

The Heart

of Eastern North Carolina



Housing Market Report

2026 EDITION

**North Carolina Global
TransPark Economic
Development Region**

Visit our available industrial properties at www.ncgtpedr.com

2780 Jetport Road, Suite D, Kinston, NC 28504

2025 REGIONAL SNAPSHOT



196,341

TOTAL POPULATION

U.S. Census Bureau, Vintage 2024

113,042

WORKING AGE POPULATION

Ages 18-64 | Census 2023 Estimates

\$256,175

MEDIAN SALE PRICE

2025 Annual Weighted Average

1,823

HOMES SOLD

2025 Annual Average

620

YEAR-END INVENTORY

As of December 2025

44.8 Days

AVG. DAYS ON MARKET

2025 Annual Average

Median Sale Price +3.6% YoY | Homes Sold up +0.1% vs. 2024

Greene County

Total Population	20,671
Working Age (18-64)	13,015 (63.0%)
Under 18	3,842
Ages 65+	3,673

Lenoir County

Total Population	55,332
Working Age (18-64)	30,498 (55.5%)
Under 18	12,496
Ages 65+	11,901

Wayne County

Total Population	120,338
Working Age (18-64)	69,529 (57.8%)
Under 18	28,318
Ages 65+	20,839

The NCGTPEDR region delivered a stable, growing housing market in 2025. With 1,823 homes sold, 2,234 new listings, and a median sale price of \$256,175, the region offers companies a market where employees can find quality housing at price points well below North Carolina's major metro areas.

Homes sold at an average of 97.9% of list price, indicating a healthy, well-priced market with consistent demand across all three counties.

THE AFFORDABILITY ADVANTAGE

Why Eastern NC Wins



39% more affordable than Raleigh

36% more affordable than Charlotte

MEDIAN SALE PRICE — Our Region vs. Major NC Markets



SAVE ~\$957/MONTH

vs. Raleigh

~\$11,484 back in your pocket every year

Based on 30-yr fixed, 6.75%, 10% down

SAVE ~\$840/MONTH

vs. Charlotte

~\$10,080 back in your pocket every year

Based on 30-yr fixed, 6.75%, 10% down

SAVE ~\$695/MONTH

vs. NC Statewide

~\$8,340 back in your pocket every year

Based on 30-yr fixed, 6.75%, 10% down

2025 Median for Greene County
\$217,658

2025 Median for Lenoir County
\$221,513

2025 Median for Wayne County
\$270,071

A new employee coming from Raleigh saves nearly \$1,000 every single month on their mortgage. That is \$11,484 more in their paycheck every year, without getting a raise or changing jobs. For companies, that means your employees can afford to live well here, feel financially stable, and stay. Lower cost of living is one of the most powerful tools in any recruitment conversation, and our region has it.

MEDIAN SALE PRICE | 2025 Full Year Data



\$256,175

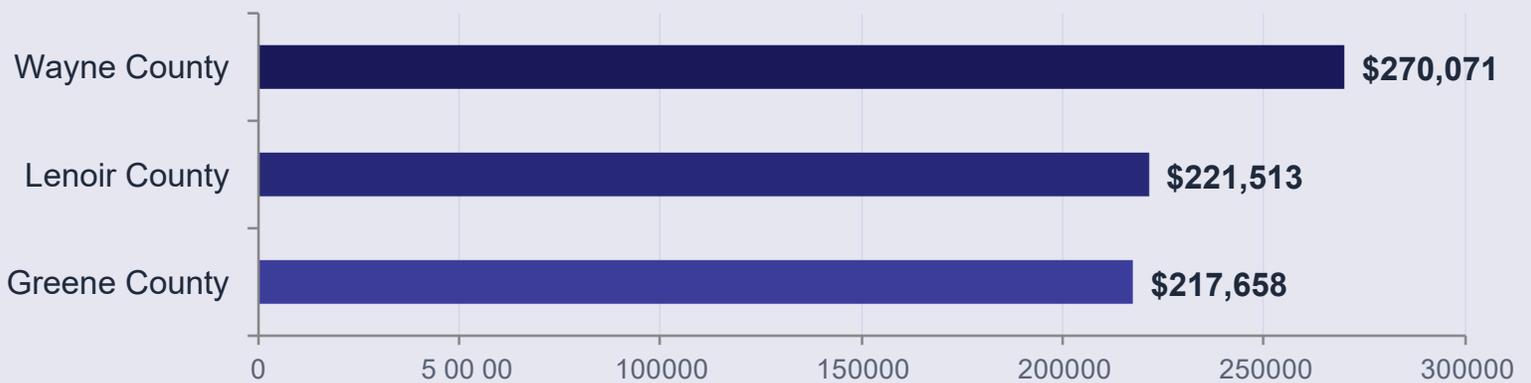
 +3.6% Year Over Year

NCGTPEDR Region | 2025 Annual Weighted Average Median Sale Price | Source: Redfin

REGIONAL MEDIAN SALE PRICE TREND — 2020 to 2025



2025 MEDIAN SALE PRICE BY COUNTY



Median sale price is the middle price point for all homes sold in a given year. Half of homes sold for more than this number and half sold for less. At \$256,175, our region's median price has grown steadily from \$170,565 in 2020, showing a healthy, appreciating market. Wayne County leads at \$270,071, while Greene and Lenoir Counties offer entry-level buyers and relocating workers an even more affordable entry point in the low \$200s. For comparison, Raleigh's median is \$420,000 and Charlotte's is \$400,000. That gap represents thousands of dollars in savings for every family that chooses to live here.

