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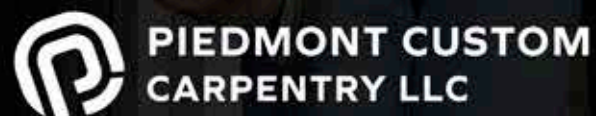
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# DASAN MAISONET

BUILDING THE PORTFOLIO EARLY



BY JASON WEBER  
PHOTOS BY JARVIS HARRIS

By his early twenties, Dasan Maisonet was already representing investor clients in small claims courts and managing properties across the Triad. While many agents spend their first few years learning how to close deals, Maisonet was learning something very different: the legal, operational, and financial realities that come with protecting someone else's investment.

At just 20 years old, he found himself in situations most new agents never experience.

“Doing evictions in property management was crazy,” Maisonet says. “I was 20 years old, going to court and representing my clients there.”

In North Carolina, licensed real estate agents have the ability to represent their clients in certain small claims matters involving property management. That early exposure gave Maisonet a perspective on the industry that many agents never develop.

“In the real estate world there's a lot of things agents don't realize,” he explains. “But we have the ability to represent our clients in small claims court for cases up to ten thousand dollars.”

For Maisonet, those early experiences helped shape how he views the role of a real estate professional.

“My job isn't just to close deals,” he says. “It's to protect my clients' investments and help their properties perform long after the transaction.”

His path to North Carolina included a few moves before eventually settling in the Triad. Maisonet was born in Arizona and spent the first six years of his life there before relocating with his mother to Vermont. After about five years, the family realized the move was not the right fit.

“We found out that really wasn't our area. We missed North Carolina.”

After spending additional time living in Arkansas, Maisonet returned to North Carolina in 2021 with a clear goal already in mind.

“My goal was to get my real estate license before I turned 20 years old,” he says. “I got licensed a month before my 20th birthday in March of 2022.”

Since then, he has steadily built a business that combines property management with investor-focused real estate sales across the Triad. Many of his transactions originate from relationships with investors whose properties he already manages.



“I've probably done around ten sales in the past couple years,” he says. “But recently the sales side has started picking up a lot more.”

At the time of this interview, eight of his listings were active on the market.

“I've got eight listings on the market right now, which is crazy for me.”

Alongside sales, Maisonet has also built a growing property management portfolio that now includes 124 doors across the Triad, ranging from Lexington to Summerfield.

Managing that many properties requires a level of involvement that often surprises people outside the industry.

“I'd say about seventy percent of my job is communication,” he explains. “Talking back and forth and being the middleman connecting the right people.”

Many investor conversations begin the same way. A property has just been purchased and needs repairs before it can be rented. Maisonet's role is to connect the investor with the right vendors, contractors, and timelines to get the property stabilized and income-producing as efficiently as possible.

But the work often goes beyond coordination.

“I want my clients to know that if something needs to be handled, I'm the one who will show up,” he says.

That hands-on approach developed partly from watching how larger management operations function. Many firms handle communication almost entirely from an office through emails and phone calls. Maisonet prefers to remain directly involved with the properties and people connected to them.



Early in his career he also had to adjust to the realities of entrepreneurship. Transitioning from traditional employment to running a business requires a shift in mindset.

“In a job someone sets the schedule and expectations,” he says. “When you’re running your own business, you have to set the direction yourself every day.”

Learning to be proactive rather than reactive was one of the biggest lessons.

These days, the pace rarely slows down.

“A productive day looks like more problems than I can solve in one day,” he says.

But that constant flow of decisions, repairs, tenant concerns, investor questions, and operational issues is also what keeps the business moving forward. Instead of focusing only on individual transactions, Maisonet has built his work around developing a portfolio of managed properties that provide consistent income while continuing to grow.

At the center of that effort is a responsibility he takes seriously.

“I care most about protecting my clients’ investments and making sure those properties perform for as long as they want to keep them.”

Outside of business, another major milestone is approaching. Maisonet and his girlfriend, Jasmine, are expecting their first child, a boy, with a due date of June 11.

“I’m really bad at keeping secrets,” he says with a laugh. “So I let that slip pretty early.”

