

FIGURES | GREENSBORO/WINSTON-SALEM OFFICE | Q1 2026

Leasing Gains Support Incremental Market Improvement

▼ 24.0%
Total Vacancy Rate

▲ 38K
Sq. Ft. Net Absorption

▲ \$19.85
Direct Asking Rate
(\$/Sq. Ft. FSG)

▶ 144k
Sq. Ft. Under Construction

Note: Arrows indicate change from previous quarter.

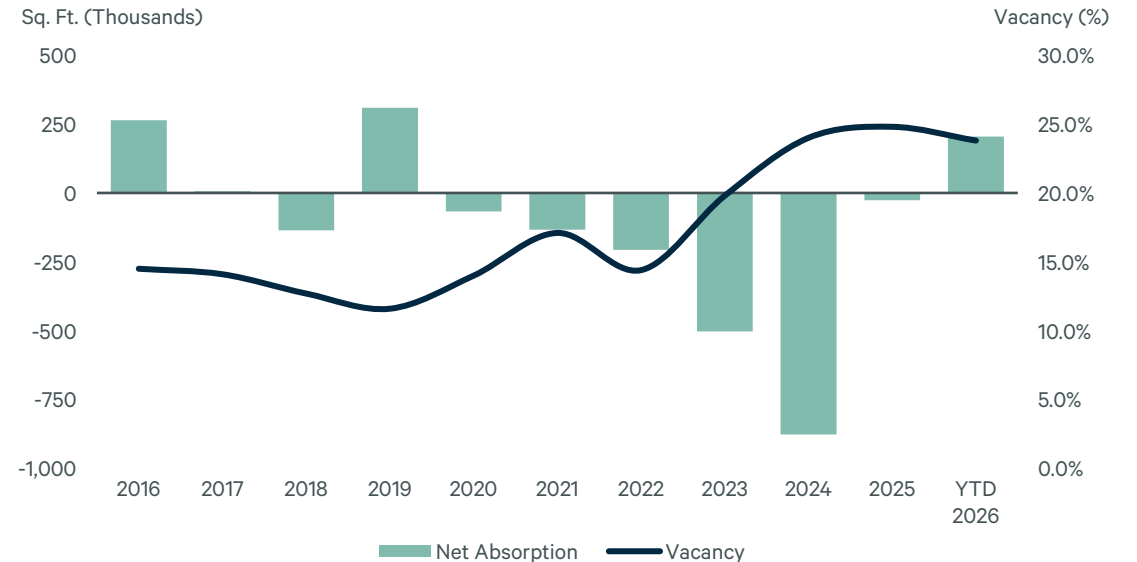
KEY TAKEAWAYS

Market fundamentals improved modestly quarter-over-quarter as vacancy declined to 24.0%, driven by a combination of increased leasing activity and limited move-outs. Average asking rents spiked to \$19.85 per sq. ft. as landlords adjusted pricing to offset higher tenant improvement allowances. Net absorption totaled positive 38,000 sq. ft., driven by a combination of minimal tenant move-outs and new leasing activity, which was concentrated in Northwest Guilford, PTI Airport, and Winston-Salem CBD submarkets.

Total leasing activity for the quarter was 326,000 sq. ft., the highest the market has seen since Q1 2024. Renewals made up 64.9% of the total and a 168,000 sq. ft. renewal by a confidential Aerospace and Defense tenant in Southeast Guilford was the largest deal of the quarter.

Sales activity decreased quarter-over-quarter to \$39.1 million. The most notable deal of the period was Black Mountain Energy Storage's \$19.1 million purchase of West End Center in Winston-Salem CBD. Its two buildings are expected to be converted to a battery storage-related or energy infrastructure facility, though no plans have been finalized.

FIGURE 1: Net Absorption and Vacancy



Source: CBRE Research Q1 2026

Market Fundamentals

The market’s overall fundamentals improved slightly quarter-over-quarter, and vacancy fell to 24.0%, 80 basis points (bps) lower than Q4. The predominant factor in this was multiple buildings – West End Center (431,000 sq. ft.) and Eastport Office Center (147,000 sq. ft.) – being purchased by users that are planning conversions. These properties have been removed from our statistical set effective Q1 and were not counted as direct absorption in the quarter. Average direct asking rate saw the largest change this period, jumping to \$19.85 per sq. ft. from \$19.00 per sq. ft. in Q4 2025. The increase can be contributed to landlords adjusting their rates to offset the rise in building operating costs.

