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

52.3% of Birmingham’s seasonal homes in 3 cities

Source: ALEX Intelligence · Published November 14, 2026

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THE DATA

52.3%

Share of the Market's Seasonal Homes in Its Top Three Cities (2024)

The top three cities account for more than half of all seasonal homes in the Birmingham metro.

This concentration reveals a powerful clustering effect in secondary housing, where a small number of communities absorb the majority of seasonal demand. Pell City, Chelsea, and Highland Lakes are not just popular — they are the epicenters of the region's second-home economy. This pattern suggests that infrastructure, amenities, and perceived quality of life are highly localized, with only a few places achieving critical mass for seasonal investors.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-birmingham-concentration-seasonal-homes-place

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Seasonal demand is hyper-localized

This hyper-localization also implies that zoning, HOA rules, and public services in these three cities are already aligned with seasonal living, creating a self-reinforcing cycle: more seasonal homes attract more services, which attract more buyers, which increases property values. The rest of the metro remains under-leveraged for this segment.

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02

The market is not just seasonal — it’s strategic

This also signals a growing divergence within the Birmingham metro: while some areas remain focused on primary residence demand, others are evolving into exclusive, year-round or seasonal lifestyle hubs. The long-term value of these three cities will be determined not just by price, but by how well they preserve their identity as retreats — a challenge that will test their planning and development policies in the years ahead.

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