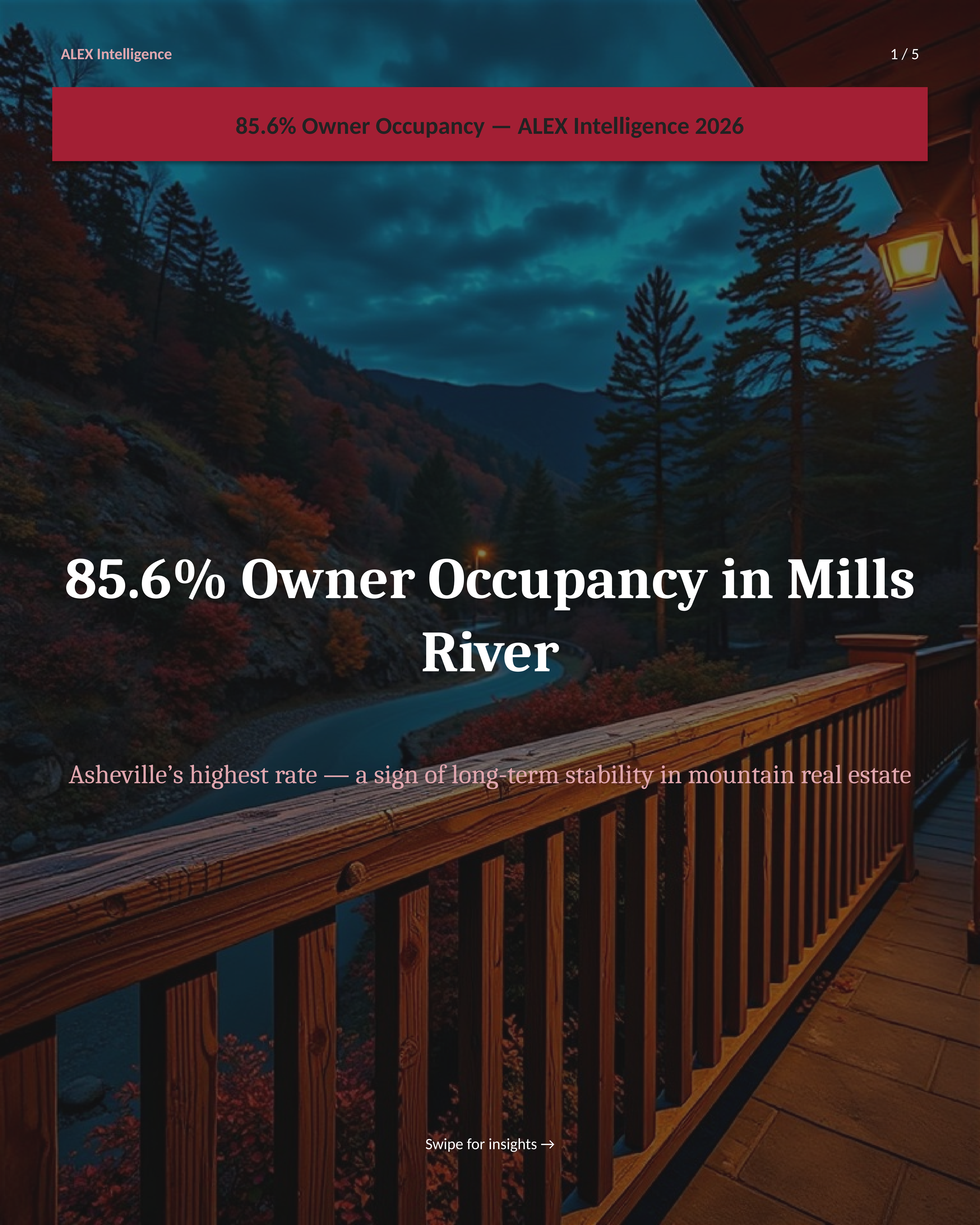

85.6% Owner Occupancy — ALEX Intelligence 2026

85.6% Owner Occupancy in Mills River

Asheville’s highest rate — a sign of long-term stability in mountain real estate

Swipe for insights →

THE DATA

85.6%

Owner Occupancy Rate (2024)

Mills River leads the Asheville market in owner-occupied housing, reflecting deep community roots.

This figure is not just a number — it signals a cultural and economic preference for long-term stewardship over speculative investment. In a region where tourism and transient demand shape much of the housing narrative, Mills River stands apart. The data reveals a market where homeownership is not a stepping stone, but a commitment.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-22-asheville-owner-share-place-mkt

01

Stability Over Speculation

For investors and developers, this is a signal: long-term value is built in places where ownership is personal, not financial.

02

Affordability Through Ownership

For policy and development, this suggests that encouraging owner-occupancy through zoning, tax incentives, and community programs may be more effective than simply increasing supply.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy