

Columbia's Housing Market Is Defying Trends

A deeper look into what's really driving the Midlands' resilience

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THE DATA

7.8%

Homeownership Rate

Among South Carolina's largest cities.

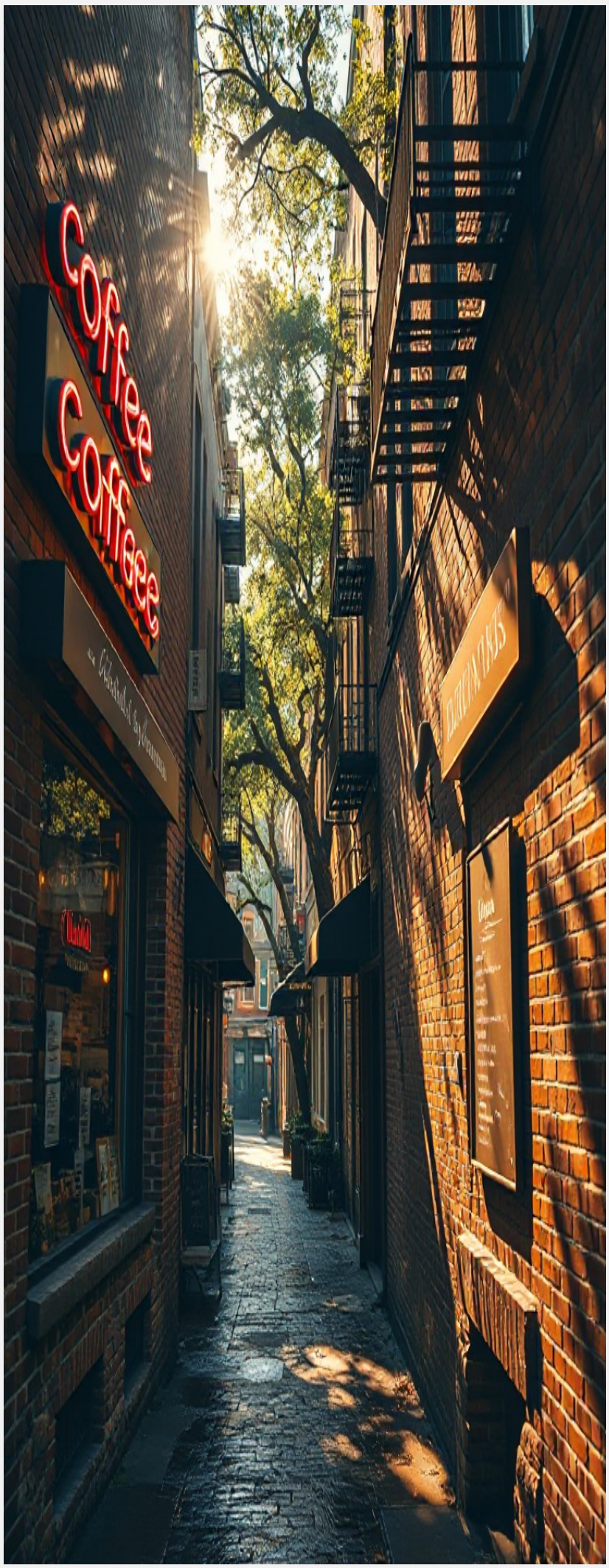
Columbia's homeownership rate of 7.8% is higher than the national average and significantly outpaces neighboring markets, indicating strong local equity accumulation. This stability may be a key factor in maintaining price resilience despite broader regional shifts.



01

Equity Accumulation Drives Stability

Columbia's high homeownership rate reflects a deep-rooted local real estate culture, where long-term residents are less likely to move. This creates a buffer against speculative or volatile market shifts, unlike more transient areas.



02

Workforce Stability Is the Hidden Driver

With a strong presence of government, university, and healthcare jobs in Columbia, residents have job security that supports sustained homeownership. This workforce stability helps anchor prices even when national trends suggest a cooling market.

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Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate

Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

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