29.1% of Homes $500K+ — #1 in Alabama

Huntsville Leads Alabama in $500K+ Homes

29.1% of homes valued at $500K+ — ALEX Intelligence, 2026

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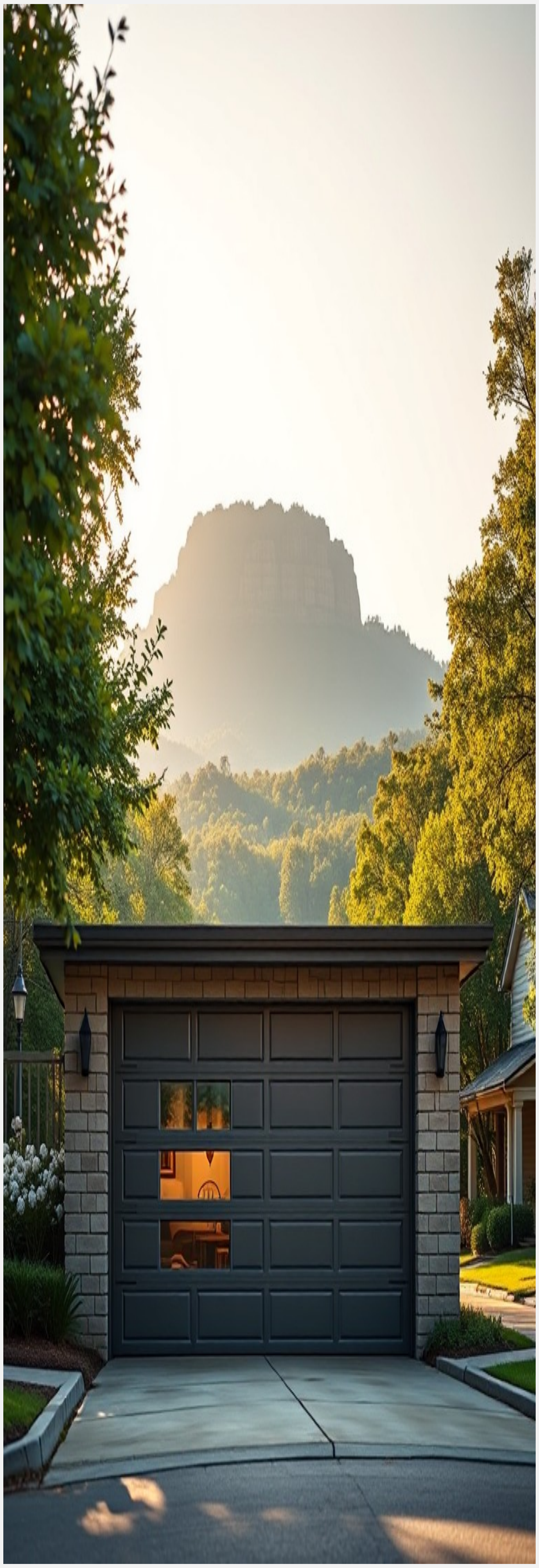
THE DATA

