

Daphne-Fairhope-Foley, AL — #3 of 10: Real Estate Establishments

Daphne-Fairhope-Foley Leads Alabama in Real Estate Firms

Daphne-Fairhope-Foley, AL · U.S. Census Bureau 2022

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THE DATA

462

Real Estate Establishments (2022)

Daphne-Fairhope-Foley, AL has 462 real estate establishments, the third-highest in Alabama.

This concentration reflects a mature, locally embedded real estate infrastructure that supports both transaction volume and long-term market resilience. With nearly half the number of firms found in Birmingham and Huntsville, the region maintains a high density of licensed professionals relative to its population size, suggesting deep market specialization and client access.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-30-baldwin-county-istand-531-msa>

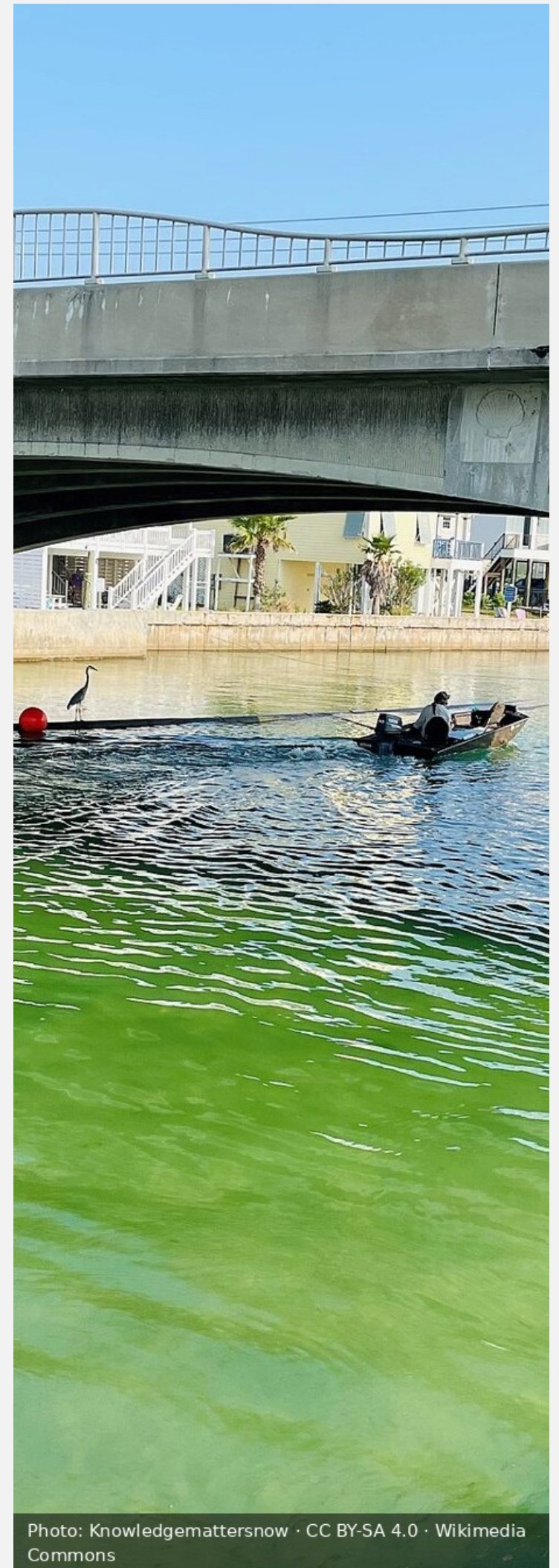


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01

Market Density Drives Transaction Depth

The high number of real estate establishments in Daphne-Fairhope-Foley is not just a headcount—it indicates a robust ecosystem of services, from appraisals to title work to digital marketing. This density enables faster closing cycles, better pricing accuracy, and stronger buyer-agent relationships, especially in a high-value coastal market where transaction complexity is rising.

It also suggests that local firms are not just serving transient buyers but are embedded in community networks, which strengthens long-term property stewardship and reduces turnover risk.

02

Firm Concentration as a Market Moat

With 462 establishments, Baldwin County's real estate sector is more than just active—it's self-sustaining. This density creates a natural barrier to entry for external players, favoring local expertise and reducing reliance on out-of-market brokers.

It also means that when economic shifts occur—like rising mortgage rates or supply constraints—local firms are better positioned to adapt, restructure, and retain clients due to pre-existing relationships, making the market more stable than it first appears.

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