

Smyrna

Housing Market Report • First Quarter 2026

\$485K

Median sale price, January through March



OPEN-MARKET SALES

225

INVESTOR SHARE

22.7%

vs COBB COUNTY

+\$65K

INSIDE THIS REPORT

Briefing • Sales Activity • Pricing & Affordability • Investor Watch •
Most Active Neighborhoods • Notable Transactions • Smyrna vs Cobb

01 / BRIEFING

Briefing

THE TAKEAWAY

Smyrna's median home price was \$485,000 in Q1, \$65,000 above the Cobb County median. Investor purchases accounted for 22.7 percent of sales, slightly below the 27 percent county-wide rate. Sales activity accelerated through the quarter, with 87 closings in March alone.

225

OPEN-MARKET SALES

\$485K

MEDIAN SALE PRICE

+28.2%

QUARTER PRICE CHANGE

22.7%

INVESTOR SHARE

What the data show

- Sales rose 43 percent from January (61) to March (87). The pickup matches a typical late-winter to early-spring buying pattern.
- Investors bought 22.7 percent of Smyrna homes vs 27.1 percent across Cobb County. Smyrna's investor share sits below the county baseline, opposite of the Marietta pattern.
- The \$500,000 to \$750,000 band was the largest price segment in Q1 with 70 sales, or 31 percent of total volume.
- Three multi-property batch sales recorded at \$12.43 million each (on Highview Drive, Concord Circle, and Starline Drive) plus two Westfield Trace developer closings at \$4.13 million pushed the quarter's average to \$690,000. The median was not affected.

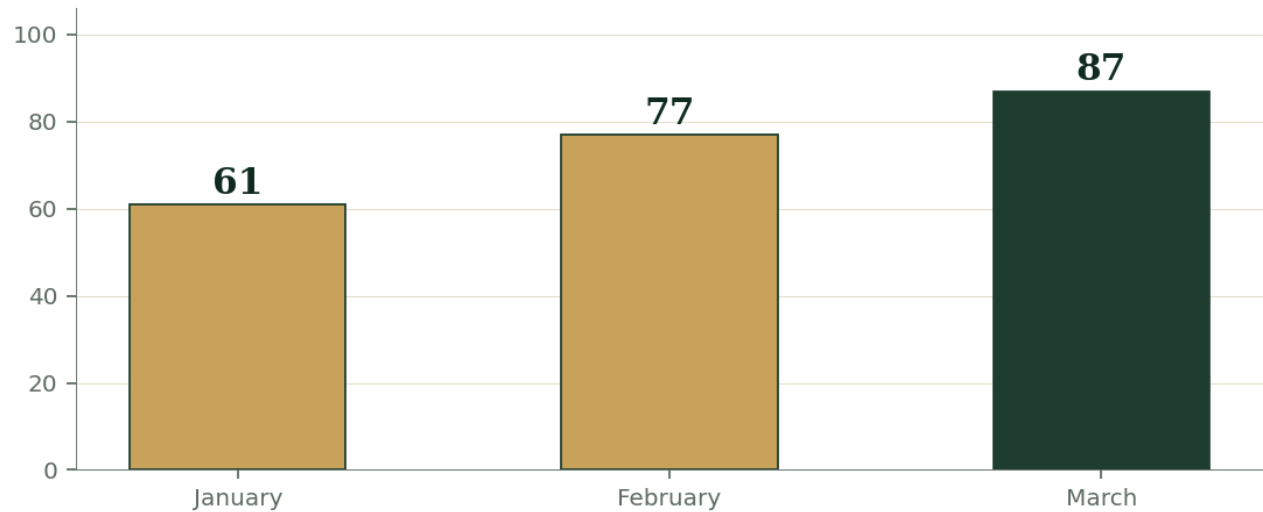
What we are watching

- Whether Smyrna's investor share stays below the county baseline through Q2 or reverts upward.
- Whether the \$500,000 to \$750,000 band remains the largest segment, or whether activity shifts to higher or lower bands.
- Whether the Campbell High School zone (which covers most of Smyrna) continues to lead the city's pricing.

02 / SALES ACTIVITY

Sales Activity

Smyrna recorded 223 open-market home sales in Q1 2026. Monthly volume increased each month of the quarter.



