Is Asheville Losing Its Affordability Edge?

A deeper look at the shifting dynamics in Western NC real estate

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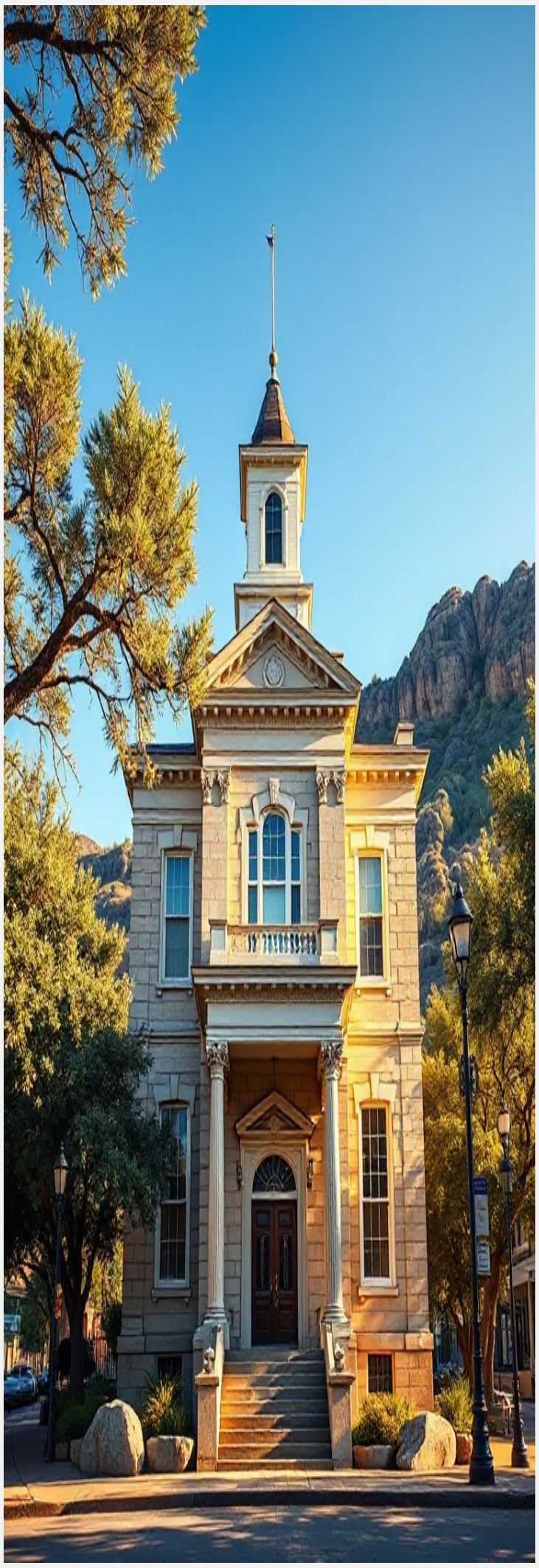
THE DATA

$458K

Median Home Price

Asheville metro area, June 2026

This figure marks a notable increase from the $413K median price in June 2025, driven by sustained buyer demand and limited housing inventory. The rise is particularly stark when compared to surrounding mountain counties such as Haywood and Madison, where prices remain more moderate.



Source: UNC Charlotte Childress Klein Real Estate Research Center · Published August 25, 2026

01

Remote Work Shifts Buyer Priorities

As more professionals work from home, the importance of location flexibility is increasing. Buyers are now willing to consider properties further from downtown Asheville, but only if they offer better value or amenities. This has led to a new wave of appreciation for mountain views and rural settings in Henderson County.



02

Price Elasticity in Mountain Markets

While Asheville’s median price rose, the rate of increase has slowed compared to urban centers like Georgetown, TX, where home values surged by 13% year-over-year. This suggests that Asheville may be reaching a saturation point in its affordability-driven growth phase.

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