Kennesaw

Housing Market Report · First Quarter 2026

$372K

Median sale price, January through March

OPEN-MARKET SALES	INVESTOR SHARE	vs COBB COUNTY
132	21.2%	-$48K

01 / BRIEFING

Briefing

THE TAKEAWAY

Kennesaw's median home price was $372,500 in Q1, $47,500 below the Cobb County median. Investor purchases accounted for 21.2 percent of sales, modestly below the 27 percent county-wide rate. Sales activity accelerated through the quarter, with 57 closings in March alone.

132	$372K	+0.2%	21.2%
OPEN-MARKET SALES	MEDIAN SALE PRICE	QUARTER PRICE CHANGE	INVESTOR SHARE

What the data show

• Sales rose 50 percent from January (38) to March (57). The pickup matches a typical late-winter to early-spring buying pattern.

• Investors bought 21.2 percent of Kennesaw homes vs 27.1 percent across Cobb County. Kennesaw's investor share sits modestly below the county baseline.

• The $200,000 to $350,000 band was the largest price segment in Q1 with 51 sales, or 39 percent of total volume. Kennesaw is the entry-level end of the Cobb market.

• Three batch sales recorded at $1.57 million each (on Hillsborough Chase, Bancroft Main, and Wellcrest Drive) and a four-parcel developer batch on Kinnard Alley at $686,160 each pushed the quarter's average to $430,000. The median was not affected.

What we are watching

• Whether Kennesaw's investor share, which rose to 28.6 percent in April, continues climbing or returns to its Q1 average.

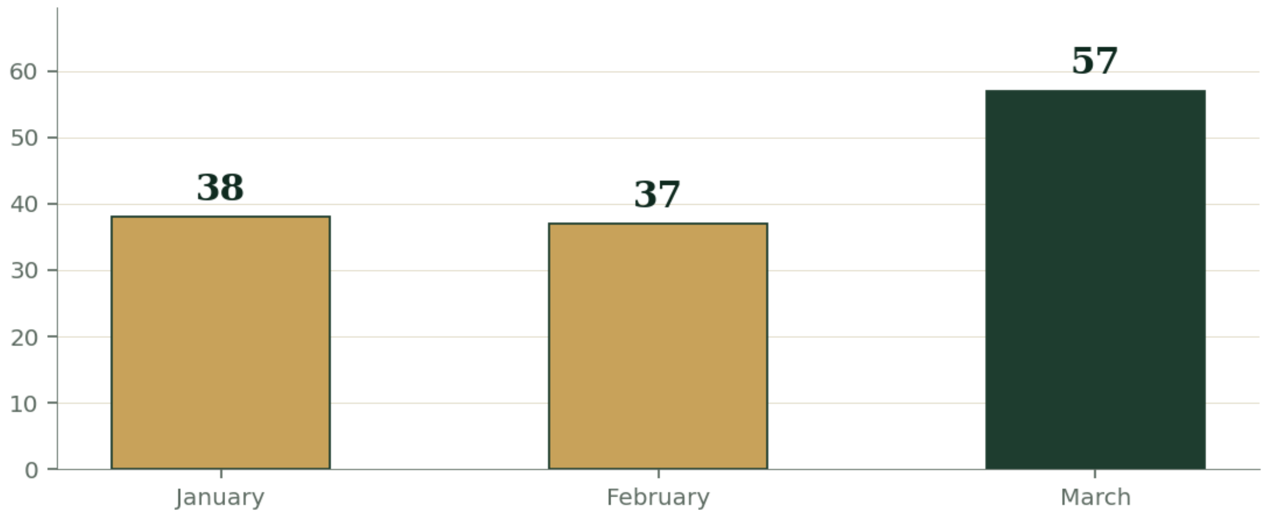
• Whether the $200,000 to $350,000 band remains the largest segment, or whether activity shifts to higher bands as Cobb pricing pressures Kennesaw upward.

• Whether the North Cobb High School zone, which covers most of Kennesaw, continues to lead the city's pricing.

02 / SALES ACTIVITY

Sales Activity

Kennesaw recorded 132 open-market home sales in Q1 2026. Monthly volume was flat in January and February before rising in March.



