REALTY **ONE** GROUP RESULTS

BOONE · BLOWING ROCK · WATAUGA COUNTY · MID-YEAR 2026

Boone *Luxury* 2026

A market report in three price bands — what the numbers say, which communities fit, and the year-two math most buyers never see.

TERESA OVERCASH

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THE HEADLINE NUMBER

$188.8 million, and 104 *closings.*

The most important number for Boone luxury in 2026 is not a Boone number. It is the three-county regional total across Watauga, Ashe, and Avery — and it is up sharply.

H1 2026, THREE-COUNTY REGION	VALUE	YEAR OVER YEAR
Luxury sales volume, $1M and above	$188.8 million	+24.9%
Luxury closings, $1M and above	104	+26.8%
New luxury listings, $1M and above	300	+27.1%
All-price residential volume	$471.7 million	+14.4%
Regional median sale price	$510,000	+2.0%
Regional median days on market	75 days	+17.2%

Two things in there matter to you. First, **luxury outran the overall market on volume, count, and new listings at the same time.** That combination doesn't happen in a segment that is quietly rolling over.

Second, supply and demand moved up almost in lockstep — closings up 26.8%, new listings up 27.1%. Nobody is being forced. Buyers keep showing up, sellers keep coming to the table, and neither side is negotiating from panic.

> *Luxury buyers in Boone this year are not chasing headlines. They are looking at what the property actually gives back in the second decade of ownership. That means the ridge, the road, the water source, and the community that will still care about you when the moving truck leaves. Get those four right and the price band takes care of itself.*
>
> TERESA OVERCASH

AT A GLANCE

+24.9%	104	153	+28.8%
LUXURY VOLUME YEAR OVER YEAR	LUXURY CLOSINGS H1 2026	BOONE HOME SALES UP 9.3%	BLOWING ROCK UNIT SALES

WATAUGA AND BOONE

Why the county median fell while luxury *climbed.*

WATAUGA COUNTY, H1 2026	VALUE	YEAR OVER YEAR
Total sales volume	$272.7 million	+2.8%
Closed sales	359	+6.2%
Median sale price	$560,000	−6.7%
Average sale price	$759,613	−3.2%
Boone home sales	153	+9.3%
Blowing Rock unit sales	—	+28.8%
Blowing Rock sales volume	—	+9.5%

The barbell

A falling county median next to a rising luxury segment looks contradictory until you see the shape of it. More entry-level inventory closed this year, which pulls the median down. The top tier kept climbing, which pulls volume up. The middle thins and the ends thicken — a barbell.

What that means practically: the countywide median is close to useless as a read on your price band. A $560,000 median tells you nothing about what is happening at $1.8 million, and a buyer who reads "Watauga median down 6.7%" as leverage at the high end is going to be disappointed in negotiation.

Blowing Rock is the tell

Unit sales up 28.8%, volume up 9.5%, and days on market falling. That combination — more transactions, moving faster — is what genuine, ready demand looks like. In our transactions this year, qualified High Country luxury buyers arrive with a lender letter, a defined wish list, and permission to move inside thirty days.

Plan for that same discipline

If you are shopping this market seriously, be pre-underwritten before you tour — not pre-qualified. In a segment where the right property closes fast and the wrong one sits for ninety days, being ready is most of the advantage.

BAND ONE

Under $2M

THE DEEPEST, MOST COMPETITIVE BAND

Where most Boone luxury actually *trades.*

This band holds the widest inventory and the most competition. Newer construction on one to three acres, mountain-view homes ten to twenty minutes from town, and higher-end townhomes inside gated communities.

What the specification typically looks like

- 2,500 to 3,800 square feet, three or four bedrooms
- Primary suite on or near the main level
- Long-range view corridors — the thing you are actually paying for
- Finished lower level for guests

Who buys here

Hybrid-working professionals, Charlotte and Triad second-home buyers, and downsizing families who want a mountain primary residence without crossing into the two-million-plus tier. Increasingly, buyers leaving high-insurance coastal markets.

The three trap doors in this band

Driveway grade. A drive that worries an appraiser worries a lender — and it shrinks your buyer pool when you sell.

Private-road HOAs with underfunded reserves. No road-maintenance reserve means a special assessment is not a risk, it is a schedule.

Wells and septic marketed as "recently serviced." Without paperwork, that phrase means nothing. Ask for the invoice, the flow-rate test, and the inspection.

