Centennial — #1 of 10: Median Gross Rent

Centennial leads Aurora in rent prices

Source: ALEX Intelligence, November 23, 2026

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THE DATA

$2,148

Median Gross Rent (2024)

Centennial's rent level is the highest in the Aurora metro and eastern Denver region.

This figure, drawn from the U.S. Census Bureau's 2024 American Community Survey 5-Year Estimates, reflects a structural shift in housing costs across the eastern Denver metro. The data shows that Centennial now surpasses even established affluent enclaves like Greenwood Village and Cherry Creek in rent intensity, signaling that affordability pressures are no longer confined to high-density urban cores but are spreading into suburban growth corridors.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-23-aurora-gross-rent-place-mkt

01

Rent leadership signals shifting demand

The data suggests that Centennial is becoming a de facto premium gateway to the metro—where proximity to infrastructure and transit is traded for higher rent. This dynamic may accelerate a two-tiered housing market, where long-term residents are priced out of neighborhoods that were once within reach.

02

Affordability is fracturing by corridor

As investor activity in multi-family units increases in these zones, particularly near transit hubs, the risk of rent-driven displacement grows. The system is not failing uniformly—it is stratifying, with Centennial's leadership in rent serving as a barometer of where market momentum is strongest and where policy intervention may be most urgent.

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