29.1%

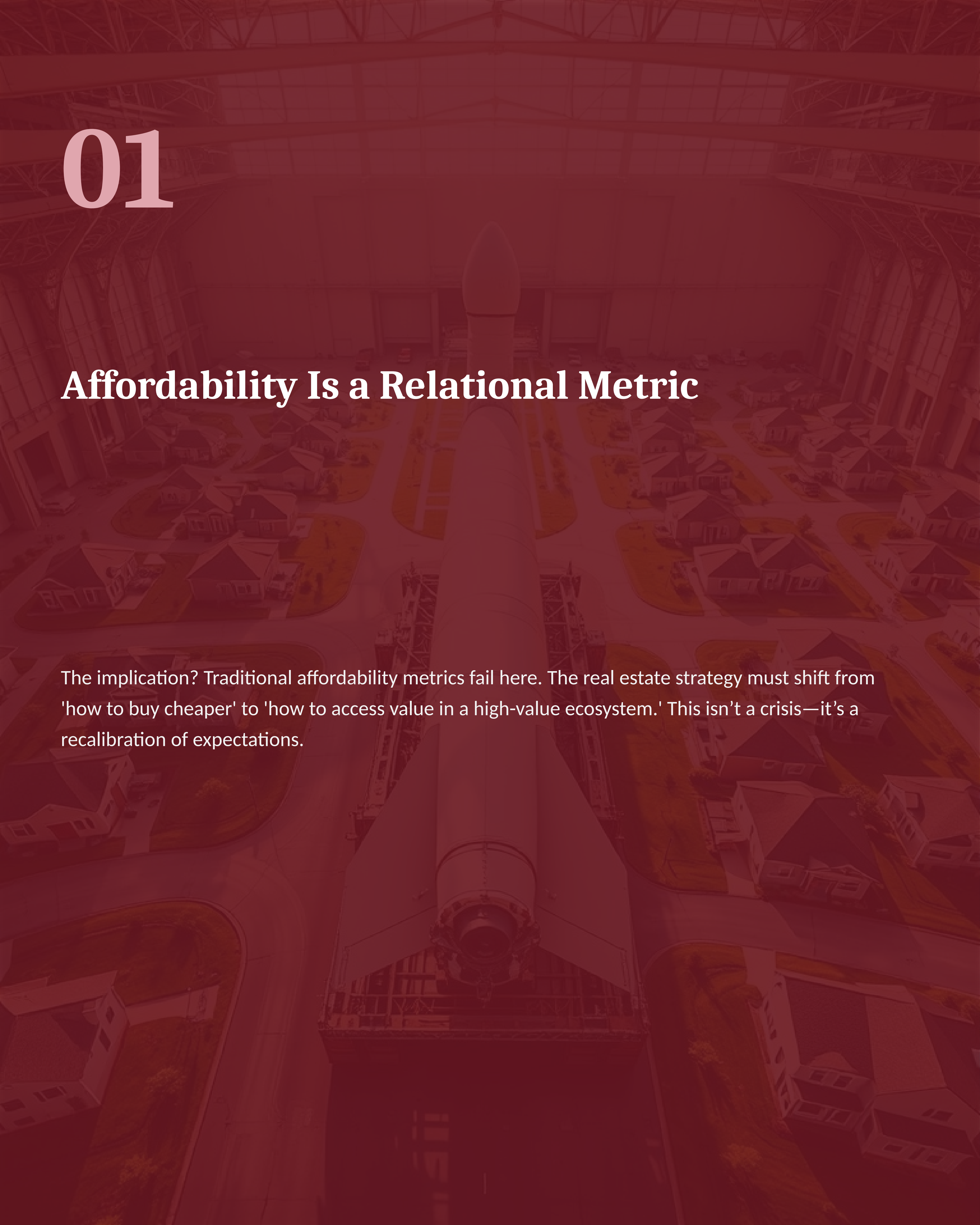
Share of Homes Valued $500K or More (2024)

Athens leads Alabama in the share of homes valued at $500,000 or more.

This figure isn't just a number—it's a structural signal. It indicates that half-million-dollar housing isn't a niche in Huntsville; it's the baseline. The market has shifted from aspirational to normalized, where the median home value is no longer the benchmark but the floor.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-25-huntsville-half-million-share-place-mkt



01

Affordability Is a Relational Metric

The implication? Traditional affordability metrics fail here. The real estate strategy must shift from 'how to buy cheaper' to 'how to access value in a high-value ecosystem.' This isn’t a crisis—it’s a recalibration of expectations.

02

The Rise of the 'New Normal' Home

This isn't a bubble—it's a convergence. High-income jobs in advanced manufacturing and federal R&D have created a self-reinforcing cycle: high wages → high demand → high construction standards → higher values. The market isn't inflating; it's evolving.

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

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