

Daphne-Fairhope-Foley, AL — #5 of 10: Real Estate Lessors

Real Estate Lessors: 100

Daphne-Fairhope-Foley, AL leads Gulf Coast activity

Swipe for insights →

THE DATA

100

Real Estate Lessors (2022)

Daphne-Fairhope-Foley, AL ranks #5 of 12 Alabama metros in the number of real estate lessors (NAICS 5311).

This figure reflects a mature and institutionalized real estate ownership model, where investment firms and REITs hold significant portfolios. It suggests a shift from owner-occupancy to passive, income-driven real estate management across the Baldwin County metro. This trend is especially pronounced in high-demand coastal zones like Orange Beach and Gulf Shores.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 5311 (Lessors of real estate) · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-19-baldwin-county-istand-5311-msa>

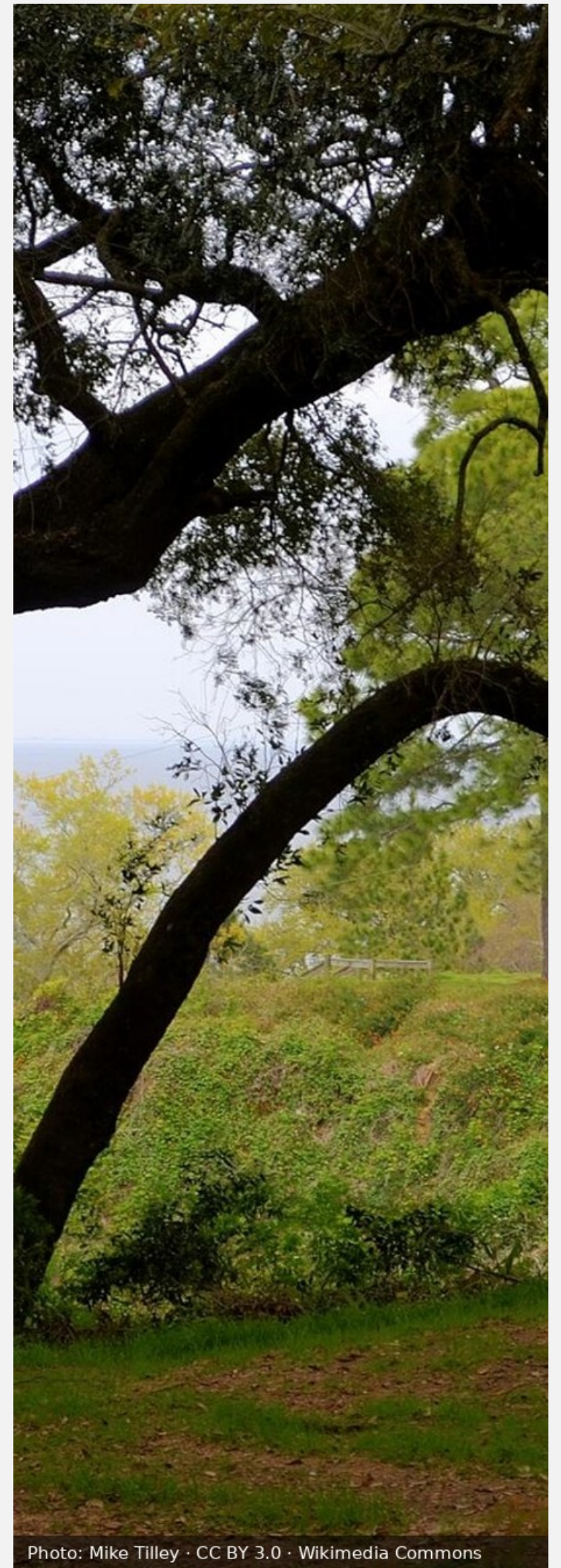


Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

01

Ownership is shifting from personal to institutional

The presence of 100 real estate lessors in the Daphne-Fairhope-Foley metro—among the highest in Alabama—signals a market increasingly shaped by institutional investors rather than individual homeowners. This reflects a broader trend of capital consolidation in coastal real estate, where long-term rental yields and stable appreciation attract professional asset managers. Such activity is not driven by speculative flips but by sustained, portfolio-based investment.

02

Market maturity is outpacing population growth

While Baldwin County continues to see strong in-migration and population gains, the real estate lessor ranking suggests that the market is maturing beyond the initial development phase. The fact that it ranks #5 in Alabama on institutional ownership—despite not being the largest metro—indicates that the region has transitioned from a frontier market to a structured, capital-intensive one.



Photo: Harley Flowers from Mobile, USA · CC BY-SA 2.0 ·
Wikimedia Commons

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

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

