Top in NC: 22.4% of Homes $1M+ — ALEX Intelligence 2026

Carrboro Leads NC in $1M+ Homes

22.4% of homes valued at $1M or more — ALEX Intelligence 2026

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THE DATA

22.4%

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

Carrboro holds the highest concentration of million-dollar homes in the Triangle.

This figure reflects a deepening bifurcation in housing affordability across the region. While Carrboro’s share is nearly double that of Apex (20.7%), it also signals a shift in where wealth is being concentrated — not in traditional urban cores, but in smaller, culturally dense towns with strong institutional anchors like the University of North Carolina at Chapel Hill.

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

01

Wealth Is Moving Beyond the Core

The data suggests that in the Triangle, the most valuable real estate is no longer defined by square footage or proximity to corporate campuses, but by the perceived stability and exclusivity of community identity — a shift with long-term implications for zoning, tax policy, and inclusionary housing mandates.

02

The Price of Belonging

This creates a feedback loop: as the city becomes more desirable, property values rise, which in turn attracts more investment — but also risks displacing long-term residents. The real estate market here is not just pricing homes; it's pricing access to a particular kind of belonging.

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