An uptick in new leasing activity and minimal tenant move outs were the contributing factors in the 38,000 sq. ft. of positive absorption this period. It’s also worth noting that the trailing four-quarter absorption totaled 234,000, its highest since Q2 2020. Additionally, tenants renewed 212,000 sq. ft. of space, highlighting their commitment to the region.

Although there is still room for improvement, the market has been trending in a positive direction over recent quarters. Furthermore, recent job announcements in the industrial and advanced manufacturing sectors across the region are expected to support additional improvements through the spillover of office demand in the coming years.

Leasing Trends

Leasing activity for the quarter totaled 326,000 sq. ft., the highest since Q1 2024, and 67.8% higher than the quarterly average over the past 5 years. Renewals outpaced new leasing, driven by a confidential Aerospace and Defense company renewing their 168,000 sq. ft. space at Carolina Corporate Center in Southeast Guilford. Other large renewals included Coldwell Banker’s 20,000 sq. ft. at 285 S Stratford Road and CACI’s 14,300 sq. ft. at 4090 Premier Drive.

New leasing improved this quarter and totaled 114,000 sq. ft.. Most of this activity was captured by Northwest Guilford, PTI Airport, and Winston-Salem CBD submarkets, which accounted for 78.1% of new deals signed.

The uptick in leasing comes as landlords are beginning to get creative in the ways they are attracting new tenants to their properties.

FIGURE 2: Notable Leases in Q1 2026

Property Address	Submarket	Tenant	Size (Sq. Ft.)	Lease Type
5440 Millstream Road	Southeast Guilford	Confidential	168,000	Renewal
285 S Stratford Road	West Forsyth	Coldwell Banker	20,000	Renewal
4090 Premier Drive	PTI Airport	CACI	14,300	Renewal
100 N Main Street	Winston-Salem CBD	Verger Capital Management	13,200	New Lease

Source: CBRE Research Q1 2026

FIGURE 3: Historical Availability and Asking Rates
Asking Rate (\$/Sq. ft. FSG)



Source: CBRE Research Q1 2026

Development & Investment

The largest sales transaction of the quarter was The Klein Family Trust’s \$19.1 million disposition of West End Center, their 431,000 sq. ft. two-property portfolio in Winston-Salem CBD. The two properties – formerly occupied by Wells Fargo – have been vacant since 2024 and were purchased by Fort Worth, Texas-based Black Mountain Energy Storage. Experts locally believe the new owner is likely to convert the office space to a battery storage-related or energy infrastructure facility, although no formal plans have been finalized.

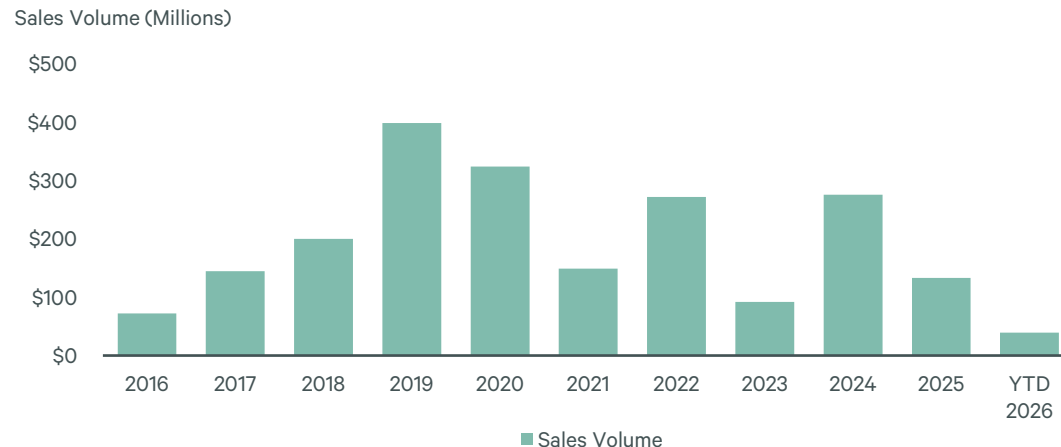
The broader development landscape remains subdued, and no new projects have recently broken ground. The Grounds – a mixed-use development by Carter and Front Street Capital – remains the largest ongoing project with 127,000 sq. ft. of Class A office space. This stalled pipeline continues to allow market vacancy to stabilize in the near-term.

