

Why Is Charlotte's Market So Affordable?

A hidden trend is reshaping the region's housing landscape.

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THE DATA

$413,000

Median Home Price

Charlotte’s median home price remains below the national average despite strong demand.

Despite steady buyer interest and a tight housing inventory, Charlotte's median home price remains $413,000—below the U.S. average of $450,000. This suggests that affordability is not driven by low prices but by a shift in buyer preferences toward smaller, more efficient units. The city’s real estate dynamics are evolving faster than headline numbers suggest.



01

Smaller Units Are Driving Affordability

Recent data from the UNC Charlotte Childress Klein Center shows that Charlotte’s housing stock is increasingly dominated by units under 1,500 square feet. This shift reflects a growing preference among buyers for smaller, more manageable homes, especially in urban cores and transit-accessible neighborhoods.



02

The Rise of Micro-Units Is Reshaping Demand

With the average new construction unit in Charlotte now under 1,300 square feet, developers are adapting to buyer demand for affordability and efficiency. This trend is reshaping zoning policies and land use decisions across the region's emerging urban hubs.

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