12.4% Share of Homes Built Since 2020 — ALEX Intelligence 2026

Leland Leads NC in New Housing Stock

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THE DATA

12.4%

Share of Homes Built Since 2020

Leland has the highest concentration of new construction in the Cape Fear region.

This figure—12.4%—means that nearly one in eight homes in Leland were built in the past four years. This level of new development is not just a housing trend; it reflects a deliberate shift in market dynamics, favoring growth-oriented investors and first-time buyers who value modern amenities and lower maintenance costs. The pace of construction suggests a confidence in long-term demand, even amid national softening.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-26-wilmington-new-stock-share-place-mkt

01

New Builds Are Driving Market Resilience

Leland’s dominance in new construction is not accidental—it’s a structural advantage. With 12.4% of homes built since 2020, Leland is becoming the de facto innovation hub of the Wilmington market. This new stock is attracting younger professionals, remote workers, and investors seeking modern, low-maintenance homes. Unlike older neighborhoods where renovation costs are rising, Leland’s new homes are priced for today’s market realities, offering a stable, predictable return on investment.

02

The New Market Is Outpacing Demand

While Leland leads in new construction, the broader market is not keeping pace. The 12.4% figure is not just about volume—it's about timing. The new homes in Leland are being delivered at a time when national markets are cooling and inventory is declining. This creates a unique arbitrage: Leland's new stock is insulated from the volatility seen in older, more mature markets. The result is a market where new builds are not just available, but strategically positioned to capture value as demand shifts toward modern, sustainable housing.

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

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