Upstate SC's Housing Market Is Defying Trends

A shift in migration and workforce dynamics

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THE DATA

7.00%

Unemployment Rate

In the Fifth District, excluding Charleston and Columbia.



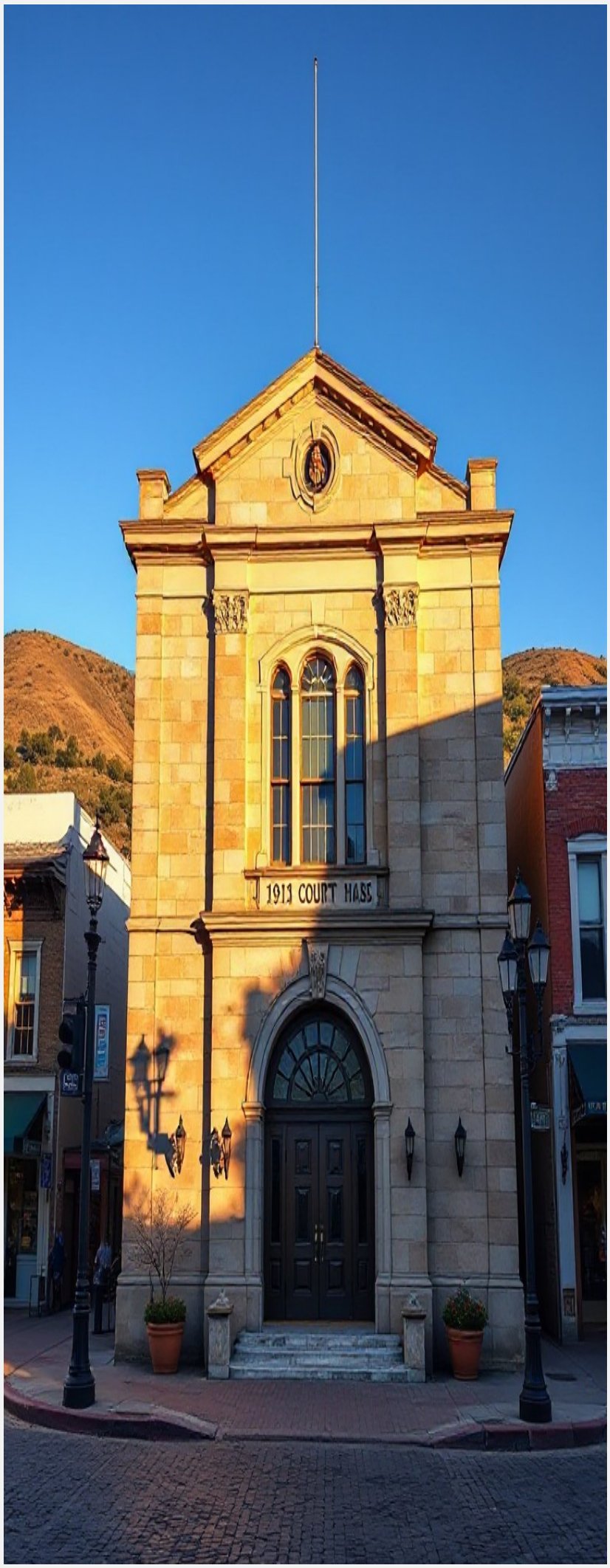
The Federal Reserve Bank of Richmond’s latest report shows that Upstate SC’s unemployment rate has stabilized at 7.00%, a notable contrast to the national average which remains elevated. This stability is largely attributed to strong regional job growth in tech and manufacturing sectors. The region's ability to retain and attract young professionals is key to its housing resilience.

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

01

Tech Sector Growth Drives Housing Resilience

The tech sector in Upstate SC is expanding rapidly, with new companies and startups establishing operations in Greenville and Spartanburg. This influx of high-income professionals is directly fueling demand for housing and driving prices upward, even as national markets are cooling. The region's focus on innovation and workforce development has created a unique economic tailwind.



02

Migration Patterns Mirror Virginia's Data Center Boom

Upstate SC is witnessing an influx of young, highly educated professionals—similar to what Virginia has seen with its data center boom. These individuals are drawn by competitive salaries and the region’s growing tech ecosystem, leading to increased demand for both rental and ownership housing. This demographic shift helps explain why Upstate remains a strong market while others decline.

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