

Columbia's Housing Market: Sustainable Growth Ahead?

New Q2 2026 data reveals crucial trends shaping the Midlands real estate landscape.

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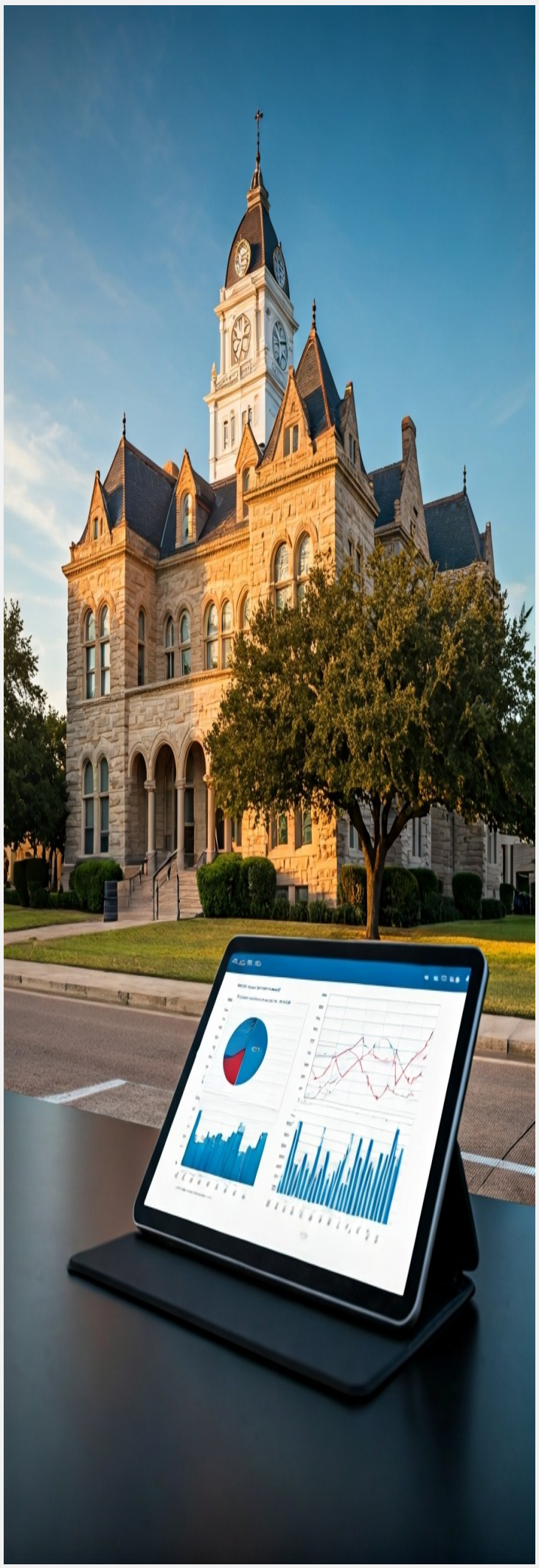
THE DATA

$325,000

Median Home Price

The median sales price for single-family homes in the Columbia metro area reached this figure in Q2 2026.

This statistic, from the latest university report, indicates a continued, yet moderated, appreciation in home values across the Midlands. While still showing year-over-year growth, the market suggests a recalibration, providing a nuanced perspective for participants.



Source: University of South Carolina Darla Moore School Division of Research · Published August 11, 2026

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Columbia's Affordability Attracts Sustained Buyer Interest

Compared to more expensive South Carolina markets like Charleston, Columbia maintains a compelling affordability advantage. This relative value proposition continues to draw buyers, underpinning consistent demand within the Midlands housing sector, as noted in the recent market analysis.



02

Interest Rates Shape Columbia Buyer Purchasing Power

The prevailing interest rate environment is significantly influencing buyer purchasing power and strategic decisions in the Columbia market. This factor contributes to a more considered, yet still competitive, landscape for properties across Richland and Lexington counties, according to the latest research.

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