

2 of 13 — #1 of 10: Share of Zip Codes With Median Gross Rent Above \$1,500

15.4% of Baldwin County ZIPs Rent Above \$1,500

Source: ALEX Intelligence · Published October 17, 2026

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THE DATA

15.4%

Share of Zip Codes With Median Gross Rent Above \$1,500 (2024)

This marks a growing threshold in Baldwin County's rental market, with 2 of 13 ZIPs surpassing \$1,500 median rent.

The data reveals that a growing portion of Baldwin County's housing market is entering the upper-tier rental segment. This is not a nationwide trend but a localized shift driven by coastal demand, limited new construction, and sustained investment interest in high-amenity areas. The fact that only two ZIPs exceed \$1,500 in median gross rent underscores how concentrated this premium rental activity is — not widespread, but strategically positioned.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-17-baldwin-county-threshold-gross-rent-1500-zcta>

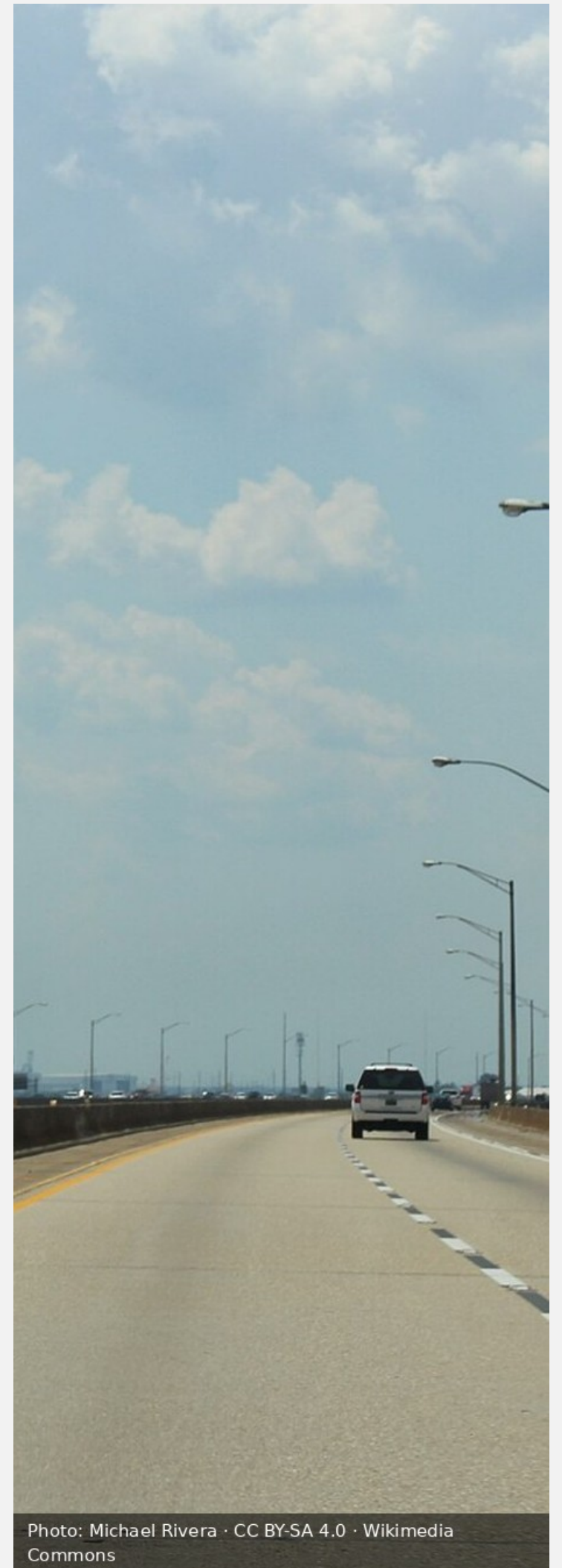


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01

Rental Premiums Are Localized, Not Universal

The fact that only 2 out of 13 ZIPs in Baldwin County exceed \$1,500 median gross rent shows the market's rental premium is highly concentrated — not a broad-based shift. This suggests that affordability pressures are not evenly distributed, but instead cluster in specific coastal submarkets like Gulf Shores and Orange Beach, where tourism, second-home demand, and limited inventory drive up rents. This concentration reflects a deeper structural shift: rental value is increasingly tied to location-specific desirability, not regional averages.

02

Rentals Are Outpacing Home Values in Key Areas

This divergence signals that rental dynamics are now leading price appreciation — particularly in high-demand coastal ZIPs. As private credit and non-bank financing grow (per FEDS Notes, 2026-10-16), investors are increasingly prioritizing rental yield over long-term appreciation, accelerating the shift toward premium rental markets in the most desirable locations.



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