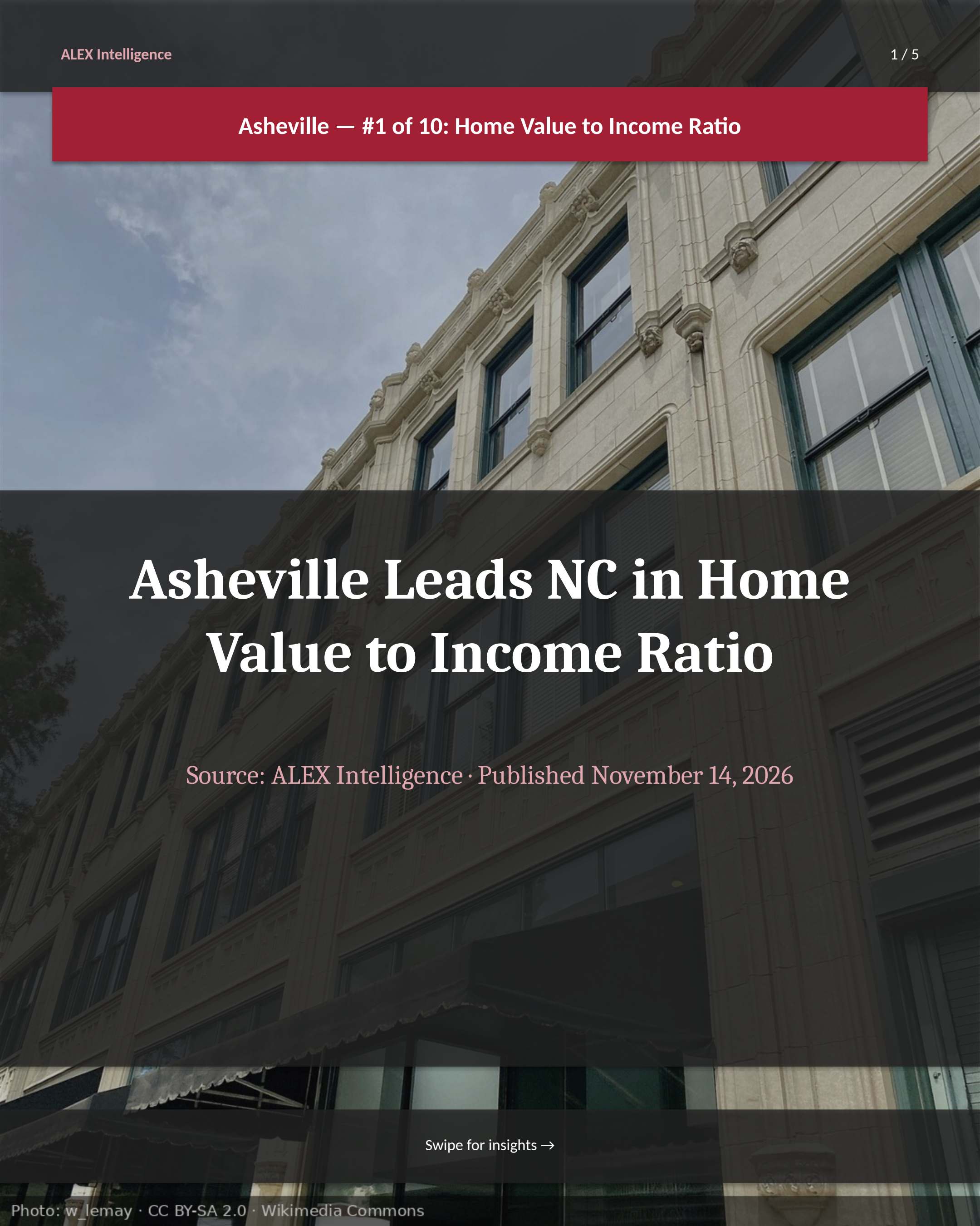
Asheville — #1 of 10: Home Value to Income Ratio



Asheville Leads NC in Home Value to Income Ratio

Source: ALEX Intelligence · Published November 14, 2026

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THE DATA

5.2x

Home Value to Income Ratio (2024)

Asheville ranks #1 of 15 North Carolina metros on home value to income ratio, with a ratio of 5.2x.

This ratio reflects a market where median home prices are 5.2 times higher than median household income. Unlike in other markets where high ratios signal affordability strain, Asheville's 5.2x ratio is not a sign of distress — it is a signal of sustained demand, deep buyer commitment, and long-term value retention. The ratio has stabilized at this level, indicating that high prices are not speculative but anchored in real economic and cultural momentum.



Photo: Teemu008 from Palatine, Illinois · CC BY-SA 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-asheville-standing-value-to-income-msa

01

Affordability Is a Feature, Not a Flaw



In most markets, a 5.2x ratio would be a red flag. In Asheville, it’s a competitive advantage. The high ratio reflects a market where buyers are not price-sensitive but value-driven — they are investing in lifestyle, community, and long-term stewardship. This is not a bubble; it’s a premium placed on quality of life, cultural authenticity, and environmental integration. The ratio acts as a filter, attracting those who prioritize permanence over turnover, and ensuring a stable, low-turnover housing base.

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02

The Market Is Self-Reinforcing

Asheville's 5.2x ratio isn't just a number — it's a mechanism. The high price-to-income ratio correlates with strong in-migration, particularly from remote workers and retirees who bring capital and stability. This demand sustains the ratio, which in turn attracts more high-income buyers, creating a virtuous cycle. Unlike markets where affordability pressures trigger exodus, Asheville's ratio is resilient because it reflects a self-reinforcing system of cultural capital, economic depth, and geographic exclusivity.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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