12.7% of Rural Counties Cross $300K Median Home Value — ALEX Intelligence 2026

12.7% of Rural Counties Hit $300K Median

New national benchmark reveals a quiet land value revolution

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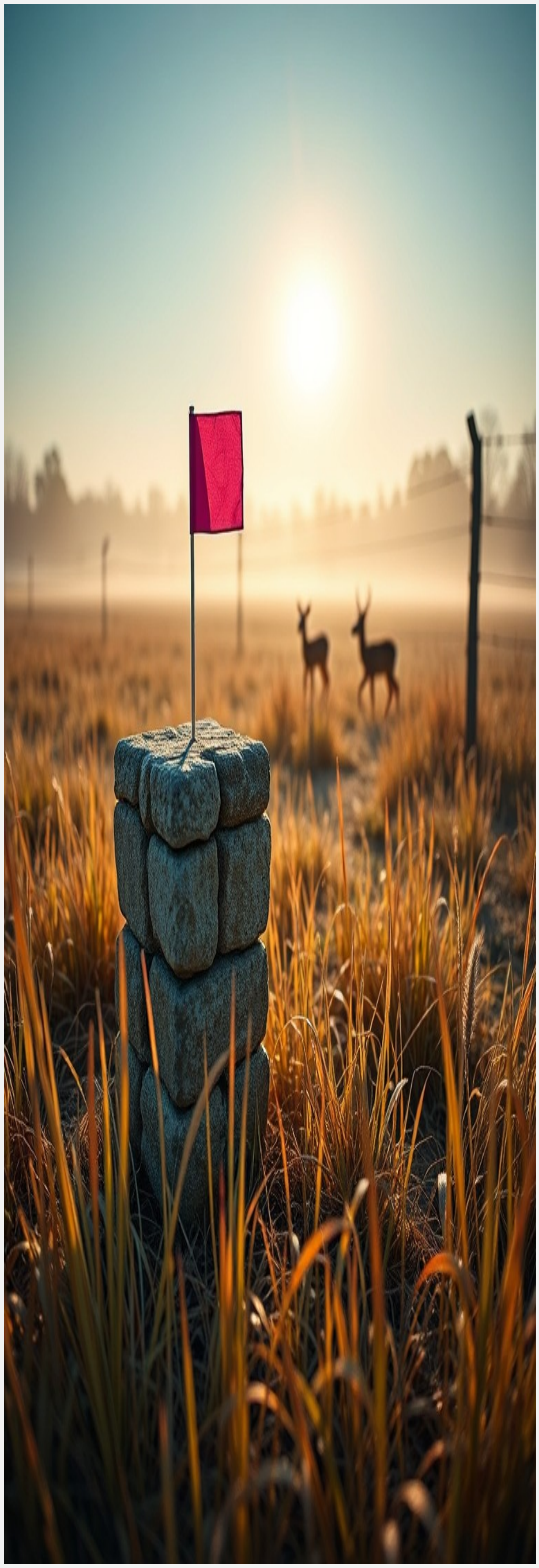
THE DATA

12.7%

Share of Rural Counties Above a $300,000 Median (2024)

This figure marks a pivotal inflection point in rural land valuation across the U.S.

The fact that 110 out of 866 rural counties now exceed $300,000 in median home value is not a regional anomaly—it reflects a nationwide shift in land as a store of value. This threshold, once reserved for coastal enclaves, is now being crossed in diverse geographies, from mountainous Colorado to forested North Carolina, driven by long-term capital allocation toward land as a hedge against macroeconomic uncertainty.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-18-land-land-threshold-home-value-county-us-rural

01

The $300K threshold is a signal, not a ceiling

This data point is not about price alone—it's about valuation redefinition. The 12.7% figure signals that a new benchmark is being internalized by investors and appraisers alike. As more rural markets cross this line, traditional underwriting models are being recalibrated. The implication? Land is no longer just a commodity—it's becoming a benchmark asset class, with pricing anchored not to local income but to national capital flows and scarcity logic.

02

Rural land is outpacing urban in value velocity

While urban markets face stagnation from elevated interest rates, rural land is accelerating. The fact that 12.7% of rural counties now exceed $300,000 median value—despite higher borrowing costs—suggests a structural divergence. Investors are prioritizing land with long-term appreciation potential over income-generating assets. This shift is not temporary; it reflects a reevaluation of risk and return, where liquidity and inflation resistance outweigh short-term yields.

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