

#1 in Asheville, #1 in NC — ALEX Intelligence 2026

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Swannanoa leads all cities in 5-year home appreciation — ALEX Intelligence, 2026

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THE DATA

110.3%

5-Year Home Value Appreciation (2024)

Swannanoa recorded the highest 5-year home value growth in the Asheville metro area.

This 110.3% appreciation is not a fluke — it reflects a shift in capital allocation toward under-the-radar communities with strong natural and infrastructural foundations. The data suggests that investors are no longer chasing only the most visible nodes in the region, but are identifying high-potential pockets where value is being quietly rebuilt.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-07-asheville-g-home-value-place-mkt>



01

Appreciation as a signal of reinvestment

Swannanoa's 110.3% surge isn't just about rising prices — it's a market signal that capital is flowing into areas previously seen as peripheral. The absence of major retail or corporate presence doesn't deter investors; instead, they're betting on long-term resilience, community cohesion, and the region's natural assets. This shift suggests that the next wave of growth is not in the center, but in the margins.



02

Wildlife pressure as a catalyst

Coinciding with Swannanoa's surge, Buncombe County has implemented an emergency bear feeding ban and Black Mountain is considering new regulations to reduce human-wildlife conflict. These policies may indirectly drive value: as development pressures increase, so does the perceived risk of ecological disruption. But in Swannanoa, the very presence of wildlife — and the regulatory response — may be reinforcing its appeal as a place where nature and community coexist, making it a premium destination for those seeking sustainable, low-impact living.

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

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