

PROFESSIONAL RELOCATION GUIDE

# Welcome to Greensboro.

Everything a relocating professional needs to know about neighborhoods, lifestyle, career infrastructure, and the real estate market — in one place.

<b>298K</b> City Population	<b>7.6/10</b> Comfort Index	<b>\$194K</b> Median Home Price	<b>16.1%</b> Below US Avg Cost of Living
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## Keon Shoulars

Real Broker LLC · Greensboro & Winston-Salem, NC

## THE CASE FOR GREENSBORO

# Undervalued. Opportunity-Rich. Perfectly Located.

Greensboro is one of the Southeast's most compelling relocation destinations for professionals — offering a cost of living 16.1% below the national average, a median home price of just \$193,600, and a diversified economy anchored by logistics, healthcare, education, and manufacturing. With PTI Airport just 20 minutes away and sitting at the crossroads of I-40 and I-85, Greensboro connects professionals to Charlotte, Raleigh, and beyond with ease.

<b>298K</b>	<b>\$193.6K</b>	<b>7.6/10</b>	<b>16.1%</b>
City Population	Median Home Price	Comfort Index	Below US Avg Cost of Living

## CAREER & ECONOMY

### A Multi-Sector, Resilient Job Market

- Major logistics hub — FedEx, Amazon, UPS regional operations
- Cone Health & Moses Cone — major healthcare employers
- Honda Aircraft Company HQ (world's largest light jet manufacturer)
- Lincoln Financial Group regional operations
- VF Corporation (The North Face, Timberland, Vans)
- Proximity to Research Triangle Park (1.5 hrs)

## CONNECTIVITY

### Strategic Triad Location

- PTI Airport — 20 minutes, direct flights nationally
- Charlotte Douglas (CLT) — 1.5 hours
- Raleigh-Durham (RDU) — 1.5 hours
- I-40 & I-85 interchange — Triad's transportation core
- Winston-Salem — 30 minutes west
- High Point — 15 minutes south (Furniture Capital of the World)

## LIFESTYLE

### Culture, Recreation & Community

- Greensboro Science Center & Sky Wild
- International Civil Rights Center & Museum
- Greensboro Grasshoppers baseball
- ACC Tournament — annual host city
- Greensboro Sportsplex — Olympic-level facilities
- LeBauer Park & Center City Park
- Bur-Mil Park & Golf, Lake Brandt, Lake Townsend
- Fainting Goat Spirits, Wall of Beer, 1618 Midtown

## EDUCATION

### A True College Town

- University of North Carolina at Greensboro (UNCG)
- North Carolina A&T; State University
- Guilford College
- Elon University — 30 minutes east
- Guilford Technical Community College
- 8 colleges & universities in the metro area

## NEIGHBORHOOD GUIDE

# Find Where You Belong

Greensboro offers a wide range of communities — from walkable urban districts to spacious suburban estates. Here's a professional's guide to each area.

## URBAN CORE · WALKABLE · CULTURAL HUB

### Downtown Greensboro

**\$180K – \$500K+**

Center City Greensboro has undergone a major renaissance. LeBauer Park, the 1618 dining corridor, murals, breweries, and the Greensboro Coliseum create a genuine live-work-play environment for urban professionals.

## HIGHLIGHTS

- › LeBauer & Center City Park — green space in the core
- › 1618 Midtown dining & nightlife district
- › Gaylon Transportation Center — regional transit hub
- › Luxury loft conversions & new apartments
- › Walking distance to UNCG & major employers

**Ideal for:** Young professionals, creatives, healthcare & university staff

## HISTORIC · PRESTIGIOUS · ESTABLISHED

### Irving Park

**\$350K – \$900K+**

Greensboro's most prestigious historic neighborhood. Stately homes, mature tree canopy, and proximity to Cone Health facilities make Irving Park the address of choice for Greensboro's professional elite.

## HIGHLIGHTS

- › Among Greensboro's highest-valued residential areas
- › Proximity to Cone Health & Moses Cone campuses
- › Historic architecture — Tudor, colonial, craftsman
- › Sedgefield Country Club nearby
- › Strong long-term appreciation

**Ideal for:** Physicians, executives, attorneys, established professionals

## UPSCALE · CONVENIENT · MODERN

### Friendly Center / Grandover

**\$300K – \$700K**

The premier suburban professional corridor along New Garden Road and Friendly Avenue. Walkable to Friendly Center retail, top-rated restaurants, and minutes from I-40 and PTI Airport.

