

2 of 15 — #1 of 10: Share of Cities With Median Gross Rent Above \$1,500

**13.3% of Greensboro-area cities
rent above \$1,500**

Source: ALEX Intelligence · Published October 25, 2026

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THE DATA

13.3%

Share of Cities With Median Gross Rent Above \$1,500 (2024)

This marks a significant threshold in the Greensboro-Winston-Salem-High Point MSA, with two of 15 cities now in the upper tier of rental affordability.

The data reveals a growing bifurcation in rental markets across the Triad. While Greensboro's median gross rent remains at \$1,172, two cities—Summerfield and Oak Ridge—now exceed \$1,500, signaling the emergence of distinct housing tiers within the same metro area. This split is not driven by speculative demand but by localized economic forces: job growth, infrastructure investment, and demographic shifts in specific communities.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-25-greensboro-threshold-gross-rent-1500-place>

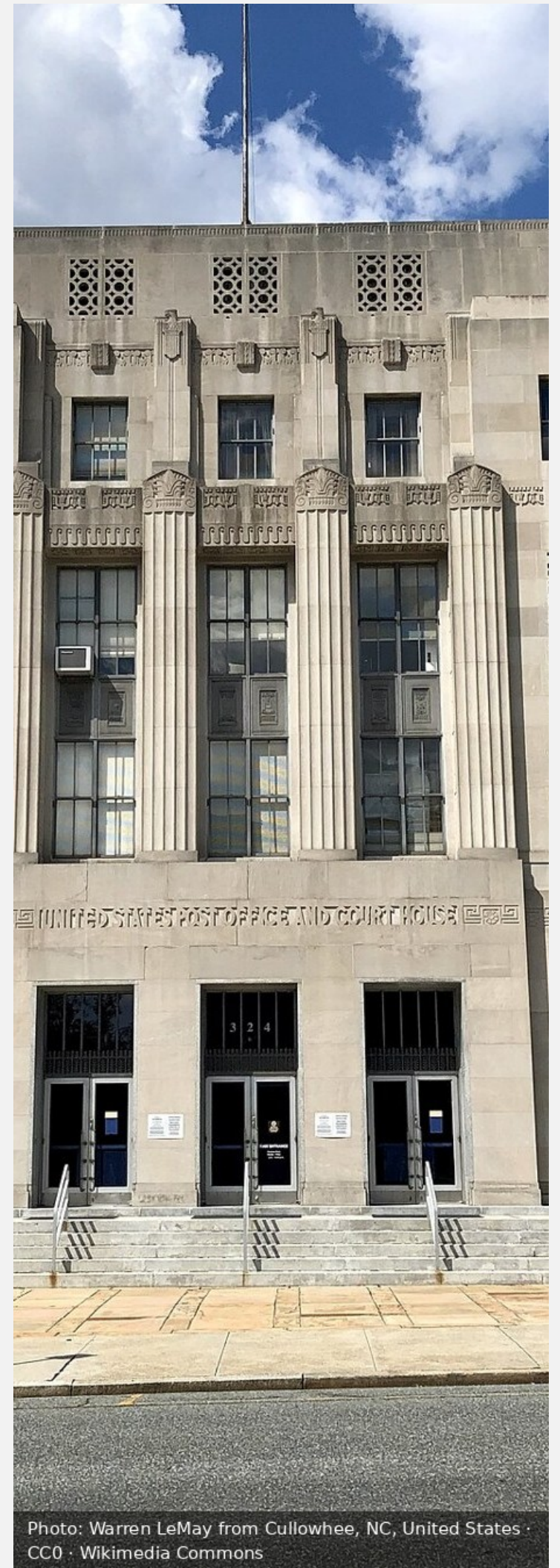


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01

Affordability is no longer uniform

The data also implies that the market is not yet overheated, but rather maturing into a tiered system. Unlike Sun Belt hotspots where rents spike across the board, the Triad's growth is selective. This selective pressure may be sustainable, especially with continued job creation in targeted sectors like advanced manufacturing and healthcare.

02

Rent tiers reflect workforce localization

This pattern is not a sign of speculative excess, but of functional market adaptation. It indicates that the Triad is developing a multi-tiered labor market, where housing prices are no longer just about cost, but about time, access, and opportunity. This evolution could reduce long-term commute times, improve productivity, and support sustainable urban growth—if zoning and supply keep pace.



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