

91.9% of Seasonal Homes in Top 3 Cities — ALEX Intelligence 2026

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Greensboro, Winston-Salem, Walkertown dominate second-home clustering

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THE DATA

91.9%

Share of the Market's Seasonal Homes in Its Top Three Cities (2024)

This concentration is the highest in the Triad, indicating deep geographic entrenchment of seasonal property ownership.

The data reveals that nearly nine in ten seasonal homes in the Greensboro-Winston-Salem-High Point MSA are located in just three cities: Greensboro, Winston-Salem, and Walkertown. This level of clustering is not accidental — it reflects a long-standing alignment of infrastructure, access to amenities, and historical development patterns that have solidified these locations as preferred retreats. The dominance of these three centers suggests that new investment in seasonal housing is not being dispersed but is instead reinforcing existing hubs.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-01-greensboro-concentration-seasonal-homes-place>



01

Hubs Over Homogeneity

For investors, this means that expansion opportunities lie not in spreading out, but in deepening presence within these three core cities. For planners, it implies that zoning, transportation, and utility planning must account for seasonal peaks in demand — particularly in Greensboro and Winston-Salem — where population surges can strain infrastructure during peak months.



02

The Price of Proximity

This dynamic creates a feedback loop: as more seasonal homes cluster in these cities, their perceived value increases, attracting even more buyers who see them as long-term assets. The result is a market where seasonal homes are less about short-term use and more about long-term ownership with seasonal income potential — a shift from transient to tenure-based second-home economics. This is not a trend seen in more dispersed or fragmented markets, and it suggests the Triad is developing a unique model of secondary housing.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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