

Is Baldwin County's Coastal Market Losing Its Edge?

A new trend in buyer behavior challenges conventional wisdom.

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THE DATA

$489K

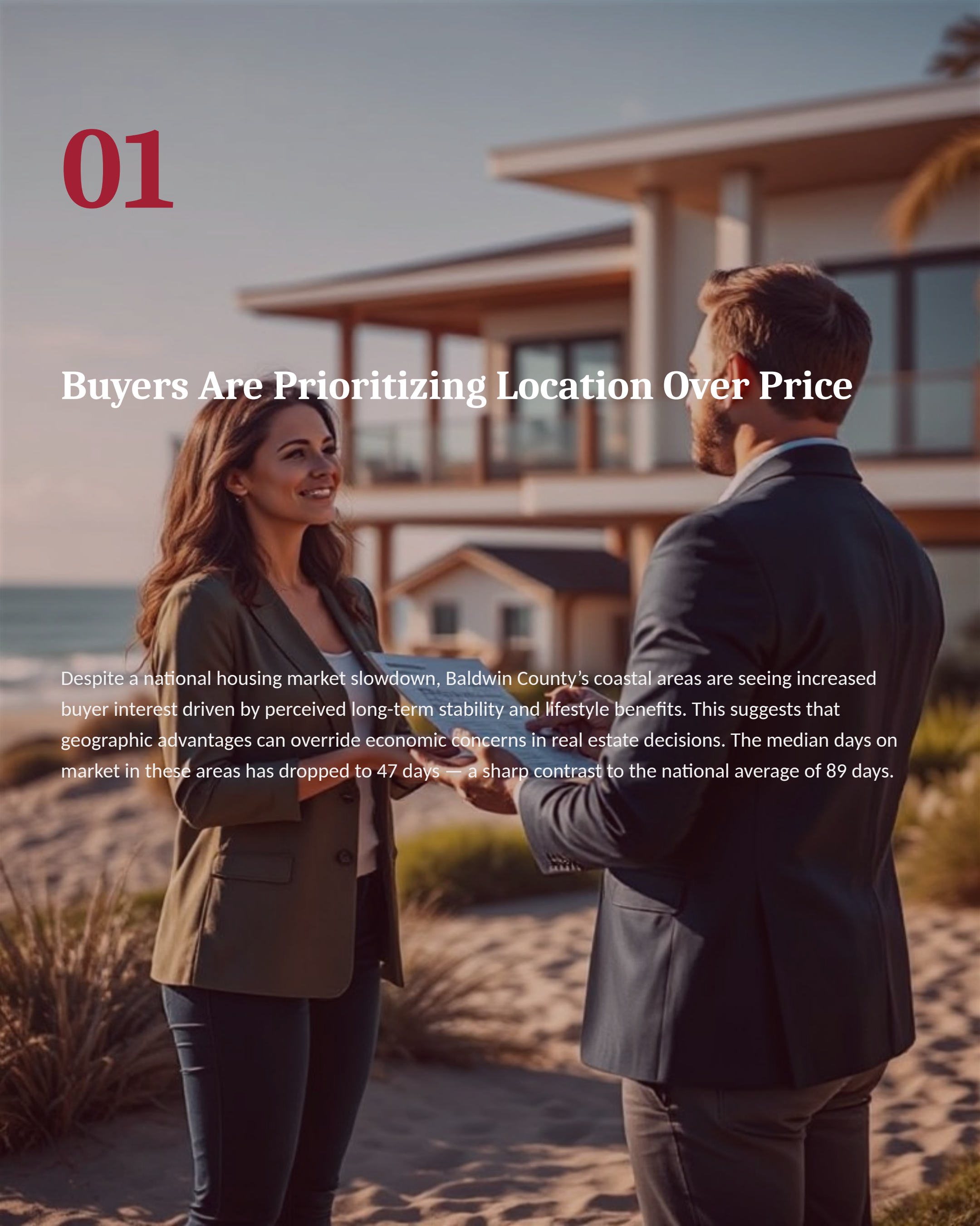
Median Home Price

In Baldwin County, as of August 2026.

The median home price in Baldwin County has risen to $489K, a 3.2% increase from last year, according to the Atlanta Fed's latest regional housing report. This reflects strong demand in coastal markets despite broader economic headwinds. The rise is particularly notable in areas like Gulf Shores and Orange Beach where buyers are prioritizing location over affordability.



Source: Atlanta Fed · Published August 25, 2026



01

Buyers Are Prioritizing Location Over Price

Despite a national housing market slowdown, Baldwin County’s coastal areas are seeing increased buyer interest driven by perceived long-term stability and lifestyle benefits. This suggests that geographic advantages can override economic concerns in real estate decisions. The median days on market in these areas has dropped to 47 days — a sharp contrast to the national average of 89 days.



02

Federal Rates Drive Shift in Coastal Demand

The Atlanta Fed’s data indicates that as federal interest rates stabilize, buyers are increasingly willing to pay premium prices for coastal properties. This shift is particularly evident in Baldwin County, where the median price-to-income ratio remains below the national average of 5.4, suggesting continued affordability for middle-income households. The trend signals a potential long-term realignment in coastal market dynamics.

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