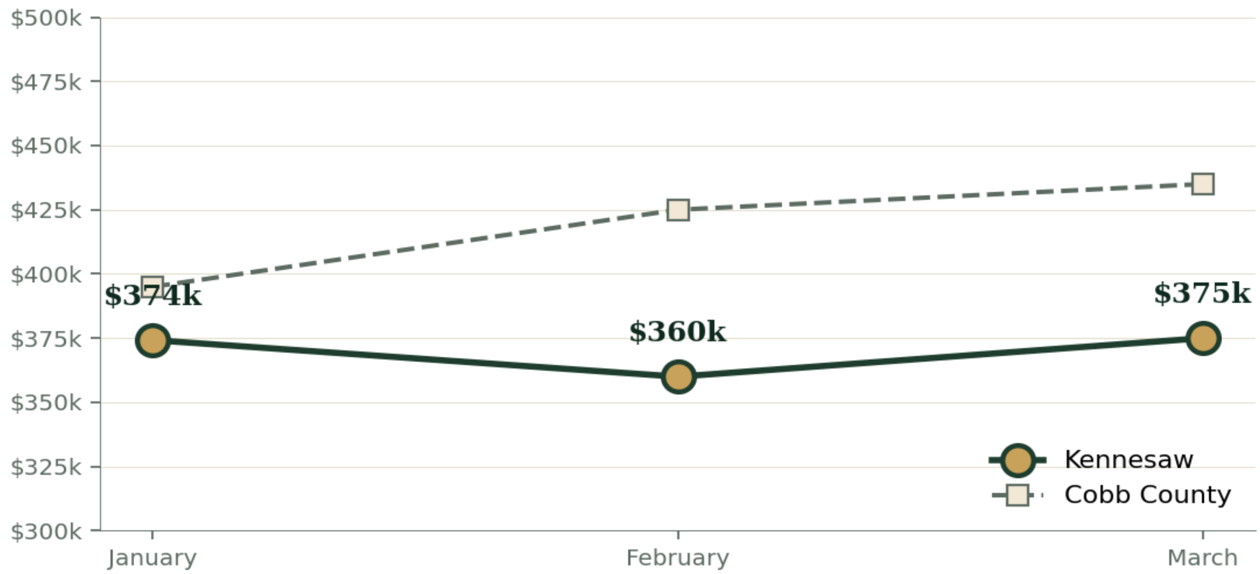
Cobb County tax assessor records, pulled May 5, 2026. n=132 open-market sales in the City of Kennesaw tax district during Q1 2026. Excludes family transfers, gift deeds, and same-day chain transactions.

Month	Sales	Median Price	Average Price
January 2026	38	$374,235	$385,668
February 2026	37	$360,000	$484,181
March 2026	57	$375,000	$424,367
Q1 Total	**132**	**$372,500**	**$429,992**

