#1 of 10: Share of the Market's $1M Homes in Its Top Three Cities

81.1% of $1M homes in top 3 cities

Source: ALEX Intelligence · Published November 06, 2026

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THE DATA

81.1%

Share of the Market's $1M Homes in Its Top Three Cities (2024)

This level of concentration is unprecedented in the region’s modern housing data.

This extreme clustering suggests a bifurcated market where high-end growth is not diffuse but deeply localized.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-greensboro-concentration-million-homes-place

01

The top three cities dominate the luxury market

For buyers and investors, this means that access to the region’s most valuable real estate is increasingly restricted to a few key nodes. The broader Triad—cities like Lewisville, Oak Ridge, and Clemmons—remains underserved by luxury inventory, even as population growth continues across the region.

02

Concentration signals a future of unequal appreciation

This imbalance could entrench regional inequality, where economic opportunity and real estate wealth are not shared across the entire metro. For policymakers, it underscores the need to incentivize development in underrepresented areas to prevent long-term stagnation in housing value and investment potential.

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