

Wilmington's Real Estate Surge Is Not Just Luck

A deeper look reveals structural shifts.

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THE DATA

$413K

Median Home Price

Wilmington's median home price has risen 18% YoY, outpacing the national average.

The Richmond Fed’s latest housing market index shows Wilmington's price appreciation is accelerating faster than most coastal NC cities. This suggests a regional shift in buyer behavior, possibly driven by local economic development and migration trends. The jump in median price reflects a broader change in demand patterns within the Cape Fear region.



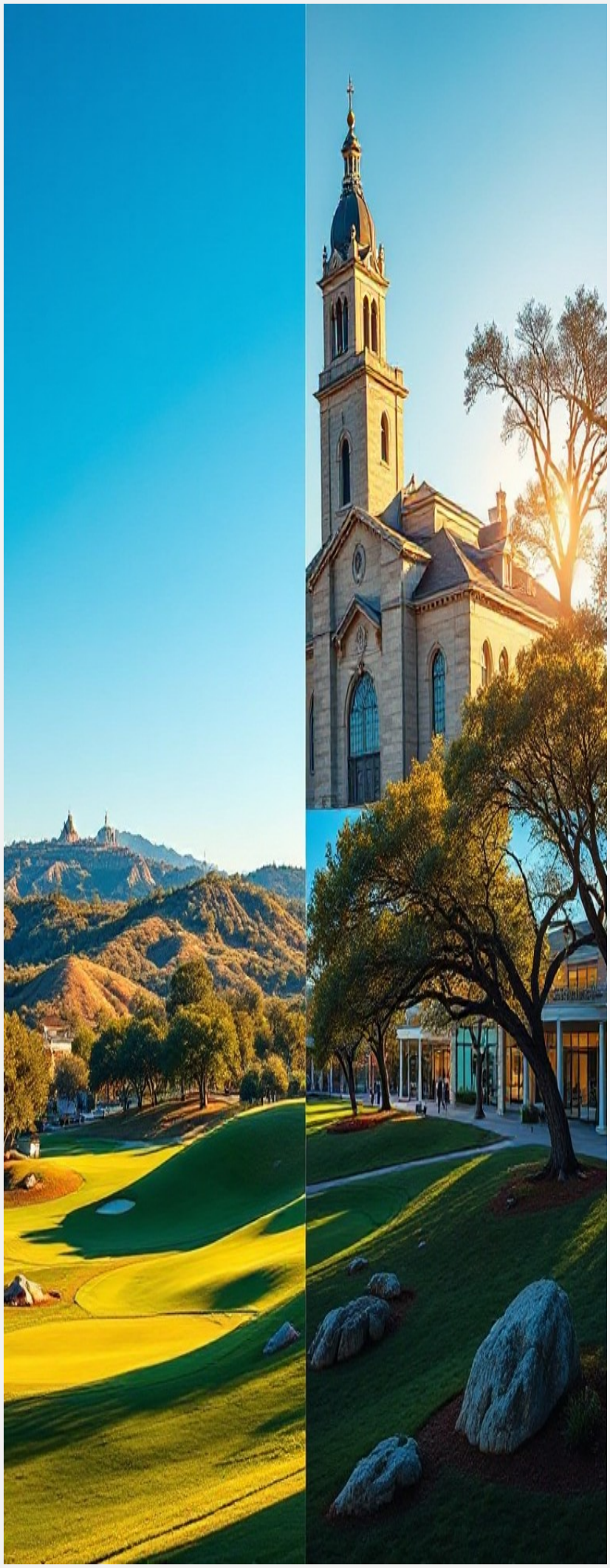
Source: Richmond Fed · Published August 25, 2026

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A New Economic Anchor Emerges



UNCW’s Cameron School of Business reports increased local business formation and job growth in sectors like logistics and tech. These trends correlate with rising home prices, indicating that Wilmington's real estate surge may be driven by a more stable economic foundation than past coastal booms. The shift toward a diversified economy could be a key differentiator.



02

The National Trend Is a Red Herring

While national home prices are stabilizing, Wilmington’s market shows continued momentum. The U.S. Census Bureau data points to strong local migration, particularly from inland NC and neighboring states. This implies that the surge isn’t just a reflection of national trends but a result of localized economic and geographic factors unique to the Cape Fear region.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate
Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

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