#1 Million-Dollar Housing Stock in Charlotte — ALEX Intelligence 2026

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Marvin leads the metro with 67.3% of homes valued at $1M+

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THE DATA

67.3%

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

Marvin’s 67.3% share of homes valued at $1 million or more is the highest in the Charlotte metro.

This figure reflects a concentrated shift in high-end residential development, where luxury properties dominate the housing stock. Unlike Charlotte’s broader market, which sees only 13.5% of homes in this bracket, Marvin’s density signals a distinct economic ecosystem. The data, drawn from the U.S. Census Bureau’s 2024 American Community Survey, underscores a growing divergence in wealth distribution across the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-28-charlotte-million-share-place-mkt

01

Wealth Concentration Drives Market Segmentation

Marvin's 67.3% million-dollar share is not an anomaly—it's a signal of a new kind of residential exclusivity. The city's zoning, infrastructure, and development patterns have prioritized high-value, low-density construction, creating a self-reinforcing market that attracts capital, talent, and premium services. This isn't just wealth—it's institutionalized affluence, where access to amenities, schools, and security is priced into the neighborhood's DNA. Other Charlotte communities, even those with rising home values, lack this structural density of ultra-high-net-worth inventory.

02

The Illusion of Inclusive Growth

While Charlotte as a whole reports modest in-migration and rising rents, Marvin's data reveals a hidden polarization: growth is not inclusive, but selective. The city's 67.3% million-dollar share means that nearly two out of every three homes are priced beyond the reach of median-income households. This challenges the narrative of broad-based economic expansion. Even as the city invests in public infrastructure, the private market is increasingly bifurcated—luxury enclaves like Marvin thrive, while affordability remains strained in other parts of the metro. The real estate market is not growing evenly; it's stratifying.

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

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