

Is the Grand Strand's Rental Market Reshaping Homeownership?

A key shift in South Carolina's coastal real estate

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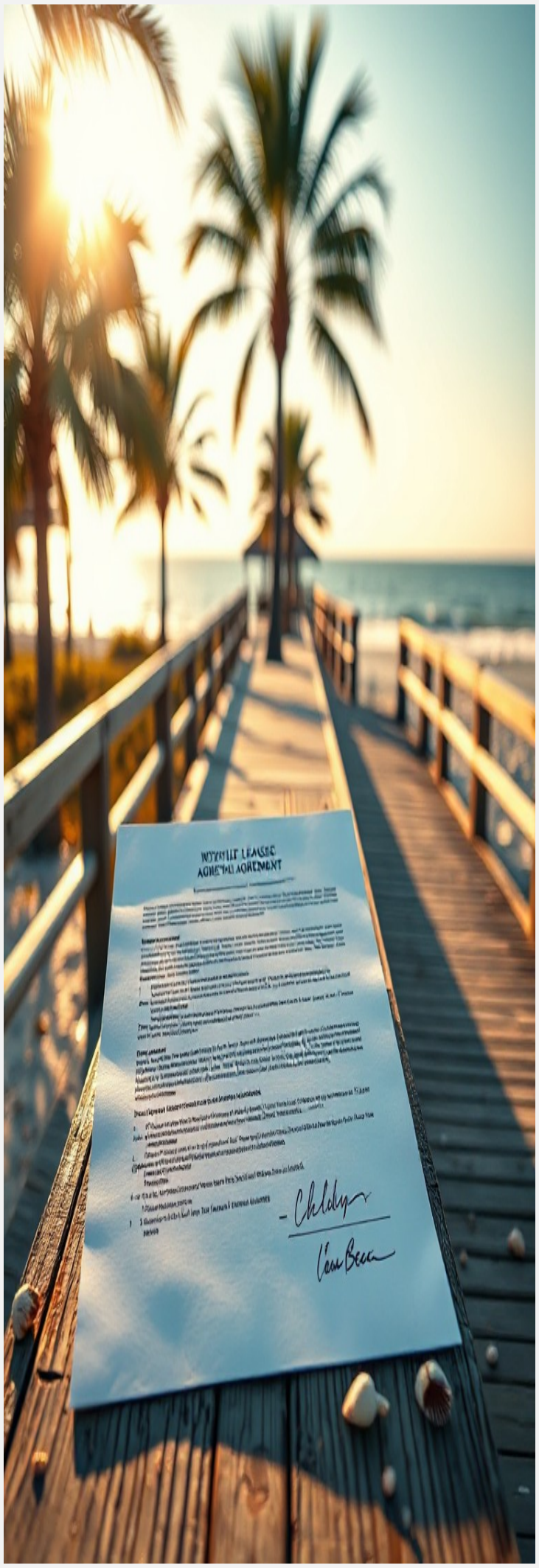
THE DATA

38.4%

Rental Rate

Among all counties in the 5th Federal Reserve District, including South Carolina.

In Horry and Georgetown counties, 38.4% of households are renters, significantly higher than the national average of 34.7%. This suggests a substantial portion of residents may be delaying homeownership due to affordability pressures or lifestyle preferences. The rental market is not just a niche segment—it's a structural force shaping the region’s housing landscape.



01

Renters Are Driving Local Demand

A high rental rate indicates that more people are choosing to rent rather than buy, which can stabilize home prices but also reduce long-term equity-building opportunities. In the Grand Strand, this trend may be a response to economic uncertainty or an evolving lifestyle preference among young professionals and retirees. This dynamic challenges traditional assumptions about homeownership as the primary path to wealth accumulation.



02

Rental Market Growth May Slow Homeownership

As more households opt for renting, it could create a feedback loop where home prices remain elevated due to sustained demand from renters, but ownership rates decline. This pattern, if sustained, may lead to a more fragmented housing equity landscape—where homeownership is less accessible and the region becomes increasingly reliant on rental stock. The trend is particularly notable given recent national shifts in renter preferences.

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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