

GUILFORD COUNTY, NC HOUSING OVERVIEW

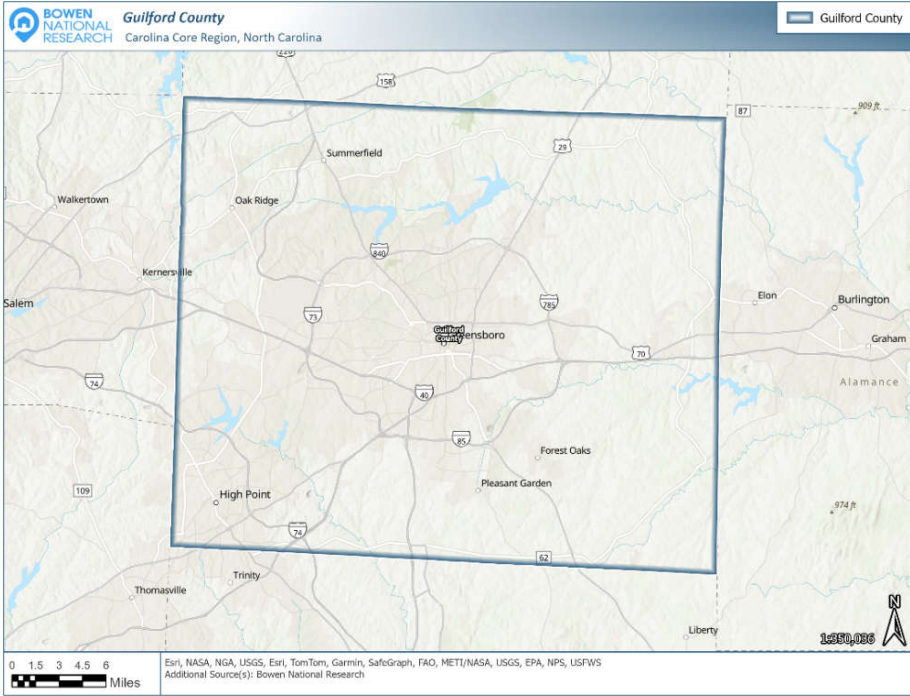
In June 2024, Bowen National Research completed a 21-county Housing Needs Assessment of the Carolina Core Region in the state of North Carolina. In conjunction with the regional Housing Needs Assessment, individual housing overviews were also prepared for select counties within the region. This housing overview includes a summary of demographic, economic and housing metrics specific to Guilford County, North Carolina. To provide a base of comparison, various metrics of Guilford County are compared with overall region and statewide numbers.

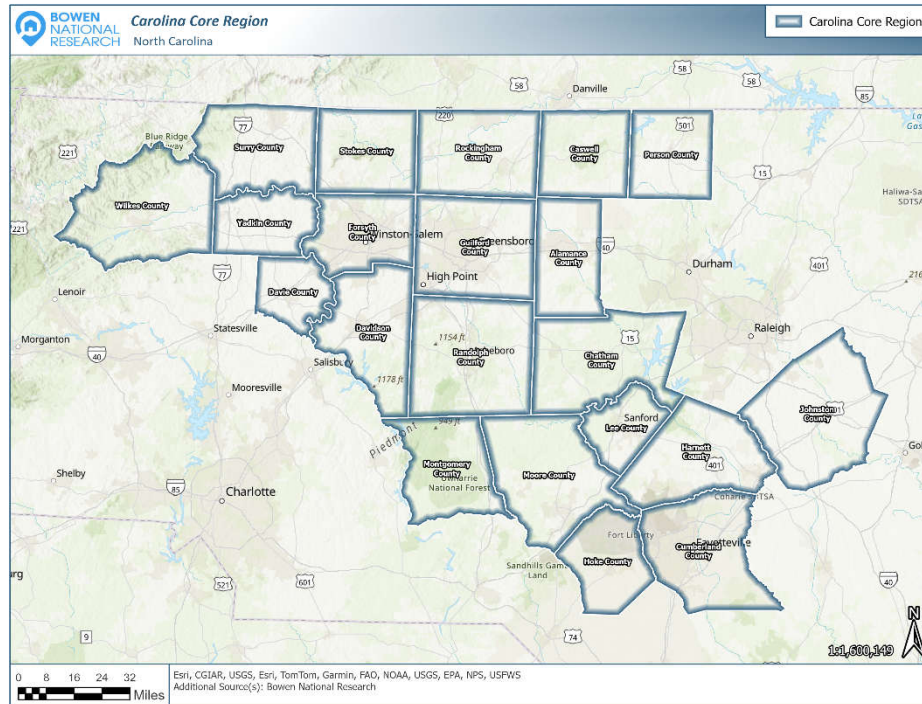
The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this overview assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

A. INTRODUCTION

Guilford County is located in the Piedmont Triad region of North Carolina. The city of Greensboro is the county seat as well as a principal city within the Piedmont Triad region. Guilford County contains approximately 658 square miles and has an estimated population of 551,579 in 2023. The primary thoroughfares through the county include Interstates 40, 73, 74, 85, 785, 840 and U.S. Highways 29, 70, 158, 220 and 421. Other municipalities in Guilford County include High Point, Archdale, Summerfield, Jamestown, Stokesdale, Gibsonville, Oak Ridge, and Pleasant Garden.

The following maps illustrate Guilford County and the Carolina Core Region.

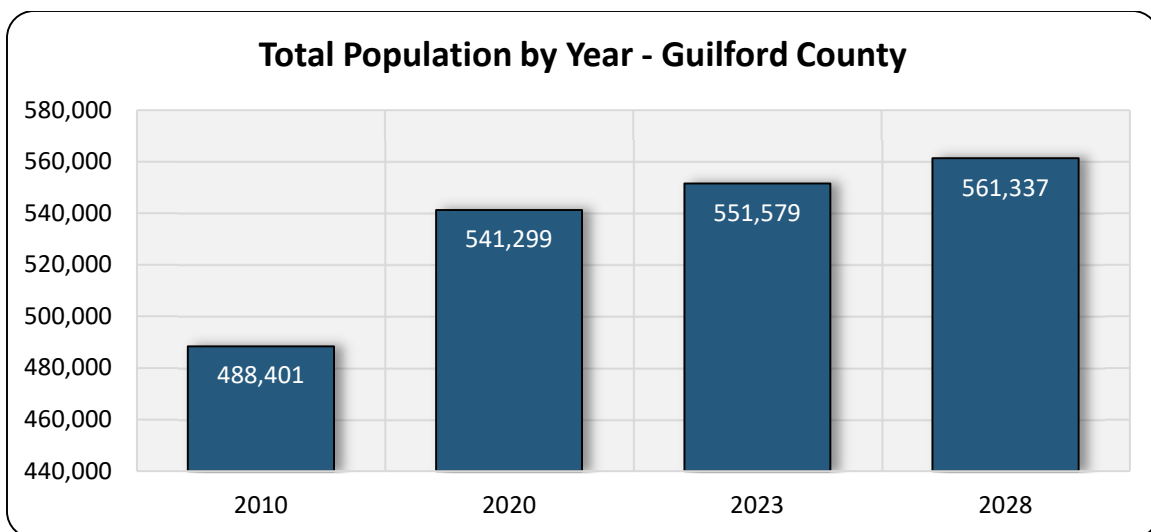




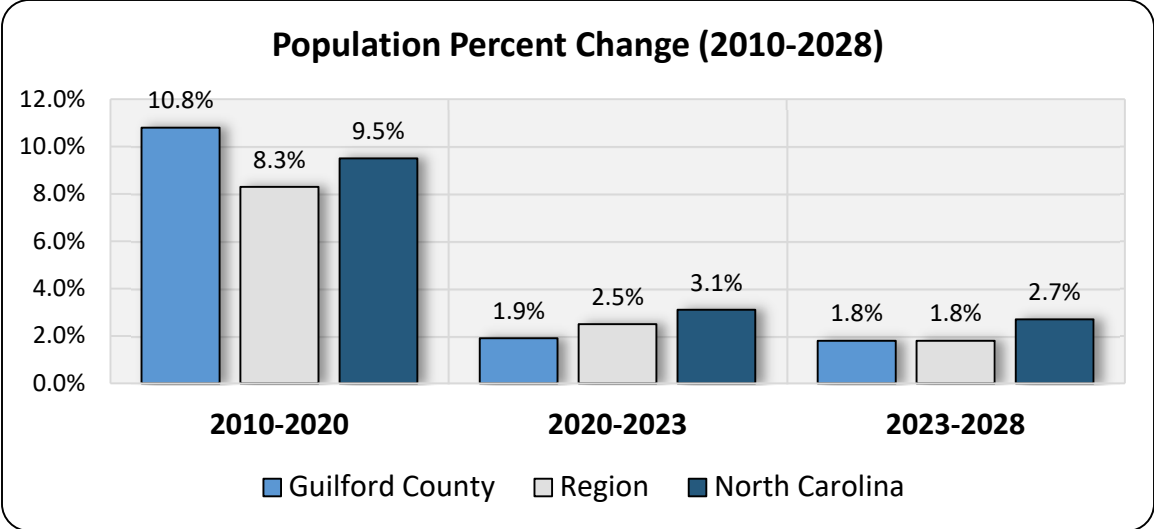
B. DEMOGRAPHIC ANALYSIS

This section of the report evaluates key demographic characteristics for Guilford County. Demographic comparisons provide insights into the human composition of housing markets. It should be noted that some total numbers and percentages may not match the totals within or between tables/graphs in this section due to rounding.

The following graphs illustrate *total population* by year for Guilford County and the projected population changes between 2023 and 2028 for each of the study areas.



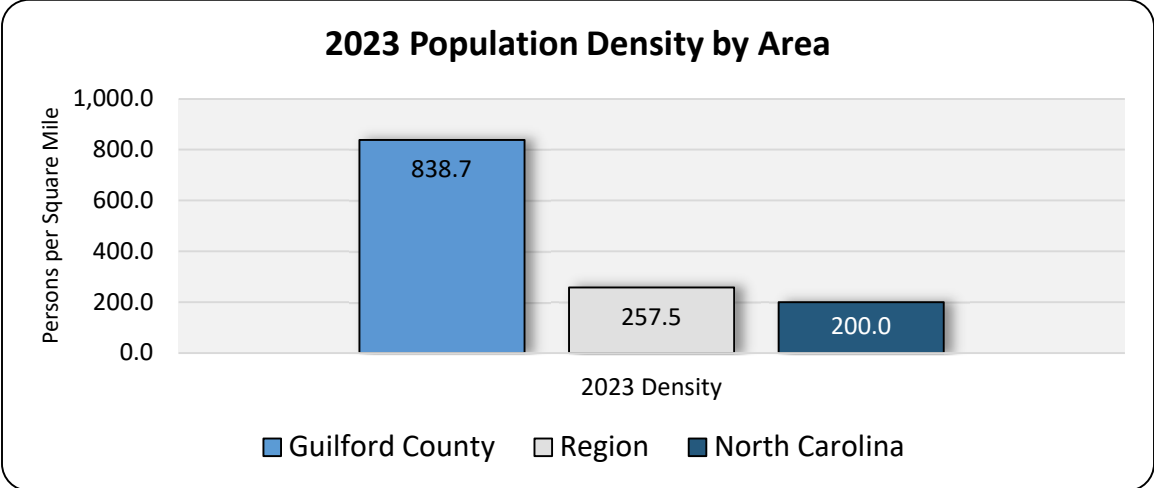
Source: 2010, 2020 Census; ESRI; Bowen National Research



Source: 2010, 2020 Census; ESRI; Bowen National Research

The population in Guilford County increased by 63,178 (12.9%) between 2010 and 2023. This represents a larger percent increase compared to the region (11.0%) and a similar rate of population growth compared to the state (12.9%) during this period. Over the next five years, the population in Guilford County is projected to increase by 1.8%, which is a similar rate of projected population growth compared to the region.