The couple has already chosen a name but plans to keep it private until the baby arrives.

His experiences in court have also influenced how he thinks about the future. After high school, Maisonet chose not to attend college immediately because he was unsure what direction he wanted to pursue. Real estate provided a way to begin working and building income while figuring that out.

But those early court appearances sparked a new interest.

“That kind of sparked my imagination about going back to school,” he says. “Eventually I’d like to go to law school and become an attorney.”

His long-term plan includes earning a bachelor’s degree in finance or economics while building a deeper understanding of the legal system.

That same long-term thinking drives the strategy behind his business. Rather than chasing individual transactions,

“I care most about protecting my clients’ investments and making sure those properties perform for as long as they want to keep them.”

Maisonet focuses on building systems and managing assets that generate long-term performance for his clients.

For Maisonet, the goal isn’t simply to manage properties. It’s to build the infrastructure around real estate ownership in the Triad.

Today he manages more than 120 units across the region while continuing to expand his sales business and investor relationships.

While many agents build their careers one deal at a time, Maisonet is focused on something different: building a long-term platform around real estate ownership.

The portfolio continues to grow.

And in June, Maisonet’s life will grow as well, with the arrival of his first son and a new chapter at home alongside the business he has already begun building.

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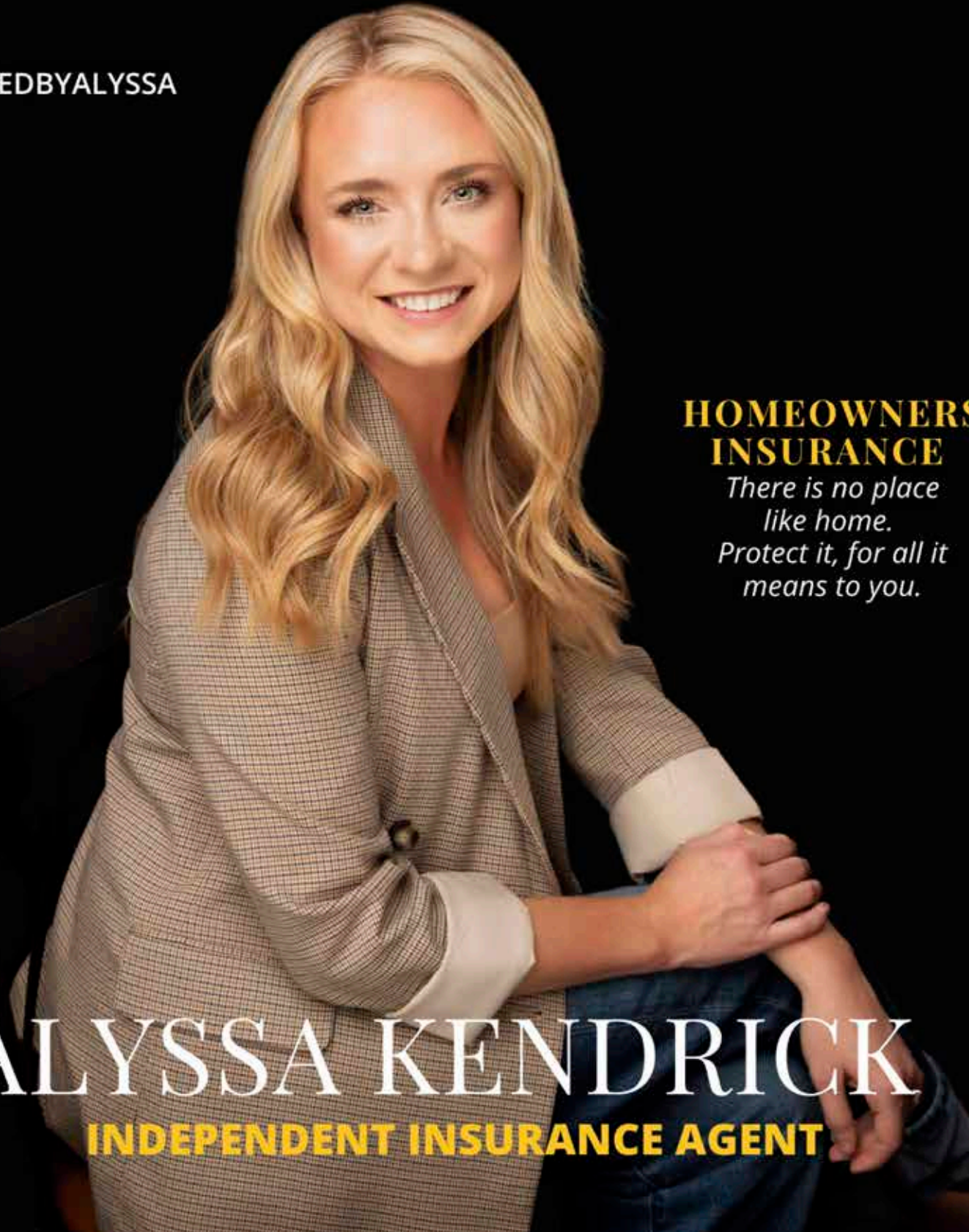


