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

60.6% of Charlotte’s seasonal homes in top 3 cities

Source: ALEX Intelligence · Published November 15, 2026

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THE DATA

60.6%

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

This concentration reflects a growing polarization in second-home investment across the Charlotte metro.

Charlotte's seasonal housing market is not evenly distributed—60.6% of all seasonal homes are clustered in just three cities: Charlotte, Concord, and Cornelius. This level of centralization suggests that investment and development are increasingly focused in a narrow geographic core, leaving other areas under-served. The data underscores a structural shift in where secondary housing is being built and acquired, driven by proximity to urban amenities and established infrastructure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-15-charlotte-concentration-seasonal-homes-place

01

Investment is chasing urban density

The overwhelming concentration of seasonal homes in Charlotte, Concord, and Cornelius reveals a strategic pivot toward urban cores. These cities offer not just infrastructure but also social and recreational capital—proximity to downtown, entertainment districts, and established community networks. This suggests that second-home buyers are prioritizing access and connectivity over rural retreats, reshaping demand patterns across the metro. As a result, areas outside the top three face reduced investment and slower appreciation potential.

02

Affordability is being redefined

The concentration of seasonal homes in just three cities implies that affordability is no longer defined by price alone, but by access to a dense, well-connected secondary housing ecosystem. Buyers are willing to pay premiums for proximity to urban centers, even in the secondary market. This shift may be driving up prices in Charlotte, Concord, and Cornelius not just for primary homes, but for seasonal ones as well, creating a feedback loop of rising demand in the most accessible locations. Over time, this could further entrench geographic inequality within the metro.

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