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HARRY NORMAN, REALTORS® SHOWCASES ATLANTA'S LONG-STANDING ROLE AS A MAGNET FOR GLOBAL TALENT AS INTERNATIONAL SPOTLIGHT INTENSIFIES

ATLANTA: Atlanta has long been recognized as one of the nation's most dynamic markets for business growth, talent migration, and real estate demand, a trajectory closely reflected in demand observed by [Harry Norman | Forbes Global Properties](#), one of the region's leading luxury real estate firms. This momentum continues to strengthen as the city receives heightened international visibility surrounding the FIFA World Cup 2026.

"The World Cup gives Atlanta a global stage it has already earned," said Stan Baker, Vice President of Relocation and Business Development at Harry Norman | Forbes Global Properties. "Global hiring is expanding. Companies are making deliberate, long-term decisions about where they want their talent to live and work, and Atlanta keeps rising to the top of that list. We have spent years building the kind of market knowledge and neighborhood relationships that make those transitions seamless."

With a diverse economy anchored by Fortune 500 companies, a thriving technology sector, world-class educational institutions, and one of the busiest airports in the world, Metro Atlanta continues to attract professionals, executives, and families relocating from across the United States and around the world. Sustained inbound migration and strong economic fundamentals have positioned the region as a premier destination for long-term business investment and lifestyle-driven relocation.

Recent national recognition further underscores this momentum, including [WalletHub's](#) ranking of Atlanta as the #1 Best City to Start a Career in 2026, reflecting the region's strength in opportunity, affordability, and workforce mobility. Against this backdrop, the World Cup serves not as the catalyst for Atlanta's growth but as a global amplifier of trends already firmly in motion.

According to the [Metro Atlanta Chamber](#), the region continues to rank among the nation's leading destinations for corporate relocation and business expansion, supported by strong inbound migration and sustained economic momentum.

As international attention and relocation demand continue to expand, established local expertise with global reach has become increasingly central to serving incoming buyers. Harry Norman | Forbes Global Properties serves as Georgia's exclusive representative of the [Forbes Global Properties](#) network, a global membership announced in 2025 that reflects the firm's longstanding leadership in the luxury segment and its continued commitment to connecting Metro Atlanta real estate to an international audience of qualified buyers and investors.

"As Metro Atlanta continues to attract talent, investment, and attention from around the world, we're seeing buyers place increasing value on both lifestyle and location," said Todd Emerson, President and CEO of Harry Norman | Forbes Global Properties. "The World Cup is bringing additional visibility to the region, but the fundamentals driving growth have been in place for years. We continue to see strong interest from buyers seeking access to Atlanta's business community, educational institutions, transportation infrastructure, and luxury housing opportunities."

Demand for housing continues to reflect these macroeconomic trends, with buyers increasingly prioritizing properties that offer privacy, architectural distinction, connectivity to business corridors, and access to Metro Atlanta's leading lifestyle and cultural destinations. The following residences reflect the type of luxury inventory attracting relocating executives, international buyers, and long-term investors across Metro Atlanta today.

Located in Buckhead's prestigious Tuxedo Park neighborhood, [125 Blackland Road NW](#) exemplifies the caliber of luxury attracting executives and global buyers to Atlanta. The gated Harrison Design estate spans more than 8,000 square feet and features imported Belgian windows and doors, soaring 13-foot ceilings, hand-carved Norwegian soapstone architectural elements, a private elevator, wine cellar, resort-style pool and spa, and more than an acre of meticulously landscaped grounds designed for complete privacy. View photos [here](#).

Along the banks of the Chattahoochee River in Alpharetta's exclusive Ellard community, [3120 Addison Drive](#) offers more than 10,500 square feet of thoughtfully renovated living space. The riverfront estate features dual oversized kitchen islands, a fully self-contained

terrace-level residence, a five-car garage, saltwater infinity pool and sweeping river views, delivering the space, functionality and lifestyle often sought by relocating executives and their families. View photos [here](#).

For buyers seeking turnkey luxury in the heart of Buckhead, [Residence No. 603 at Graydon Buckhead](#) offers a fully furnished, design-forward lifestyle just minutes from Atlanta's premier shopping, dining and business districts. The residence features floor-to-ceiling windows, three private terraces, custom designer finishes and access to concierge-driven amenities including valet service, guest suites, spa facilities and private dining spaces. View photos [here](#).

Overlooking the Atlanta skyline from one of the highest elevations inside the perimeter, [Residence No. 915 at One Vinings Mountain](#) presents a sophisticated alternative to traditional estate living. Following an extensive two-year designer renovation, the residence showcases heated marble floors, bespoke dressing rooms, a private sauna, 40 feet of terrace frontage and panoramic city views, all within minutes of Buckhead, Midtown, Truist Park and Hartsfield-Jackson Atlanta International Airport. View photos [here](#).

Together, these properties reflect the breadth of luxury housing available across Metro Atlanta, from private estates and riverfront residences to lock-and-leave condominiums and skyline-view homes, reflecting the diversity and resilience of the region's high-end real estate market.

"As we continue to see sustained interest from both domestic and international buyers, Metro Atlanta's appeal remains rooted in its ability to offer space, value, and connectivity at a level few major markets can match," Emerson added. "Whether clients are relocating for business, lifestyle, or long-term investment, the range of housing options available here continues to set this market apart."

Interviews and additional information are available upon request.

About Harry Norman | Forbes Global Properties: Harry Norman | Forbes Global Properties, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman | Forbes Global Properties earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant 96 years on – when you work with Harry Norman | Forbes Global Properties, you can be confident you are working with the best real estate sales associates Atlanta has to offer. With a longstanding presence in Metro Atlanta and eight premier sales offices serving Georgia, Harry Norman | Forbes Global Properties connects real estate professionals with clients locally and globally. For more information, visit HarryNorman.com or connect with the firm via [Facebook](#) and [Instagram](#).

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