

Is Knoxville Losing Its Affordability Edge?

A new behavioral trend may be shifting the market

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THE DATA

$475K

Median Home Price

In the Knoxville metro area, according to the Atlanta Fed's latest regional housing report.

The median home price in Knoxville has risen to $475K, marking a notable increase from last year. This shift is driven by rising income levels and new migration patterns into the region. The rise in pricing suggests an evolving dynamic in the local real estate landscape.



Source: Atlanta Fed · Published August 25, 2026

01

Income Growth Outpaces Housing Cost Rise

Knoxville's median household income has increased by 6.8% over the past year, outpacing the rise in home prices. This trend suggests a growing financial capacity among buyers, but also signals a potential shift from affordability to aspiration-driven purchases.



02

Migration Patterns Are Reshaping Demand

Recent data from the U.S. Census and local appraisal districts show an influx of professionals and families from larger markets like Nashville and Atlanta. These new residents are driving demand for mid-range housing, pushing prices upward while creating a more competitive market.

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