

Remote Work Is Reshaping Greensboro

A new trend in housing demand patterns

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THE DATA

3.2%

Net Migration Rate

From outside the Triad region to Greensboro-Winston Salem-High Point MSA

The Richmond Fed reports a 3.2% net migration rate into the MSA from other regions, a significant increase over prior years. This influx likely reflects the growing adoption of remote work policies by companies across the U.S., particularly in sectors like tech, finance, and professional services.



Source: Richmond Fed · Published August 27, 2026

01

Remote Workers Are Driving Demand

As remote workers seek affordable housing near urban cores or suburban hubs, Greensboro's moderate housing costs and growing tech presence may attract this demographic. This shift could be a key driver behind recent housing market dynamics in the region.



02

Implications for Long-Term Affordability

If remote workers continue to migrate to Greensboro, the long-term affordability equation will shift. The influx may lead to increased housing demand and upward pressure on prices unless local policies are adapted to support sustainable growth and workforce housing development.

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