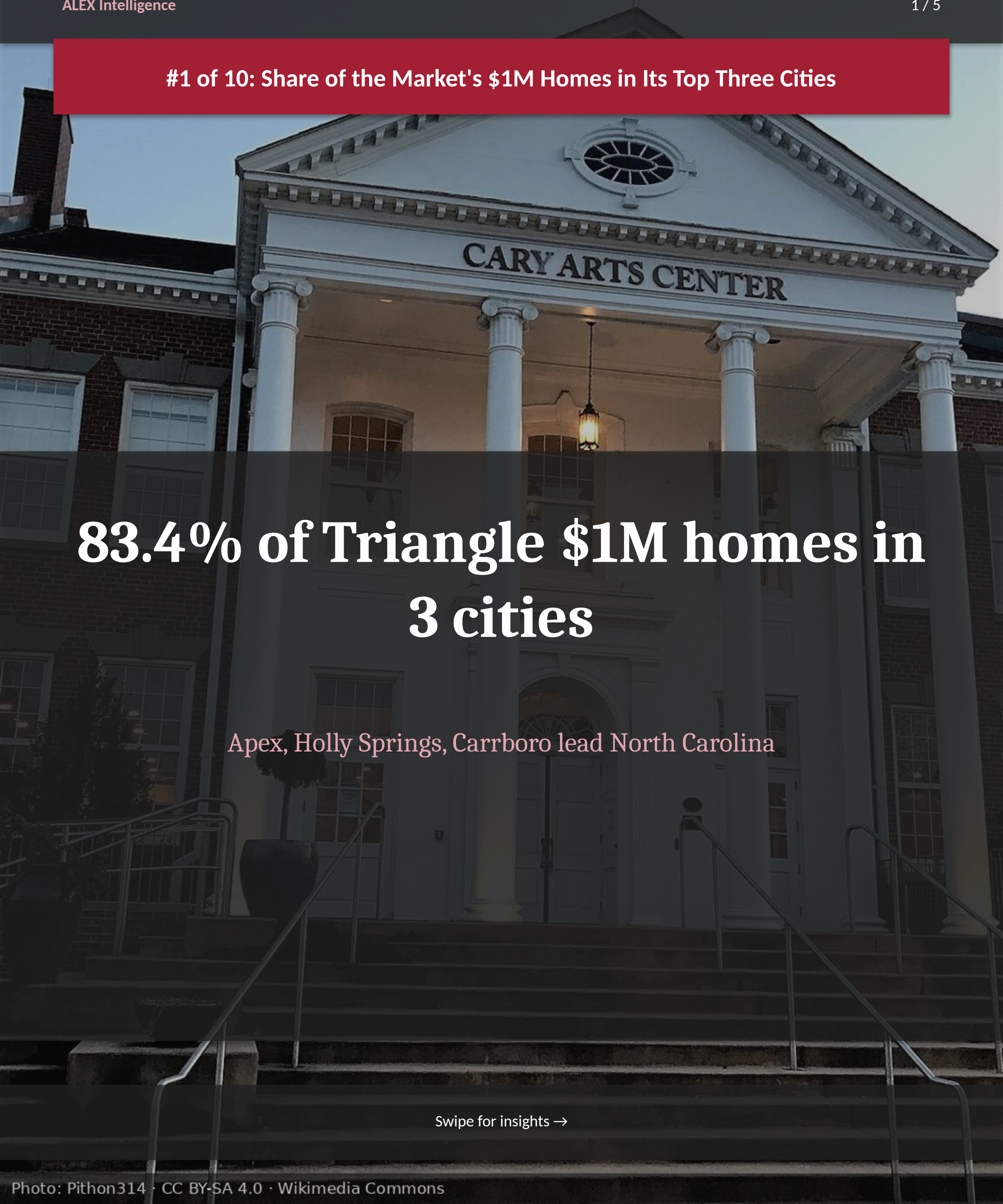
#1 of 10: Share of the Market's $1M Homes in Its Top Three Cities



83.4% of Triangle $1M homes in 3 cities

Apex, Holly Springs, Carrboro lead North Carolina

Swipe for insights →

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THE DATA

83.4%

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

This level of concentration is unmatched across North Carolina.

The data reveals that the majority of million-dollar homes in the Triangle are clustered in just three cities: Apex, Holly Springs, and Carrboro. This reflects a deepening polarization in housing access, where high-income growth is not broadly distributed but instead highly localized. The trend underscores how regional economic forces are shaping not just affordability but spatial equity within the metro.



Photo: James Willamor · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-05-triangle-concentration-million-homes-place

01

Luxury growth is hyper-localized

The fact that 83.4% of $1M homes are in only three cities signals that wealth-driven demand is not spreading evenly across the Triangle. Instead, capital is flowing into a narrow set of high-growth, tech-adjacent communities. This concentration suggests that new development, infrastructure investment, and zoning decisions are reinforcing existing inequalities in housing access and opportunity, even within a high-performing metro area.

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02

The market is bifurcating

As high-end housing becomes increasingly concentrated, the broader market faces a growing imbalance. While the top-tier segment sees sustained demand and price resilience, mid- and entry-level housing may face downward pressure due to limited supply and shifting demographics. This bifurcation risks long-term economic fragility, as rising inequality could erode the region's broad-based prosperity and limit future labor mobility.

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