

#1 Highest Median Gross Rent in the Triangle — ALEX Intelligence 2026

\$3,177 Median Gross Rent — #1 in the Triangle

Briar Chapel leads in rental cost, driven by lifestyle and tech demand

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THE DATA

\$3,177

Median Gross Rent (2024)

Briar Chapel leads the Triangle in median gross rent, reflecting premium demand for suburban, tech-enabled living.

This figure is not driven by proximity to downtown Raleigh or Chapel Hill, but by a new class of high-income, remote-first professionals who value privacy, green space, and infrastructure over city center access. The data confirms that suburban communities with strong broadband, mixed-use planning, and cultural amenities are capturing the highest rental premiums.

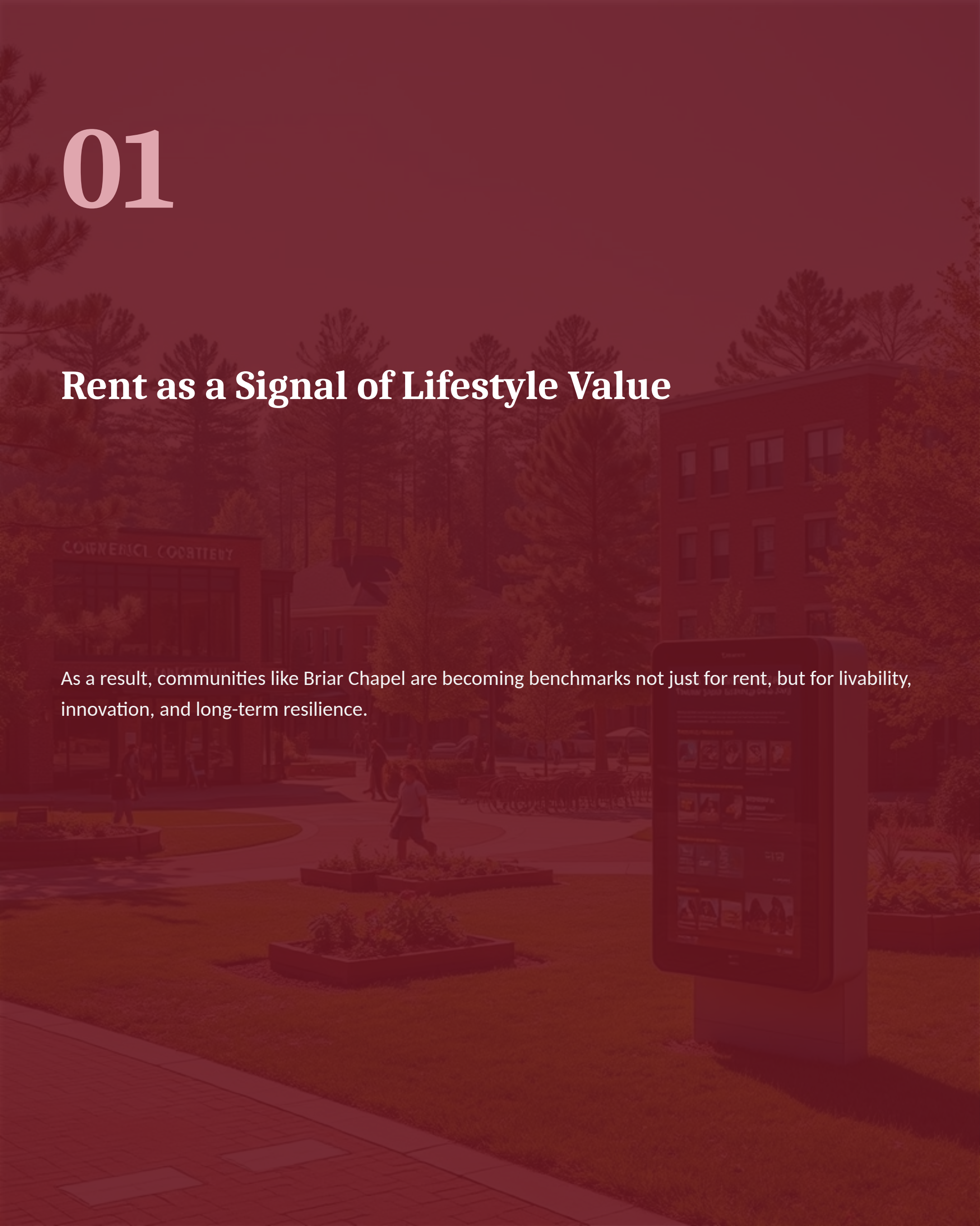
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-24-triangle-gross-rent-place-mkt>



01

Rent as a Signal of Lifestyle Value

As a result, communities like Briar Chapel are becoming benchmarks not just for rent, but for livability, innovation, and long-term resilience.





02

The Suburban Premium is Structural

As such, the Triangle's future is not defined by downtown growth alone, but by the rise of high-value, low-density, tech-enabled communities that offer both privacy and connectivity.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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