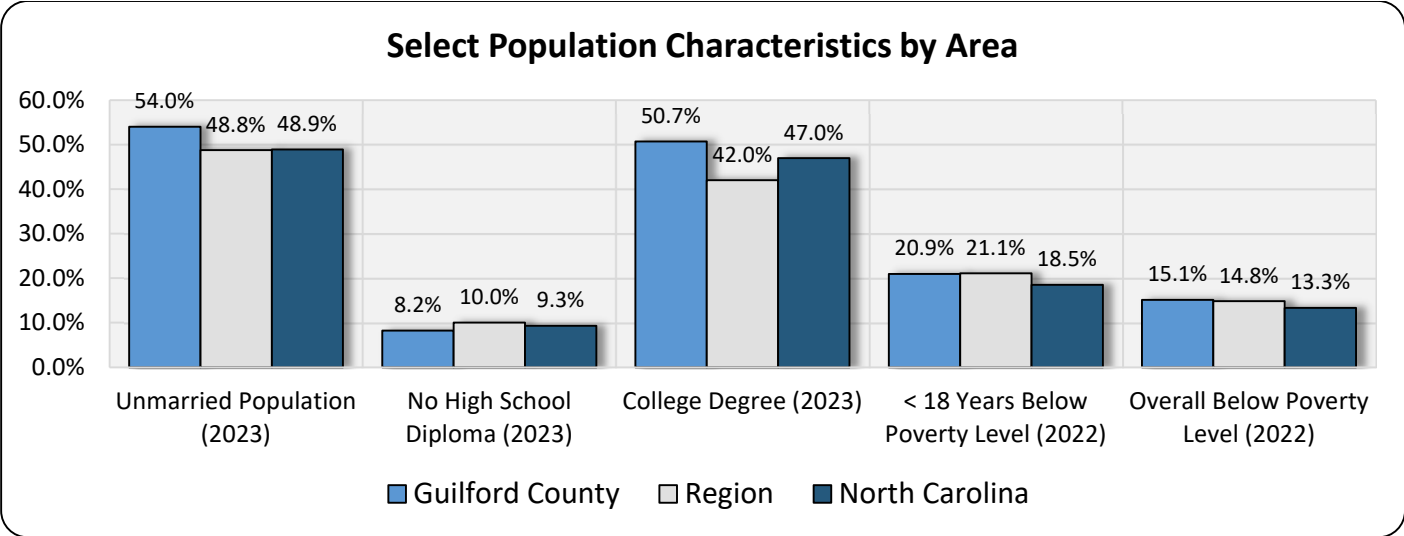
The following graph illustrates the *population density* for each study area in 2023.



Source: 2010, 2020 Census; ESRI; Bowen National Research

With a population density of 838.7 persons per square mile, Guilford County is significantly more densely populated than the Carolina Core Region (257.5 persons per mile) and state of North Carolina (200.0 persons per square mile). The higher population density for the county is primarily attributed to the city of Greensboro, which represents over half of the county population and has a population density of approximately 2,275 persons per square mile.

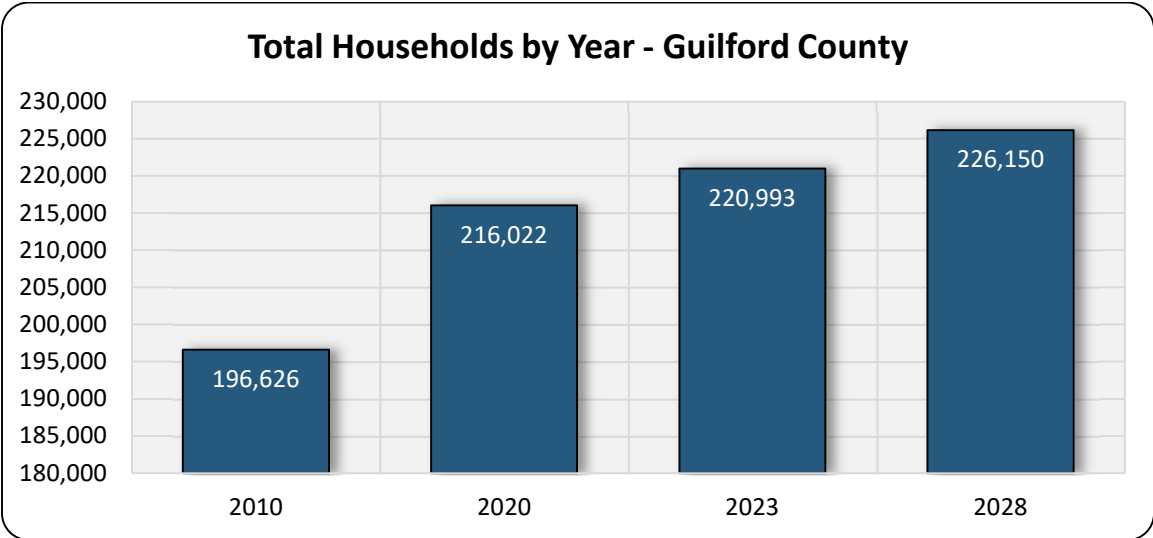
The following graph illustrates *select population characteristics* that typically influence housing affordability. Note that data included within the graph is derived from multiple sources (2020 Census, ESRI, American Community Survey) and is provided for the most recent time period available for the given source.



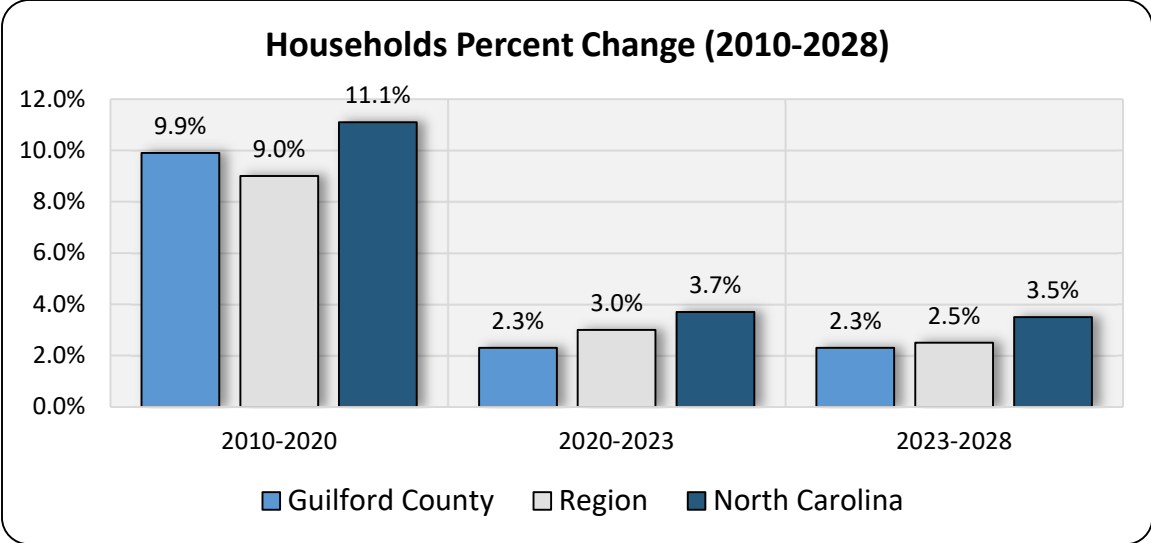
Source: U.S. Census Bureau; 2020 Census; 2018-2022 American Community Survey; ESRI; Bowen National Research

As the data illustrates, Guilford County has a higher share (54.0%) of unmarried persons compared to the region and state. The county has a lower share (8.2%) of its adult population without a high school diploma and a higher share (50.7%) of individuals with a college degree. Guilford County also has a slightly lower rate of childhood poverty and a slightly higher rate of overall poverty compared to the region.

The following graphs illustrate the number of *total households* in Guilford County by year and the projected percent changes in households between 2023 and 2028 for each of the study areas.



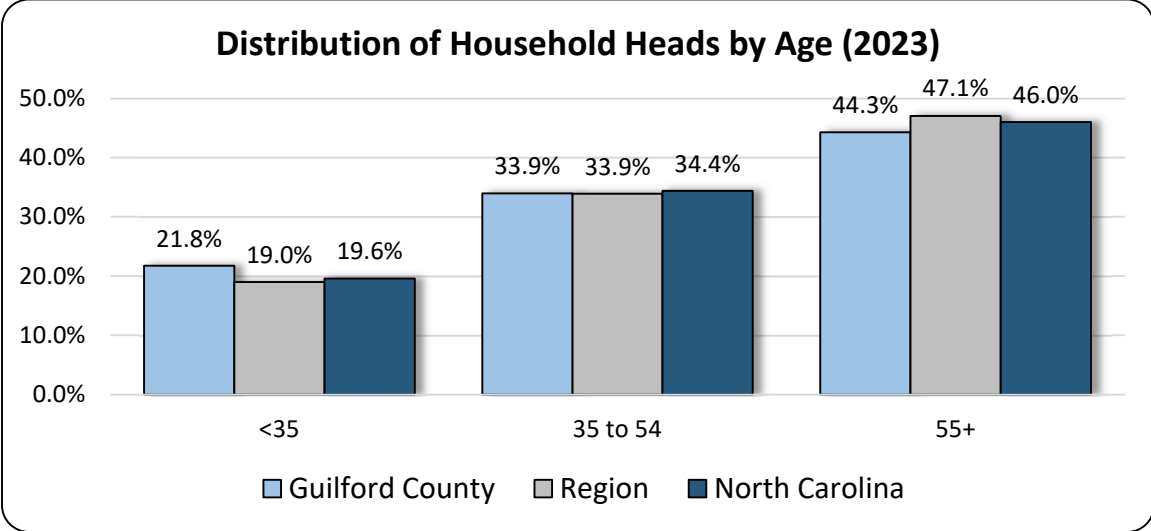
Source: 2010, 2020 Census; ESRI; Bowen National Research



Source: 2010, 2020 Census; ESRI; Bowen National Research

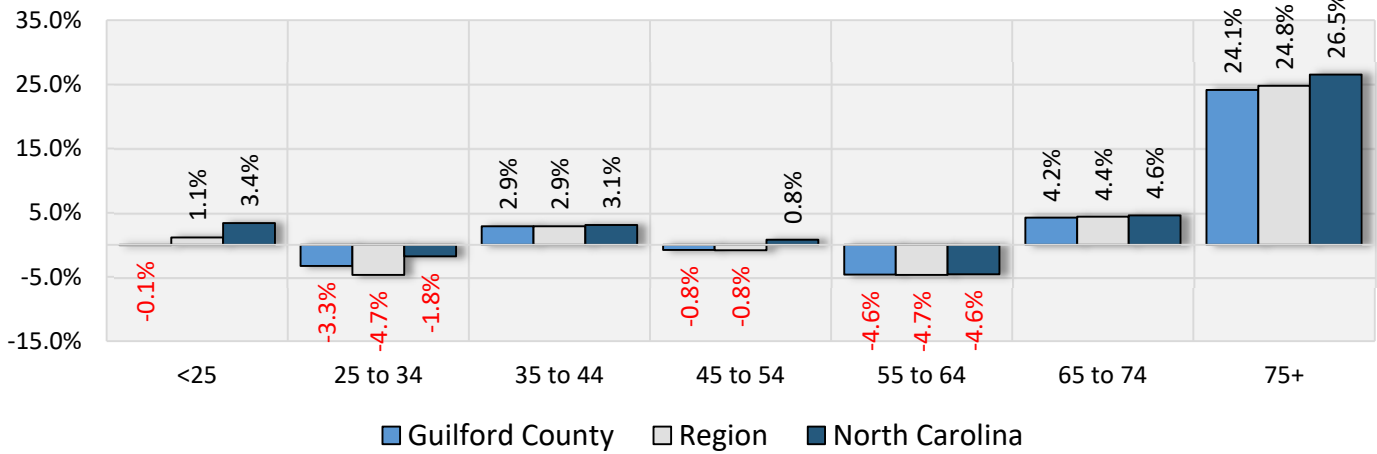
The number of households in Guilford County increased by 24,367 (12.4%) between 2010 and 2023. This represents a slightly larger percent increase compared to the region (12.2%) but a smaller percent increase compared to the state (15.2%) during this period. Over the next five years, the number of households in Guilford County is projected to increase by 5,157 households (2.3%), which represents a smaller percentage increase compared to the 2.5% increase projected for the region. While household growth can heavily influence the total housing needs of a market, factors such as households living in substandard or cost-burdened housing, people commuting into the area for work, pent-up demand, and availability of existing housing all affect housing needs. These factors are addressed throughout this overview.

