

The Grand Strand's Affordability Gap Is Widening

New data reveals a growing divide in housing access.

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THE DATA

$385,000

Median Home Price

For the Grand Strand, excluding Charleston, Columbia, Hilton Head, and Upstate SC.

The median home price in the Grand Strand region has risen to $385,000 as of August 2026, according to the Richmond Fed's Fifth District Economic Snapshot. This reflects a 9% increase year-over-year, driven by sustained demand from out-of-state buyers and limited housing inventory.



Source: Richmond Fed · Published August 27, 2026

01

Buyer Demand Outpaces Housing Supply

The Grand Strand's housing market is experiencing a significant imbalance between buyer demand and new construction. Despite strong interest, new permits for residential development remain below historical averages, exacerbating affordability pressures for local residents. The median price-to-income ratio in the region has now reached 6.4x, up from 5.2x last year.



02

Rising Prices May Displace Local Homeowners

With housing prices rising faster than wages, local homeowners—especially those in lower-income brackets—are increasingly priced out of their own neighborhoods. This trend is creating a new class of "affordability refugees," who are being displaced to areas outside the Grand Strand. Local economic data from USC Darla Moore School Division of Research shows that the median household income in Horry and Georgetown counties has grown by just 2.1% over the past year, lagging behind price increases.

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

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate

Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

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