INVENTORY & DAYS ON MARKET | Full Year 2025



620

YEAR-END INVENTORY | December 2025

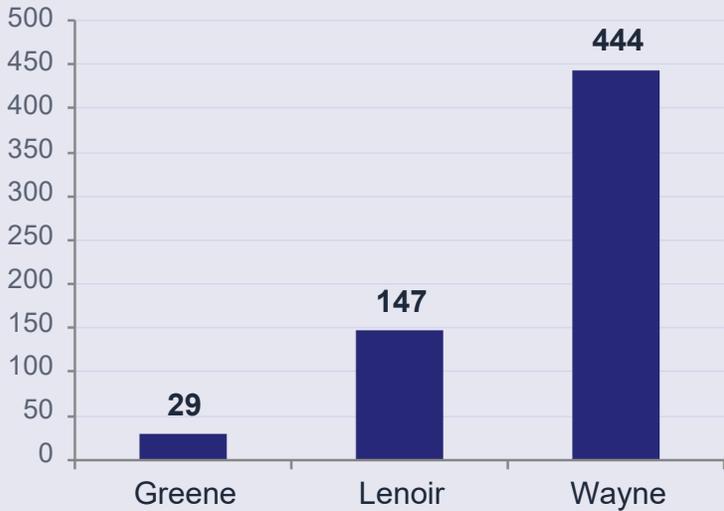
Combined across all three counties

44.8

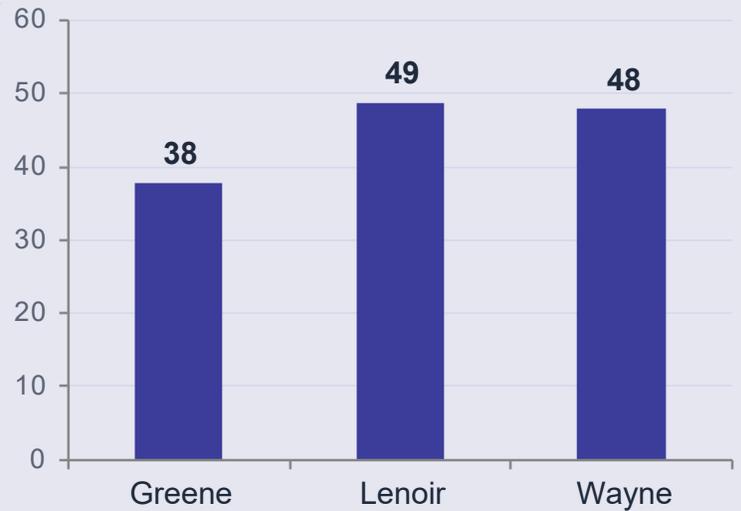
AVG. DAYS ON MARKET | Full Year 2025

Regional average across all three counties

YEAR-END INVENTORY BY COUNTY



AVG. DAYSONMARKETBYCOUNTY



Greene County

Yr-End Inventory **29 Homes**

Avg. Days on Market **37.8 Days**

Lenoir County

Yr-End Inventory **147 Homes**

Avg. Days on Market **48.8 Days**

Wayne County

Yr-End Inventory **444 Homes**

Avg. Days on Market **47.9 Days**

1,823

HOMES SOLD | Full Year 2025

Up+0.1% vs.2024 (1,822 sold)

2,234

NEW LISTINGS | Full Year 2025

New supply entering the market

Greene County

Sale/List Ratio

75%

Lenoir County

Sale/List Ratio

81%

Wayne County

Sale/List Ratio

82%

DATA SOURCES & METHODOLOGY



This report was prepared by the North Carolina Global TransPark Economic Development Region (NCGTPEDR), a non-profit organization serving Greene, Lenoir, and Wayne Counties and the NC Global TransPark.

HOUSING DATA

- All housing market data is sourced from Redfin and reflects full calendar year 2025 unless otherwise noted.
- Median Sale Price and Sale-to-List Ratio are weighted averages using homes sold as the weight. Homes Sold, New Listings, and Inventory are summed across all three counties. Days on Market is a simple average.
- County-level data matches Redfin source data exactly. Regional figures are calculated from county-level data using the methodology described above.

POPULATION DATA

- Total population figures are from U.S. Census Bureau Vintage 2024 Population Estimates, representing estimates as of July 1, 2024.
- Working age population (ages 18-64) and age group breakdowns are from U.S. Census Bureau 2023 Estimates as reported by the NC Rural Center.

AFFORDABILITY COMPARISON

- Raleigh median reflects Redfin 2025 data ranging \$395,000 to \$451,000. The \$420,000 figure is used as the annual midpoint.
- Charlotte median reflects Redfin January 2026 data of \$400,000. NC statewide median reflects Redfin January 2026 data of \$375,100.
- Mortgage savings estimates are based on a 30-year fixed rate loan at 6.75% with 10% down payment. Estimates are illustrative and individual results will vary.

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NORTH CAROLINA GLOBAL TRANSPARK ECONOMIC DEVELOPMENT REGION

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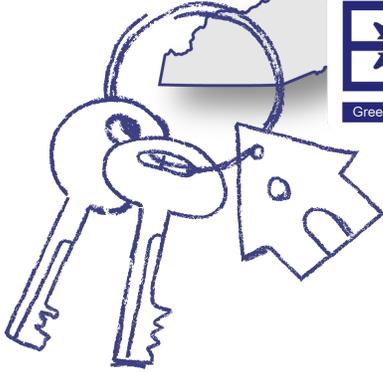
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Ready to learn more about what Eastern North Carolina can offer your company?

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