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# Andrew Westmoreland

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ABOUT YOU

BY JOE LARZ  
PHOTOS BY BRIAN ANTHONY



**“My goal had always been to own my own firm, independent from any larger organization”**



**A**my Oakley didn't originally plan to work in real estate. She spent four years working at Women's Hospital while preparing for a career in nursing. During that time, she found herself curious about real estate but wasn't sure how to get started.

That changed when she went through the homebuying process herself. Seeing the transaction from the client's perspective sparked an interest in learning the business.

In 2004, she enrolled at Dan Mohr Real Estate School in Greensboro and earned her broker's license. Early on, she wanted to learn from experienced professionals in the market. One of the people she was encouraged to learn from was Mel Kriegsman, widely known in Greensboro real estate circles.

Oakley spent nearly two years at Kriegsman and Associates, where she learned the market through firsthand exposure.

She remembers Kriegsman taking agents through different communities, explaining the history of neighborhoods and sharing how the local market developed over time. The experience gave her a foundation that shaped how she approached real estate.

Her first transaction was memorable.

She listed a property and later showed it to a couple who decided to purchase it. At the time, dual agency was common, and the sale allowed her to represent both the buyer and the seller. On her first transaction, she earned commission on both sides of the deal.

Two years later, a broker approached her about working for a builder. Oakley was interested in learning more about new construction and decided to pursue it.

She joined DR Horton in 2006 and spent the next eight years working in builder sales. During that time, she

built relationships that still support her business today.

She also experienced considerable success in new construction, frequently ranking as a top sales agent and earning company trips and bonuses.

In 2014, she was asked to train a new agent joining the team.

That agent was Andrew Westmoreland.

At the time, neither of them knew how much their professional paths would overlap.

Westmoreland's introduction to real estate came in an unexpected way.

“I wish I had some glamorous story,” he said. “But I got invited to the beach to party with a buddy. Somehow we ended up out on a boat with his sister and mom, both absolute OGs in the real estate world.”

The conversation eventually turned toward careers, and they suggested he consider real estate.

“They told me they thought I'd be good at real estate, and my response was basically, ‘Alright... let's go.’”

Looking back, Westmoreland describes the period before real estate simply as chaos. He remembers living paycheck to paycheck and sometimes wondering whether he could afford toilet paper.

“I'm not embarrassed to say that,” he said. “Real estate, and more importantly the people who helped me get started, genuinely changed and probably saved my life.”

His first transaction came while working in new construction with DR Horton. The sale involved a townhome in Winston-Salem, and he remembers how smoothly the process unfolded because of the agent who brought him the buyer.

“Shoutout to Nicole Gillespie,” he said. “She probably doesn't realize how much that first experience meant.”

Like many agents early in their careers, Westmoreland also dealt with imposter syndrome.

“I still battle with that,” he said.

Meeting Amy Oakley and another mentor, Matt Tanner, became an important turning point.

“There were a lot of laughs, some tough conversations, and a few ‘get your life together’ moments,” he said.

Over time, that confidence grew.

During a performance review several years later, someone told him he could be good at real estate. That moment changed how he viewed himself in the industry.

