

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

75.8% of \$1M homes in Knoxville's top 3 cities

Source: ALEX Intelligence · Published October 21, 2026

CITY OF MARYVILLE

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THE DATA

75.8%

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

This measure captures the geographic concentration of high-end housing across the Knoxville metro.

The data reveals that nearly three out of every four million-dollar homes in the Knoxville market are located in just three cities: Knoxville, Tellico Village, and Maryville. This level of concentration is unmatched across Tennessee's major housing markets, indicating a deep bifurcation between high-value and moderate-value areas. The clustering reflects long-term investment patterns, infrastructure advantages, and demographic preferences that favor established urban cores and planned communities.

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

<https://alex-companies.com/data/2026-10-21-knoxville-concentration-million-homes-place>



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01

Wealth is not spreading — it's stacking

The 75.8% concentration suggests that wealth-driven demand is not diffusing into secondary or emerging neighborhoods. Instead, it is reinforcing existing economic poles, particularly in Knoxville's central city and the affluent enclaves of Tellico Village and Maryville. This pattern limits equitable development and may hinder new construction in under-served areas, as capital flows toward already high-value locations. The result is a self-reinforcing cycle where price appreciation fuels further concentration, not broad-based growth.

SHOE
CARNIVAL

02

Affordability's edge is narrowing

While Knoxville remains relatively affordable compared to national benchmarks, the extreme concentration of million-dollar homes in a few cities signals that entry-level opportunities are becoming increasingly scarce in the most desirable areas. As inventory tightens and demand shifts toward premium properties, the city risks developing a dual-tier housing system: elite enclaves with high appreciation and underserved neighborhoods with stagnant or declining value. This divergence challenges long-term demographic sustainability and workforce retention.



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