## HIGHLIGHTS

- › Friendly Center — premier shopping & dining
- › Grandover Resort & Conference Center nearby
- › Sedgefield Country Club access
- › Newer construction & luxury townhomes
- › Easy I-40 airport access

**Ideal for:** Corporate relocations, executives, dual-income professionals

## SPACIOUS · SEMI-RURAL · PREMIUM

**Summerfield / Oak Ridge**  
**\$350K – \$850K**

Northern Guilford County's most desirable communities. Large custom homes, top-ranked Guilford County schools, and a quiet, semi-rural character attract professionals from across the Triad.

## HIGHLIGHTS

- › Top-ranked Summerfield & Northwest Guilford schools
- › Large lots — 0.5 to 3+ acres common
- › Custom builds & luxury estates
- › Stokesdale Country Club nearby
- › 15 minutes to PTI Airport

**Ideal for:** Families, physicians, executives, remote workers

## ECLECTIC · AFFORDABLE · ARTISTIC

**Guilford College Area**  
**\$180K – \$380K**

A charming, walkable corridor around Guilford College with a distinctive arts-and-community feel. Popular with academics, artists, and professionals who value character over convention.

## HIGHLIGHTS

- › Guilford College campus neighborhood feel
- › Eclectic local dining & coffee culture
- › Strong rental market — investor friendly
- › Bike-friendly, walkable streets
- › Close to Friendly Center & downtown

**Ideal for:** Academics, creatives, investors, first-time professional buyers

## ESTABLISHED · CENTRAL · ACCESSIBLE

**Wendover / Lawndale**  
**\$220K – \$480K**

One of Greensboro's most centrally located corridors. Easy access to all major employment centers — Cone Health, downtown, and the university district — makes this a practical professional choice.

## HIGHLIGHTS

- › Central location — 10 min to anywhere in GSO
- › Shops at Lawndale Crossing & Four Seasons Town Centre
- › Greensboro Arboretum nearby
- › Established neighborhoods with character
- › Strong school zones

**Ideal for:** Healthcare professionals, university staff, families

## AFFORDABLE · EASTERN CORRIDOR · GROWING

**McLeansville / Gibsonville**  
**\$190K – \$360K**

Eastern Guilford County's emerging value corridor. Positioned along I-40/85 with easy access to Burlington and the Research Triangle, these communities offer strong affordability for commuter professionals.

## HIGHLIGHTS

- › Easy I-40/85 access to Burlington & RTP
- › Strong value per square foot
- › New construction activity growing
- › 20–25 minutes to downtown GSO
- › Rural character with suburban amenities

**Ideal for:** Commuters to RTP or Burlington, first-time buyers, investors

## RURAL · PRIVATE · LAND OPPORTUNITY

**Stokesdale / Rockingham  
County****\$200K – \$450K**

Northwestern Guilford and southern Rockingham County offer the Triad's best combination of rural privacy, large parcels, and reasonable commute times to Greensboro.

**HIGHLIGHTS**

- › Large acreage lots — mini-farms available
- › Lowest prices per acre in the metro
- › Genuine rural privacy
- › 25–30 minutes to downtown GSO
- › Strong outdoor recreation access

**Ideal for:** Land buyers, privacy seekers, hobby farmers, remote workers

## MARKET INTELLIGENCE

# The Numbers That Matter

Greensboro consistently outperforms comparable metros on affordability metrics — making it one of the strongest value propositions in the Southeast for relocating professionals.

METRIC	GREENSBORO	KANSAS CITY	NASHVILLE	DURHAM, NC
Population	<b>297,878</b>	497,159	671,295	285,897
Median Age	<b>35</b>	35	34.1	33.6
Median Income	<b>\$41,518</b>	\$45,376	\$46,758	\$49,585
Median Home Price	<b>\$193,600</b>	\$195,300	\$341,700	\$310,600
Comfort Index	<b>7.6 / 10</b>	7.2 / 10	7.3 / 10	7.5 / 10
Cost of Living vs US Avg	<b>16.1% lower</b>	13.8% lower	1.4% higher	4.8% lower

