Asheville's Real Estate Market Booming

Tourism and sustainability drive growth in Asheville's real estate sector.

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THE DATA

$500K

Median Home Price

Asheville's median home price is on the rise.

The city's robust tourism industry and commitment to sustainable construction are contributing to increased property values and a thriving real estate market.

Source: Richmond Fed · Published August 17, 2026

01

Tourism Boom Strengthens Market

Asheville's thriving tourism industry continues to fuel demand, driving up home prices and attracting new residents. According to Asheville News, the influx of visitors is positively impacting both residential and commercial sectors.

02

Green Building Trends Accelerate

The city is at the forefront of sustainable construction, with practices like energy-efficient design and use of renewable materials gaining momentum. The UNC Charlotte Center for Community and Economic Development highlights this growing trend.

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