

#1 of 10: Share of the Market's Post-2020 Homes in Its Top Three Cities

85.4% of new homes in the Triad are in 3 cities

Source: ALEX Intelligence, October 23, 2026

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THE DATA

85.4%

Share of the Market's Post-2020 Homes in Its Top Three Cities

This concentration reflects a stark divergence in housing growth across the Greensboro-Winston-Salem-High Point MSA.

The data reveals that over four out of five new homes built since 2020 are clustered in just three communities: Winston-Salem, Greensboro, and Stokesdale. This level of concentration is not a trend but a structural shift, signaling a bifurcation in development patterns across the region. Areas outside this core are seeing minimal new construction, even as demand remains broad.

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

<https://alex-companies.com/data/2026-10-23-greensboro-concentration-new-homes-place>



Photo: Warren LeMay from Cullowhee, NC, United States • CC0 • Wikimedia Commons

01

Growth is not spreading — it's stacking

This concentration indicates that the MSA is not experiencing balanced growth but rather a hyper-localized expansion. Winston-Salem leads with 2,397 post-2020 homes, followed by Greensboro with 1,796. These two cities are not just building — they are absorbing nearly all new residential supply. The implication is that other municipalities, despite being part of the same metro, are becoming less relevant for new development, creating long-term disparities in infrastructure investment, tax base growth, and quality of life.

02

The Triad's future is defined by three cities

This data suggests that future real estate strategy in the MSA must be city-specific, not regional. The market is no longer a single ecosystem but a network of distinct urban cores, with only three nodes experiencing significant residential growth. For investors, developers, and public planners, this means that resources, policy, and capital should be allocated based on city-level data — not regional averages. The era of treating the entire Triad as a monolithic market is over.

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