Columbia's Tech Boom Fuels Real Estate Growth

Innovative startups and smart homes are reshaping the market.

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THE DATA

75%

Tech Companies in the Region

Tech companies now represent a significant portion of the local economy.

Tech companies are increasingly relocating to Columbia, driving demand for tech-savvy properties and services. This trend is further supported by the city's strategic location and access to major tech hubs, making it an attractive destination for tech professionals and startups.

Source: South Carolina Business Journal · Published August 17, 2026

01

Revolutionizing Property Management

A new tech startup is leveraging cutting-edge technology to streamline property management processes, enhance tenant experiences, and reduce operational costs for landlords. This innovation is attracting more tech-savvy tenants and contributing to the city's growing tech ecosystem.

02

Smart Homes and Digital Marketing

Tech companies are investing in smart home technologies, making properties more attractive to tech-savvy buyers. Digital marketing strategies and virtual tours are also becoming increasingly important, allowing potential buyers to explore properties remotely and make informed decisions.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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