Late-August 2026 examples in this band ran from roughly $1.6 million for a tighter 2,500-square-foot footprint at a high finish level, to roughly $1.8 million for a four-bedroom, 3,400-square-foot entertaining plan. Inventory turns over — ask us for the current set at your target number.

BANDS TWO AND THREE

Where you stop buying a house and start buying *land.*

$2M – $3M

GENUINE ESTATE PROPERTY

Expectations shift here. Buyers want 3,500 to 5,000 square feet, higher-elevation lots — roughly 2,800 feet and above — long-range multi-ridge views, a separated primary wing, and either a private drive or a private-road HOA with real reserves behind it. Amenity access inside a named community becomes a standard expectation rather than a bonus: golf, tennis, equestrian, or spa.

The difference from the band below is not finish level. It is the land and the community. At this number you are paying for location and neighbors as much as for the house.

Late-August 2026 example: a named-ridge property at roughly $2.06 million, four bedrooms in about 2,650 square feet — smaller than the band's typical footprint, with the view premium and the ridge address carrying the price.

WHO BUYS HERE

Retiring executives, dual-professional households ready to slow down, and multi-generational buyers building for grandchildren's visits.

Over $3M

A CALL-THE-BROKER MARKET

Above three million, Boone converges with the wider High Country luxury market — Elk River Club in Banner Elk, Linville Ridge, Grandfather Golf and Country Club — and inventory carrying a Boone town address becomes genuinely thin.

Amenities anchor this tier: private golf, gated security, sporting reserves, and social membership structures. **This is not a shop-the-website market.** Properties at this level move through relationships, pocket conversations, and pre-market notice.

The practical advice above $3M

Widen the search. Blowing Rock, the Boone-to-Blowing Rock corridor, and the adjacent Avery County clubs hold most of the qualifying inventory. And get on a broker's pre-market list — by the time a property at this level reaches a public portal, the conversation has usually already happened.

Where the *names* are.

Blue Ridge Mountain Club

A private community of more than 6,000 acres sitting between Boone and Blowing Rock, just off the Blue Ridge Parkway. Homes start around $950,000; homesites from about $175,000, with no published ceiling.

The amenity set leans sporting and outdoor rather than golf: the Chetola Sporting Reserve, hiking and UTV trails, fly-fishing, a shooting range, fitness facilities, and the Lookout Grill and Jasper House as social hubs. Watson Gap Park adds pickleball, bocce, and horseshoes. Fifty-mile views in most directions.

Buyer fit: if you want amenity depth without a full country-club structure, this is the first look in the Boone area.

ADJACENT CLUB	COUNTY	CHARACTER	TYPICAL RANGE
Hound Ears Club	Watauga	Gated golf and equestrian	$1.1M – $3.5M
Elk River Club	Avery — Banner Elk	Full-amenity, private airstrip	$1.6M – $5M
Linville Ridge	Avery	High elevation, gated	$1.6M – $5M
Grandfather Golf & Country Club	Avery — Linville	Established golf	$1.6M – $5M

Your comparable universe is bigger than Watauga County

If you are shopping Boone above $2 million and not finding the right property, the same buyer pool is looking at Banner Elk above $2 million — and the inventory patterns differ meaningfully. Ashe County posted an 18.9% median-price jump this year; Avery had the biggest year of the three counties with 48.5% volume growth. **Pull the three-county comparison before you commit to one.**

READING THE MARKET CORRECTLY

Days on market rose. That isn't *cooling.*

Regional median days on market ran 75 days in H1 2026, up from 64 a year earlier — a 17.2% increase. Read alone, that looks like a market losing steam. Read against the rest of the data, it says something completely different.

Overlay it: luxury volume up 24.9%. Luxury closings up 26.8%. New luxury listings up 27.1%. Markets that are cooling do not post those three numbers at the same time as a longer sales cycle.

What is actually happening

Buyers are more selective and sellers are pricing more aggressively at the front end of a listing. When list price and buyer expectation line up, the property closes quickly. When they don't, it sits — and the average of those two outcomes is a higher days-on-market number.

THE PATTERN THAT MATTERS

The market is not slower. It is **more discriminating.** A marginally overpriced listing sits, drags, and eventually sells for less than a well-priced listing that closed in thirty days. That is true for you as a seller, and it is the reason a well-priced property will beat you to the contract if you hesitate as a buyer.

Blowing Rock proves it

Unit sales up 28.8% while days on market fell. Same region, same period, opposite direction — because demand there met supply cleanly at realistic prices.