“I walked out thinking, No. I am good at this.”

#### **A Partnership Takes Shape**

Oakley eventually made her own transition in the industry.

In 2015, with three young children at home, the rigid schedule of builder sales became difficult to balance with family life. She returned to general brokerage and joined Keller Williams in Burlington.

At the same time, she launched All About You Realty, bringing her sister Stacy Smith on as the firm's administrator.

“My goal had always been to own my own firm, independent from any larger organization,” Oakley said.

About a year later, Oakley moved her business to the Keller Williams Greensboro office to be closer to home. She also encouraged Westmoreland to



**“We both knew we were ready to grow the company and agreed it was time to take a leap of faith”**





**“We’ve built something special with an incredible group of people. It’s never been about units. It’s about people.”**

leave DR Horton and join her team as a buyer’s agent.

The partnership continued to evolve over the next several years.

In 2018, Westmoreland stepped into the role of Team Leader at the Keller Williams Greensboro office during a difficult period for the market center. While he focused on leadership responsibilities, Oakley handled many of the team’s client transactions.

By 2019, Westmoreland decided to return to full time sales. At that point, both of them recognized an opportunity.

“We both knew we were ready to grow the company and agreed it was time to take a leap of faith,” Oakley said.

The early days of that transition came during an unusual moment in history.

“I’ll never forget us going to the bank during the COVID pandemic to open our accounts through the drive through

because we weren’t allowed inside,” she said.

In 2021, they began expanding the firm.

The company operated from several locations before finding the space that felt like home in 2024. Since then, the business has grown beyond the Triad into additional markets.

Today the firm operates in the Triad, Triangle, and Asheville markets. In 2025, Oakley obtained her Virginia real estate license, which allowed them to open an office in Danville.

“We’re continuing to grow those markets with the goal of building them to match our Triad presence,” Oakley said.

For both Oakley and Westmoreland, the work continues to center on the people they serve.

“Our clients often tell us that communication and creativity set us apart,” Oakley said. “We believe in

thinking outside the box and truly valuing each person we work with. Their goals become our goals.”

Westmoreland shares a similar perspective.

“If a client walks away from a transaction understanding the buying or selling process far better than when we started, I feel like we’ve done our job,” he said.

Looking ahead, their focus remains on continuing to grow the company they built together.

“We’ve built something special with an incredible group of people,” Westmoreland said. “It’s never been about units. It’s about people.”

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# John Harrington

BY JASON WEBER | PHOTOS BY ALEXIS BRINKLEY

## PAY AT CLOSING

John Harrington doesn't spend much time talking about himself.

When I reached him by phone late morning, he was between projects, steady and direct, more interested in explaining how something works than in revisiting how he got here.

Mid Atlantic Roofing Systems, based on Reynolda Road in Winston-Salem, is now ten years in business. His grandfather was a builder. John took a different route for a while, moved into home improvements, and eventually narrowed his focus to roofing and exterior systems. The path wasn't shaped by a single moment. It unfolded gradually as he responded to what he kept seeing in the field.

"The perception of roofers in general is really bad," he told me, and he said it without hesitation.

There was no edge in his voice. It sounded more like a conclusion he reached early and decided to build against. Starting without a reputation meant earning trust project by project, especially in an industry where homeowners make decisions under pressure. A leak shows up, a storm rolls through, and the lowest estimate often arrives first.

John has built his company around slowing that moment down.

One of the clearest examples is what he calls the Pay at Closing Program. The concept is simple on paper and more strategic in practice. Mid Atlantic Roofing Systems completes a full roof replacement, new gutters, siding, or windows before a home hits the market or while it is under contract. The seller doesn't write a check up front, and payment is collected from proceeds at closing.

On page 2 of his program overview, the description is straightforward. The company handles the exterior work and "the payment is deferred until your home sells and closes." It's less about convenience and more about removing a common obstacle. Many sellers know a roof will come up during inspection, and

fewer have the liquidity to replace it before listing.

John has watched deals wobble for that reason, so he began offering Pay at Closing to keep transactions intact.

