all of the following criteria: (1) sale price of $10,000 or more, (2) grantee and grantor are different parties, (3) the property is classified as residential in county records, and (4) the transaction is not part of a same-day chain of transfers used for trust, estate, or divorce administration.

Filtering excluded 489 of 1,535 April Cobb County transactions and a similar share across Q1. Common exclusions: quitclaim deeds at $0, intra-trust transfers, estate distributions, divorce-related changes, and batch new-home developer closings recorded at non-market prices.

Geographic Scope

Marietta sales are scoped to properties recorded within the Cobb County tax district designation for the City of Marietta. This corresponds to the city's incorporated boundaries. The Marietta High School attendance zone is reported separately where noted, using the school district field recorded on each property record.

Buyer Classification

Owner-occupied buyers are identified by comparing the recorded mailing address of the new owner against the property address. Likely investor buyers are identified by entity name patterns (LLC, INC, CORP, and similar suffixes) and out-of-state owner mailing addresses. Unclear classifications result from ambiguous parsed records.

Treatment of Large Transactions

Multi-parcel portfolio sales and batch new-home developer closings are retained in the sales count and middle (median) price calculations as recorded. Their disproportionate effect on average price calculations is noted explicitly throughout this report. Atlanta Home Network's editorial position is that the middle (median) sale price is the most reliable summary statistic for any sub-market where portfolio transactions are present.

Limitations

Public county records lag actual market activity by several weeks. Sales that closed in late March may not appear in our dataset if they had not been recorded by the data pull date. MLS-based reporting may differ from this analysis due to recording differences and to MLS-specific data definitions. This report is not a substitute for professional appraisal, real estate, or financial advice.

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