

Asheville — #9 of 10: Median Monthly Owner Cost

Median Monthly Owner Cost: \$1,092

A hidden edge in a tight mountain market

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THE DATA

\$1,092

Median Monthly Owner Cost (2024)

Asheville ranks #9 of 15 North Carolina metros on median monthly owner cost.

This figure reflects the true cost of ownership, including mortgage, taxes, insurance, and utilities. Despite Asheville's premium location and cultural appeal, its median owner cost remains below most major NC metros. This suggests that affordability is not just about price, but about the full cost of staying in place.

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

<https://alex-companies.com/data/2026-10-21-asheville-standing-owner-cost-msa>



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01

Affordability is a strategic asset

In a region where migration pressure and climate resilience are top concerns, Asheville's relatively low median owner cost creates a rare competitive advantage. It allows long-term residents to remain, attracts professionals seeking stability, and supports retention of essential workers — all without sacrificing quality of life. This is not a price discount; it's a structural edge in a high-demand market.

02

Supply constraints amplify affordability

In this context, lower owner costs are not a signal of weakness, but of resilience. They indicate that the market is not overvalued, and that economic pressure is being absorbed through cost structure rather than price suppression. This makes Asheville less vulnerable to correction than higher-cost metros.



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