

#1 of 10: Share of the Market's \$1M Homes in Its Top Three Neighbourhoods

25.5% of \$1M homes in top 3 tracts

Baldwin County leads Alabama in luxury home concentration

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THE DATA

25.5%

Share of the Market's \$1M Homes in Its Top Three Neighbourhoods (2024)

This level of concentration is unmatched across Alabama's coastal and inland markets.

The data reveals that over a quarter of all million-dollar homes in Baldwin County are clustered in just three census tracts: Tract 112.02, Tract 113, and Tract 114.15. This extreme localization suggests a deepening bifurcation in the housing market, where high-end demand is highly selective and geographically rigid. The trend reflects both the enduring appeal of specific coastal enclaves and the limited availability of premium inventory beyond them.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-16-baldwin-county-concentration-million-homes-tract>

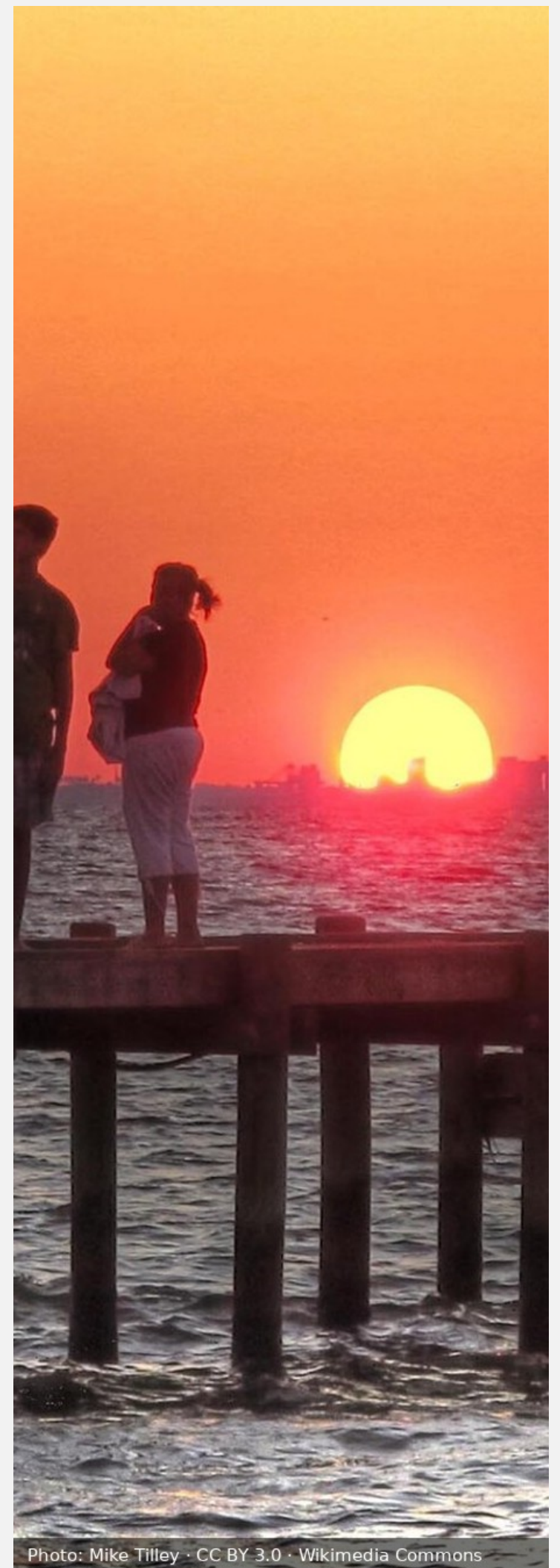
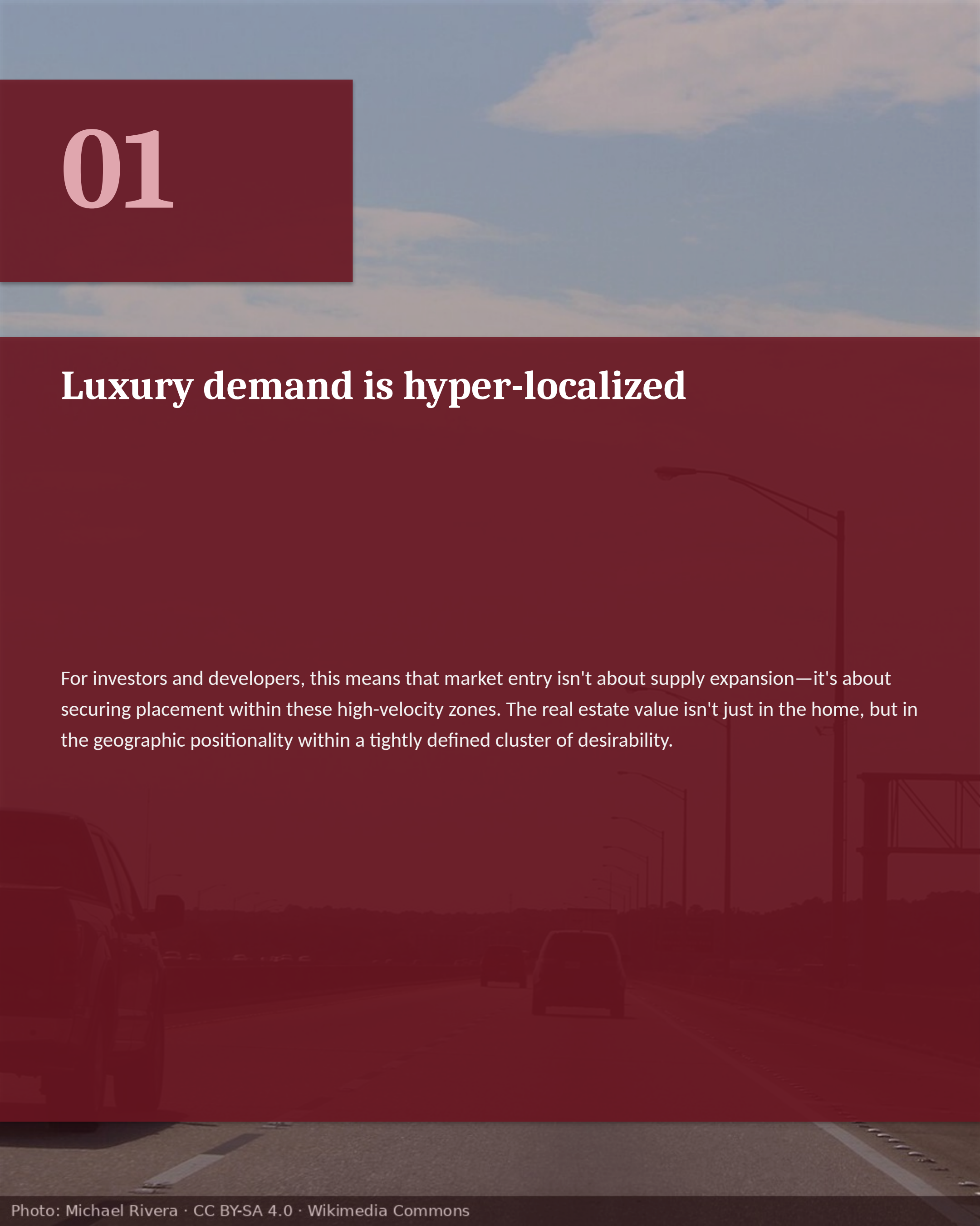


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The background of the entire page is a photograph of a multi-lane highway with several cars driving away. A semi-transparent red rectangle is overlaid on the top left, and a larger red rectangle covers the middle section of the page, serving as a backdrop for the title and text.

01

Luxury demand is hyper-localized

For investors and developers, this means that market entry isn't about supply expansion—it's about securing placement within these high-velocity zones. The real estate value isn't just in the home, but in the geographic positionality within a tightly defined cluster of desirability.

02

Affordability is being redefined by location

As a result, even moderate-price homes in adjacent areas face upward pressure from demand for proximity. This dynamic is accelerating the formation of 'second-tier' enclaves, where buyers accept lower square footage or less direct access in exchange for being within a 10-minute drive of the top tracts —further entrenching spatial inequality in the local real estate ecosystem.



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