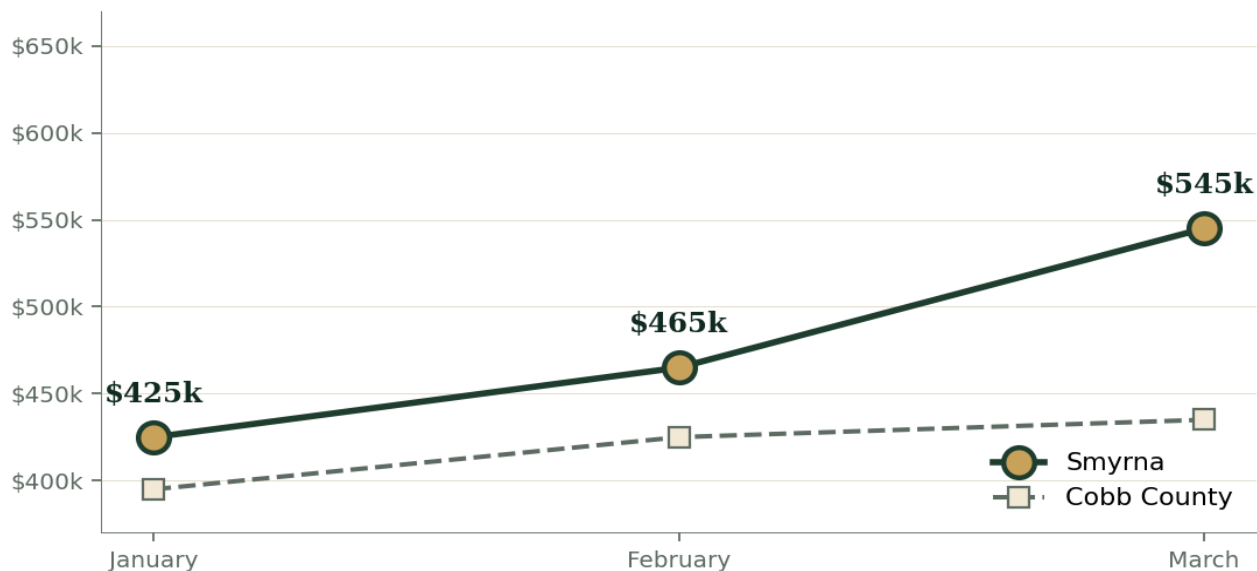
Cobb County tax assessor records, pulled May 5, 2026. n=223 open-market sales in the City of Smyrna tax district during Q1 2026. Excludes family transfers, gift deeds, and same-day chain transactions.

Month	Sales	Median Price	Average Price
January 2026	61	\$425,000	\$552,133
February 2026	77	\$465,000	\$498,342
March 2026	87	\$545,000	\$955,234
Q1 Total	225	\$485,000	\$689,590

03 / PRICING ANALYSIS

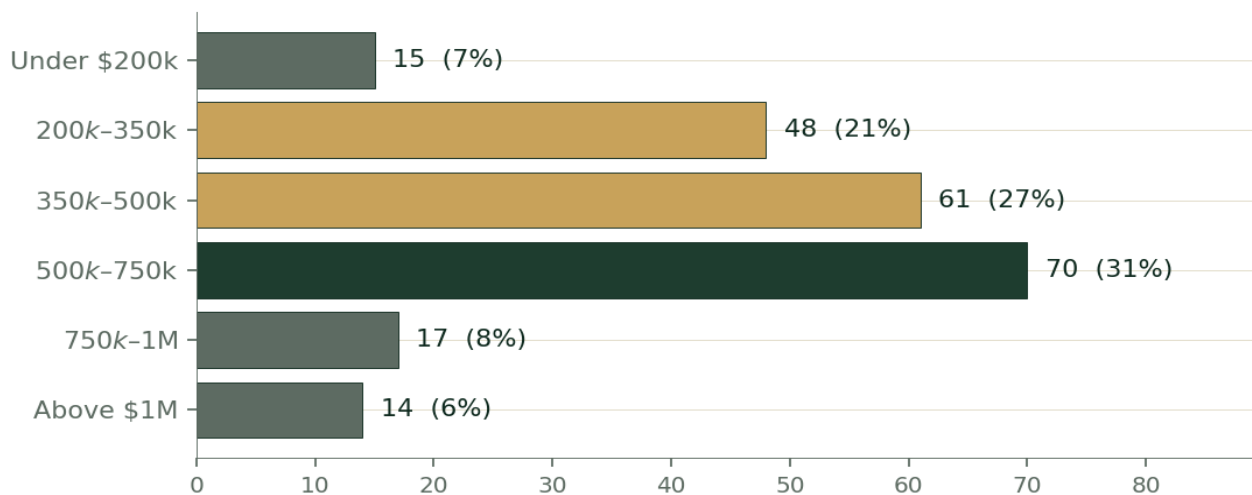
Pricing Analysis

Smyrna's monthly median sale price ran \$145,000 to \$185,000 above the broader Cobb County figure in each of the three Q1 months.