The following graphs compare the share of *household heads by age* for each of the study areas in 2023 and the projected changes in household heads by age cohort between 2023 and 2028.



Source: ESRI; Bowen National Research

Projected Percent Change in Household Heads by Age (2023-2028)

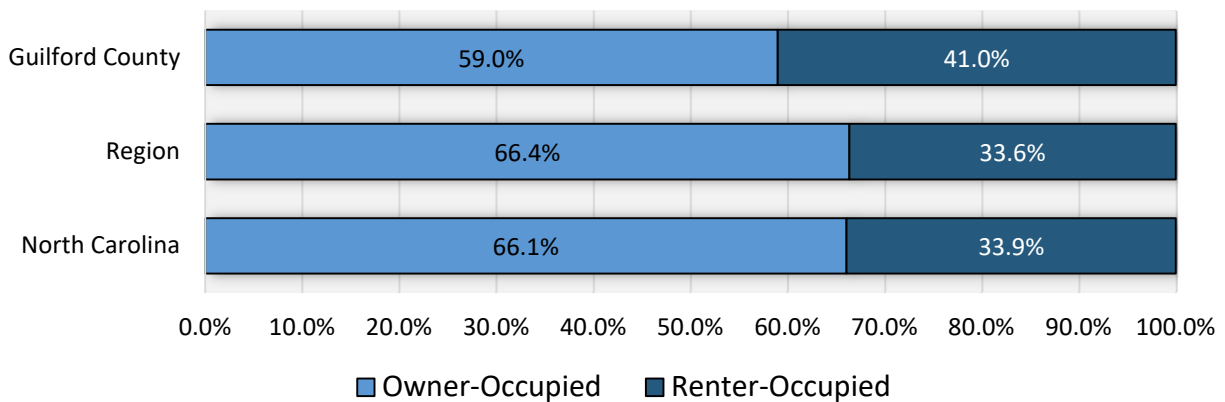


Source: ESRI; Bowen National Research

Overall, the data shows that Guilford County has a slightly higher share (21.8%) of households under the age of 35 and a slightly lower share (44.3%) of households aged 55 and older when compared to the Carolina Core Region and the state of North Carolina. During the next five years, households aged 75 or older are projected to increase by 24.1% in Guilford County. Noteworthy increases are also projected for households between the ages of 65 and 74 (4.2%) and between the ages of 35 and 44 (2.9%). The overall projected changes in households by age in Guilford County are broadly consistent with the projections for the Carolina Core Region during this time with the exception of households under the age of 25, which are projected to decrease (by 0.1%) in the county between 2023 and 2028.

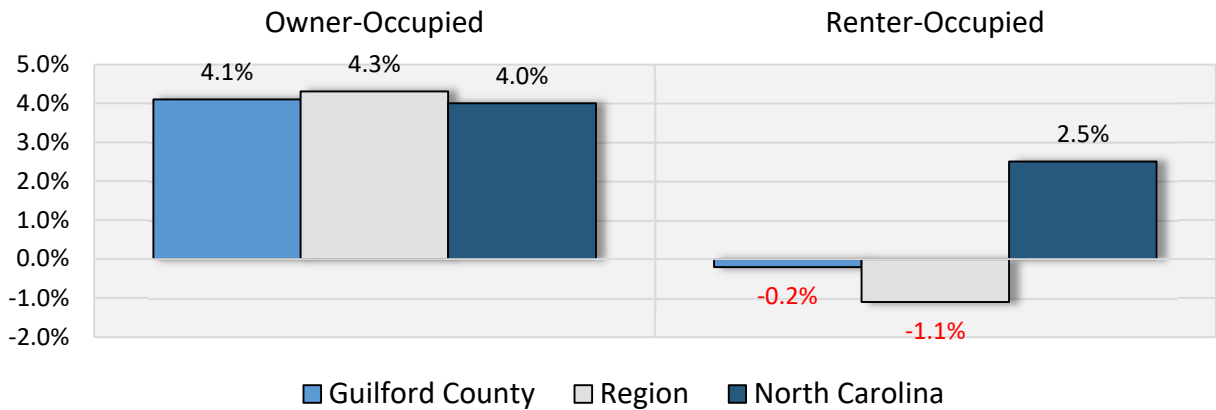
The following graphs compare the share of *households by tenure* (renters and owners) for 2023 and the projected *percent change* in households by tenure between 2023 and 2028 for each of the study areas.

Households by Tenure (2023)



Source: 2010 Census; ESRI; Bowen National Research

Projected Percent Change in Households by Tenure (2023-2028)

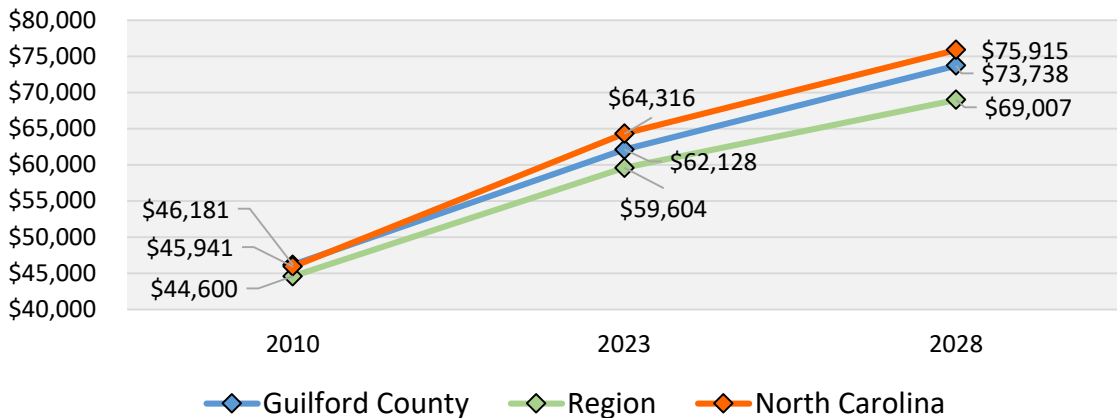


Source: 2010 Census; ESRI; Bowen National Research

Guilford County has a larger share (41.0%) of renter households compared to the Carolina Core Region and the state of North Carolina. Over the next five years, it is projected that the number of renter households in Guilford County will decrease by 0.2%, while the number of owner households will increase by 4.1%. The projected increase in owner households is within the range of both regional and state projections between 2023 and 2028, while the overall share of renter households in the county is projected to decline at a lower rate than the region. Despite the projected decrease in renter households, demand for rental housing in the county will persist due to a variety of factors, which may include existing pent-up demand, substandard housing, housing cost burden, and/or other factors. The projected increase of owner households in Guilford County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

The following compares the *median household income* for each of the study areas from 2010 to 2028.

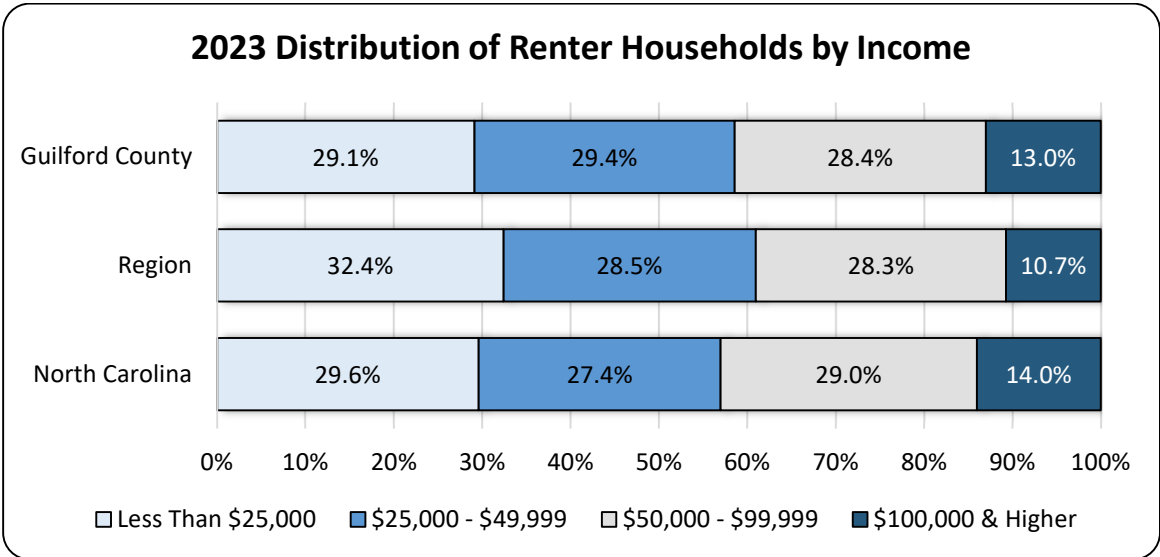
Median Household Income by Year



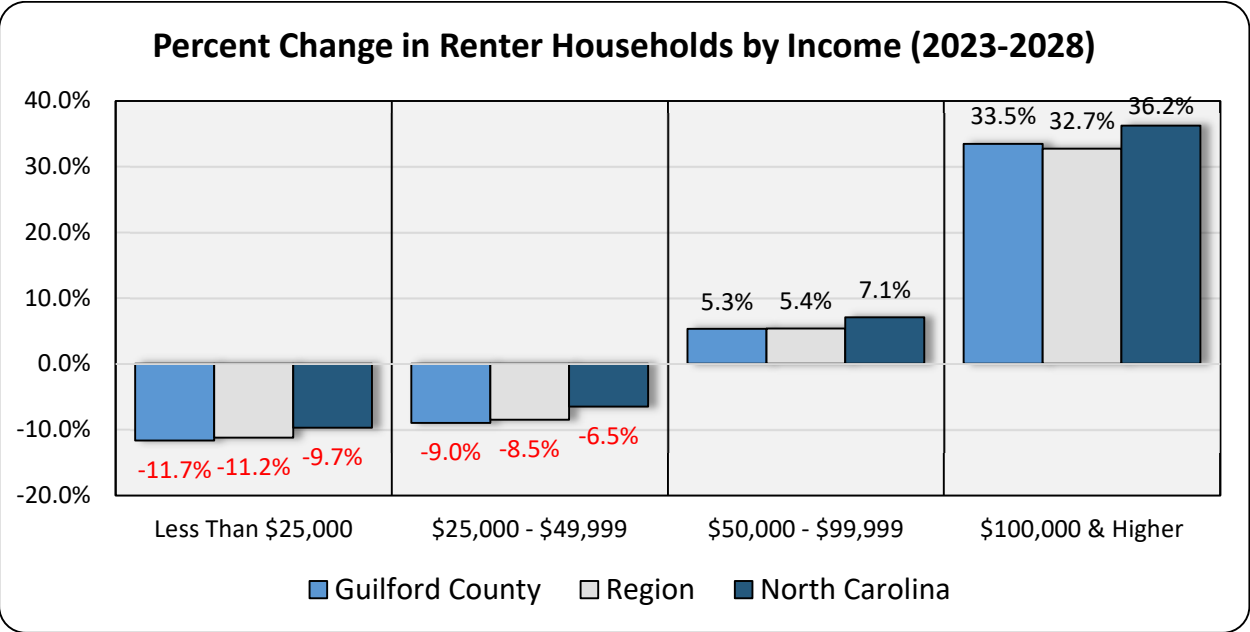
Source: 2010 Census; ESRI; Bowen National Research

As the preceding illustrates, the 2023 median household income in Guilford County (\$62,128) is 4.2% more than the region’s median household income and 3.4% less than the statewide median household income. Over the next five years, it is projected that the median household income in Guilford County will increase to \$73,738 (18.7%). The projected median household income in the county will remain above that of the region (\$69,007) and below the statewide median household income (\$75,915) during this period.

