

4 Things to Know about the Chattanooga Real Estate Market in 2020

The state of real estate in our region is strong heading into the new year, with Forbes ranking Chattanooga #1 for job growth.

Henon Profiled in National Land Magazine

Chattanooga's Accredited Land Consultant and residential real estate veteran Todd Henon was recently tapped for his expertise in acreage: development, investment, and recreation. The quarterly, national Land Magazine is distributed nationwide to Land Buyers, Owners, and Brokers.

Current Historic Housing Boom



[Listen >> 3:54 Minutes](#)

“One of the biggest housing booms in U.S. history,”

is what top economists are calling the current market. Since 2012, home prices have risen **50%** nationwide, NPR reported yesterday.

The big question: Will it last?

Our local Chattanooga market has seen exponential growth—thanks to Volkswagen, Amazon, and our extensive outdoor activities—with the 2018 population coming in over [half a million](#) residents. Tennessee’s population has grown to [6.77 million](#) as of January 2019. These factors contribute to the “explosion in demand” NPR’s Greg Rosalsky references in the NPR report.

Skylar Olsen, the director of economic research at Zillow, says this increase in home values has been driven by an

*explosion in demand. This demand has been fueled by **low interest rates, an improving economy.***

GREG ROSALSKY, NPR NEWS

And right now it's clearly good to be selling a house. Since home prices hit their bottom after the crash, we've seen one of the biggest housing booms in U.S. history.

GREG ROSALSKY, NPR NEWS

If you're ready to maximize this historic market or curious what it means for you, [let's have a conversation.](#) We're honored to be your real estate resource.

[423.664.1914 direct](tel:423.664.1914)



Todd Henon

Broker: TN, GA, AL

Todd Henon Featured as Log Home Authority

Todd Henon, three decade veteran in the Chattanooga real estate industry, was interviewed and featured in a recent issue of *Chatter Magazine*.

“The Chattanooga area has seen a steady increase in log home sales over the last few years as more homebuyers realize just how promising the Walden experience can be for themselves.

The upward trend began five years ago, as the market began to recover from the 2008 housing crisis, says local Realtor Todd Henon, of Todd Henon Properties. Though the log cabin niche of the housing market took longer to recover than traditional homes, the passion for log home living never dwindled.

‘These buyers have oftentimes longed, searched and hoped for years to turn their dream into a reality,’ says Henon. ‘For some families, log homes are a bucket list property, and being able to purchase that log home is a benefit in and of itself.’”

Read the full article [here](#).

Log Home Currently Listed by Todd Henon Properties



[6401 Sawyer Road, Signal Mountain, TN](#)

Ready to learn your property's value in today's competitive market?

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Henon Gains Elite Accredited Land Consultant Designation



FIRST AND ONLY CHATTANOOGA- AREA REALTOR TO GAIN ELITE LAND CONSULTANT CREDENTIAL

“When Mark Twain said, ‘Buy land, they’re not making it anymore,’ he articulated perfectly the value of one of the Tri-states’ greatest natural and commercial resources.”

Todd Henon, Broker-Agent TN, GA, AL

TODD HENON PROPERTIES, Chattanooga

August 15, 2018 (CHATTANOOGA, Tenn.)– Chattanooga-based Realtor-Broker Todd Henon, of Todd Henon Properties is the **first and only of the 1,800 Realtors in Greater Chattanooga** to join the ranks of those holding the elite Accredited Land Consultant (ALC) designation. A 20-year residential real estate leader serving Tenn., Ga., and Ala., and a 10-year TN-licensed contractor, Henon is now also among the most dedicated land professionals from around the globe.

Nominated by other ALCs for the rigorous program, Henon is one of **only 14 ALCs in Tennessee** and **510 worldwide**. The [REALTORS® Land Institute](#) (RLI) confers the [Accredited Land Consultant \(ALC\) credential](#) which is recognized throughout the industry as the **pinnacle of achievement for land real estate professionals**.

As an ALC, Henon brings to clients in-depth knowledge in all aspects of development, taxation, investment, brokerage, subdividing, zoning, conservation, and planning in agricultural, transitional, timberland, historic, and recreational properties. Through the ALC network, he is able

to tap cutting-edge industry data and his strong network of fellow land professionals worldwide, ensuring his clients receive elite expertise and service when buying or selling acreage.

“Raw land sales in greater Chattanooga have increased 61% since 2013,” Henon said. *“In our Tri-state market—with our reliance on attracting international industry, new housing options for our rapidly rising population, and preserving our recreational assets and scenic acreage—the maximization of land is critical. As an Accredited Land Consultant, my real estate Team is now more equipped to bring the global market to Tri-state land owners and buyers. Not only our clients, but our entire community benefits from our cutting-edge strategies, expertise, and professional network to help land owners and purchasers from around the world determine the highest and best usage of one of our area’s most important resources.”* –Todd Henon

[Todd Henon Properties](#) is a leading Chattanooga-based real estate team serving Tennessee, Georgia and Alabama since 2000. Headquartered at Keller Williams Realty Downtown, Todd Henon Properties is in the **top 1 percent** of Chattanooga Realtors in sales volume and the **top 3 percent** of Keller Williams agents worldwide. Specializing in homes, estates, land and farms, Henon’s seasoned team of in-town, neighborhood, and acreage specialists are known for their expertise in traditional and unique properties at all price points.