Smyrna n=225; Cobb County n=2,807. Both series filtered to open-market sales of \$10,000 or more. Source: Cobb County records pulled May 5, 2026.

Price Distribution

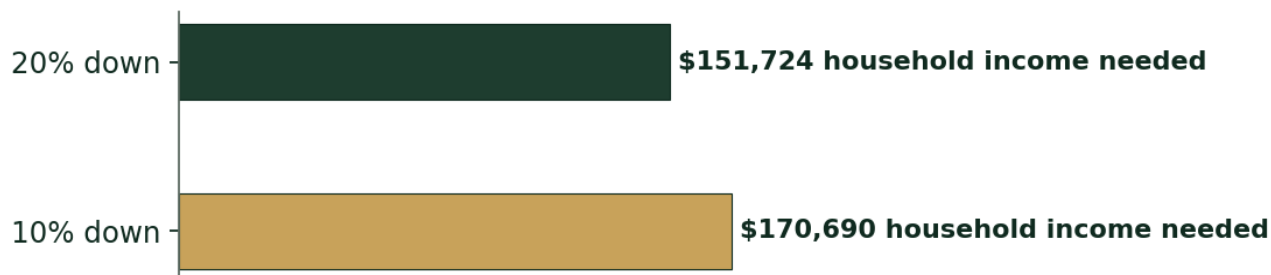


Distribution of Q1 2026 Smyrna open-market sales by price band. The \$1M+ band includes a \$58.25M portfolio sale and a cluster of \$4.32M batch new-home transactions.

04 / HOW AFFORDABLE IS SMYRNA?

How Affordable Is Smyrna?

A household needs roughly \$151,000 in annual income to buy the median Smyrna home with a 20 percent down payment at the current 7 percent mortgage rate. Cobb County's median household income is approximately \$93,000.



Calculation assumes 28 percent front-end DTI and includes estimated monthly taxes and insurance. Excludes HOA fees and PMI. Cobb County household income estimate from US Census ACS, adjusted to 2026.

\$112K

CASH NEEDED, 20% DOWN

~35%

COBB HOUSEHOLDS THAT QUALIFY

\$93K

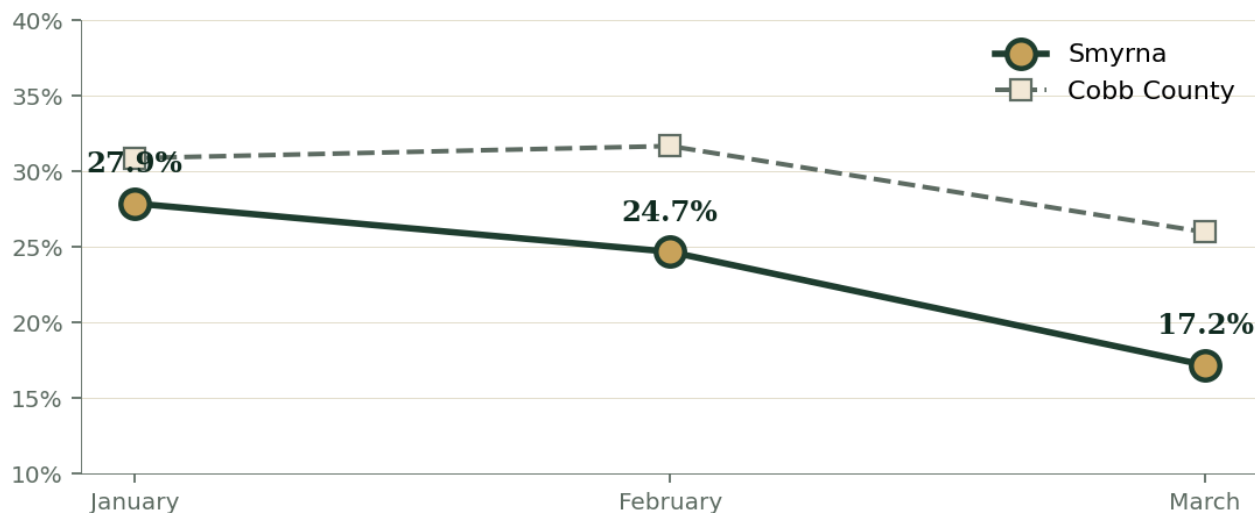
COBB MEDIAN HOUSEHOLD INCOME

The \$151,000 income threshold is approximately 1.6 times the Cobb County median household income. By rough estimate, the top 25 percent of Cobb County households earn enough to qualify for a median-priced Smyrna home with 20 percent down. Cash required at closing (down payment plus 3 percent in closing costs) is approximately \$135,000.