The following graphs compare *renter households by income* for 2023 and the projected *percent* change in renter households by income between 2023 and 2028 for each of the study areas.



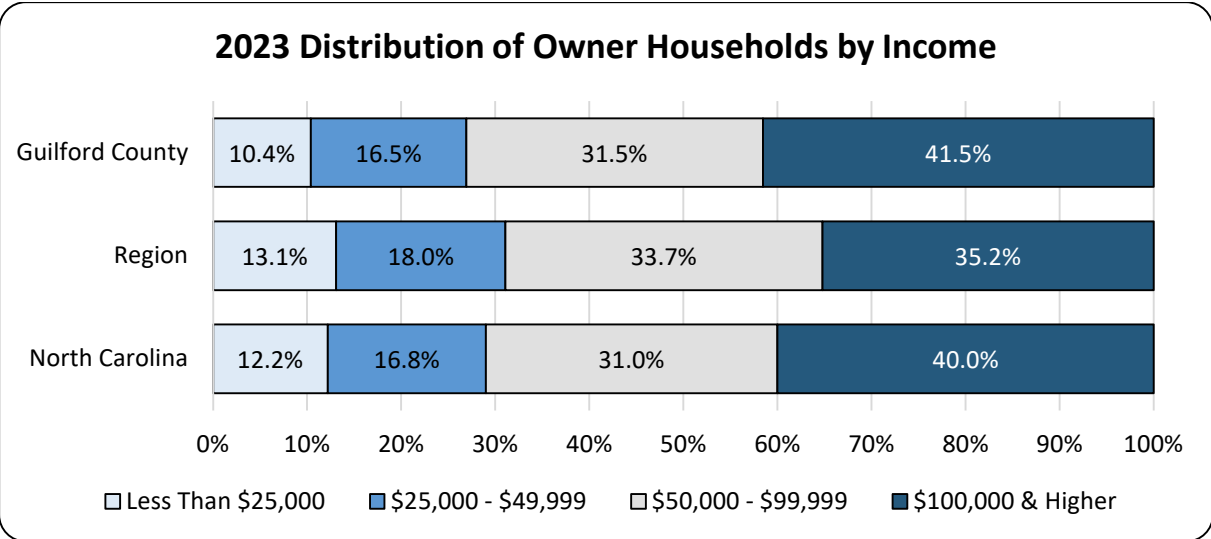
Source: 2020 Census; ESRI; Bowen National Research



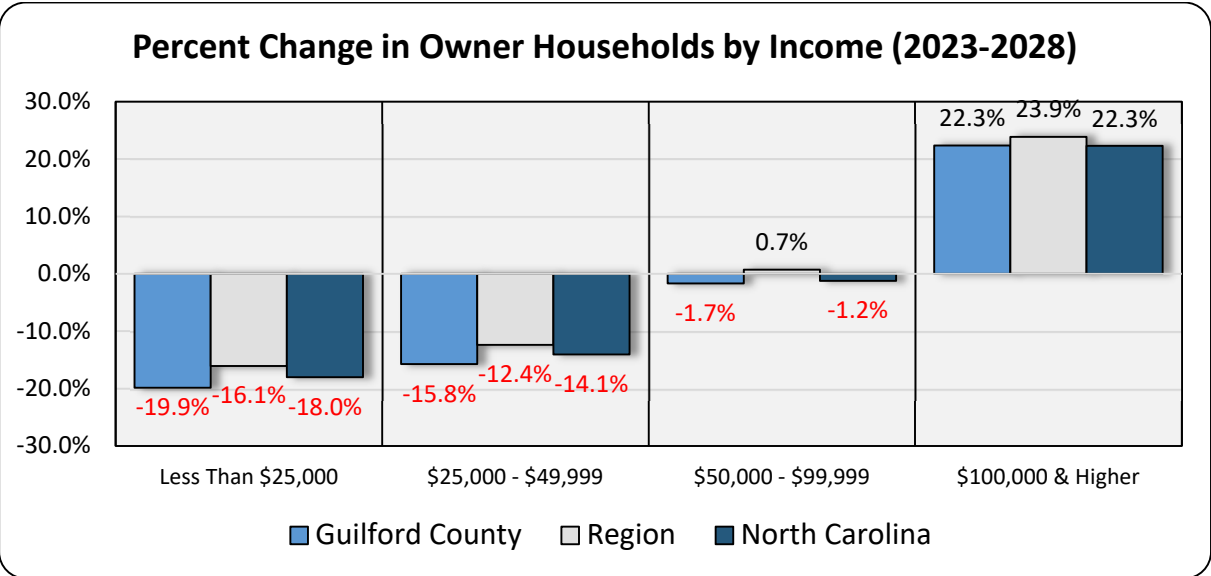
Source: 2020 Census; ESRI; Bowen National Research

In 2023, the distribution of renter households by income in Guilford County is generally comparable to the distributions within the region and state. Between 2023 and 2028, the most significant growth of renter households in the county is projected among those earning \$100,000 or more (33.5%), while renter households earning between \$50,000 and \$99,999 are projected to increase by 5.3% during this period. Note that renter households earning less than \$50,000 are projected to decrease in the county, region, and state during the next five years. Despite the decrease in renter households earning less than \$50,000, a significant share of renter households in the county will continue to earn less than \$50,000 annually in 2028.

The following graphs compare *owner households by income* for 2023 and the projected *percent* change in owner households by income between 2023 and 2028 for each of the study areas.



Source: 2020 Census; ESRI; Bowen National Research



Source: 2020 Census; ESRI; Bowen National Research

Guilford County has a higher share (41.5%) of owner households with incomes of \$100,000 and higher when compared to the Carolina Core Region (35.2%) and the state of North Carolina (40.0%). Between 2023 and 2028, owner households earning \$100,000 or higher are projected to increase by 22.3%, while owner households earning less than \$100,000 are projected to decrease in the county during this period.

The following table illustrates the *components of population change* for Guilford County, the Carolina Core Region and the state of North Carolina between April 2010 and July 2020.

Estimated Components of Population Change by Area April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Change	Domestic Migration	International Migration	Net Migration
Guilford County	488,455	540,521	52,066	10.7%	18,764	19,335	14,198	33,533
Region	2,609,144	2,843,723	234,579	9.0%	81,927	110,477	41,435	151,912
North Carolina	9,535,762	10,600,823	1,065,061	11.2%	322,122	548,965	188,694	737,659

Source: U.S. Census Bureau, Population Division, October 2021

*Each geography includes residuals representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population increase within Guilford County from 2010 to 2020 was a combination of natural increase (more births than deaths), domestic migration, and international migration. While all three components were positive in Guilford County, domestic migration (19,335) was the largest individual component.

The following table illustrates the top five *regional inflow and outflow* migration counties for Guilford County. Note that counties that directly border Guilford County are highlighted in red text.

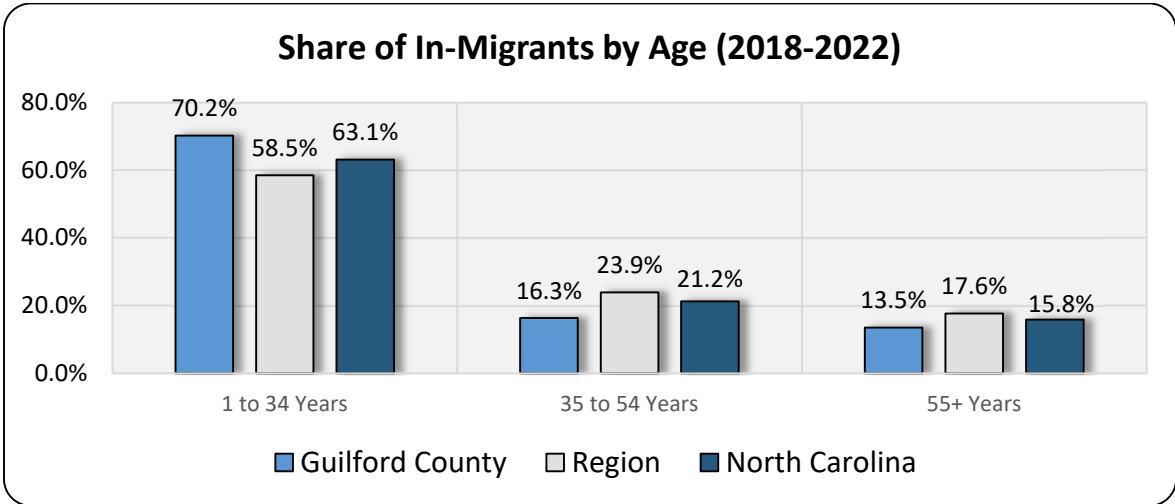
County-to-County Regional Migration (2016-2020)* Top Five Inflow and Outflow Counties – Guilford County, North Carolina			
Inflow		Outflow	
County	Percent	County	Percent
Forsyth County, NC	11.4%	Forsyth County, NC	11.6%
Davidson County, NC	8.6%	Randolph County, NC	10.7%
Alamance County, NC	6.4%	Mecklenburg County, NC	9.6%
Wake County, NC	5.7%	Davidson County, NC	9.2%
Mecklenburg County, NC	5.6%	Wake County, NC	6.8%

Source: U.S. Census Bureau, 2020 5-Year American Community Survey; Bowen National Research

*Regional migration data only includes counties within Georgia, North Carolina, South Carolina, Tennessee, and Virginia

As the preceding illustrates, 37.7% of in-migration for Guilford County is among the top five inflow counties listed, while 47.9% of the outflow is among the top five outflow counties. Note that Alamance, Davidson, Forsyth, and Randolph counties each border Guilford County and are among the top five inflow and/or outflow counties.

