#1 of 3: Ratio of Highest to Lowest County Home Value in the Market

Wilmington’s County Value Gap Is 1.30x — Top in NC

New Hanover vs. Pender, ranked by ALEX Intelligence

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THE DATA

1.30x

Ratio of Highest to Lowest County Home Value in the Market (2024)

This is the largest disparity among the three core counties in the Wilmington metro.

The gap between New Hanover County's $387,800 median value and Pender County's $299,000 reveals a stark divide in housing opportunity and investment momentum. This is not a simple urban-rural split — it reflects how coastal development, infrastructure access, and long-term migration patterns have concentrated wealth in certain corridors.



Photo: Idawriter · 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/2026-11-22-wilmington-within-county-home-value

01

The Gap Is a Market Signal

This 1.30x spread is not just a number — it’s a diagnostic. It signals that capital and demand are no longer evenly distributed across the Cape Fear region. New Hanover County, with its higher median value, is attracting more capital, higher-income residents, and institutional development, while Pender County remains a more affordable, less developed alternative. This divergence is likely to deepen as infrastructure projects and economic activity continue to cluster in the higher-value county.

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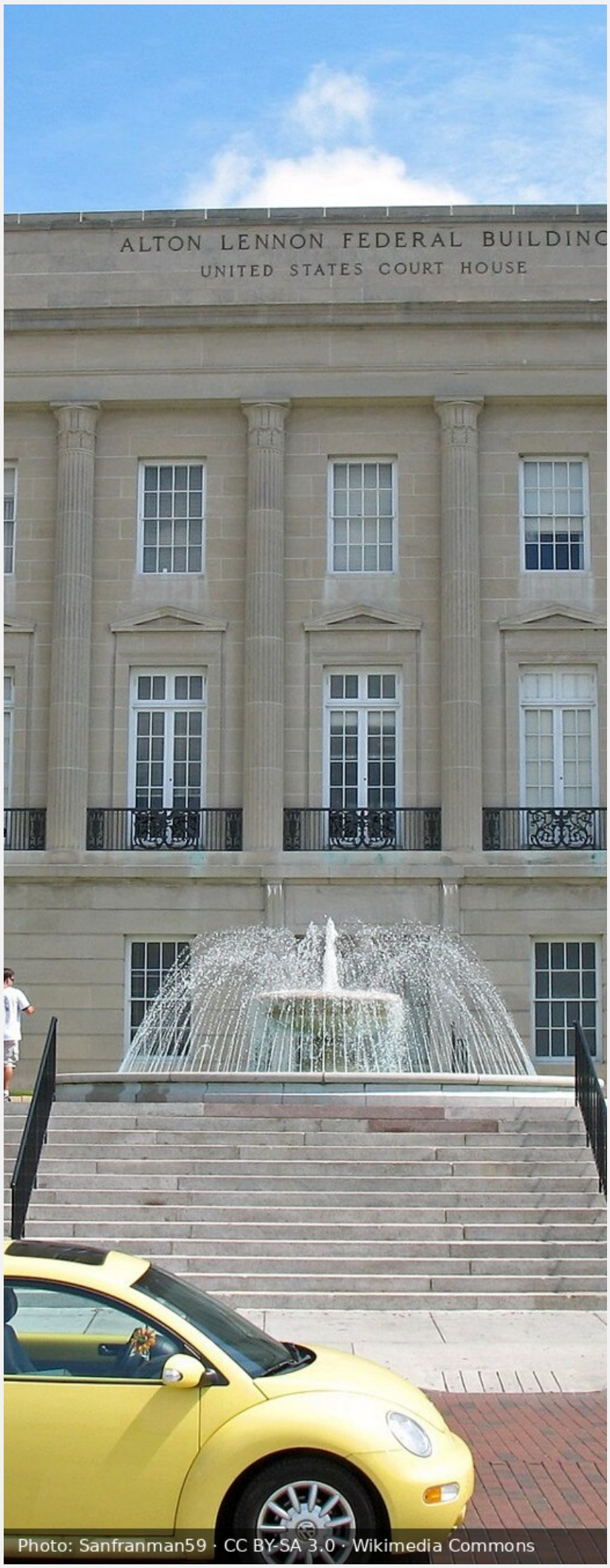


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02

Affordability Is Not Uniform

The data reveals a critical truth: affordability in Wilmington is not a regional blanket. It’s a localized phenomenon. For buyers seeking lower entry points, Pender County remains accessible — but with trade-offs in services, employment access, and future appreciation potential. This creates a two-tiered market where mobility between counties is constrained by value, not just distance. As the region grows, this gap may drive policy debates on equitable investment and infrastructure planning.

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