

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

Wake County Has 5x More Real Estate Firms Than Durham

The Triangle's market engine is centralized — and growing more unequal.

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THE DATA

2,086

Real Estate Establishments

Wake County leads all Triangle counties in real estate industry presence.

This concentration reflects not just higher demand but a deep structural advantage in infrastructure, talent, and capital access.

Source: U.S. Census Bureau, County Business Patterns 2022 • Published October 25, 2026
<https://alex-companies.com/data/2026-10-25-triangle-ind-531-county>



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Centralization Breeds Inequality

The sheer dominance of Wake County in real estate establishments signals a bifurcation: while the county thrives on scale, others like Durham and Orange lag behind in professional capacity. This imbalance limits market diversity and amplifies dependency on Wake's ecosystem, making true regional equilibrium unlikely without targeted investment in supporting infrastructure.

02

Scale Isn't Just Size — It's Strategy

The density of real estate firms in Wake County isn't accidental. It reflects a long-term alignment of zoning, education, and capital flow — particularly around Research Triangle Park and the state's public university cluster. This creates a self-reinforcing cycle: more firms attract more clients, which attracts more professionals, which strengthens the local economy.



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