In our own pipeline this year, well-priced Boone luxury in the $1.5 to $2.5 million range has been averaging roughly **45 to 75 days.** Marginal properties — wrong price, wrong drive, wrong view corridor — have been sitting past ninety.

> *The gap between those two outcomes is not the market. It is preparation.*

BEFORE YOU TOUR

Five things to verify at this *price level.*

1 **The ridge and the view corridor**

Which direction the primary view faces, whether covenants protect it, and what the county permits on adjacent lots. **A view that changes in year three destroys the premium you paid for it** — and that premium is often six figures.

2 **The road and the driveway**

NCDOT-maintained, private-HOA, or private-owner? Then grade, base, drainage, and winter access. A steep unmaintained drive limits emergency access now and your buyer pool later.

3 **Water source and septic**

Well flow rate, a full water-quality panel, septic age, inspection, and drain-field condition. Replacement wells and septic systems both run well into five figures in this terrain. Get the paperwork inside your due diligence window, not after.

4 **Community structure and reserves**

Three years of HOA financials, the reserve balance, recent special assessments, and the road-maintenance line item specifically. A private-road community with no reserve is a special assessment waiting to happen — and a red flag at resale.

5 **Insurance and flood exposure**

FEMA flood zone for the exact parcel, an insurance quote before you go under contract, and Helene damage history at the specific address. After September 2024, parcel-level diligence is not optional in this region. **"The area was fine" is not an answer.**

Three to six thousand dollars on a serious pre-offer inspection, structural walkthrough, and water-quality panel is trivial against a $1.6 million purchase — and it is routinely the difference between an easy year two and a hard one.

THE YEAR-TWO MATH

Everybody plans year one. Almost nobody plans *year two.*

Year one is the welcome. Year two is when the actual cost of ownership introduces itself — and it arrives on a predictable schedule that almost no one walks a buyer through.

WHEN	WHAT LANDS
Month 12–13	Your first real insurance renewal. The quote you got at closing is almost always more favorable than the renewal that follows it.
September, year two	The property tax bill — and if you closed mid-cycle, this is where you see the step change.
Annual HOA review	Reserves get their yearly look. A marginal community announces its special assessment here.
Month 18–24	The first honest should-we-keep-this conversation. It goes well when the property was verified properly. It goes badly when it wasn't.

And a genuine tax note for Watauga owners

Watauga County's countywide reappraisal is effective **January 1, 2027** — field work is underway now, with notices expected in spring 2027. The county rate has held at $0.318 per $100 since the last reappraisal in 2022; inside Boone or Blowing Rock town limits, add the town rate — both towns moved to $0.44 for FY2026-27, putting the combined rate near $0.758.

Luxury parcels absorb larger absolute moves in a revaluation year than mid-market ones. A meaningful percentage bump on a $2.4 million assessment is a very different bill than the same percentage on $400,000. Build that into your year-two budget, and know that the informal appeal window closes roughly three weeks after notices go out.

Carrying costs to budget beyond the mortgage

ITEM	PLAN FOR
Property tax	Roughly 0.32% of assessed value unincorporated; near 0.76% inside Boone or Blowing Rock town limits
Homeowners insurance	Watauga County averages near $2,040; luxury structures run higher and are rising
HOA	From several hundred a year for private-road maintenance to multiples of that in full-amenity gated clubs
Well and septic	Annual well maintenance and water testing; septic pump-out every three to five years
Snow removal	Budget it every year if you are off an NCDOT-maintained road
Capital reserve	One significant item per decade — roof, HVAC, or exterior — even on newer construction

REALTY **ONE** GROUP RESULTS

Tell us your band.
We'll send the *shortlist.*

Every Boone luxury buyer we work with gets a price-band-specific comparable pull, a community fit shortlist, and a year-one and year-two cost projection at their target number. If Boone town isn't the right fit for your budget or your amenity mix, you'll hear that honestly — with a shortlist pointing you somewhere that is.

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Current as of August 2026. Regional and county figures reflect High Country MLS mid-year 2026 reporting; pipeline observations are our own and are not market-wide statistics. Price ranges for named communities are approximate and change with inventory. Property examples describe listings active in late August 2026 and are illustrative only — inventory turns over and these may no longer be available. Tax rates reflect FY2026-27 as adopted and exclude solid-waste, fire district, and special-district charges; assessed value is not market value. Not legal, tax, or investment advice. Information deemed reliable but not guaranteed.