Economic Outlook

Greensboro and Winston-Salem are expected to see steady economic conditions over the next two years, supporting a generally stable office real estate outlook. Job growth across the Triad is projected to average roughly 1%–1.5% annually, led by education and health services, professional and business services, and advanced manufacturing tied to logistics and aerospace activity near PTI Airport. This growth is expected to positively impact the office market through secondary demand from management, engineering, and professional service roles.

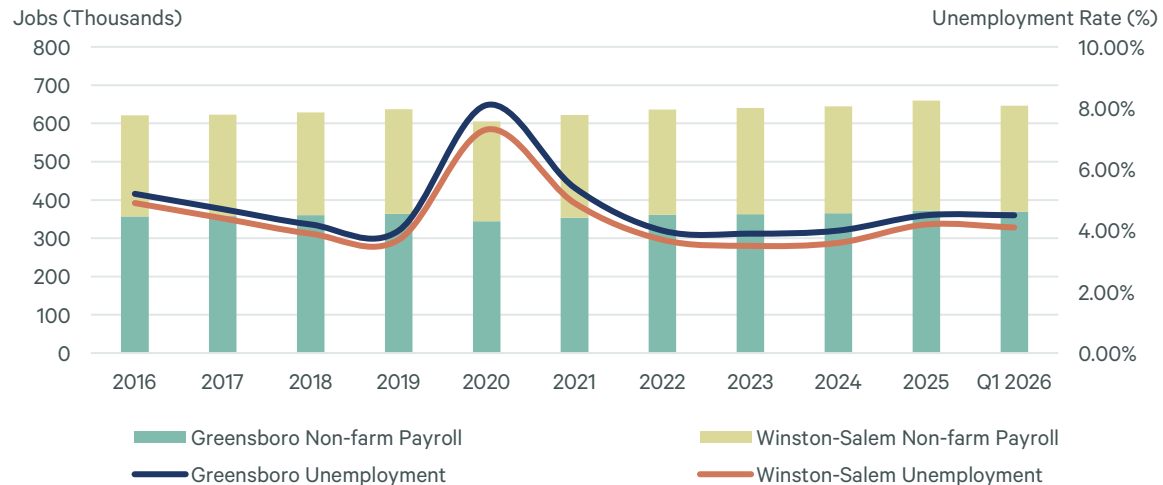
Public and private investments across the Triad are increasingly emphasizing transportation modernization, downtown connectivity, and adaptive reuse of underutilized sites, strategies aimed at strengthening long-term competitiveness, placemaking, and asset efficiency rather than driving immediate employment surges. While elevated interest rates and cautious capital markets may limit near-term development activity, the Triad’s measured growth profile and diversified economic base position the region for gradual strengthening rather than volatility.

