#1 in Highest Median Gross Rent in Knoxville Market — ALEX Intelligence 2026

$2,038 Median Gross Rent in Tellico Village

Top-ranked city in Knoxville market — ALEX Intelligence 2026

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THE DATA

$2,038

Median Gross Rent (2024)

Tellico Village leads the Knoxville metro in rental cost, reflecting premium access and lifestyle value.

This $2,038 median gross rent is not a sign of affordability failure — it's a signal of strategic demand. Tellico Village, a master-planned community with gated access, natural amenities, and strong cultural identity, commands a premium not for price alone, but for curated exclusivity. Its position at the top of the ranking reflects an entrenched preference for place-based identity over transactional housing.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-20-knoxville-gross-rent-place-mkt

01

Exclusivity as a Market Engine

As the University of Tennessee's Master's programs grow, the influx of high-income professionals will increasingly seek communities that offer not just housing, but belonging. Tellico Village's premium is not a barrier — it's a filter for the kind of environment these new residents seek.

02

Rent as Identity Signal

This is not a trend in isolation. It's mirrored in Knoxville's recent civic investments: the Vols' statue projects, the Vintage Market Days, and health initiatives like Senior Fall Prevention Awareness Day — all signals that the city is building a culture of resilience and legacy. These aren't side projects — they're economic drivers.

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