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New York Times Highlights Chattanooga for 2x in Nine Months

With Chattanooga's desirable location equidistant between Nashville, Atlanta, and Knoxville, Gig City has gotten "passing through" traffic for decades. But with accolades rolling in and Chattanooga pulling in global businesses, it is no longer merely a pit stop, but a *destination*.

For the second time in less than a year, *The New York Times* has featured the growth, strengths, and quality of life in Chattanooga. This week, a *Times* reporter spent 36 hours enjoying the recreation, food scenes, and natural beauty the Scenic City has to offer. Last August, Chattanooga dominated the front page of the [Times](#) in an article about the strength of the "Dynamo of Dixie" in attracting international corporations like Volkswagen, [Southeast Mahindra](#), and Wacker. "As the leader of a Top 1% Chattanooga real estate team, it has been a privilege to 'sell' this great city for 30 years. As a lifelong Chattanooga with four generations of my family here, it's gratifying for the world to see what I've known all along...there's no place like Chattanooga. There's no place like home!" says Todd Henon

The New York Times

Originally published in The New York Times on May 24, 2018
By Colleen Creamer

"Nestled against the Tennessee River in the foothills of the Appalachian Mountains, Chattanooga, Tenn., has transformed itself in recent decades from an unassuming town to a **hyper clean, high-tech** ("Gig City" was the first in the United

States to offer gigabit internet speeds), outdoorsy family destination that offers hiking trails, rock climbing, museums, one of the finest educational aquariums in the world, and innumerable food and entertainment venues.

Families can share experiences that lean more toward kayaking and mountain biking than meeting Mickey or riding Space Mountain, though the region has a number of its own natural rides (white-water rafting on the nearby Ocoee River, for example, and [Lookout Mountain Hang Gliding school](#) is just 20 minutes away). The region “where cotton meets corn” is evident in Chattanooga’s straddling of two cultures: the mountain communities of Southern Appalachia to the north and the cotton-growing states to the south. *Nearly geeky in its optimism – and all the better for it – Chattanooga is a breath of fresh air.”*

[Read the full New York Times article.](#)

**Call us to discuss real estate strategies in Tri-state and beyond:
423.664.1914**

Exhale, relax, repeat at Mountain Creek Estate

When Clients come to our Team looking for estates or homes on acreage, they typically understand they will have a long

commute to Downtown. In this case, the commute is less than 10 minutes.

This post originally appeared on Nooga.com

Our Team is often entrusted to work on some pretty special and unique properties. [Cattle farms](#), [estates](#), [starter home jewels](#), second home retreats, hunting cabins, and historic treasures for instance.

This one is a prime example.

A true Southern private estate located on 5+ acres within 11 minutes of downtown Chattanooga...yep, 11 minutes from downtown! Come on and take a walk with me through 4900 Mountain Creek Road.

In one word, this place is “comfortable.” It’s difficult to replicate the sense of feeling immediately at home, but this one-level, one-of-a-kind property is cozy, warm, and approachable.

I can see my perfect Saturday here: building a fire in one of the mountain stone fireplaces, propping my feet up and napping until one of the neighbors comes down the wooden bridge and rings the built-in doorbell.

In the fall, we’d make a batch of chili and host SEC football parties – all the games on in different rooms, and a television brought onto the screened-in porch. And when the sun made its way down, my son and I would start a bonfire over by the barn for the kids to roast marshmallows. No sweat if it rains; it’s a treat to hear the peaceful drops on the metal roof.

My favorite room in the house is, without question, the back sunroom. Lazy chair in the corner, overlooking the patio, and if it were mine, I’d have all the windows open 300+ days of the year.

With great entertaining areas, you'd be signing up to host dinner parties and holiday get-togethers for the foreseeable future. A formal dining room and breakfast nook opens into the living space for everyone grab a seat and eat together.

Natural light fills the bonus room with built-ins, access to the backyard, and the half bathroom is tailor-made for a playroom or home office.

It's rare to find a large slice of paradise like this so close to downtown with two fenced pastures for animals. The location is idyllic, and schools are nearby: 6 minutes to Red Bank Elementary, 6 minutes to Red Bank Middle / High School, 10 minutes to Baylor, 14 minutes to GPS, 20 minutes to McCallie.

These owners have lovingly maintained the outdoor spaces with a peaceful flagstone patio out back, fenced pasture, and the barn sitting quietly on top of the hill.

If instead of watching me, you're ready to enjoy your own walk through this magical retreat, just give me a call. I'd love to walk it with you and help you imagine your own family there.

[View 4900 Mountain Creek Road](#)

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