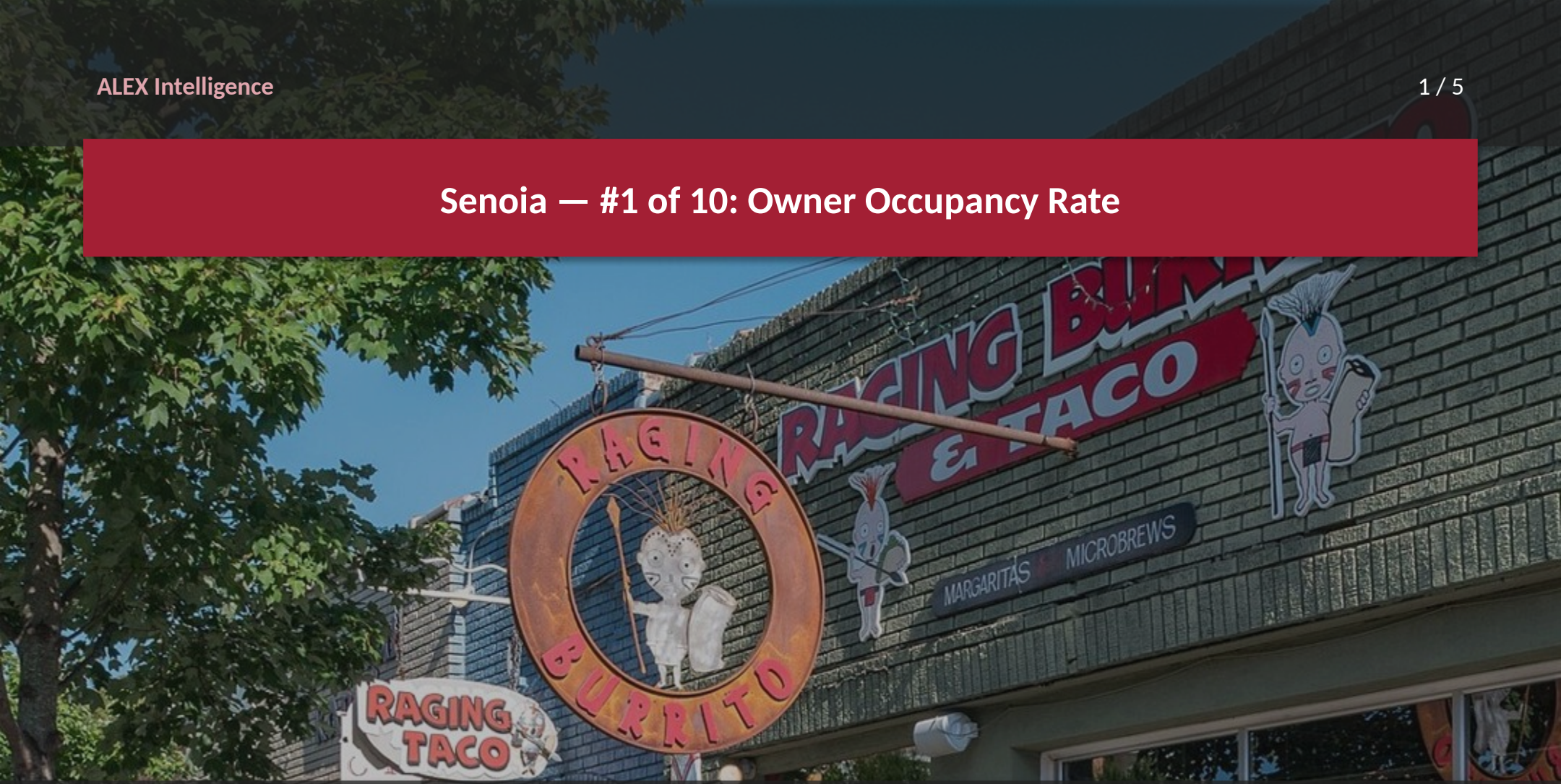
Senoia — #1 of 10: Owner Occupancy Rate



Senoia leads Atlanta in owner occupancy at 98.2%

Source: ALEX Intelligence · Published November 29, 2026

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THE DATA

98.2%

Owner Occupancy Rate (2024)

Senoia holds the highest owner-occupied rate among all cities in the Atlanta-Sandy Springs-Roswell MSA.

This figure—98.2%—is not just a statistical outlier; it reflects a foundational shift in housing stability. In a region where rental demand remains strong, Senoia stands out as a rare enclave where homeownership is nearly universal. This suggests deep-rooted community investment, long-term residency, and limited turnover.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-atlanta-ga-owner-share-place-mkt

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Homeownership as a stabilizing force

This level of ownership suggests limited speculative investment and high resident attachment. It also implies that Senoia's housing stock is not being used as a financial asset but as a long-term home—a critical differentiator in a market dominated by short-term rentals and investor-driven turnover.

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The quiet cost of stability

This highlights a tension: high owner occupancy correlates with stability, but can also entrench affordability barriers. In a region where the Atlanta Fed notes rising homelessness and housing instability, Senoia's model may be a success story—but not one easily replicable without careful policy design.

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