03 / PRICING ANALYSIS

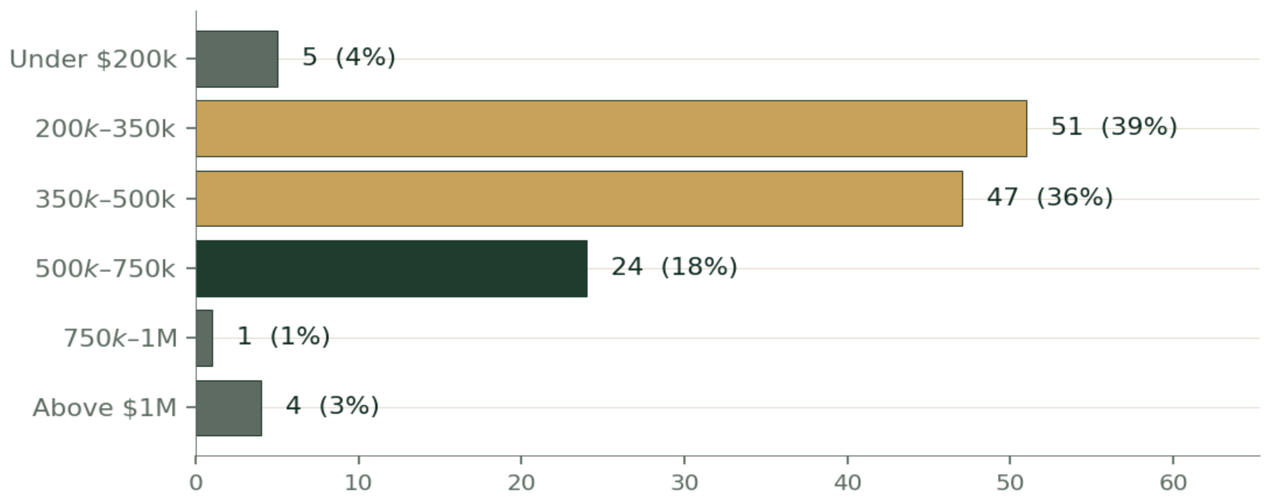
Pricing Analysis

Kennesaw's monthly median sale price ran $20,000 to $60,000 below the broader Cobb County figure in each of the three Q1 months. Kennesaw is the most affordable city-level market in Cobb among the cities we have reported on this year.



Kennesaw n=132; 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

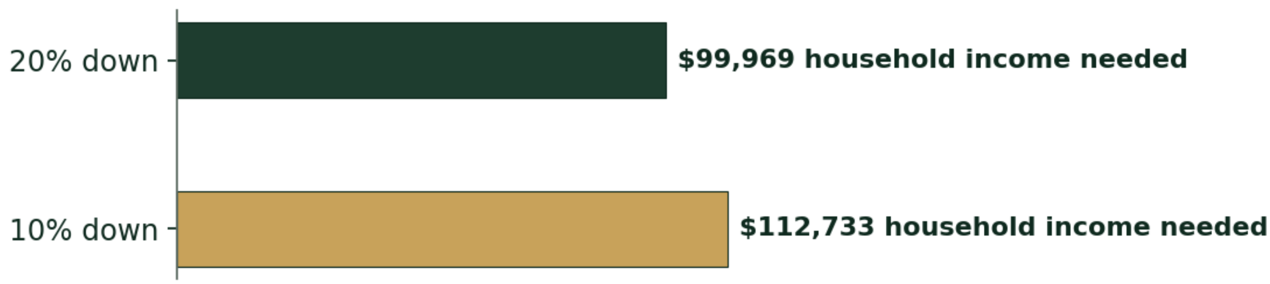


Distribution of Q1 2026 Kennesaw open-market sales by price band. The $1M+ band includes a three-property portfolio sale at $1.573M each plus a single $1.349M standalone transaction.

04 / HOW AFFORDABLE IS KENNESAW?

How Affordable Is Kennesaw?

A household needs roughly $100,000 in annual income to buy the median Kennesaw 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.