Under the program, the sequence is structured. There is a consultation to evaluate what the house actually needs, and then the renovation is completed by his crew. When the property sells, the cost is deducted from proceeds. The



"Roofing is rarely visible work, and it becomes visible when it fails. John has built his business in the space between what people see and what actually keeps a house protected."





“We usually see **six to ten percent increase** in the property value when we put new windows in it and the new roof.”

He also keeps a Gorilla Profile, which allows his company to perform certain insurance inspections directly. For homeowners on fixed incomes who’ve been hit by hail or wind, that can mean the difference between patchwork and a full replacement negotiated properly.

The office on Reynolda Road is permanent, the crews are trained, and the warranties are transferable. Those details matter only if the roof still holds years after the sign in the yard is gone.

Toward the end of our conversation, we drifted briefly into his time on the water. He’s been sailing for decades, and his boat is currently in St. Lucia. He mentioned it simply, then steered the conversation back to Pay at Closing.

“I want the word to get out,” he said. “Nobody’s really doing it.”

There was no sales pitch in his voice, and it sounded more like someone describing a tool that solves a recurring problem.

Roofing is rarely visible work, and it becomes visible when it fails. John has built his business in the space between what people see and what actually keeps a house protected.

The Pay at Closing program and the choice of a nail most homeowners will never notice both point to the same instinct. If a system can be built stronger and a deal can be steadied before it unravels, he’d rather do it that way and let the results speak when the weather turns.

Hot-dipped galvanized nails are submerged in molten zinc, which creates a thicker zinc-steel alloy

It’s not a talking point for him because most homeowners will never see the difference once shingles are down. The decision sits underneath the visible surface of the roof, where fasteners hold everything in place through humidity, heat, and wind.

Mid Atlantic Roofing Systems is an Owens Corning Platinum Preferred Contractor, which places it in a small percentage of companies nationally. Crews are trained and inspected, and third-party inspections occur at random. If a roof is built incorrectly under a Platinum warranty, the manufacturer can require replacement. John chose to operate within that framework, and it creates accountability beyond code.

coating. They cost more and they last longer. John told me he brings them in by the container because local suppliers rarely stock them. In part, that is because most contractors are not buying them, so suppliers have little reason to carry them.

“No supplier that I can find in North Carolina has hot-dipped galvanized,” he said. “We have to bring in a container of those nails for us to use.”

framework is outlined step by step in the packet, but what matters is how it plays out locally.

Insurance companies are tightening standards, and John said they’re increasingly hesitant to insure roofs older than ten years without riders or additional inspections. If a roof can’t be insured, a lender may not underwrite the mortgage, and a listing that looks clean on paper can stall quietly.

With Pay at Closing, the roof is new before that friction appears.

He has also seen the numbers shift. “We usually see six to ten percent increase in the property value when we put new windows in it and the new roof,” he said. Not every property yields the same result, but the pattern is consistent enough that agents have started asking where the program has been.

The other detail he returned to, almost unexpectedly, was nails.

Everybody uses galvanized nails, and that part is true. The difference is in the process. Electro-galvanized nails have a thin zinc coating applied with an electric current, and they’re less expensive and widely available. Over time, especially in moisture, that thin coating wears away, and rust follows.

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**2. Control What You Can Control**

You can't control interest rates. You can't control inventory levels. And you certainly can't control the news headlines. What you can control is your effort, attitude, and consistency. Focus on conversations, follow-ups, and adding value to the people in your database. The agents who win in challenging markets are the ones who stay active when others retreat. Think of March as the month to double down on the activities that move your business forward.

**3. Limit the Noise and Protect Your Mind**

Constant negative media about the housing market can drain your confidence quickly. If you spend your mornings scrolling through doom-and-gloom headlines, it will eventually affect how you talk to clients.

Instead, protect your mindset. Listen to podcasts that inspire growth, read material that sharpens your skills, and surround yourself with positive professionals who believe opportunity still exists. The market may shift, but opportunity never disappears—it just changes shape.

**4. Reconnect With Your Database**

Your past clients and personal network are one of the greatest sources of stability in a challenging market. March is a great time to reach out, reconnect, and simply check in with people.

No sales pressure. No agenda. Just genuine conversation. These relationships create long-term trust and remind you that real estate is ultimately a people business.

