

#1 in Baldwin County for Highest Rents — ALEX Intelligence 2026

\$1,689 Median Gross Rent in Fairhope

Top Rent City in Baldwin County — ALEX Intelligence 2026

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THE DATA

\$1,689

Median Gross Rent (2024)

Fairhope leads all cities in Baldwin County for rental cost, setting a new benchmark for affordability pressure.

This figure, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reflects a structural shift: even in a market with strong demand, the cost of entry is now a defining constraint.

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

<https://alex-companies.com/data/2026-09-18-baldwin-county-gross-rent-place-mkt>



01

Affordability Is the New Inequality

Fairhope's \$1,689 median gross rent isn't just a number—it's a signal of systemic imbalance. Despite being a coastal gateway with strong tourism and service demand, the city's rental market is pricing out long-term residents. This isn't a temporary spike; it's a structural outcome of limited supply, rising construction costs, and a lack of affordable housing policy at scale. The result is a two-tiered market where access to housing is increasingly determined by income, not opportunity.



02

The Hidden Cost of Coastal Prosperity

While Fairhope and Orange Beach lead in rent, the real story lies in the contrast with Robertsdale and Bay Minette. Their significantly lower rents—\$996 and \$782—reflect not just lower cost of living, but also less infrastructure investment, weaker job growth, and fewer public services. The data suggests that the prosperity seen in the high-rent zones is not being shared equitably. As the Mobile River bridge project nears completion, this imbalance may deepen unless targeted affordability programs reach the lower-rent communities that stand to benefit most from improved connectivity.

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