

St. James — #1 of 10: Share of Homes Valued \$500K or More

St. James leads NC in half-million-dollar homes

84.3% of homes valued \$500K+ — source: ALEX Intelligence, 2026

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THE DATA

84.3%

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

St. James leads the Wilmington metro and North Carolina in high-value housing, with over four in five homes priced at \$500,000 or more.

This figure reflects a fundamental shift in the local housing stock, not just a niche luxury segment. The concentration of high-value homes in St. James suggests a deepening of economic stratification, where market dynamics are increasingly shaped by affluent residents and long-term capital retention. It also signals a mature market where new construction and renovations are focused on premium properties rather than broad affordability.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-15-wilmington-half-million-share-place-mkt>

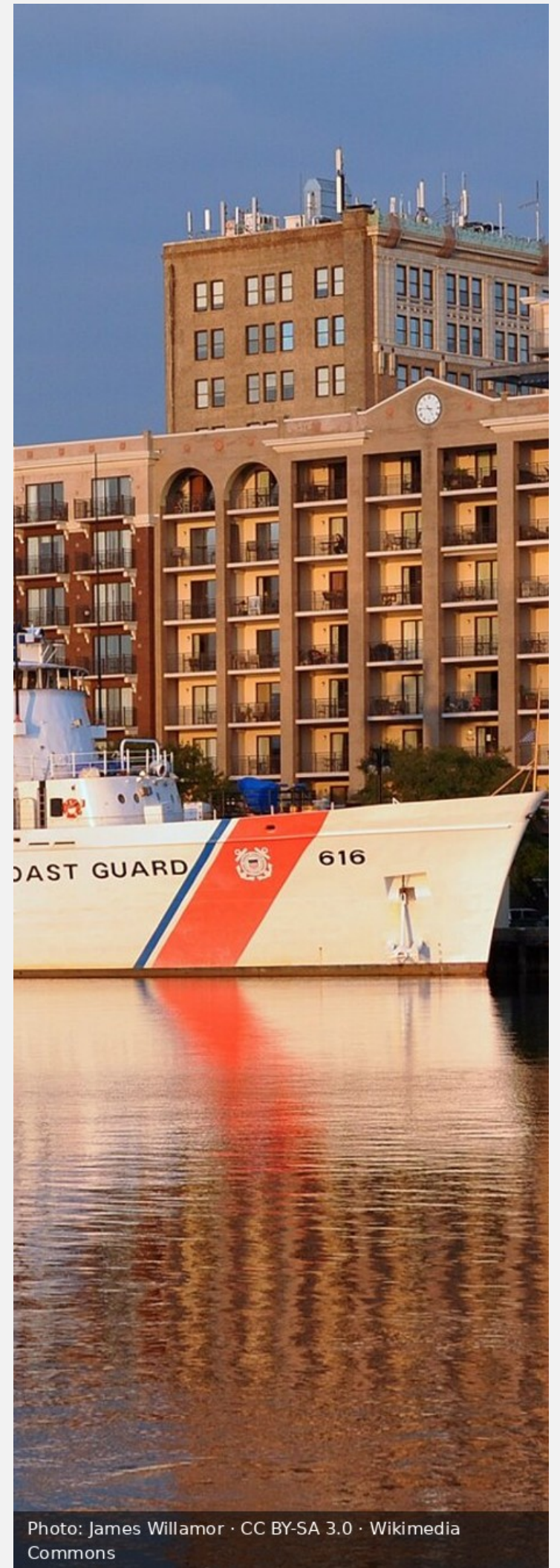
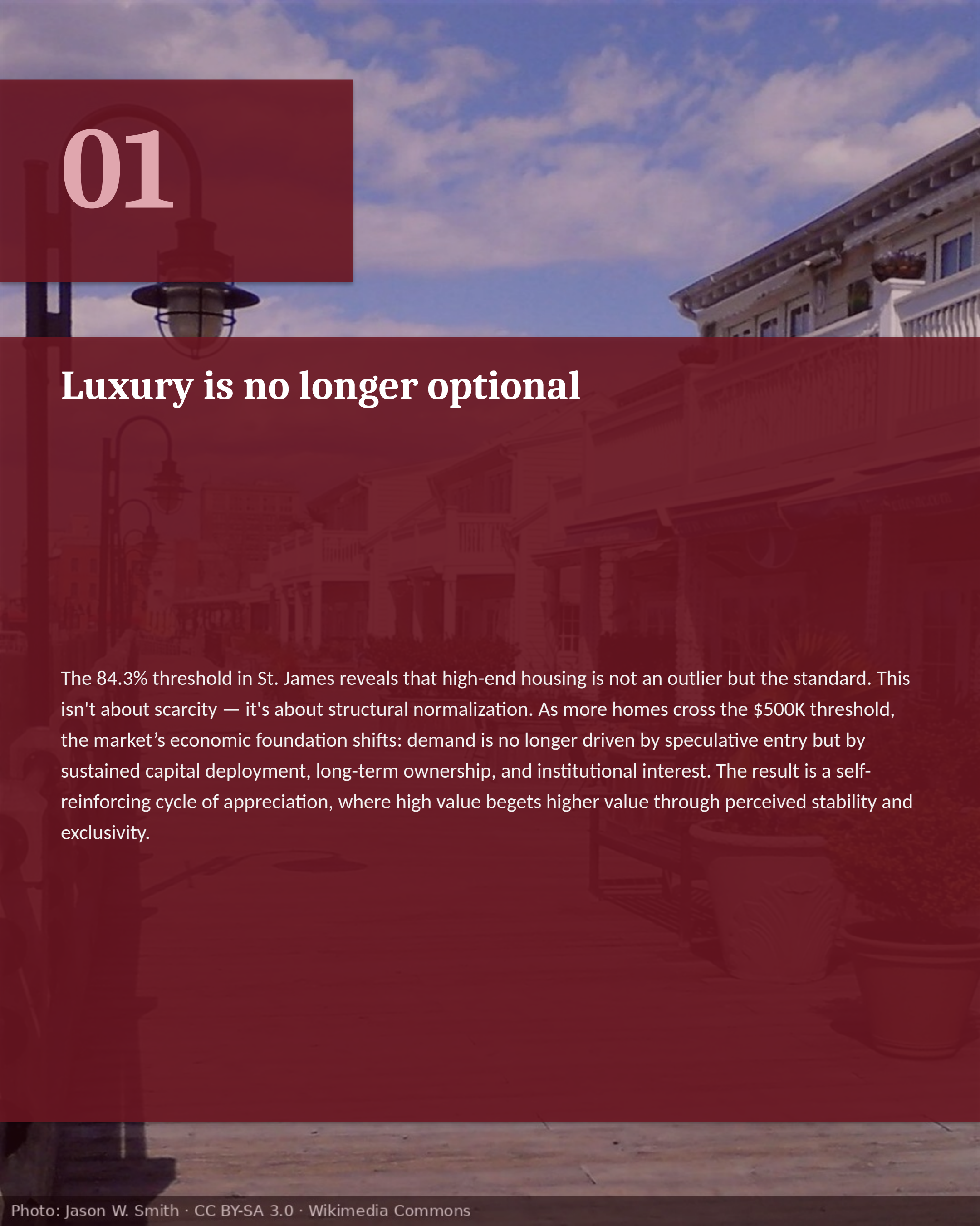


Photo: James Willamor · CC BY-SA 3.0 · Wikimedia Commons

The background image shows a street lined with historic, multi-story houses. A red semi-transparent overlay covers the entire image. In the top left corner, there is a dark red rectangular box containing the number '01' in a light pink, serif font.

01

Luxury is no longer optional

The 84.3% threshold in St. James reveals that high-end housing is not an outlier but the standard. This isn't about scarcity — it's about structural normalization. As more homes cross the \$500K threshold, the market's economic foundation shifts: demand is no longer driven by speculative entry but by sustained capital deployment, long-term ownership, and institutional interest. The result is a self-reinforcing cycle of appreciation, where high value begets higher value through perceived stability and exclusivity.

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Affordability is a relative fiction

With 84.3% of homes priced at \$500K or more, St. James presents a market where affordability is a function of access, not price. Entry-level housing is not just scarce — it's structurally marginalized. The implications extend beyond real estate: workforce housing, public services, and community composition are being redefined by this threshold. The real challenge is not price control but how to sustain a diverse population in a market where even 'average' homes are in the upper tier of the regional spectrum.



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