Greensboro-High Point — #9 of 10: Median Gross Rent

Median Gross Rent: $1,093

A hidden affordability edge in the Triad

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THE DATA

$1,093

Median Gross Rent (2024)

Greensboro-High Point ranks #9 of 15 North Carolina metros on median gross rent.

This figure reflects a market where housing costs remain relatively contained despite strong demand and persistent price appreciation in the sales market. The $1,093 median gross rent sits below every major urban center in the state, including Charlotte, Raleigh, and Durham, indicating that Greensboro-High Point continues to offer a more accessible cost of living within the broader Southern U.S. housing landscape.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-greensboro-standing-gross-rent-msa

01

Rent Affordability Fuels Migration

The market's relative rent affordability—ranked #9 in North Carolina—acts as a powerful magnet for in-migrants from higher-cost states. While home prices remain elevated, the $1,093 median gross rent allows new residents to maintain financial stability without the burden of extreme housing costs. This dynamic supports sustained household formation and long-term occupancy, reinforcing the region’s net migration advantage and stabilizing demand even as transaction volumes moderate.

02

Rent vs. Price: A Dual Advantage

Greensboro-High Point presents a rare dual advantage: affordable rent combined with rising home values. This combination attracts both first-time buyers seeking equity and renters seeking stability, creating a resilient, multi-tiered housing demand that supports long-term economic health.

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