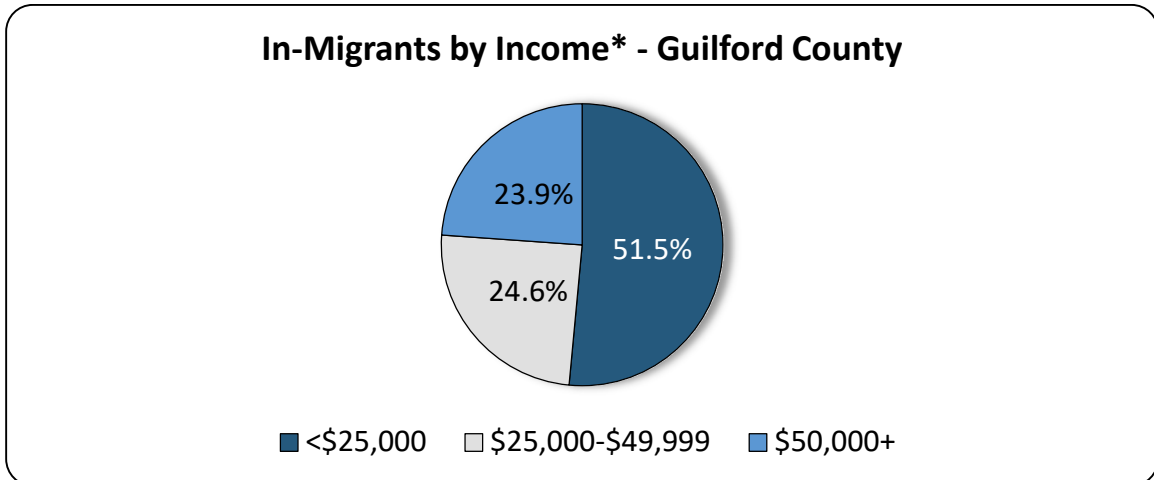
The following graph illustrates the distribution of *domestic in-migrants by age* for each study area from 2018 to 2022.



Source: U.S. Census Bureau, 2022 5-Year ACS Estimates (S0701); Bowen National Research

As the preceding data illustrates, over 70% of in-migrants to Guilford County are under 35 years of age, which is a higher share of younger in-migrants compared to the Carolina Core Region (58.5%) and the state of North Carolina (63.1%). By comparison, the county has lower shares of in-migrants aged 35 and over compared to the region and state.

The following graph summarizes the distribution of *in-migrants by income* level for Guilford County. Note that this data is provided for the county *population*, not households, ages 15 and above and reflects *annual averages* based on five-year ACS estimates (2018-2022).



Source: U.S. Census Bureau, 2022 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

As the preceding data illustrates, over half (51.5%) of in-migrants to Guilford County earn less than \$25,000 annually, while only 23.9% earn \$50,000 or more. As such, housing affordability is likely an important factor for many in-migrants to the county.

C. ECONOMY AND WORKFORCE ANALYSIS

Labor Force

The following table illustrates *the employment base by industry* for Guilford County, the Carolina Core Region, and the state of North Carolina. The top five industries by share of employment for each area are highlighted in **red** text.

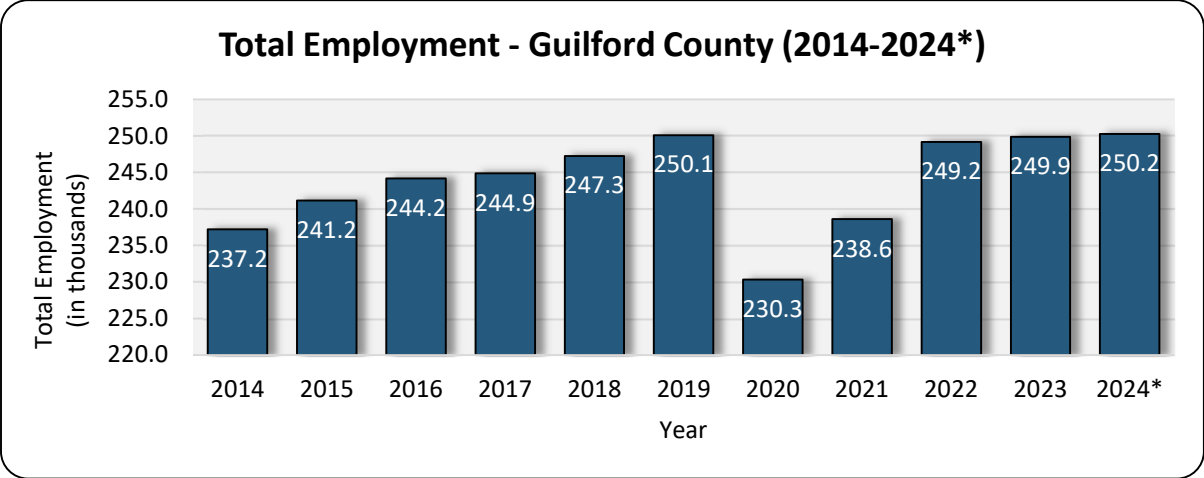
NAICS Group	Employment by Industry					
	Guilford County		Region		North Carolina	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	436	0.2%	3,723	0.3%	25,956	0.6%
Mining	158	0.1%	672	0.1%	3,118	0.1%
Utilities	355	0.1%	2,374	0.2%	21,553	0.5%
Construction	13,890	4.8%	52,575	4.7%	227,268	5.0%
Manufacturing	36,584	12.8%	125,210	11.2%	410,950	9.0%
Wholesale Trade	14,639	5.1%	48,624	4.3%	185,068	4.1%
Retail Trade	34,591	12.1%	149,964	13.4%	607,690	13.3%
Transportation & Warehousing	9,751	3.4%	27,079	2.4%	104,390	2.3%
Information	8,164	2.8%	21,264	1.9%	110,199	2.4%
Finance & Insurance	11,181	3.9%	32,818	2.9%	137,360	3.0%
Real Estate & Rental & Leasing	8,152	2.8%	27,490	2.5%	131,253	2.9%
Professional, Scientific & Technical Services	17,530	6.1%	58,439	5.2%	280,490	6.1%
Management of Companies & Enterprises	346	0.1%	1,396	0.1%	11,825	0.3%
Administrative, Support, Waste Management & Remediation Services	6,518	2.3%	21,888	2.0%	99,112	2.2%
Educational Services	19,150	6.7%	97,925	8.7%	359,838	7.9%
Health Care & Social Assistance	39,457	13.8%	174,236	15.5%	714,438	15.6%
Arts, Entertainment & Recreation	5,675	2.0%	16,565	1.5%	82,250	1.8%
Accommodation & Food Services	26,564	9.3%	109,066	9.7%	439,039	9.6%
Other Services (Except Public Administration)	17,604	6.1%	71,518	6.4%	283,770	6.2%
Public Administration	12,123	4.2%	70,009	6.2%	303,079	6.6%
Non-classifiable	3,895	1.4%	8,207	0.7%	28,041	0.6%
Total	286,763	100.0%	1,121,042	100.0%	4,566,687	100.0%

Source: 2010 Census; ESRI; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Guilford County has an employment base of approximately 286,000 individuals within a broad range of employment sectors. The labor force within the county is based primarily in five sectors: Health Care and Social Assistance (13.8%), Manufacturing (12.8%), Retail Trade (12.1%), Accommodation and Food Services (9.3%), and Educational Services (6.7%). These are also the top five industries within the region and state. Combined, the top five job sectors represent 54.7% of the county employment base. While many occupations within the manufacturing, education, and healthcare sectors offer competitive wages, it is important to understand that a significant number of the support occupations in these industries, as well as within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing options.

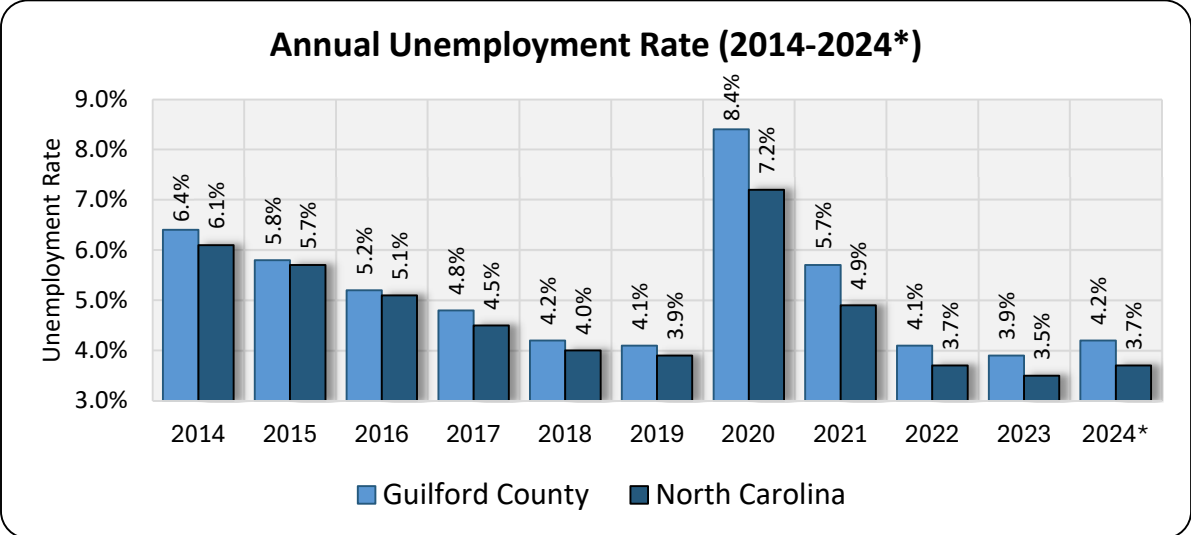
Total employment reflects the number of employed persons who live within an area regardless of where they work. The following illustrates the *total employment* base for Guilford County between 2014 and 2024.



Source: Department of Labor; Bureau of Labor Statistics
*Through March

As the preceding illustrates, total employment within Guilford County steadily increased between 2014 and 2019. In 2020, total employment in the county decreased by nearly 20,000 jobs, which can be largely attributed to the economic impact of the COVID-19 pandemic. Total employment in the county increased each year since 2020. As of March 2024, total employment in Guilford County is slightly above 100.0% of the 2019 level.

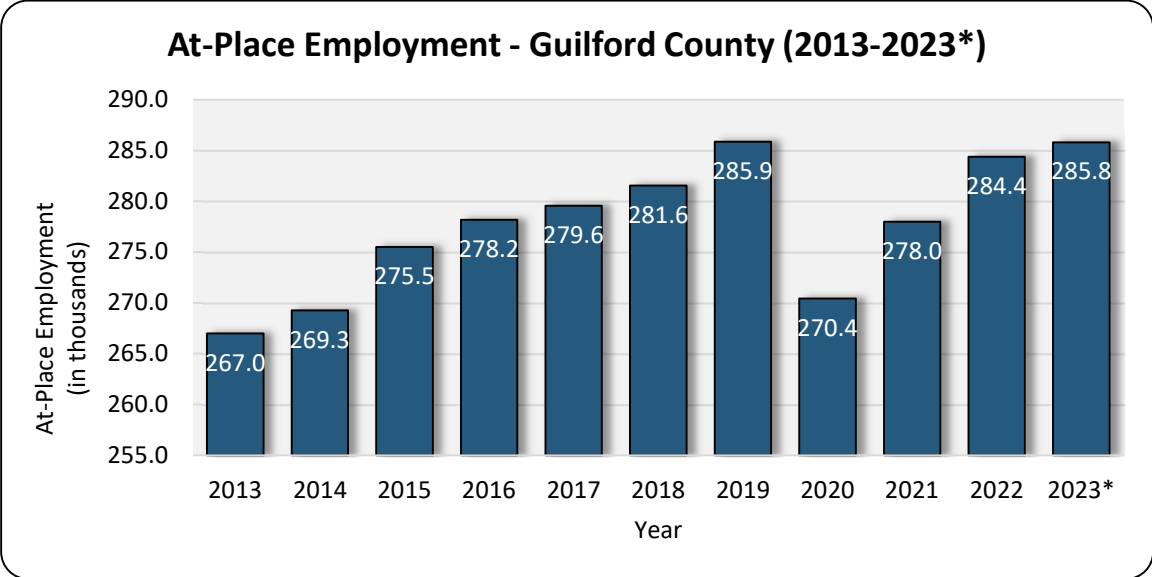
The following illustrates the *annual unemployment rate* for Guilford County and the state of North Carolina from 2014 to 2024.



