Tech Innovations Drive Upstate Growth

Greenville's advancements boost local real estate market

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THE DATA

7.00%

Year-over-Year Growth

The Upstate's housing market is showing strong resilience.

According to the Richmond Fed, Upstate SC's housing market is outperforming both national and other regional markets, driven by a robust local economy and improving job opportunities.

Source: Richmond Fed · Published August 17, 2026

01

Innovations Boosting Market Trends

Local tech companies and startups in Greenville are developing new tools and platforms to enhance the real estate buying and selling process, including virtual reality tours, automated property assessments, and AI-driven market analysis. These advancements are attracting tech-savvy buyers and sellers, driving further growth in the market.

02

Commercial Sector Surpasses Expectations

The Upstate is witnessing a surge in office and industrial space developments, fueled by an influx of tech companies and growing manufacturing sectors. The USC Darla Moore School Division of Research indicates strong resilience and potential for continued expansion in the commercial real estate market.

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