

## Atlanta: The Center of Growth in the Future

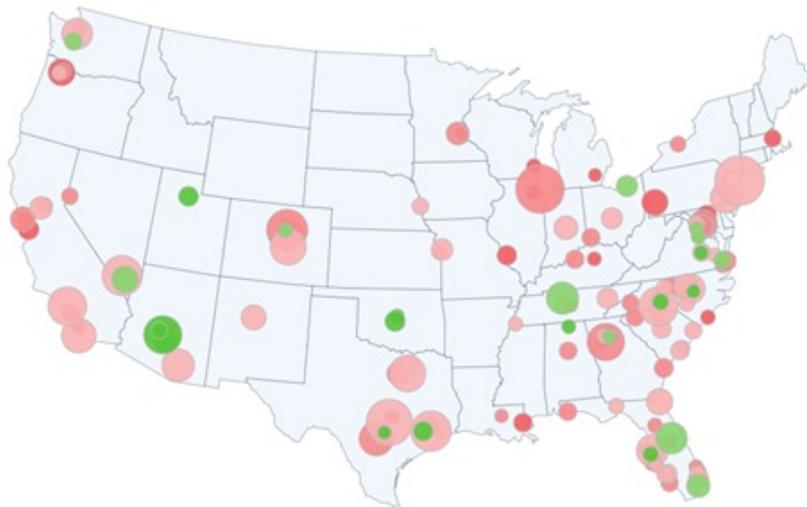
This month as you drive around, consciously look at the license plates of the cars next to you, and you will quickly realize that Atlanta has a lure on the world that is hard to dismiss. Why will Atlanta be on the forefront of growth (economic and population) in the foreseeable future?

### Relocation Patterns

#### Staying Put Under COVID?

Explore the map to see how COVID affected moving in different cities

● Down 40% or more ● Down 20% to 40% ● Down 1 to 20% ● Up 1% to 20% ● Up 20% or more



Bubble size - total moves in city

COVID caused many to move, because they no longer need to be at the office, and the cost of living somewhere else was compelling. Who were the biggest losers of people during the pandemic: New York, California and the District of Columbia MSA. The biggest winners? Idaho, Arizona and Florida. If you don't need to be in the office anymore, and Silicon Valley/New York City is outrageously expensive, where do you go? Where it is fun, warm and the cost of living is low!! This will be the Southeast - Nashville, Charlotte and Atlanta.

### Northside Hospital

In 2016, Northside Hospital in Atlanta delivered more babies than any other hospital in America, 27,123 babies!!! That's over 3 babies per hour, 24 hours a day, 365 days a

year. So, people move to Atlanta, with or without jobs and procreate. So what? An expansion to the house and its multiplier effect come with an additional mouth to feed. One baby changes everything...need for larger space, beds, washer and dryer, clothing, schools, two door car to a minivan/SUV.

### **Hartsfield-Jackson Airport (Duh!)**

Businesses have found favor in Atlanta solely due to our proximity and airport access to the rest of the country and world. In less than three hours, an executive can access over 70% of all business centers in the country. This connectivity can not be overlooked in the world of commerce.

### **Georgia Tech/ University of Georgia System**

Atlanta has been known as an excellent place for back office operation for technology companies. Now, the technology industry has found talent locally that doesn't want to leave. We are landing tier one technology jobs. Recent commitments from Google, Facebook and Microsoft reaffirm that we are on par in competing with Austin, Boston, Raleigh-Durham and Silicon Valley for drawing talent and operations. This isn't likely to change but will continue to grow. The Fintech industry is centered here and will continue to grow. Stay tuned to see what Microsoft plans to do with its \$145 million purchase of blighted land in West Atlanta!!

### **Cost of Living**

A typical house cost drives decision in relocations. Look below:

- San Francisco Area - \$1.2 million
- Boston- \$699,000
- New York Area - \$563,000 (\$945,000 in Manhattan)
- Atlanta - \$348,000

Many companies and individuals that don't have geographical boundaries are looking for better living at better costs. This will drive the growth of Atlanta.

### **Cultural Change is Coming**

People bring their ideologies to the places they reside. Sometimes they adopt local culture. They even pick up accents of the area...y'all vs. y'ouse guys. Many times, they bring their political views and cultures of where they came from. Look at Arizona - last presidential election, its Republicans helped usher in Donald Trump. Since the out migration from California to Arizona, the Democrats swung the state four (4) years later. The political and cultural mix of the relocations will impact the areas politically and culturally.

**View our Interesting Map of the Month**

**Interesting Map of the Month**



**Most Common Country Of Birth For Foreign-born Residents In The US, Excluding Mexico**

**Are You an Investor?**

We are in pursuit of several investments. If you are an accredited investor and want to be considered for one of these offerings, please reach out to us. Call us today to learn more at 404-698-3535 or [dgibbs@tristarinvest.com](mailto:dgibbs@tristarinvest.com).

Sincerely,

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