Source: Department of Labor, Bureau of Labor Statistics
*Through March

As the preceding data shows, the unemployment rate in Guilford County steadily declined from 6.4% in 2014 to 4.1% in 2019. The county unemployment rate increased to 8.4% due to the economic impact from the COVID-19 pandemic. After the increase in 2020, the county unemployment rate declined each year up to 2023. As of March 2024, the unemployment rate in Guilford County is 4.2%. It is also noteworthy that the unemployment rate in the county has been slightly above the state unemployment rate for each year since 2014.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total *at-place employment* base for Guilford County from 2013 to 2023.



Source: Department of Labor; Bureau of Labor Statistics
 *Through September

As the preceding illustrates, at-place employment within Guilford County increased each year between 2013 and 2019, with a significant reduction in 2020 due to the economic impact of the COVID-19 pandemic. As of September 2023, at-place employment within the county is at nearly 100% of the 2019 level. Overall, this reflects an increase of approximately 18,800 jobs in Guilford County between 2013 and September 2023.

Commuting Data

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. In addition, the individuals commuting into a market from neighboring markets represent a potential base of support for future residential development.

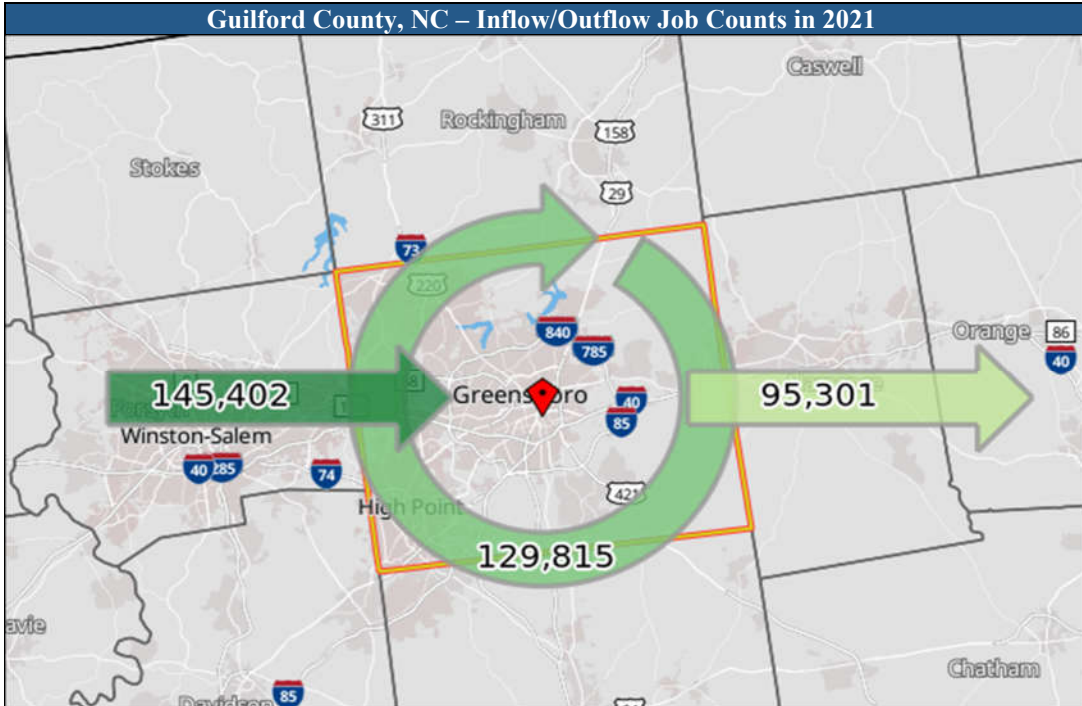
The following table summarizes two *commuting pattern attributes* (mode and time) for Guilford County.

Commuting Attributes Guilford County, North Carolina							
Mode							
	Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	Total
Number	201,352	21,038	4,194	4,569	2,737	22,271	256,161
Percent	78.6%	8.2%	1.6%	1.8%	1.1%	8.7%	100.0%
Time							
	Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes	Worked at Home	Total
Number	66,273	107,930	40,518	8,102	11,067	22,271	256,161
Percent	25.9%	42.1%	15.8%	3.2%	4.3%	8.7%	100.0%

Source: ESRI; Bowen National Research

As the preceding illustrates, the vast majority (86.8%) of individuals in Guilford County utilize their own vehicles or carpool to work. In addition, over two-thirds (68.0%) of commuters in the area have relatively short commute times (less than 30 minutes) to their place of employment.

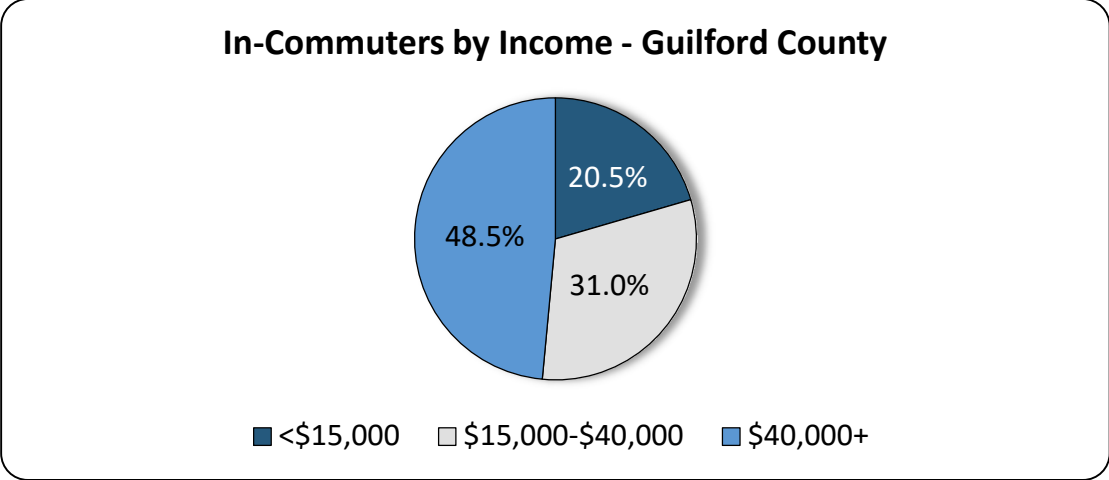
The following illustrates the overall *commuter flow* for Guilford County based on 2021 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES) data.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

As the preceding illustrates, there are 275,217 individuals employed in Guilford County. Of these, 145,402 workers (52.8%) originate from outside the county. In addition, over 95,000 residents of the county commute to surrounding areas daily for employment. Regardless, the 145,402 non-residents who work in the county represent a substantial base of potential support for future residential development within the county.

The following illustrates the distribution of *in-commuters by annual income* for Guilford County.

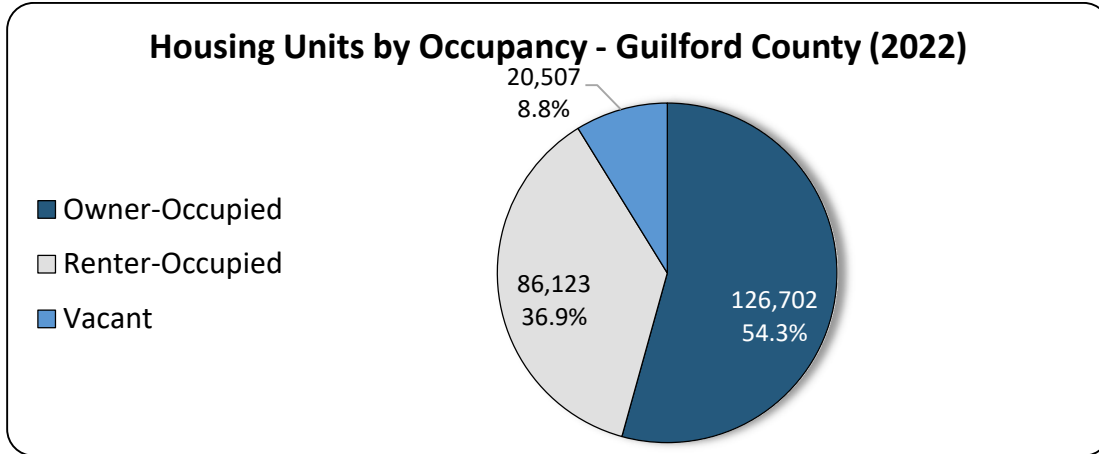


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

The preceding shows that nearly one-half (48.5%) of in-commuters to Guilford County earn \$40,000 or more annually, while 31.0% of in-commuters earn between \$15,000 and \$40,000. The remaining share of in-commuters (20.5%) earn less than \$15,000 annually. Due to the range of incomes, a variety of housing types could be developed to potentially attract some of the 145,402 in-commuters to live within Guilford County.

D. HOUSING METRICS

The estimated distribution of the area *housing stock by occupancy/tenure status* for Guilford County for 2022 is illustrated in the following graph:



Source: American Community Survey (2018-2022); ESRI; Bowen National Research

Of the 233,332 total housing units in Guilford County, 54.3% are owner occupied and 36.9% are renter occupied. The remaining share (8.8%) of housing units are vacant. It should be noted that vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key *housing age and conditions* based on 2018-2022 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions (2022)											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Guilford County	23,975	27.8%	35,166	27.8%	3,527	4.1%	2,206	1.7%	2,040	2.4%	439	0.3%
Region	99,880	27.0%	178,181	24.2%	13,835	3.7%	11,160	1.5%	6,734	1.8%	3,473	0.5%
North Carolina	324,950	23.4%	581,740	21.4%	55,035	4.0%	36,635	1.3%	22,203	1.6%	14,625	0.5%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

In Guilford County, 27.8% of the renter- and owner-occupied housing units were built prior to 1970. Both shares are slightly higher than the regional and statewide shares of older housing units. The county also has slightly higher shares of overcrowded renter-occupied and owner-occupied units compared to the region and state. The share (2.4%) of renter-occupied housing units with incomplete plumbing and/or kitchen facilities is higher than regional and statewide shares, while the share (0.3%) of owner-occupied housing units with incomplete plumbing and kitchen facilities is lower than these areas. Overall, there are approximately 5,567 renter households and 2,645 owner households in Guilford County living in substandard housing conditions.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability							
	Total HH (2023)	Median HH Income (2023)	Median Home Value (2023)	Median Gross Rent (2022)	Share of Cost Burdened HH (2022)*		Share of Severe Cost Burdened HH (2022)**	
					Renter	Owner	Renter	Owner
Guilford County	220,993	\$62,128	\$240,016	\$1,049	46.8%	19.7%	21.4%	7.6%
Region	1,154,900	\$59,604	\$219,542	\$970	43.8%	18.8%	20.8%	7.7%
North Carolina	4,313,434	\$64,316	\$262,945	\$1,093	43.6%	18.9%	20.8%	7.7%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

HH – Households

*Paying more than 30% of income toward housing costs; **Paying more than 50% of income toward housing costs

The estimated median home value in Guilford County of \$240,016 is 9.3% higher than the median home value for the Carolina Core Region (\$219,542) and 8.7% lower than the median home value for the state of North Carolina (\$262,945). The median gross rent in the county (\$1,049) is 8.1% higher than the region and 4.0% lower than the state. With a median household income of \$62,128 in Guilford County, approximately 46.8% of renter households and 19.7% of owner households are housing cost burdened. As a result, there are 40,306 renter households and 24,960 owner households in Guilford County that are housing cost burdened, of which over 28,000 households are severe cost burdened (paying more than 50% of income toward housing costs). As such, affordable housing alternatives should be an integral part of future housing solutions.

