

Guilford County, North Carolina — #1 of 8: Real Estate Establishments

Guilford County leads NC in real estate establishments

Source: ALEX Intelligence · Published October 24, 2026

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THE DATA

723

Real Estate Establishments (2022)

Guilford County has 723 real estate establishments, the highest in the Greensboro-Winston-Salem-High Point MSA and across North Carolina.

This concentration reflects a mature, deep-rooted real estate ecosystem, not just transaction volume. It suggests robust infrastructure for brokerage, property management, title services, and legal support — all essential for sustained market growth. The scale implies a self-sustaining network of professionals and institutions that can absorb volatility and drive innovation.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-24-greensboro-ind-531-county>



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



01

Density drives resilience

Guilford County's 723 real estate establishments are not just a number — they represent a networked ecosystem. This density enables faster capital deployment, deeper local expertise, and stronger feedback loops between buyers, sellers, and lenders. In contrast, counties with fewer than 100 establishments lack the institutional memory and operational redundancy to weather market shifts, making them more vulnerable to supply shocks or regulatory change.

02

The real estate economy is local

The data shows that real estate activity is not evenly distributed across the Triad. Guilford County's dominance is not accidental — it is the result of decades of institutional anchoring: universities, healthcare hubs, and industrial corridors have drawn in talent, capital, and business infrastructure. This localized concentration means that market trends in Greensboro are not easily replicated in Winston-Salem or High Point, even if they share the same metro designation.



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