

Athens — #1 of 5: Share of Homes Valued \$1M or More

Athens Leads Alabama in \$1M+ Homes

Source: ALEX Intelligence, October 16, 2026

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THE DATA

3.1%

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

Athens holds the highest concentration of million-dollar homes in the Huntsville metro and across Alabama.

This figure represents a significant threshold in local wealth distribution and housing market stratification. Athens' 3.1% share of homes valued at \$1 million or more indicates a growing presence of high-end residential development, likely driven by affluent migration, land scarcity, and long-term capital appreciation. The data underscores a shift in where wealth is being anchored within the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-16-huntsville-million-share-place-mkt>



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01

Wealth Anchors in Suburban Hubs

The fact that Athens—not Huntsville city—leads in million-dollar housing reveals a deeper trend: wealth is not concentrating in the urban core, but in the suburban and exurban enclaves that serve as the region's high-income residential frontier. This reflects a migration of capital toward areas with more space, privacy, and long-term appreciation potential, particularly in areas with strong school districts and low-density zoning.

This pattern aligns with broader Southeastern trends where metropolitan growth is increasingly defined by suburban wealth rather than central-city density, especially in high-growth tech and defense corridors like Huntsville's.

02

Appreciation Without Price Pressure

Despite the rising share of luxury homes, Huntsville's market remains resilient to price inflation across the broader segment. The presence of a deep \$1M+ cohort in Athens suggests that high-end appreciation is not spilling over into the mid-market at a disruptive pace—indicating a bifurcated market with distinct buyer segments.

This separation protects affordability for middle-income buyers and supports sustained demand across multiple price points, a critical factor for long-term market stability. It also signals that the region's growth is not driven by speculative bubbles but by structural demand from high-income professionals and long-term investors.



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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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