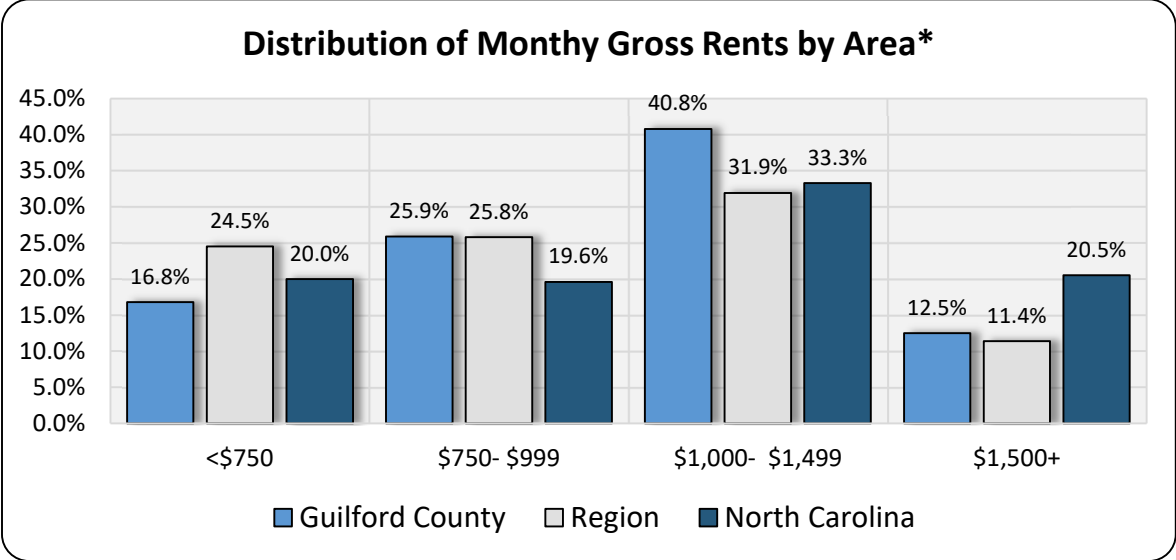
Based on the 2018-2022 American Community Survey (ACS) data, the following is a distribution of all occupied housing by *units in structure by tenure* (renter or owner) for the county, region, and state.

		Renter-Occupied Housing by Units in Structure (2022)				Owner-Occupied Housing by Units in Structure (2022)			
		4 Units or Less	5 Units or More	Mobile Home/Other	Total	4 Units or Less	5 Units or More	Mobile Home/Other	Total
		Guilford County	Number	40,404	43,134	2,585	86,123	120,853	2,603
	Percent	46.9%	50.1%	3.0%	100.0%	95.4%	2.1%	2.6%	100.0%
Region	Number	199,433	125,963	43,953	369,349	653,854	6,376	76,147	736,377
	Percent	54.0%	34.1%	11.9%	100.0%	88.8%	0.9%	10.3%	100.0%
North Carolina	Number	707,628	519,370	160,273	1,387,271	2,396,187	31,813	289,961	2,717,961
	Percent	51.0%	37.4%	11.6%	100.0%	88.2%	1.2%	10.7%	100.0%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research

Nearly one-half (49.9%) of the *rental* units in Guilford County are within structures of four units or less or mobile homes. Overall, the county has a larger share (50.1%) of multifamily rental housing (five or more units within a structure) when compared to the region (34.1%) and state (37.4%). Guilford County also has a higher share (95.4%) of *owner*-occupied units within structures containing four units or less compared to the region and state.

The following graph illustrates the *distribution of monthly gross rents* (per unit) for rental alternatives within the county, region, and the state. Note that this data includes both multifamily rentals and non-conventional rentals. However, with nearly one-half (49.9%) of all rental units in the county classified as non-conventional (four units or less within a structure), this data provides insight into the overall distribution of rents among the non-conventional rental supply. Note that gross rents include tenant-paid rents and tenant-paid utilities.



Source: American Community Survey (2018-2022); ESRI; Bowen National Research
 *Excludes rentals classified as “No Cash Rent”

As the preceding illustrates, the largest share (40.8%) of Guilford County rental units have gross rents between \$1,000 and \$1,499, while units with gross rents between \$750 and \$999 represent the second largest share (25.9%). Note that the county has a lower share (16.8%) of units with gross rents below \$750 compared to both the region and state and a lower share (12.5%) of units with gross rents of \$1,500 and above compared to the state. The variance in gross rents indicates the county has at least some capacity to accommodate a variety of income levels.

Bowen National Research's Survey of Housing Supply

Multifamily Rental Housing

A field survey of multifamily rental properties was conducted as part of the Carolina Core Region Housing Needs Assessment. The following table summarizes the surveyed ***multifamily rental supply by project type*** for Guilford County and the Carolina Core Region. Note that vacancy rates below the optimal range of 4% to 6% are illustrated in **red** text.

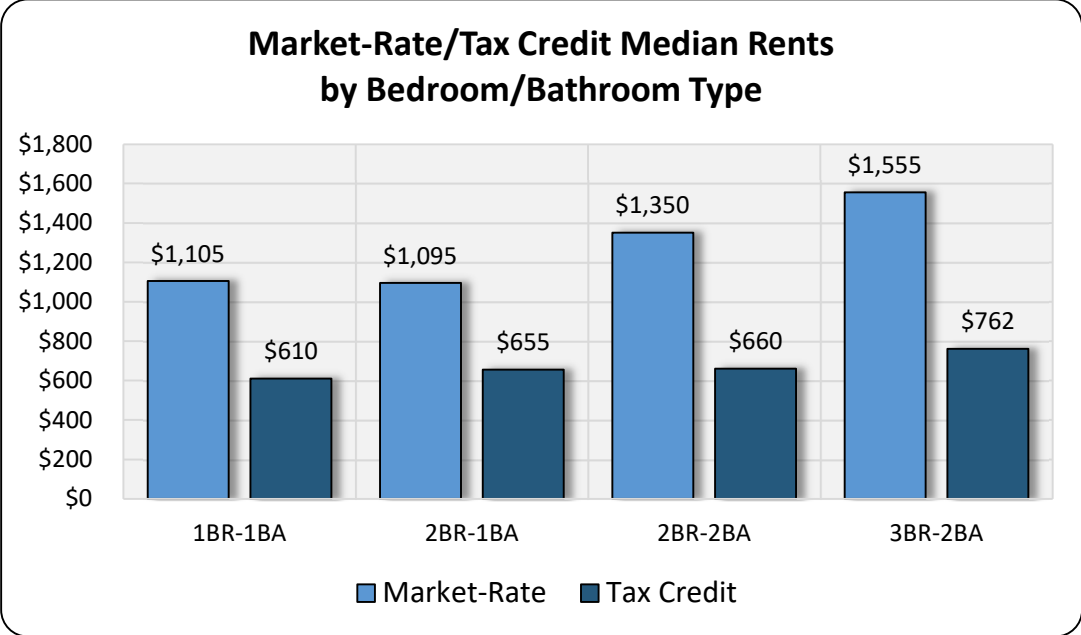
Surveyed Multifamily Rental Housing Supply by Area and Project Type					
Project Type	Projects Surveyed*	Total Units	Vacant Units	Vacancy Rate	Wait Lists
Guilford County					
Market-Rate	121	27,185	1,635	6.0%	1-25 HH; 3-6 Mo.
Tax Credit	26	1,567	34	2.2%	33-300 HH; 1-48 Mo.
Government Subsidized	35	2,899	1	0.1%	12-2,000 HH; 12-36 Mo.
Total	175	31,651	1,670	5.3%	1-2,000 HH; 1-48 Mo.
Carolina Core Region					
Market-Rate	418	75,832	5,081	6.7%	1-100 HH; 2-12 Mo.
Tax Credit	136	8,253	85	1.0%	1-400 HH; 1-48 Mo.
Government Subsidized	226	12,416	25	0.2%	2-8,000 HH; 1-36 Mo.
Total	761	96,501	5,191	5.4%	1-8,000 HH; 1-36 Mo.

Source: Bowen National Research

*Total projects surveyed may not equal sum of individual types due to projects having multiple unit types

In Guilford County, a total of 175 apartment properties were surveyed, which comprised a total of 31,651 units. Overall, the multifamily units are 94.7% occupied, with a total of 1,670 vacancies. While the overall occupancy rate is within the 94% to 96% range that is generally considered to be a healthy occupancy rate for multifamily rental markets, it should be noted that Tax Credit and government-subsidized units have extremely high occupancy rates (97.8% and 99.9%, respectively). Note that only one vacancy was identified among the 2,899 government-subsidized units surveyed in the county. The extremely high occupancy rates and presence of wait lists, specifically among the project types that target lower income households, are evidence of pent-up demand for affordable multifamily rentals within Guilford County and likely represent a development opportunity.

The following graph illustrates the *median rent by bedroom/bathroom type* for the surveyed *market-rate* and *Tax Credit* units in Guilford County.



Source: Bowen National Research

As the preceding illustrates, the median rent for a typical market-rate unit in Guilford County is significantly higher than the median rent for a Tax Credit unit with the same bedroom/bathroom configuration. The median rent difference between market-rate and Tax Credit units surveyed in the county ranges from \$440 for two-bedroom/1.0-bathroom units to \$793 for three-bedroom/2.0-bathroom units. With a low number of available Tax Credit and government-subsidized units in the county, this indicates low-income households that must seek rental alternatives among the market-rate supply are likely to become cost burdened, or simply may not have sufficient income available to secure a market-rate unit in the county.

Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes and account for nearly half (49.9%) of the total rental units in Guilford County.

During January and February 2024, Bowen National Research conducted an online survey and identified 204 non-conventional rentals that were listed as *available* for rent in Guilford County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates and the number of bedrooms of non-conventional rentals in the area.

The following table illustrates the individual vacancy rates, which compares the number of identified *vacant* non-conventional rentals to the *total number* of non-conventional rentals based on the American Community Survey, for the subject county and the region as a whole.

Surveyed Non-Conventional Rentals Overview			
Area	Non-Conventional Rentals*	Identified Vacant Units	Vacancy Rate
Guilford County	42,989	204	0.5%
Region	243,386	1,043	0.4%

Source: American Community Survey (2018-2022); ESRI; Bowen National Research
 *ACS reported number of rental units within structures of four units or less and mobile homes

With a total of 204 available units identified, Guilford County has an overall vacancy rate of 0.5% for non-conventional rentals, which is a slightly higher vacancy rate compared to the Carolina Core Region (0.4%). This is well below the optimal range of 4% to 6% for non-conventional rentals and indicates a lack of available supply in the county.

A summary of the available *non-conventional rental* units in Guilford County, which includes bedroom type, rent range, and median rent per square foot, follows:

Surveyed Non-Conventional Rental Supply – Guilford County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
One-Bedroom	10	\$549 - \$1,095	\$750	N/A
Two-Bedroom	36	\$750 - \$1,850	\$1,125	\$1.28
Three-Bedroom	94	\$1,200 - \$2,650	\$1,735	\$1.15
Four-Bedroom	64	\$1,350 - \$3,700	\$2,059	\$0.97
Total	204			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook; Rent.com

Among the available non-conventional rentals in Guilford County, the largest share (46.1%) by bedroom type consists of three-bedroom units. The three-bedroom units have a median rent of \$1,735 (\$1.15 per square foot) and have an overall rent range from \$1,200 to \$2,650. When typical utility costs (\$200 or more) are considered, the median three-bedroom non-conventional rental in Guilford County has a gross rent of approximately \$1,935. This is a substantially higher rent compared to three-bedroom multifamily Tax Credit units in the county, which have a median collected rent of \$762. As such, it is unlikely that most low-income households would be able to afford the typical non-conventional rental in the area, even if such a unit were readily available.