Ironically, the simple act of helping others often strengthens your own mindset.

**5. Focus on the Opportunities Ahead**

Every real estate cycle creates new leaders in the industry. Agents who stay committed during the difficult years often emerge stronger when the market rebounds.

March represents a fresh start. Buyers begin thinking about summer moves, sellers start preparing their homes, and momentum slowly builds. The agents who maintain a strong mindset now will be the ones best positioned to benefit when activity increases.

The market may have been difficult—but your future in real estate is still unwritten. March is the perfect time to turn the page and move forward with renewed focus and confidence.

As always, If we can help you in any way. Reach out **Chris@pappalardoteam.com** or call or text 336-525-1289

Your biggest fan,  
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**MARCH MOMENTUM:**

**5 Ways Real Estate Agents Can STRENGTHEN THEIR MINDSET After a Tough Year**

BY CHRIS PAPPALARDO



Let's be honest—last year was brutal for many real estate agents. Between higher interest rates, hesitant buyers, and fewer transactions, it felt like the market had the parking brake on.

For many professionals, it was the toughest environment since the mid-1990s. But March is a turning point. Spring is approaching, buyers slowly reappear, and the energy of a new selling season begins to build. The key is making sure your mindset is strong enough to take advantage of it.

Here are five powerful ways real estate agents can reset their mindset and build momentum in March.

**1. Recommit to Your Daily Success Habits**

When business slows down, routines often disappear—and that's the worst thing that can happen to a professional mindset. March is the perfect time to rebuild your foundation. Start each day with activities that strengthen your mental clarity and discipline: exercise, journaling, meditation or prayer, and reviewing your goals. These habits may seem simple, but they create stability and focus when the market feels uncertain.



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# Stop Fighting Over Half the Pie:

## Why the Triad's "Other 50%" is Your Ultimate 2026 Pipeline



BY ALEKA DEGRAAF



As we navigate the 2026 real estate market, one thing is abundantly clear: the competition for standard buy/sell listings in the Triad is fierce. You're competing against hundreds of other agents, all vying for the same pool of ready-now buyers and sellers. But what if you are exhausting your energy fighting over just half of the available market share?

If you are ignoring the rental market, you are ignoring a massive, untapped goldmine.

Across the North Carolina Triad—from the bustling urban centers of Winston-Salem and Greensboro, stretching east to Burlington, up north to Eden, and down south to Asheboro—the demographic data reveals a compelling reality. Renters make up a staggering portion of our local population. By shifting your mindset to serve these clients today, you can secure immediate income and build an impenetrable pipeline of homebuyers for the next one to three years.

### The Numbers Don't Lie: The Triad's 50/50 Reality

Many agents assume that everyone who can buy, is buying. But the latest census and market data paint a different picture. In many of our core Triad cities, the population is split nearly evenly between homeowners and renters.

Let's look at the breakdown of the renter population across key Triad markets:

- **Greensboro:** The market is split right down the middle, with a 50.4% homeownership rate and a 49.6% renter rate. That is tens of thousands of households currently leasing.
- **Burlington:** Following a similar trend, Burlington sits at roughly a 52% homeownership rate, meaning 48% of the population relies on the rental market.
- **Eden:** Even in our northern markets like Eden, renters make up 48.5% of the local households.
- **Winston-Salem & Asheboro:** Urban density in Winston-Salem, combined with the economic shifts across Randolph County, means a massive segment of these populations are

currently renting, waiting for the right time—or the right guidance—to transition to homeownership.

### The Short-Term Win: Immediate Revenue Through Tenant Representation

The most common excuse agents use to avoid renters is, "I don't get paid enough to deal with rentals." In 2026, that is simply a lack of strategy.

By becoming a dedicated **Tenant Representative**, you can charge a professional fee (often equivalent to half or a full month's rent) directly to the tenant for your services. Renters are tired of navigating online scams, unresponsive landlords, and confusing lease terms. They are willing to pay a professional to guide them safely into a quality home.

Furthermore, by partnering with modern, agile property management companies (PMCs) like **Fortified Dreams Property Solutions**, the logistics of showing rentals have never been easier.

