

Is Grand Strand's Market Diverging?

A new demographic is reshaping buyer behavior

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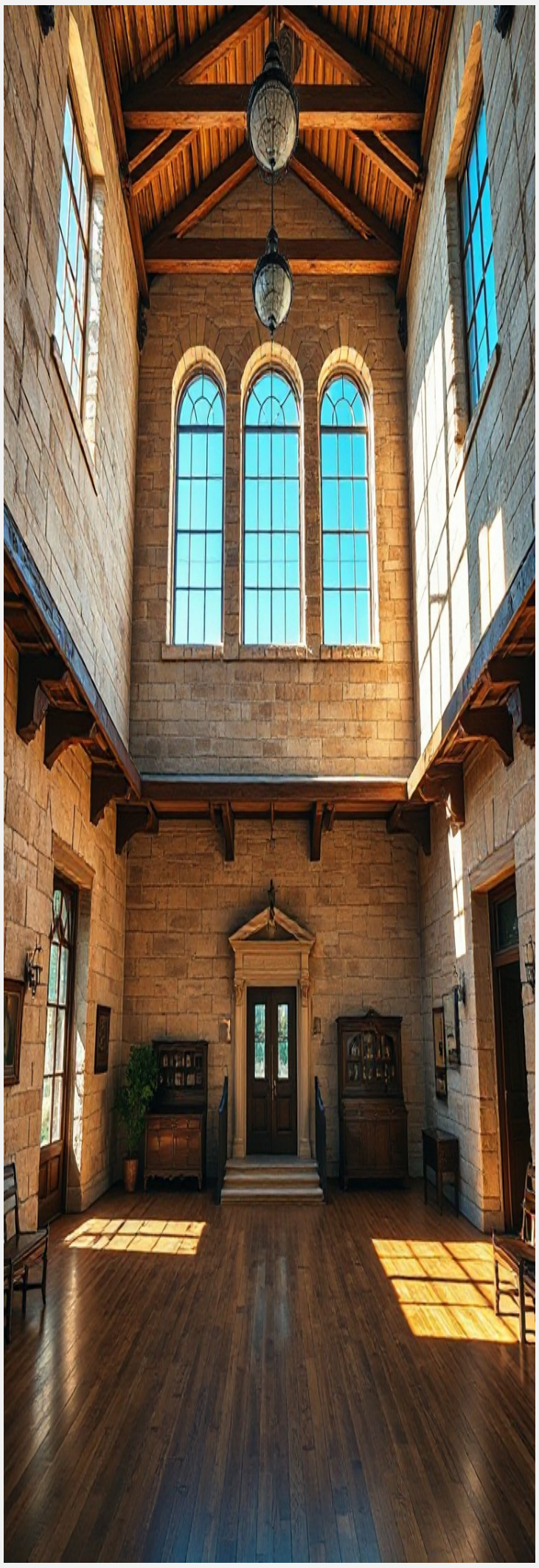
THE DATA

7.8%

Year-over-Year Price Growth

In Georgetown County, South Carolina, home prices have risen faster than the national average.