$86K
CASH NEEDED, 20% DOWN

~50%
COBB HOUSEHOLDS THAT QUALIFY

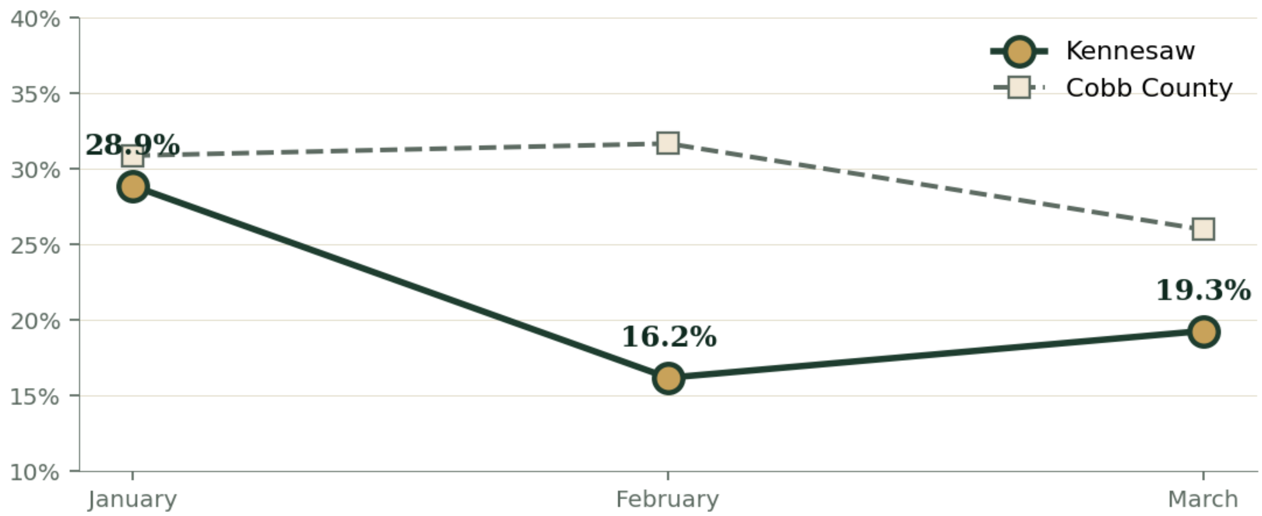
$93K
COBB MEDIAN HOUSEHOLD INCOME

The $100,000 income threshold is approximately 1.07 times the Cobb County median household income. By rough estimate, roughly half of Cobb County households earn enough to qualify for a median-priced Kennesaw home with 20 percent down. Cash required at closing (down payment plus 3 percent in closing costs) is approximately $86,000. Kennesaw is the most accessible city-level market in Cobb covered so far.

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=38 (Jan), 37 (Feb), 57 (Mar) for Kennesaw.

21.2%
KENNESAW Q1 SHARE

–5.9pp
vs COBB COUNTY (27.1%)

Kennesaw's investor share ran below the Cobb County baseline in each of the three Q1 months. January came in at 28.9 percent for Kennesaw versus Cobb's 30.9 percent. February dropped to 16.2 percent versus 31.7 percent for Cobb, the quarter's lowest reading. March recovered to 19.3 percent for Kennesaw versus Cobb at 26.0 percent. Preliminary April data shows Kennesaw's investor share rising to 28.6 percent, above the Q1 average.

06 / MOST ACTIVE NEIGHBORHOODS

Most Active Neighborhoods

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

EAST PARK VILLAGE TOWNHOMES

$571,800

19 sales in Q1 · median price

Largest townhome cluster in Q1

LULLWATER

$457,000

6 sales in Q1 · median price

Established single-family

KENNESAW BATTLE CONDOS

$350,000

5 sales in Q1 · median price

Affordable downtown adjacent

STILESBORO COVE

$291,750

4 sales in Q1 · median price

Entry-level family homes

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 Kennesaw's upper-end activity in Q1 2026. Each one tells a different story about the market.

01 / MULTI-PROPERTY BATCH SALE

$1.57M × 3

Hillsborough Chase, Bancroft Main, Wellcrest Drive

Three Kennesaw addresses recorded sales at exactly $1,573,000 in Q1, indicating a multi-property batch transaction rather than three independent sales. Inflates the quarterly average but has no effect on the median.

02 / DEVELOPER CLOSEOUT

$686K × 4

Kinnard Alley

Four parcels on Kinnard Alley closed at exactly $686,160 in a single batch, indicating a new-home developer transferring multiple units in one filing. Counts as four sales in the data but reflects one transaction event.

03 / SINGLE-FAMILY OPEN-MARKET SALE

$1.35M

1200 Willow Court

The highest-priced standalone residential sale in Kennesaw in Q1 outside of batch transactions. Located within the Kennesaw Mountain High School attendance zone.

08 / KENNESAW VS COBB COUNTY

Kennesaw vs Cobb County

	KENNESAW	COBB COUNTY	DIFFERENCE
Open-market sales	132	2,807	—
Median sale price	$372,500	$420,000	-$47,500
Quarter price change	+0.2%	+9.4%	-9.2 pp
Median $/sqft	$214	$214	—
Owner-occupied share	56.1%	59.1%	-3.0 pp
Investor share	21.2%	27.1%	-5.9 pp

WHAT STANDS OUT

Kennesaw's median sale price was $47,500 below the Cobb County median. Investor share ran 5.9 percentage points below the baseline. Kennesaw is the most accessible city-level market in Cobb.

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.

Kennesaw scope

Properties recorded within the Cobb County tax district designation for the City of Kennesaw. School zone analysis (North Cobb High and Kennesaw Mountain High, which together cover most of Kennesaw) 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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