Fairhope — #1 of 8: Median Gross Rent

Fairhope Leads Alabama in Median Gross Rent

Source: ALEX Intelligence · Published November 27, 2026

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THE DATA

$1,689

Median Gross Rent (2024)

Fairhope’s median gross rent is the highest in Baldwin County and leads Alabama’s Gulf Coast metro.

This figure reflects the growing cost of living in one of the region’s most sought-after coastal communities. Despite strong demand, rising rents are pushing affordability to a breaking point, particularly for renters in non-primary residences. The data underscores a structural shift: the market is no longer just a vacation destination but a permanent, high-cost residential hub.

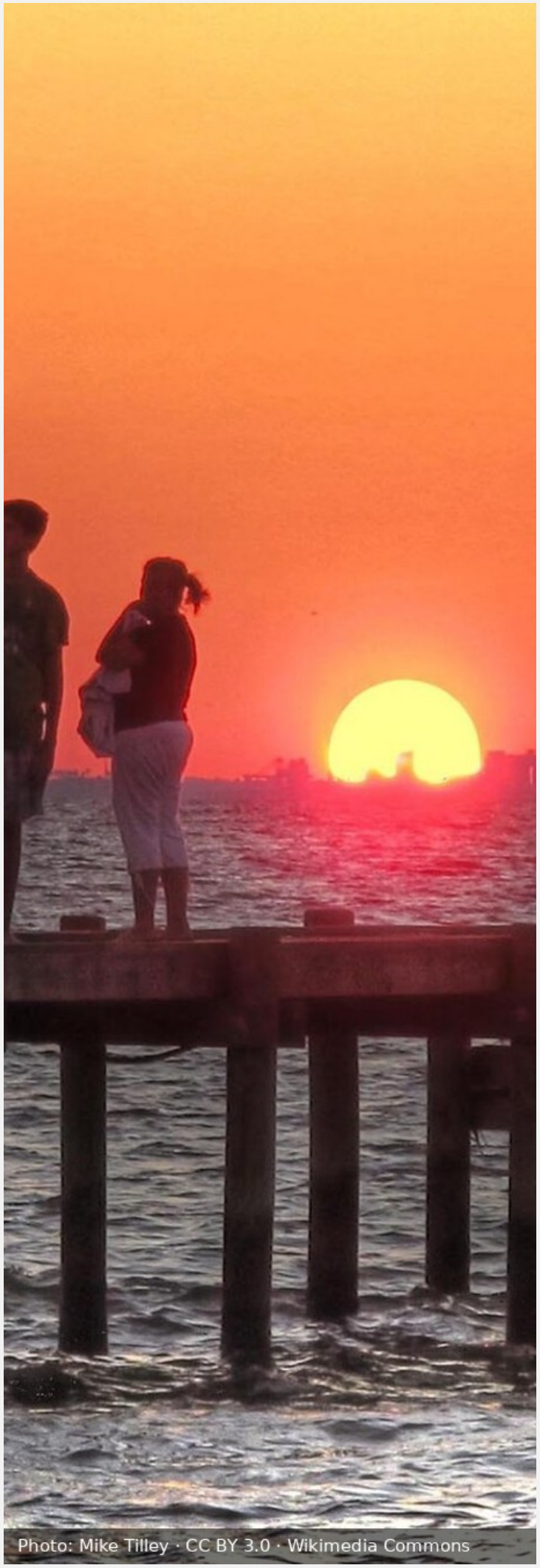


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-27-baldwin-county-gross-rent-place-mkt

01

Rents Reflect a Shift to Permanent Residency

The fact that Fairhope leads Alabama in median gross rent is not a fluke of tourism—it's a signal of long-term residential adoption. As second-home ownership becomes increasingly inaccessible due to price and regulatory pressure, renters are shifting toward permanent occupancy. This trend is reinforced by rising foreclosure activity in non-primary residences, suggesting that properties once used as short-term rentals are now being occupied by tenants who stay longer, increasing rental pressure in core communities.

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02

Affordability Is the New Filter

With median gross rent at $1,689, Fairhope has effectively become a high-barrier market for new residents. This isn't just about income—it's about access. The data suggests that only those with stable, high-income employment can afford to live in the city's core. This filter is reshaping demographic patterns: younger professionals, remote workers, and first-time buyers are being priced out, while investors and long-term residents dominate. The result is a market in transition—one that values stability over growth.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies
Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.
Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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