Orange Beach — #1 of 8: Share of Homes Valued $1M or More

Orange Beach Leads Alabama in $1M+ Homes

23.9% of homes valued at $1M+, source: ALEX Intelligence 2026

Swipe for insights →

Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

THE DATA

23.9%

Share of Homes Valued $1M or More (2024)

Orange Beach has the highest concentration of million-dollar homes in Alabama, according to the latest U.S. Census data.

This figure reflects a deepening premium in the coastal real estate market, where location, exclusivity, and lifestyle amenities converge. The 23.9% share is not just a statistic — it's a signal of sustained demand for high-end, amenity-rich housing in a region increasingly defined by its natural and cultural capital.

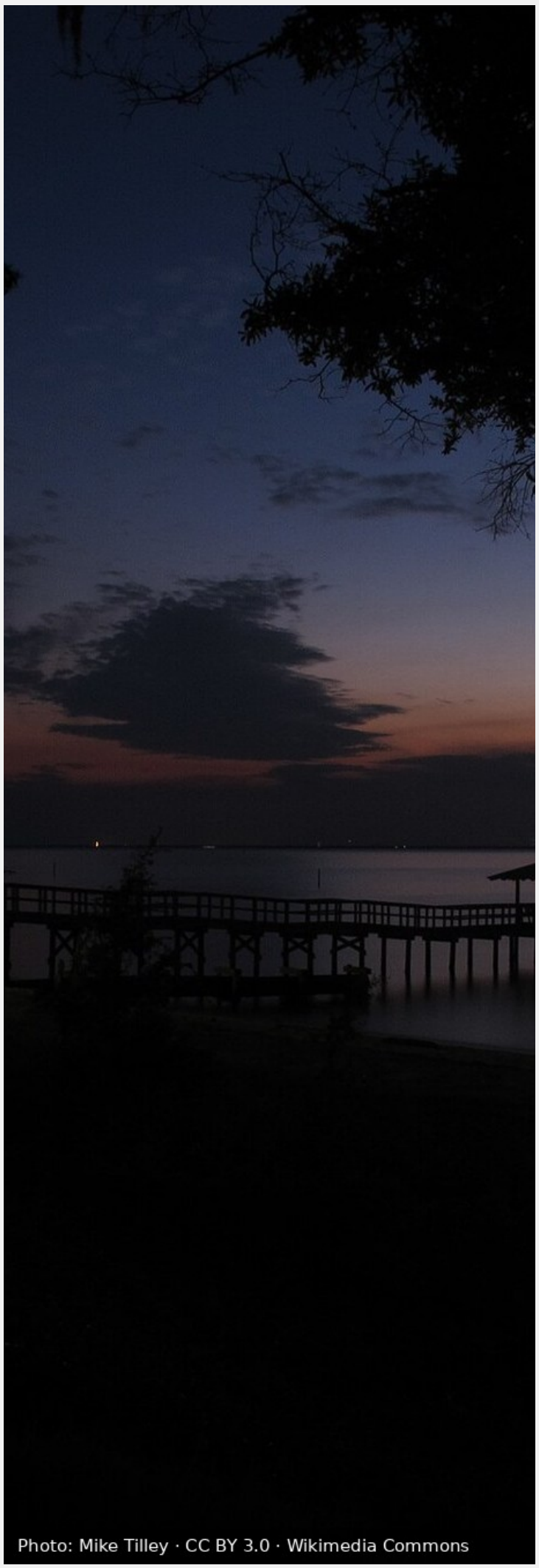


Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-03-baldwin-county-million-share-place-mkt



01

Elite Housing Fuels Local Resilience

Moreover, the persistence of high-value inventory suggests long-term ownership patterns rather than speculative turnover, indicating stable demand rooted in lifestyle, not speculation. This stability is a rare asset in a volatile national market.

Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

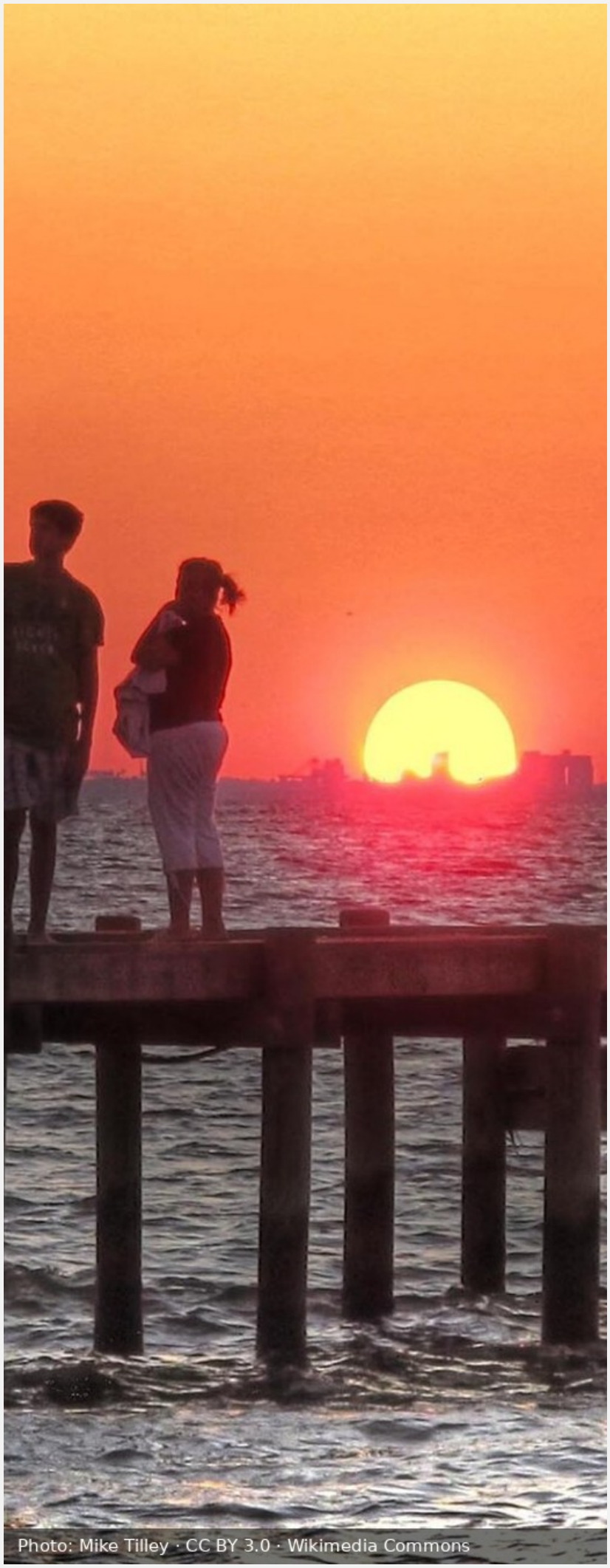


Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

02

Cultural Capital as a Market Anchor

This dual identity — a high-end lifestyle destination with deep civic and ecological engagement — creates a unique appeal that cannot be replicated in more homogenous or transactional markets. The market is not just selling homes; it’s selling a way of life that attracts a discerning demographic.

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

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy