

MARKET SPOTLIGHT: GWINNETT COUNTY



by: *Bryant Cornett, President*
Ackerman & Co.'s Dental Practices Group

In our continuing look into the viability of Metro Atlanta counties, we're focusing this time on Gwinnett County and its ability to remain one of the strongest counties in the Atlanta region and the country.

Gwinnett County is the second largest county in Atlanta and the most densely populated county per square mile in the Metro Area. The convergence of many diverse cultures make Gwinnett County a unique microcosm — a competitive advantage that would most likely ensure the success of a multilingual practice.

Gwinnett also has a healthy diversity of industries supporting its economy. Some of the major industries include:

- Supply Chain Management
- Information Technology Solution
- Advanced Manufacturing
- Health Sciences and Services
- Headquarters and Professional Services

An educated workforce is needed to fill jobs in Gwinnett County. With the success of Gwinnett's education system, there is home grown talent. Education is a driving factor for many high-profile employers, both domestic and foreign, to establish a presence in Gwinnett.

Population growth is good for our clients. Historically, Gwinnett County has strong population growth. In all, it has:

- 983 dentists
- 866,103 residents in 2014
- total dental revenues of \$744.3M

The Greater Atlanta / Gwinnett comparison is interesting. These two contenders are still a close match-up from when we looked at the numbers back in 2012. Sales per dentist are within about \$9,000 of each other (\$748K vs. \$757K), while the average resident seeking care in Gwinnett spent 11% more annually than those in the Greater Atlanta market.

The medical real estate market consists of 5.72M million square feet of available space. Currently only 9.6% of this space is vacant, down from 18% in 2012. Rental rates remain close to the 10-year low, hovering at \$19.99 per square foot. Clearly, this won't last long as the laws of economics would have it.

These factors make Gwinnett ideal for business and dental practices. Contact me if you would like information on the 25 built-out dental offices available in Gwinnett.

For more information, contact:
Bryant Cornett
770.913.3901
bcornett@ackermanco.net
www.ackermanmedical.com