

1.30x Home Value Gap — ALEX Intelligence 2026

1.30x Home Value Gap in Wilmington

New Hanover vs. Pender — ALEX Intelligence, 2026

THE DATA

1.30x

Ratio of Highest to Lowest County Home Value in the Market (2024)

This is the widest value gap among the three counties in the Wilmington market.

The 1.30x disparity between New Hanover County's \$387,800 median and Pender County's \$299,000 median reflects deep structural divergence within a single regional market. This is not a regional trend—it is a within-market chasm, meaning that proximity does not guarantee parity in housing access or wealth accumulation.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-10-wilmington-within-county-home-value>



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Affordability Is Not a Regional Shield

New Hanover County's higher value isn't just about location—it's about access to jobs, schools, and transit. The gap means that even within a single metro area, residents face unequal economic mobility based solely on which county they call home.

02

The Hidden Cost of Proximity

This imbalance risks creating a two-tiered labor market: high-value earners who live in New Hanover, and a growing workforce who live in Pender but pay for access to opportunity without owning a piece of it. The system rewards location over labor.



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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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