For-Sale Housing

The following table summarizes the *available* (as of May 31, 2024) and *recently sold* (between January 2020 and May 2024) for-sale housing stock for Guilford County and the Carolina Core Region.

Guilford County - Owner For-Sale/Sold Housing Supply		
Type	Number of Homes	Median Price
Guilford County		
Available*	639	\$330,000
Sold**	28,736	\$265,000
Carolina Core Region		
Available*	3,966	\$339,250
Sold**	164,742	\$268,965

Source: Redfin.com & Bowen National Research

* As of May 31, 2024

**Sales from January 1, 2020 to May 31, 2024

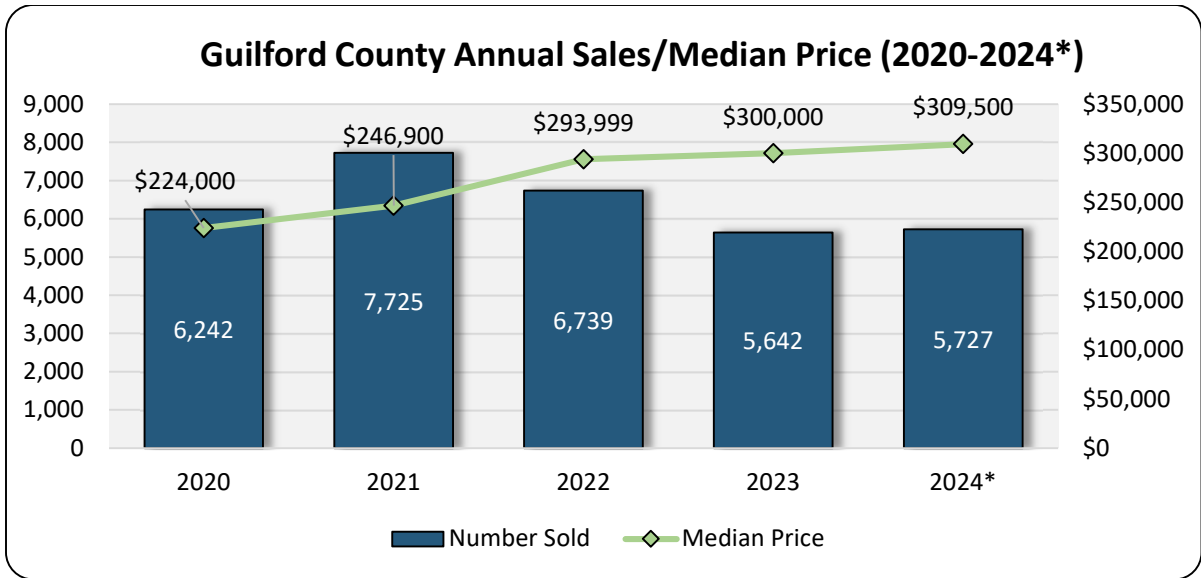
The available for-sale housing stock in Guilford County as of May 31, 2024 consists of 639 total units with a median list price of \$330,000. This is lower than the median list price of the available for-sale homes in the region. Historical sales from January 2020 to May 2024 in Guilford County consisted of 28,736 homes with a median sales price of \$265,000.

The following table and graph summarize ***historical sales volume*** and ***median sales price*** by year for Guilford County from January 2020 through May 2024.

Sales History/Median Sales Price by Year – Guilford County (January 1, 2020 to May 31, 2024)				
Year	Number Sold	Percent Change	Median Sales Price	Percent Change
2020	6,242	-	\$224,000	-
2021	7,725	23.8%	\$246,900	10.2%
2022	6,739	-12.8%	\$293,999	19.1%
2023	5,642	-16.3%	\$300,000	2.0%
2024*	2,388 (5,727)	1.5%	\$309,500	3.2%

Source: Redfin.com & Bowen National Research

*As of May 31, 2024; Volume projected through the remainder of 2024 (in parenthesis)



*2024 full year volume projection

As the preceding illustrates, home sales in Guilford County increased by 23.8% between 2020 and 2021. Sales volume in the county decreased during the next two years. Projections indicate that sales volume will increase slightly (by 1.5%) in 2024. It should be noted that the current year’s projection is based solely on transactions year-to-date, which may not account for seasonality in the market that can influence the projection. While sales volume decreased annually in recent years, the median sales price of homes sold in the county increased significantly during the historical sales period. Collectively, the median sales price of homes sold in Guilford County increased by 38.2% between January 2020 and May 2024.

The following table provides various housing market metrics for the available for-sale homes in Guilford County as of May 31, 2024.

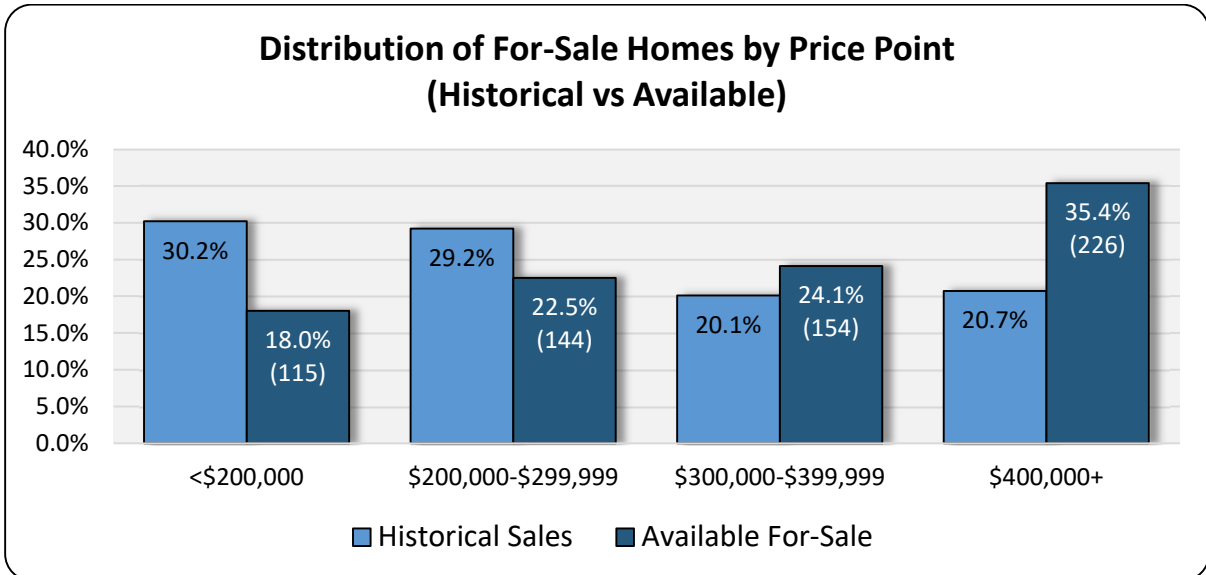
Available For-Sale Housing – Guilford County (As of May 31, 2024)							
Total Available Units	% Share of Region	Availability Rate	Months Supply of Inventory	Average List Price	Median List Price	Average Days on Market	Average Year Built
639	16.1%	0.5%	1.2	\$402,884	\$330,000	55	1984

Source: Redfin.com & Bowen National Research

The 639 available for-sale homes in Guilford County equate to an availability rate of 0.5% when compared to the 126,702 owner-occupied units in the county. Note that an average of 542 homes sold each month in the county during the historical sales period (January 2020 through May 2024). Based on recent sales history, this inventory represents 1.2 *Months Supply of Inventory* (MSI). Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase and there should be between four and six months of available inventory to allow for inner-market mobility and household growth. The available for-sale homes have an average number of days on market of 55 days and an average year built

of 1984. Overall, the data illustrates that there is limited availability of for-sale homes and a short average days on market, which has likely contributed, at least in part, to the notable increase in for-sale pricing since 2020.

The following graph compares the distribution of *historical* and *available* for-sale residential units by *price point* for Guilford County:



Source: Redfin.com & Bowen National Research

As the preceding illustrates, homes priced below \$300,000 accounted for 59.4% of all homes sold in Guilford County between January 2020 and May 2024. However, homes priced below \$300,000 only account for 40.5% of currently *available* homes in the county. By comparison, homes priced at \$300,000 and above account for an increasing share of available homes in the county compared to historical sales data. As such, for-sale housing affordability has declined in recent years. While this is a positive in the sense that home values are increasing in the area, it likely creates affordability issues for much of the area workforce and may limit the ability of the area to attract new households.

The following table summarizes the distribution of *available* for-sale homes by *bedroom type* for Guilford County.

Available For-Sale Housing Units by Bedroom Type Guilford County (As of May 31, 2024)							
One-Bedroom		Two-Bedroom		Three-Bedroom		Four-Bedroom+	
Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price
8 (1.3%)	\$162,450	113 (17.7%)	\$174,000	297 (46.5%)	\$304,500	221 (34.6%)	\$535,000

Source: Redfin.com & Bowen National Research

As shown in the preceding table, the largest share (46.5%) of the available for-sale housing product in the county is comprised of three-bedroom units, followed by four-bedroom or larger units (34.6%). Three-bedroom homes have a median list price of \$304,500, while four-bedroom or larger units have a median list price of \$535,000. While available one- and two-bedroom units have significantly lower median list prices, these units comprise less than 20% of the available inventory.

E. HOUSING GAP

Based on ESRI household projections from 2024 to 2029, which is the most up-to-date version available, and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units that are needed (housing gap) in Guilford County. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, step-down support, and the impact of potential job growth as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that are needed by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, step-down support, and the impact of potential job growth in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that are needed by different income segments and price points.

Guilford County has an overall housing gap of 33,210 units, with a gap of 14,715 rental units and a gap of 18,495 for-sale units. The following table summarizes the rental and for-sale housing gaps by income and affordability levels for Guilford County.

Guilford County Housing Gap Estimates (2024 to 2029)							
Percent AMHI*	≤50%	51%-80%	81%-120%	121%-150%	151%+	Total Housing Gap	
Household Income	≤ \$41,500	\$41,501-\$66,400	\$66,401-\$99,600	\$99,601-\$124,500	\$124,501+		
Rent Range	≤ \$1,038	\$1,039-\$1,660	\$1,661-\$2,490	\$2,491-\$3,113	\$3,114+		
Price Range	≤ \$138,333	\$138,334-\$221,333	\$221,334-\$332,000	\$332,001-\$415,000	\$415,001+		
Rental Housing Gap	5,921	3,232	1,830	2,980	752		14,715
For-Sale Housing Gap	52	1,814	2,491	7,719	6,419	18,495	

Source: Bowen National Research

AMHI – Area Median Household Income

* Based on HUD limits for Guilford County (4-person limit)

As the preceding table illustrates, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents priced at or below \$1,660 that are affordable to households earning up to 80% of AMHI). The greatest *for-sale* housing gaps in the county are for the two highest housing affordability segments (homes priced higher than \$332,000 and affordable to households earning above 120% AMHI). Although development within Guilford County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county’s ability to attract potential workers and help meet the changing and growing housing needs of the local market.

F. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Guilford County.

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none"> • High level of rental housing demand • Strong demand for for-sale housing • Positive projected household growth • Positive median household income growth • Positive rates of domestic migration 	<ul style="list-style-type: none"> • Limited availability of rentals and for-sale housing • Lack of affordable housing • High numbers of cost-burdened renter and owner households
Opportunities	Threats
<ul style="list-style-type: none"> • Housing need of 14,715 rental units • Housing need of 18,495 for-sale units • Attract a portion of the 145,402 commuters coming into the county for work to live in the county 	<ul style="list-style-type: none"> • The county risks losing residents to other areas/communities due to a lack of available housing • High numbers of cost-burdened households may result in these households relocating outside the county to seek housing

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing issues expose the county to losing residents to surrounding areas, make the community vulnerable to the existing housing stock becoming neglected, and create challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.