

Brevard — #1 of 10: Home Value to Income Ratio

Brevard leads NC in housing affordability stress

Home costs 8.3x median income — source: ALEX Intelligence, 2026

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THE DATA

8.3x

Home Value to Income Ratio (2024)

Brevard has the highest ratio in North Carolina, meaning homes cost 8.3 times the median household income.

This metric reflects a deep affordability crisis in Brevard, where the cost of housing far exceeds local earning power. The data, derived from the U.S. Census Bureau's 2024 American Community Survey, shows that even among high-income regions in western NC, Brevard stands out as the most unaffordable. This imbalance suggests limited upward mobility for residents and growing pressure on housing supply and policy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-11-01-asheville-value-to-income-place-mkt>

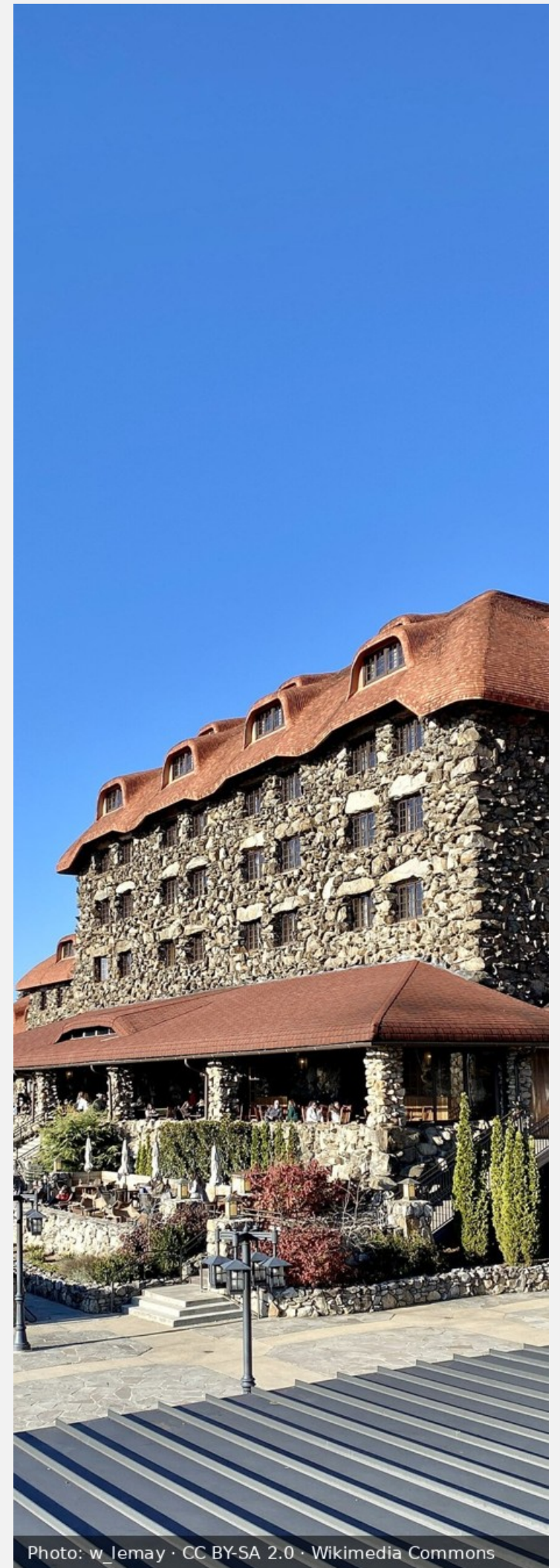
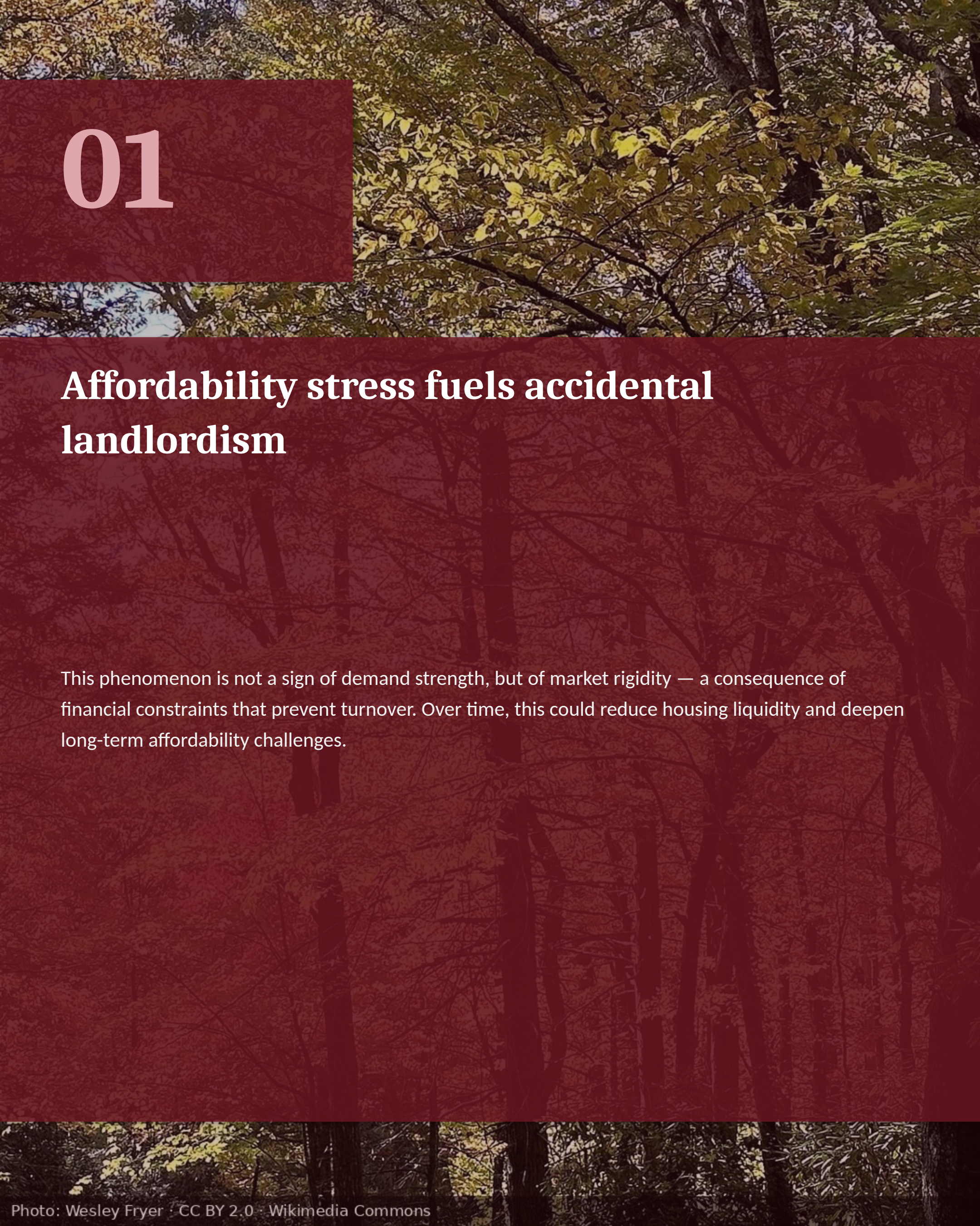


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01

Affordability stress fuels accidental landlordism

This phenomenon is not a sign of demand strength, but of market rigidity — a consequence of financial constraints that prevent turnover. Over time, this could reduce housing liquidity and deepen long-term affordability challenges.

02

Asheville's 6.2x ratio is not a crisis — yet

This contrast reveals that affordability is not uniform across the metro — Brevard's extreme stress is not shared by Asheville. As such, investment and policy focus should not treat the entire Asheville metro as a single market, especially when targeting affordability solutions.



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