

Greensboro-High Point — #9 of 10: Owner Occupancy Rate

Owner Occupancy Rate: 63.8%

Source: ALEX Intelligence · Published October 21, 2026

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THE DATA

63.8%

Owner Occupancy Rate (2024)

Greensboro-High Point's 63.8% owner occupancy rate places it #9 of 15 North Carolina metros.

This figure reflects a market where homeownership is widespread but not dominant, suggesting a balance between long-term residents and a growing rental segment. The rate is stable, indicating that while supply constraints are tightening, displacement risks remain low.

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

<https://alex-companies.com/data/2026-10-21-greensboro-standing-owner-share-msa>



Photo: Nyttend · Public domain · Wikimedia Commons

A photograph of a city street corner. In the foreground, a traffic light hangs from a pole, with a green street sign for 'Fourth St' and '200' visible. The background features a multi-story brick building with many windows. A white SUV is parked on the street. The sky is blue with some clouds. A semi-transparent dark red overlay covers the top and middle portions of the image, containing the page number and title.

01

Stability, not stagnation

A 63.8% owner occupancy rate in the Greensboro-Winston-Salem-High Point MSA signals structural resilience, not weakness. It sits just below the top tier of NC metros, but not due to market failure. Instead, this reflects a mature housing market where homeownership is entrenched, yet not inflated by speculative bubbles. The lack of a sharp drop suggests that rising prices and inventory declines are not triggering mass exits or forced sales—indicating sustained demand from long-term residents and a stable tenant base.

02

The quiet edge of supply pressure

This suggests that the market is absorbing supply constraints through demand retention rather than displacement. The stability implies that homeowners are not selling in response to tighter supply, possibly due to strong equity positions, low mortgage rates, or long-term community ties. This resilience is a strategic advantage in a tightening regional market.



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