

There are currently **no dedicated, market-rate "Class A" active adult rental communities** in Newnan or the broader Coweta County.

The market for senior rentals in this area is currently split between income-restricted properties and general market-rate apartments that are not age-restricted.

Current Rental Market Landscape

Segment	Community Examples	Unit Count (Per Facility)	Rent Range (Monthly)
Income-Restricted 55+	Ashlynn Ridge 55+	Small-to-mid scale	\$1,221 – \$1,471
General Market-Rate	The Ashley, Stillwood Farms	200 – 350+ units	\$1,400 – \$2,600+

Market Observations

- **Lack of Dedicated Inventory:** While there is significant inventory for "Active Adult" **for-sale** communities in the region (typically cottage-style or single-family homes), there is an absolute absence of age-restricted **rental** communities that offer institutional-grade management and senior-specific amenities (e.g., programmed activities, wellness centers).
- **"De Facto" Senior Rentals:** Many seniors in Coweta County currently rent in standard Class A luxury apartment complexes (like *The Ashley* or *Stillwood Farms*). These facilities generally cater to all ages, and their rents reflect current market-rate demand for professional renters (\$1,400–\$2,600/month).
- **Proximity Benchmarking:** Unlike more mature suburban markets (like Alpharetta or Marietta) where dedicated 55+ rental communities with 100–300 units are common and command \$2,000–\$3,800/month, Coweta County has not yet attracted this specific product type.

Strategic Note: Because there is no direct competition for a dedicated 55+ rental product in Newnan, any new Class A development would be pioneering this niche locally. You would likely need to price your units at the upper end of the general market-rate spectrum (\$2,000–\$2,800+) to justify the cost of the specialized amenities and services required for the active adult demographic.

Disclaimer: While the information is deemed reliable, no warranty is expressed or implied. Any information important to you or another party should be independently confirmed within an

applicable due diligence period.