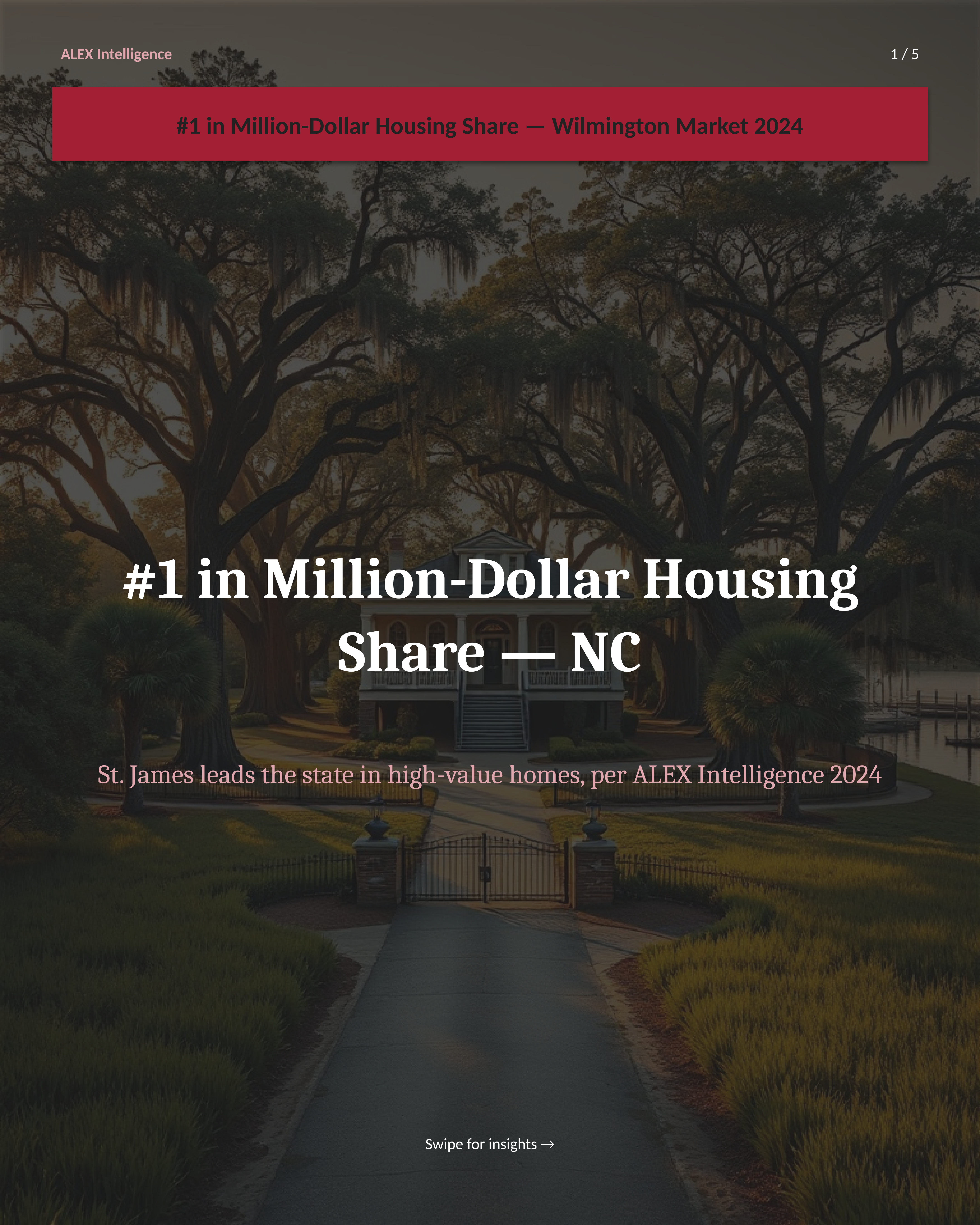

#1 in Million-Dollar Housing Share — Wilmington Market 2024

#1 in Million-Dollar Housing Share — NC

St. James leads the state in high-value homes, per ALEX Intelligence 2024

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THE DATA

30.8%

Share of Homes Valued $1M or More (2024)

St. James leads North Carolina in the share of homes valued at $1 million or more.

This figure—30.8%—means that nearly one in three homes in St. James is in the top tier of residential real estate. It reflects a market where luxury is not a niche but a structural norm, driven by long-term residents, second-home investors, and a deepening concentration of wealth in the Cape Fear coastal corridor.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-24-wilmington-million-share-place-mkt

01

Luxury as Infrastructure

This isn't just wealth migration—it's wealth entrenchment. The market is building itself to withstand both climate risk and economic volatility, making St. James not just rich, but structurally insulated.

02

The Quiet Inequality of Access

This isn't a failure of supply—it's a function of who controls the rules. As more capital flows into the region, the question isn't whether more homes will reach $1M, but who gets to build them, and who gets left behind.

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

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