Is Upstate SC Becoming a Migration Magnet?

New data reveals growing interest in the region

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THE DATA

1.8%

Net Migration Rate

The Upstate’s net migration rate has increased to 1.8% in 2026.

This rise in net migration is a strong indicator of the region's growing appeal among national movers. The Richmond Fed data shows that this rate exceeds the national average, signaling a shift in housing demand patterns. The Upstate SC’s proximity to major metropolitan areas and its relatively affordable housing market are key drivers.



01

Affordability Drives Migration

The Upstate SC's housing affordability is a major draw for national migrants. With median home prices significantly below coastal markets, the region offers a compelling alternative for families seeking value and space. The influx of new residents is expected to sustain long-term demand growth.



02

Remote Work Fuels Housing Demand

Remote work trends have enabled more people to relocate to areas with lower cost of living, like the Upstate. As companies continue to embrace hybrid models, this shift is likely to drive sustained housing demand and investment interest in the region’s real estate market.

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