FIGURE 4: Historic Annual Investment Sales Volume



Source: CBRE Research Q1 2026; Real Capital Analytics

FIGURE 5: Historic Non-Farm Payroll and Unemployment

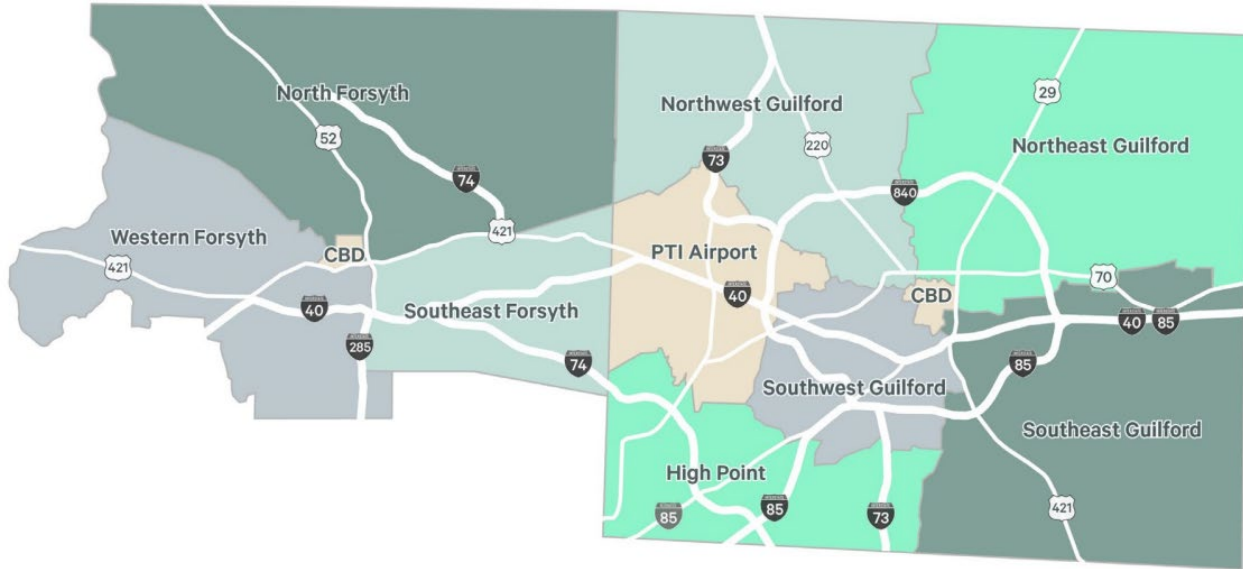


Source: Bureau of Labor and Statistics, April 2026

	TOTAL INVENTORY (Sq. Ft.)	VACANT (Sq. Ft.)	TOTAL VACANCY (%)	TOTAL AVAILABILITY (%)	UNDER CONSTRUCTION (Sq. Ft.)	Q1 NET ABSORPTION (Sq. Ft.)	YTD NET ABSORPTION (Sq. Ft.)	AVG. DIRECT ASKING RATE (Sq. Ft./Yr FSG)
Greensboro								
Greensboro CBD	2,902,901	385,583	13.3%	13.8%	-	8,417	8,417	\$21.71
Northwest Guilford	2,093,578	431,723	20.6%	21.2%	-	18,026	18,026	\$22.41
Northeast Guilford	784,899	25,981	3.3%	4.4%	-	(10,060)	(10,060)	\$31.27
Southeast Guilford	896,878	676,221	75.4%	76.1%	-	(2,802)	(2,802)	\$16.00
Southwest Greensboro	1,447,733	374,122	25.8%	28.5%	-	1,927	1,927	\$17.58
High Point	729,576	113,086	15.5%	21.1%	-	(19,520)	(19,520)	\$15.27
PTI Airport	3,081,159	707,465	23.0%	27.2%	17,000	18,466	18,466	\$21.42
Greensboro Total	11,936,724	2,714,181	22.7%	24.8%	17,000	14,454	14,454	\$20.00
Winston Salem								
Winston-Salem CBD	3,831,356	820,415	21.4	21.7	-	17,414	17,414	\$21.99
North Forsyth	2,127,567	863,810	40.6	44.0	127,000	-1,967	(1,967)	\$13.39
West Forsyth	1,836,271	329,547	17.9	20.0	-	8,125	8,125	\$20.01
Winston-Salem Total	7,795,194	2,013,772	25.8%	27.4%	127,000	23,572	23,572	\$19.59
Market Total	19,731,918	4,727,953	24.0%	25.8%	144,000	38,026	38,026	\$19.85

Source: CBRE Research Q1 2026

Submarket Map



CBRE Offices

CBRE | Triad

101 Centreport Dr., Suite 160
Greensboro, NC 27409

Survey Criteria

CBRE's competitive office inventory includes buildings with 10,000 sq. ft. or more of office space located within Guilford and Forsyth counties. Owner-occupied, medical and life science properties are excluded. Average asking rates are weighted by the amount of available space per building and are quoted on a full-service basis, per sq. ft. per year.

Methodology Update

Beginning in Q4 2025, adjustments were made to the underlying statistical property set used in this report. These changes reflect the removal of properties that no longer meet current criteria. As a result, certain historical metrics may differ from values published in prior quarters. These revisions are intended to enhance data accuracy and ensure the most consistent market representation going forward.

Contacts

Patrick Haley

Research Analyst
+1 336 402 7460
patrick.haley@cbre.com

Kenlie Chap

Associate Research Director
+1 704 612 9102
kenlie.chap@cbre.com

Greg Wilson

Executive Vice President
+1 919 831 8236
greg.wilson@cbre.com

Tom Fritsch

Senior Managing Director
+1 919 831 8200
tom.fritsch@cbre.com