

New Construction Surges in the Triad

But median home prices keep climbing

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THE DATA

$387,000

Median Home Price

In the Greensboro-Winston Salem-High Point MSA in Q2 2026.

This represents a 4.2% increase year-over-year, despite an 18.2% surge in new residential construction from 2023 to 2024. The strong price growth suggests that demand is outpacing supply expansion in key segments of the market.



01

Demand Outpaces Supply

While construction is rising, the median home price in the Triad continues to climb. This indicates that demand from buyers—particularly first-time homebuyers and remote workers—is strong enough to drive prices upward even with new housing supply entering the market.



02

Speculative Investment in Play

The price appreciation rate is higher than typical for a growing region, suggesting that speculative investment activity may be contributing to the upward pressure. This dynamic could signal a shift in buyer behavior, potentially creating longer-term affordability challenges if demand does not normalize.

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