

1.20x Homes Built Per New Household — ALEX Intelligence 2026

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Georgetown County leads in construction per arrival — ALEX Intelligence, 2026

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THE DATA

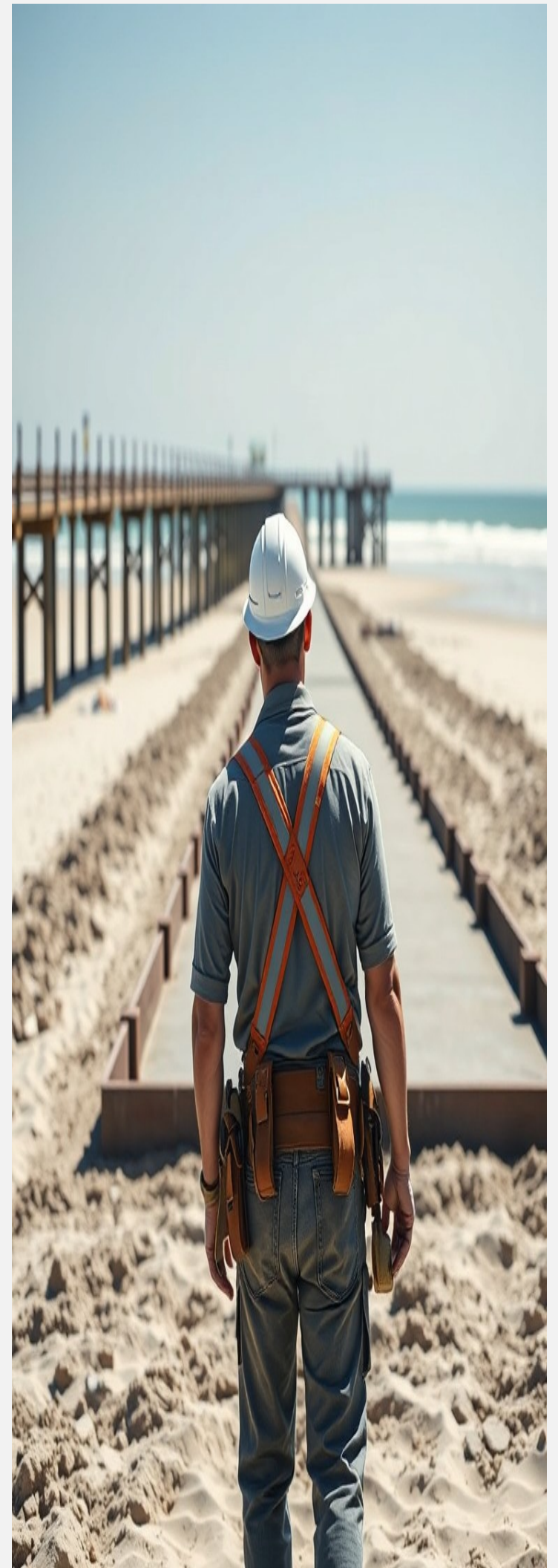
1.20x

One-Unit Homes Permitted per Net Arriving Household (2023)

In 2023, Georgetown County approved 1.20x homes for every new household that moved in.

This ratio indicates that new housing supply is significantly outpacing population growth. While Horry County leads in raw volume, Georgetown County's 1.20x ratio suggests a deliberate, future-oriented build-out strategy focused on long-term market readiness rather than immediate occupancy.

Source: U.S. Census Bureau, Building Permits Survey, county annual totals, 2023; and U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-10-grand-strand-permits-per-arrival>



01

Supply Precedes Demand

Georgetown County is not reacting to demand—it is anticipating it. The 1.20x ratio reveals a construction strategy built on long-term vision, not short-term speculation. This is not overbuilding; it's infrastructure planning for future residents, investors, and rental markets.

This pattern suggests that public and private actors are aligning on a sustained development ethos, likely driven by projected tourism, retirement migration, and workforce expansion tied to regional economic growth.

02

The Value of Pre-Positioning

A 1.20x ratio implies that even with steady in-migration, the market has excess inventory capacity. This pre-positioning offers a competitive edge: future buyers and renters will find options available when demand spikes.

Unlike markets where supply lags, Georgetown County is structurally insulated from rapid price shocks. The real estate ecosystem is being built not for today's buyers, but for the next decade's needs—making it a rare example of anticipatory real estate strategy in a high-growth region.



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