



**NAI** Piedmont Triad

**Q1**  
**2026**

# Office Market Outlook

**PIEDMONT TRIAD**

# MESSAGE FROM THE CEO

Q1 2026 OFFICE MARKET REPORT



**Jon A. Good, SIOR**  
*Chief Executive Officer &  
Shareholder*

## Q1 2026 CRE Outlook - Stability Returns to a Growth Market

The commercial real estate market across the Southeastern United States is transitioning into a period of stabilization and measured growth. After a prolonged stretch of elevated interest rates and constrained deal flow, capital markets are beginning to reopen as borrowing costs ease, and buyer-seller expectations realign. This shift is driving a meaningful uptick in transaction activity throughout 2026. The Southeast remains particularly well-positioned, supported by sustained population growth, corporate migration, and a relative cost advantage that continues to attract both investors and occupiers.

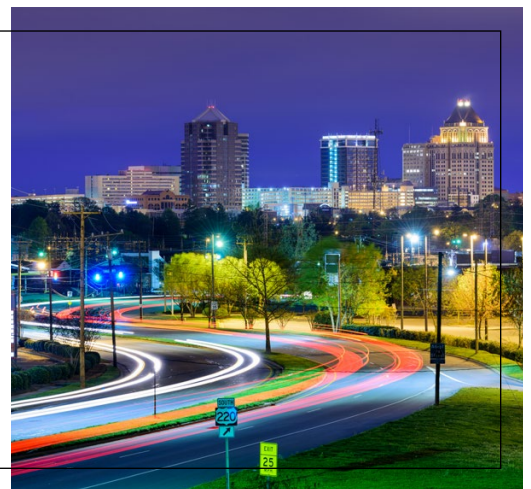
At the asset level, industrial remains a foundational sector, though it has shifted from rapid expansion to a more balanced phase. Vacancy is stabilizing, new development is moderating, and demand is being driven by longer-term structural trends such as reshoring, logistics optimization, and data center growth. Retail has proven more resilient than anticipated, especially in high-growth Sun Belt markets, where well-located, experience-oriented centers are outperforming. Office demand continues to evolve, with a clear flight to quality favoring newer, highly amenitized spaces, while older inventory faces ongoing pressure.

From an economic standpoint, the outlook for the Southeast remains constructive, albeit more disciplined. Moderate GDP growth, steady consumer spending, and continued business investment are providing a stable foundation, even as inflation and labor dynamics introduce some uncertainty. What differentiates this region is its underlying momentum, including favorable demographics, pro-business environments, and infrastructure investment, which continues to outpace much of the country. As a result, we see a market that is no longer defined by volatility, but by selective opportunity, where success will hinge on asset quality, strategic positioning, and long-term vision.

## ABOUT NAI PIEDMONT TRIAD

NAI Piedmont Triad (NAIPT) has been one of the Triad's most respected brokerage firms for more than three decades. With three offices covering Greensboro, Burlington, High Point, and Winston-Salem, its presence is far reaching and committed to quality client services and proven results. NAIPT's team is comprised of the area's leading commercial real estate experts who thrive in a culture based on collaborative efforts and shared success. Focused on client success and committed to the community, NAIPT continues to improve the Triad's commercial real estate landscape with a progressive vision and trusted experience.

For more information visit [www.naibt.com](http://www.naibt.com).



# BY THE NUMBERS

## Q1 2026 OFFICE MARKET REPORT

### MARKET INDICATORS

Piedmont Triad MSA\*

	Inventory	Vacancy	Net Absorption	Market Rent	Availability	Under Construction	Delivered
Current Quarter 1Q26	54,167,139	8.4%	36,054	\$17.40	5,386,197	281,060	25,000
Previous Quarter 4Q25	54,142,139	8.5%	(9,965)	\$17.55	5,320,731	294,450	15,000
Previous Year 1Q25	53,966,653	9.6%	(395,722)	\$17.86	6,036,048	320,111	0

\* Guilford, Alamance and Forsyth Counties

Source: CoStar

### SUBMARKET TRENDS

#### GREENSBORO CBD, W GUILFORD & AIRPORT WEST | INVENTORY 14.5 MSF

VACANCY Q1: 10.1% Q4: 9.8%      RENTAL RATE Q1: \$22.12 Q4: \$21.67      ABSORPTION Q1: (9.5K) SF Q4: (67K) SF

#### NE GUILFORD COUNTY & NW GUILFORD COUNTY | INVENTORY 8.5 MSF

VACANCY Q1: 8.5% Q4: 8.3%      RENTAL RATE Q1: \$25.10 Q4: \$24.52      ABSORPTION Q1: 102K SF Q4: 10.8K SF

#### WINSTON-SALEM CBD & SE WINSTON | INVENTORY 8.4 MSF

VACANCY Q1: 9.4% Q4: 9.5%      RENTAL RATE Q1: \$20.08 Q4: \$19.53      ABSORPTION Q1: 7.1K SF Q4: (181K) SF

Source: CoStar



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### KEY TAKEAWAYS

The office market in the Piedmont Triad is in a period of adjustment driven by evolving workplace strategies. Vacancy remains elevated compared to historical norms, particularly in certain downtown submarkets, as many occupiers reassess their space needs. A growing number of groups are focused on rightsizing their footprints, seeking smaller, more efficient layouts that better align with hybrid work models. This shift has created a highly competitive environment, forcing landlords to compete more aggressively through concessions, flexible terms, and capital improvements to attract and retain tenants. While leasing activity has picked up modestly, the market remains firmly tenant favored and will likely continue to see gradual stabilization rather than a rapid recovery.