With self-showing tech and lockboxes, you can show your clients highly-desirable multi-family units on your schedule, without waiting around for an onsite leasing agent.

### The Long-Term Play: Filling Your 1 to 3-Year Pipeline

The true wealth in real estate isn't just about your next commission check; it's about predictable, future income. Every renter you help today is a highly qualified, loyal buyer 12 to 36 months from now.

Here is how you build that pipeline:

- **Month 1 (The Rental Execution):** You help them secure a great rental, negotiate their terms, and earn your Tenant Rep fee. You establish yourself as their trusted real estate advisor.
- **Month 6 (The Check-In):** You reach out to see how the rental is going. You introduce them to a trusted lender to

start a soft credit check and create a roadmap for down-payment savings.

- **Month 9 (The Prep Phase):** The lease renewal is coming up. You review their financial progress. If they are ready, you start the formal pre-approval process.
- **Month 10-11 (The Hunt):** You are actively showing them houses to buy. Because you helped them when they "just needed a rental," they wouldn't dream of using another agent to buy their first home.

### The PM Partnership: Your Secret Weapon for Sustainability

To truly thrive in 2026 and beyond, you need strategic partnerships. Aligning yourself with a professional property management company creates a symbiotic relationship that fortifies your career.

When you refer an investor client who wants to buy a multi-family property to

a PM firm, or when you place a tenant into a managed unit, you need to know your relationships are protected. At Fortified Dreams Property Solutions, we respect the agent-client boundary. We are experts in management; you are the expert in sales. We manage the day-to-day asset, but when that tenant's lease is up and they are ready to buy, or when that investor is ready to sell, we send them right back to you.

Stop fighting over half the pie. By embracing the 50% of the Triad that currently rents, you can generate income today while building an unstoppable, sustainable pipeline for tomorrow.

**Are you ready to learn the exact mechanics of how to charge for Tenant Representation and start converting renters into buyers? I'd be happy to send you the schedule for our upcoming Agent Partnership classes—just let me know!**

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# THE GUILFORD COUNTY REASSESSMENT:

## What It Means for the Spring Housing Market

BY RJ MEYERHOFFER, VP OF MORTGAGE LENDING



You've heard the old saying: The only two things certain in life are death and taxes.

Here in Guilford County lately, it feels like the second one is on everyone's mind.

For the past several weeks, the 2026 property tax reassessment has dominated conversations across the local real estate landscape. Homeowners are opening their reassessment notices with raised eyebrows. Buyers are recalculating affordability. Realtors are fielding questions from both sides of the transaction.

Across the county, we're seeing assessed values jump 30%, 40%, and in some cases even 60%. Naturally, that has created a lot of discussion—and in some cases concern—about what this means for monthly mortgage payments, buyer affordability, and the direction of the market in 2026.

But those higher numbers aren't appearing out of thin air.

"From a real estate perspective, these higher assessments are actually a reflection of how strong the local housing market has been," said Beth Sauer of Keller Williams One. "Buyers

have been willing to pay more for homes in this area, and the revaluation is based on that real sales data."

In other words, the reassessment isn't creating value—it's simply catching up to it.

But it's important to remember one key detail: while the new property values are now public, the final tax impact is still unknown. Guilford County officials won't announce the actual tax rate until June. Whether that rate is lowered, remains the same, or increases will ultimately determine how these new assessments translate into real tax bills.

In the meantime, the reassessment is already influencing conversations with both buyers and homeowners.

### The Immediate Impact on Homebuyers

For buyers entering the market this spring, the reassessment has a direct and immediate effect on the mortgage payment.

On purchase transactions going forward, property taxes are estimated using the **new assessed value**, not last year's tax bill. In many cases, that results in higher tax estimates being built into the mortgage calculation.

For some buyers, this can increase the monthly payment by \$150 to \$200—and sometimes more depending on the property.

Those higher tax estimates flow directly into several key parts of the loan approval process: debt-to-income ratios, cash required to close, overall payment comfort, and ultimately whether a borrower qualifies within their desired price range.

For buyers currently shopping or under contract, it creates an important reminder: preapprovals based on outdated tax estimates may no longer reflect the true payment.

