Winston-Salem — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

Winston-Salem leads the Triad in large apartment stock

Based on 2024 Census data — ALEX Intelligence 2026

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THE DATA

5.6%

Share of Homes in 50-Unit Buildings or Larger (2024)

Winston-Salem's share of large apartment units is the highest in the Greensboro-Winston-Salem-High Point metro area.

This figure reflects a concentrated stock of multifamily housing, particularly in the city's central and downtown zones. The dominance of large apartment buildings suggests a market where institutional ownership and rental demand are deeply embedded. This is not a byproduct of new construction alone but a structural feature of the city’s housing inventory.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-greensboro-apartment-share-place-mkt

01

Density drives rental resilience

Winston-Salem’s 5.6% share of large apartment units signals a housing market less sensitive to interest rate fluctuations than single-family-dominated areas. The presence of a large rental stock stabilizes occupancy and supports steady cash flow for investors, even amid elevated mortgage rates. This infrastructure makes the city a natural hub for long-term rental capital and workforce housing strategies.

02

The city is reshaping its housing identity

Greensboro's 4.1% share and Mocksville's 4.6% show that large apartment development is not confined to Winston-Salem, but the city remains the epicenter. This spatial concentration suggests that Winston-Salem is not just hosting more units — it is evolving into a distinct urban node within the Triad, with a housing mix that favors scale, affordability, and accessibility. The city's future is likely to be shaped less by suburban expansion and more by urban intensification.

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