05 / INVESTOR WATCH

Investor Watch

Recurring section. Tracks LLC, corporate, and out-of-state buyer share.



Investor classification: buyer recorded under an entity name containing LLC, INC, CORP, LP, or LTD, OR buyer mailing address in a state other than Georgia. n=61 (Jan), 77 (Feb), 87 (Mar) for Smyrna.

22.7%

SMYRNA Q1 SHARE

−4.4pp

vs COBB COUNTY (27.1%)

Smyrna's investor share ran below the Cobb County baseline in each of the three Q1 months. January showed an investor share of 27.9 percent versus Cobb's 30.9 percent. February came in at 24.7 percent for Smyrna versus 31.7 percent for Cobb. March showed Smyrna at 17.2 percent versus Cobb at 26.0 percent, the quarter's lowest reading. Preliminary April data shows Smyrna's investor share at 22.1 percent.

06 / MOST ACTIVE NEIGHBORHOODS

Most Active Neighborhoods

Four Smyrna neighborhoods ranked by Q1 sales volume, with median sale price shown for each. Excludes batch developer closings. Minimum three sales required.

ROWAN WALK TOWNHOMES**\$553,000****8 sales** in Q1 · median price

Active townhome community

BENNETT WOODS**\$425,000****5 sales** in Q1 · median price

Established single-family

SMYRNA HEIGHTS**\$530,000****5 sales** in Q1 · median price

Historic core, walkable

VININGS ESTATES**\$990,000****4 sales** in Q1 · median price

Premium West Smyrna

Neighborhood designations as recorded in Cobb County property records. Minimum 3 sales required for inclusion. Excludes batch transactions.

07 / NOTABLE TRANSACTIONS

Notable Transactions

Three transactions or transaction clusters defined Smyrna's upper-end activity in Q1 2026. Each one tells a different story about the market.

01 / MULTI-PROPERTY BATCH SALE

\$12.43M × 3

Highview Drive, Concord Circle, Starline Drive

Three Smyrna addresses recorded sales at exactly \$12,433,100 in Q1, indicating a multi-property batch transaction rather than three independent ultra-luxury sales. Inflates the quarterly average but has no effect on the median.

02 / DEVELOPER CLOSEOUT

\$4.13M × 2

Westfield Trace

Two adjacent parcels on Westfield Trace closed at exactly \$4,126,550 in a single batch, indicating a new-home developer transferring multiple units in one filing. Counts as two sales in the data but reflects one transaction event.

03 / SINGLE-FAMILY OPEN-MARKET SALE

\$1.57M

1739 Nappa Valley Court

The highest-priced standalone residential sale in Smyrna in Q1 outside of batch transactions. Located within the Campbell High School attendance zone, which covers most of Smyrna proper.

08 / SMYRNA VS COBB COUNTY

Smyrna vs Cobb County

	SMYRNA	COBB COUNTY	DIFFERENCE
Open-market sales	225	2,807	—
Median sale price	\$485,000	\$420,000	+\$65,000
Quarter price change	+28.2%	+9.4%	+18.8 pp
Median \$/sqft	\$234	\$214	+\$20
Owner-occupied share	62.7%	59.1%	+3.6 pp
Investor share	22.7%	27.1%	−4.4 pp

WHAT STANDS OUT

Smyrna's median sale price was \$65,000 higher than the Cobb County median, and its investor share was 4.4 percentage points lower than the county baseline.

09 / METHODOLOGY

Methodology

Data source

Cobb County tax assessor and tax commissioner records, accessed via the county's Schneider Geospatial public property records system. Pulled May 5, 2026.

Open-market sale

Residential transaction with sale price of \$10,000 or more, between distinct grantor and grantee, classified as residential, and not part of a same-day chain of transfers.

Smyrna scope

Properties recorded within the Cobb County tax district designation for the City of Smyrna. School zone analysis (Campbell High, which covers most of Smyrna) reported separately where noted.

Buyer classification

Owner-occupied: recorded mailing address matches property address. Investor: entity name contains LLC, INC, CORP, LP, or LTD, OR owner mailing address is outside Georgia.

Treatment of large transactions

Multi-property portfolio sales and batch new-home developer closings are retained in the sales count and median price as recorded. Their effect on average price is noted throughout.

Affordability

7 percent 30-year fixed mortgage, 28 percent front-end DTI, estimated \$400 monthly for taxes and insurance (20 percent down) or \$450 (10 percent down). Excludes HOA, PMI.

Limitations

Public records may lag actual market activity by 1 to 3 weeks. MLS-based reporting may differ. Not investment, real estate, or financial advice.

Cite this report

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