Updating the numbers with the new assessed values ensures buyers understand exactly where they stand financially and avoids surprises later in the process.

### What Current Homeowners Should Expect

Existing homeowners will likely experience the effects of the reassessment later this year through their mortgage escrow accounts.

When you have a mortgage with escrow, your loan servicer collects a portion of property taxes each month and pays the county on your behalf. Once the new tax bills are issued, the servicer performs an annual escrow analysis comparing what was collected versus what is actually owed.

If property taxes increase, the monthly mortgage payment increases as well.

In some cases, homeowners may also see a **shortage adjustment**, meaning the servicer did not collect enough during the year to cover the higher tax bill. When that happens, the payment increase reflects both the higher tax amount going forward and repayment of the shortage.

For homeowners who believe their reassessed value may be higher than what their home would realistically sell for, Guilford County has provided an opportunity to challenge the valuation. **Appeals must be filed by May 15.**

For those simply trying to anticipate the potential impact, multiplying the new assessed value by the current tax rate can provide a reasonable early estimate of where property taxes could land if the rate remains similar.

### What Local Realtors Are Seeing

Because this reassessment has become such a central topic across the industry, I also conducted a brief survey among local Realtors to better understand their early reactions. One theme stood out immediately: affordability.

With housing affordability already a nationwide concern, **56% of agents surveyed said their biggest reaction to the reassessment was concern about buyer affordability.**

When asked how disruptive the reassessment could be to the 2026 market, more than **60% of respondents said they expect a moderate disruption**, suggesting agents believe the market will adjust but not necessarily stall.

Looking ahead to June's tax rate decision, the largest group of respondents—**39%**—**believe the county will likely keep the tax rate roughly the same.**

If that happens, many agents believe the market could feel the impact during the summer months, with a majority of respondents expecting the possibility of **slower activity** as buyers adjust to higher total monthly payments.

Even so, the outlook from the real estate community remains largely positive.

When asked whether the reassessment changes their outlook for the remainder of 2026, the most common response—**48% of agents—said they remain optimistic.**

### A Realistic but Optimistic Perspective

That sentiment was echoed by Bill Warmath of Keller Williams One and the 2026 President of the Greensboro Regional Realtors Association.

"I'm realistic, but optimistic at the same time," Warmath said. "With the betterment of mortgage rates of late, I believe we're going to have a strong spring market—one that I sincerely feel will last through 2026 and into 2027."

His advice to buyers reflects the long-term perspective many experienced agents share.

"My advice to my buyer clients is to take a deep breath, buy to your best ability, and accept that taxes invariably go up. I am hopeful that actual market values continue to outpace the tax value for the coming four to six years."

### The Bottom Line

While the reassessment numbers have certainly captured everyone's attention, the full picture won't come into focus until the county announces the tax rate in June.

Until then, buyers should make sure their mortgage numbers reflect the new assessed values, homeowners should review their reassessments carefully and consider whether an appeal makes sense before the May 15 deadline, and real estate professionals will continue guiding clients through the uncertainty.

If the past few weeks have proven anything, it's that property taxes may not be the most exciting topic in real estate—but they can certainly become the most talked about one.




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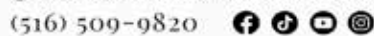
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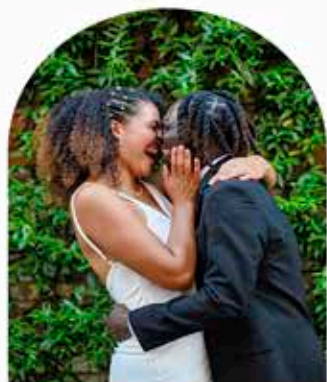
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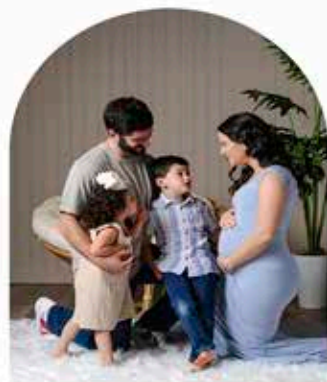
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