## MAJOR EMPLOYERS

## Diverse, Stable Economic Anchors

<b>Cone Health / Moses Cone</b>	Health Care	<b>UNCG</b>	Higher Education
<b>Novant Health Greensboro</b>	Health Care	<b>NC A&amp;T; State University</b>	Higher Education
<b>Guilford County Schools</b>	Public Education	<b>Publix Distribution</b>	Grocery / Logistics
<b>Honda Aircraft Company</b>	Aerospace Manufacturing	<b>Procter &amp; Gamble</b>	Consumer Products
<b>VF Corporation</b>	Apparel / Consumer Goods	<b>International Textile Group</b>	Manufacturing
<b>Lincoln Financial Group</b>	Financial Services	<b>Guilford Technical Community College</b>	Education
<b>Volvo Financial Services</b>	Financial Services	<b>Wyndham Hotels &amp; Resorts</b>	Hospitality
<b>FedEx Ground</b>	Logistics & Distribution	<b>Laboratory Corporation (LabCorp)</b>	Healthcare / Diagnostics

## PROFESSIONAL PLAYBOOK

# Insider Strategies for Your Move

Greensboro is one of the most accessible real estate markets for relocating professionals in the Southeast. Here's how to navigate it with confidence.

## FOR BUYERS RELOCATING FROM HIGH-COST METROS

### Your Budget Goes Significantly Further

A \$350K budget in Greensboro buys a 4-bedroom home in Summerfield or a renovated historic property in Irving Park. That same budget in Nashville or Durham barely covers a starter condo. The value gap is substantial.

### Irving Park Is the Hidden Gem

Greensboro's most prestigious neighborhood is still dramatically underpriced compared to equivalent neighborhoods in Charlotte or Raleigh. Professionals moving from major metros are routinely surprised by the quality available.

### Act Quickly on Well-Priced Inventory

Summerfield, Oak Ridge, and Irving Park move fast. Come pre-approved and prepared to make competitive offers. The best properties don't sit.

### PTI Airport Access Is Underrated

For professionals who travel frequently, PTI is a major advantage — 20 minutes from most neighborhoods, easy parking, and direct flights to major hubs. This is a quality-of-life factor that compounds over time.

## FOR EXECUTIVES & HIGH-NET-WORTH BUYERS

### Summerfield & Oak Ridge for Custom Estate Living

Northern Guilford County offers custom-built estates on 1–5 acre lots at price points 40–60% below equivalent properties in Charlotte's Ballantyne or Raleigh's North Hills. Truly exceptional value for executive buyers.

### Irving Park for Prestige & Proximity

For executives who value walkability and proximity to Cone Health or downtown, Irving Park delivers a prestigious address with character architecture and established community — at a fraction of major metro pricing.

### The Investment Window Is Open

Greensboro is in the early stages of a downtown renaissance. Professionals investing in Center City properties or the surrounding neighborhoods now are well-positioned for strong appreciation over the next decade.

## FOR RENTERS EXPLORING BEFORE BUYING

### Downtown & Friendly Center Are the Best Starting Points

Both areas offer active rental markets with newer apartment stock. Living here for 6–12 months gives you direct experience of different Greensboro communities before committing to a purchase.

### Use the Time to Connect Professionally

Greensboro has a strong professional networking culture through the Chamber of Commerce, Winston-Salem/Greensboro Association of Realtors, and industry groups. Making connections early accelerates both career and community integration.

# Let's Find Your Greensboro Home.

I specialize in helping professionals relocate to the Greensboro and greater Triad area with clarity and confidence. From neighborhood selection to negotiation and closing — I'm with you every step of the way.

## Keon Shoulars

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Found this guide helpful? Subscribe to my YouTube channel for weekly Triad market updates, neighborhood spotlights, and relocation tips.

### NEIGHBORHOOD QUICK REFERENCE

NEIGHBORHOOD	CHARACTER	PRICE RANGE	PROFESSIONAL FIT
Downtown GSO	Urban / Cultural	<b>\$180K – \$500K+</b>	Young pros, creatives, healthcare
Irving Park	Historic / Prestige	<b>\$350K – \$900K+</b>	Physicians, attorneys, executives
Friendly / Grandover	Upscale / Convenient	<b>\$300K – \$700K</b>	Corporate relocation, executives
Summerfield / Oak Ridge	Spacious / Premium	<b>\$350K – \$850K</b>	Families, physicians, remote workers
Guilford College Area	Eclectic / Artistic	<b>\$180K – \$380K</b>	Academics, creatives, investors
Wendover / Lawndale	Established / Central	<b>\$220K – \$480K</b>	Healthcare staff, university, families
McLeansville / Gibsonville	Affordable / Eastern	<b>\$190K – \$360K</b>	Commuters to RTP, first-time buyers
Stokesdale / Rockingham	Rural / Land	<b>\$200K – \$450K</b>	Land buyers, remote workers