# MARKET MOMENTUM

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## SIGNIFICANT TRANSACTIONS



LEASED

3300 BATTLEGROUND AVE  
GREENSBORO, NC

3,051 SF  
Jason Smith



LEASED

4900 KOGER BLVD, STE 201  
GREENSBORO, NC

8,455 SF  
Lawrence Cox  
Nancy Cox



LEASED

4601 B WEST MARKET ST.  
GREENSBORO, NC

6,000 SF  
Tim Lichtenstein

**DEAL HIGHLIGHT** I represented the tenant in securing just over 3,000 SF of office space on Battleground Avenue, where they were seeking a more personable and engaged ownership experience. Despite a tighter-than-expected office market, we identified a location with excellent walkability to nearby restaurants and amenities. Both landlord and tenant worked collaboratively, with the landlord contributing to tenant improvements and the tenant remaining reasonable in their requests. A creative solution around lease security helped bridge a key negotiation point, resulting in a mutually beneficial outcome. (Jason Smith, Broker)

## PROJECTS SHAPING OUR MARKET



### Historic Downtown High Point Building – Showplace West – Sold for Transformation into ‘Elwood on Main’

In April 2026, the sale of the 1970s-era Showplace West (101 S. Main St.) was finalized. The eight-story, 135,000-square-foot office building is being converted into 143 apartments and 9,000 square feet of retail. This is a prime example of Inventory Rationalization. By removing obsolete, oversized office stock from the market, High Point is “right-sizing” its office inventory. This trend actually strengthens the value of the remaining Class A office spaces by tightening overall supply and bringing more residents (potential employees) into the city’s core.

Source: The Rhino Times of Greensboro



### Downtown Greensboro Leaders Announce Plans to Transform Parking Deck into Mixed-Use Professional Hub

The demolition of the Davie Street Parking Deck in March 2026 marks the beginning of a major project that replaces aging car infrastructure with vertical professional and residential density.

This project is a flagship of the city’s GSO35 Plan, which aims to add 100+ new ground-floor businesses. It shows that office demand in Greensboro is moving away from suburban office parks and toward “amenity-rich” downtown environments where employees can live and work in a 24-hour district.

Source: Downtown Greensboro Inc / Triad Business Journal

# OFFICE ACTIVITY SNAPSHOT

Q1 2026 OFFICE MARKET REPORT

## KEY OFFICE DEMAND DRIVERS IMPACTING OUR REGION

National Office drivers influencing commercial real estate in the Southeast are being shaped by a combination of necessity-based Office, value-oriented concepts, and convenience-driven formats. Grocery anchors such as Publix, Aldi, and Kroger continue to lead expansion, serving as foundational tenants that drive new development and stabilize centers. At the same time, discount Officeers like Dollar General and Five Below are capitalizing on cost-conscious consumer behavior, particularly in secondary and tertiary markets, helping backfill vacant space and maintain occupancy across a wide range of Office formats.

Equally important is the growing demand for convenience and experience. Quick-service brands such as Chick-fil-A and Starbucks are aggressively expanding drive-thru-oriented locations, intensifying competition for prime suburban sites. Meanwhile, experiential users like Planet Fitness and omnichannel Officeers including Target and Walmart are redefining how space is utilized—blending physical Office with service, entertainment, and last-mile fulfillment. Together, these trends are reinforcing the Southeast’s strength as a growth market, where population expansion and suburban development continue to align with evolving Office strategies.

Forbes,

## FIRST LOOK: NEW OFFICE OPPORTUNITIES



### 5409 W FRIENDLY AVE

Greensboro, NC  
±3,200 SF

Office/Medical

**Lease Rate**  
\$22.00 SF/YR



### 4196 MENDENHALL OAKS

High Point, NC  
±3,648 - 7,480 SF

2 Spaces Available

**Lease Rate**  
\$12.50 SF/YR



### 445 DOLLEY MADISON RD

Greensboro, NC  
±714 - 7,511 SF

3 Spaces Available

**Lease Rate**  
\$21.50 SF/YR



### 3810 N ELM ST

Greensboro, NC  
±1,970 - 2,945 SF

1 Space Available

**Lease Rate**  
\$15.50 SF/YR

## PROPERTY MANAGEMENT SPOTLIGHT



# 69,760 SF

8665 W Market St | Greensboro

This ownership is out of Australia and trusted our group to manage their asset. Cruz Foam occupied Building B and our leasing team has Building A for lease.



# 17,000 SF

2841 Lowery St | Winston-Salem

This property is home to Primo Water, a national tenant that trusted us to handle management at a high level. The owner made the move from accounting-only services to full-service management.