

93.1% Owner Occupancy Rate — ALEX Intelligence 2026

93.1% Owner Occupancy in Briar Chapel

The Triangle's highest rate reveals a market built on long-term stability

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THE DATA

93.1%

Owner Occupancy Rate (2024)

Briar Chapel leads the Triangle in owner-occupied housing, reflecting deep community roots and long-term investment.

This figure—93.1%—is not a passing trend but a structural outcome of deliberate planning, with new construction designed for owner-occupancy from the ground up. The absence of speculative flipping and the dominance of single-family, permanent-residence development distinguish this market from speculative hotspots. Such stability is rare in high-growth regions and signals a maturing, self-sustaining urban ecosystem.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-23-triangle-owner-share-place-mkt>



An aerial photograph of a suburban neighborhood at dusk. The scene is filled with houses, many of which have their interior lights on, casting a warm glow. The houses are surrounded by lush green trees. A winding road is visible on the right side of the image. The overall atmosphere is peaceful and stable.

01

Stability Over Speculation

The 93.1% owner-occupancy rate in Briar Chapel is not accidental—it's engineered. Unlike markets where new builds are flipped within months, this community was designed for lifelong residents. The absence of rental speculation and high turnover suggests a resilient real estate cycle, where value is derived from enduring community infrastructure, not short-term price swings. This model may be the blueprint for sustainable growth in the Research Triangle's next phase.

02

The Hidden Cost of Stability

High owner-occupancy rates like Briar Chapel's often correlate with limited housing supply and rising entry prices. With 93.1% of units occupied by owners, the local rental market is under-supplied, which pressures affordability for non-owners. This creates a two-tier system: long-term stability for those who can buy, and constrained mobility for those who cannot. The Triangle's success in owner-occupancy may thus mask deeper structural inequities in access to housing.



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