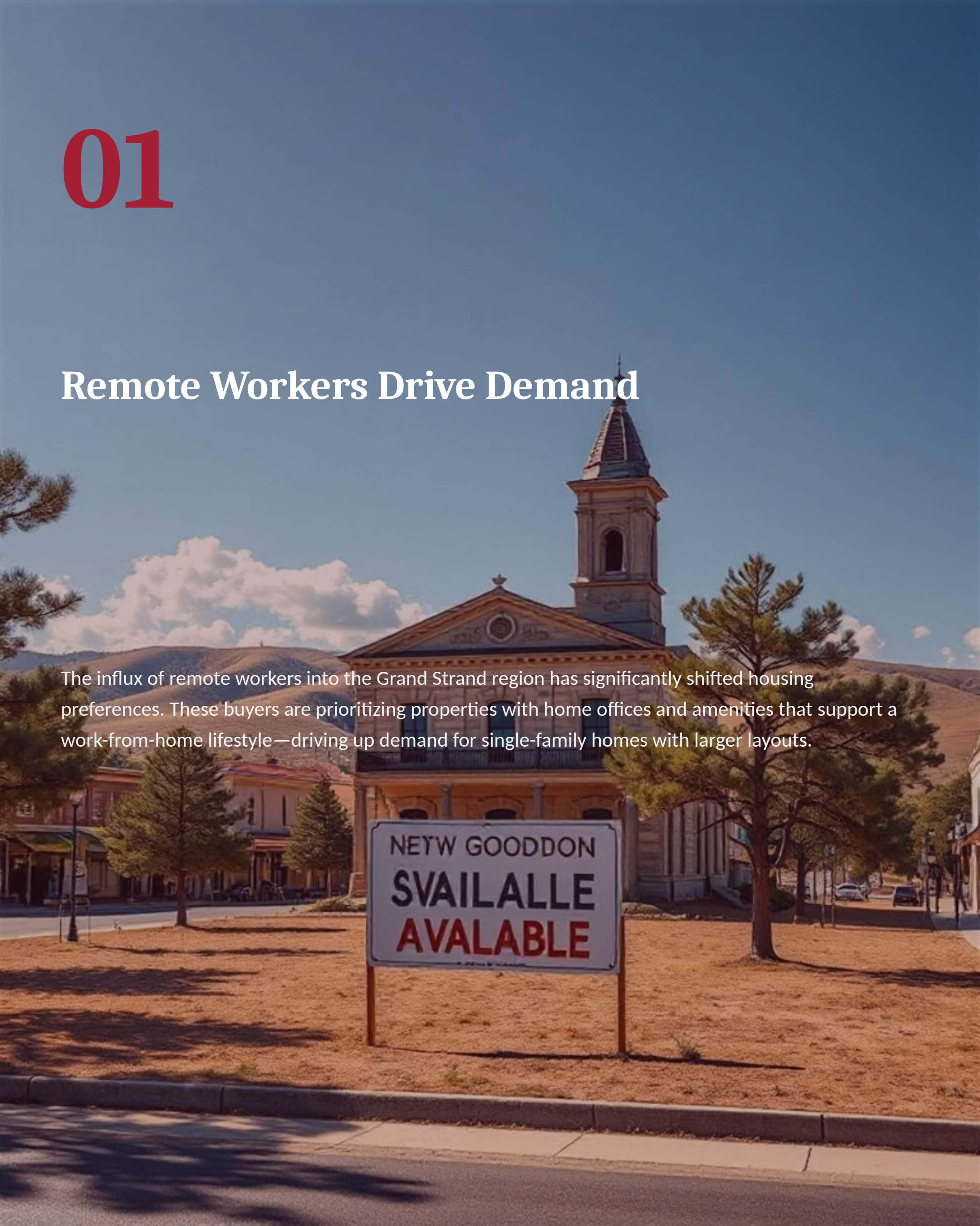
Georgetown County's housing market has shown a 7.8% year-over-year increase in home values—significantly outpacing the national average of 4.8%. This trend is particularly notable among remote workers and retirees moving to the region, who are reshaping demand patterns for housing.



Source: Federal Reserve Bank of Richmond · Published August 25, 2026

01

Remote Workers Drive Demand



The influx of remote workers into the Grand Strand region has significantly shifted housing preferences. These buyers are prioritizing properties with home offices and amenities that support a work-from-home lifestyle—driving up demand for single-family homes with larger layouts.



02

Georgetown County Outpaces National Trends

While national housing markets show signs of cooling, Georgetown County continues to experience robust price appreciation. This divergence highlights how local economic drivers—such as remote work adoption and tax incentives—are reshaping regional housing dynamics in ways that differ from broader U.S. trends.

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