Wilmington's Housing Affordability Is a Magnet

A key factor behind the region's real estate surge



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THE DATA

$375K

Median Home Price

Wilmington’s median home price is significantly below the national average.

This price point, while still elevated compared to many coastal NC cities, remains attractive in a national market where median prices are pushing $450K. This affordability factor is driving demand from buyers seeking value without sacrificing location.



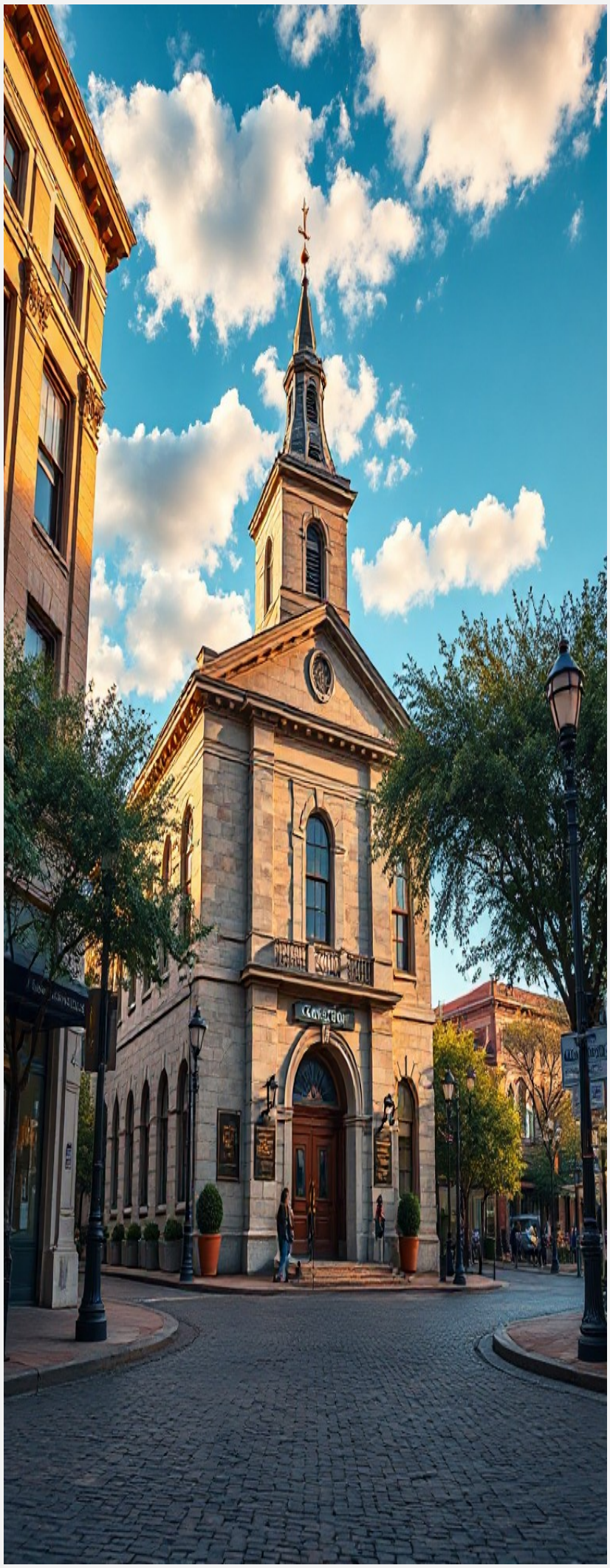
Source: Richmond Fed · Published August 27, 2026

01

A Coastal Price Advantage



Wilmington’s median home price sits at $375K, a stark contrast to the $450K+ national average. This pricing power is drawing buyers from outside North Carolina and even neighboring states, contributing to a regional shift in buyer demographics.



02

Migration Patterns Outpace Local Growth

Data from the U.S. Census Bureau shows that population growth in Wilmington is outpacing both Charlotte and Raleigh. This suggests a new migration trend, driven by affordability and proximity to urban centers like Charleston and Atlanta.

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