Wilmington — #4 of 10: Median Gross Rent

Median Gross Rent: $1,389

Source: ALEX Intelligence · Published November 29, 2026

Swipe for insights →

Photo: DiscoA340 · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

$1,389

Median Gross Rent (2024)

Wilmington’s median gross rent is $1,389, ranking #4 among 15 North Carolina metros.

This figure reflects a market where rental demand outpaces supply, despite national cooling trends. The city’s coastal location and aging housing stock contribute to sustained pressure on rental affordability. While not the highest, Wilmington’s position is stable — and rising in relative terms as neighboring metros grow faster.



Photo: Edward Orde · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-wilmington-standing-gross-rent-msa

01

Rent pressure is structural, not temporary

This structural imbalance means rent growth will remain elevated unless construction accelerates. The current pace of building permits suggests that won’t happen anytime soon, making rental inflation a persistent feature of the Wilmington market through 2027.

Photo: Sanfranman59 · CC BY-SA 3.0 · Wikimedia Commons


Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

02

Affordability is shifting upward — not outward

We’re seeing early signs of this in adaptive reuse projects: older single-family homes being converted into co-living units for retirees and remote workers. These are not luxury developments — they’re practical responses to scarcity. The real estate market isn’t just pricing out buyers; it’s reshaping how people live.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy