

Highest Median Gross Rent in the Triad — ALEX Intelligence 2026

Oak Ridge Leads the Triad in Rent

Highest median gross rent in the Greensboro-Winston-Salem-High Point MSA

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THE DATA

\$3,009

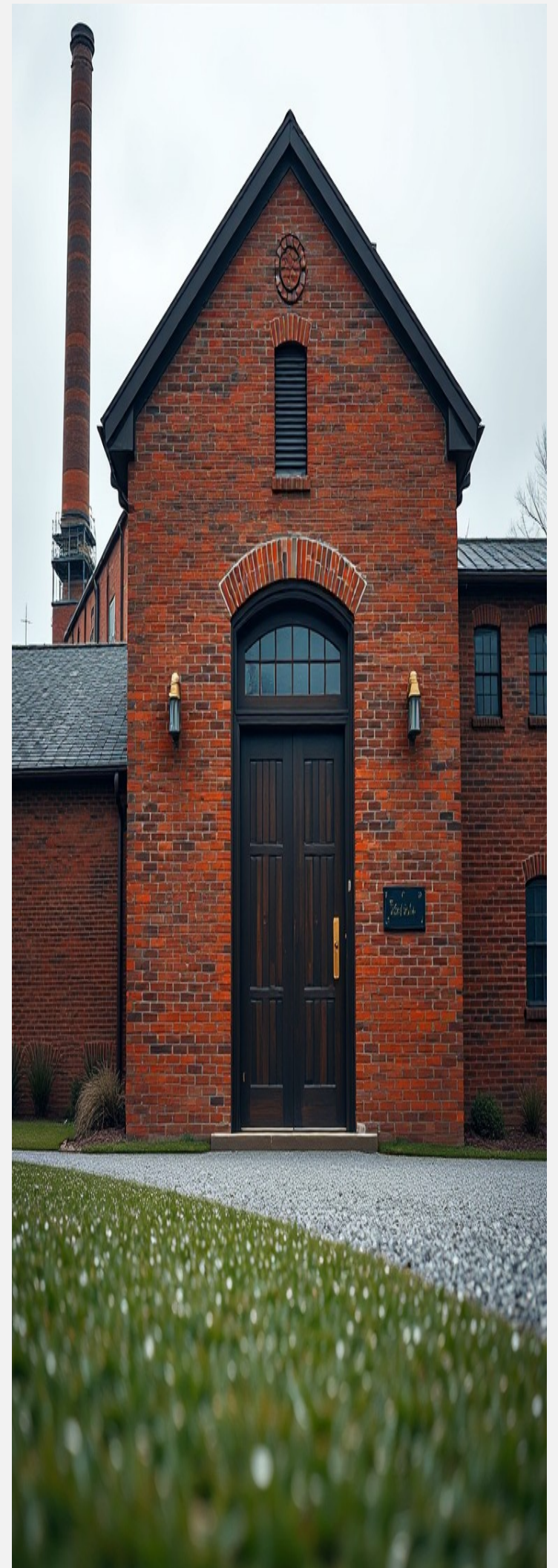
Median Gross Rent (2024)

Oak Ridge records the highest rent in the Triad, nearly double that of Winston-Salem.

This figure reflects a growing concentration of high-income households in Oak Ridge, likely drawn by proximity to high-quality schools, low crime, and premium amenities. The data suggests a bifurcation in housing demand: while core urban centers like Greensboro and Winston-Salem remain accessible, the most sought-after locations are increasingly defined by exclusivity and lifestyle differentiation.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-25-greensboro-gross-rent-place-mkt>



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Rent Premium Reflects Lifestyle Capital

As the Triad's economy grows, particularly in healthcare, education, and logistics, households with higher disposable income are choosing locations that offer both stability and quality of life. Oak Ridge's leadership in rent reflects this trend—not as a deviation, but as a predictable outcome of value-based migration.

02

The Rent Gap Is a Demand Signal

For investors and planners, this isn't a warning—it's a roadmap. The Triad is not one market, but a cluster of distinct submarkets, each with its own economic logic. The future of development isn't in uniform expansion, but in targeted investment where demand is already proving self-sustaining.



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