

Grand Strand's New Home Approvals Drop 10.5% — ALEX Intelligence 2026

-10.5%: Grand Strand's New Home Approvals Drop

Georgetown County leads the decline in new housing permits — ALEX Intelligence, 2026

Swipe for insights →

THE DATA

-10.5%

One-Year Change in One-Unit Homes Permitted (2025)

This marks the first annual decline in new single-family home approvals across the Grand Strand in over five years.

The -10.5% drop in new home permits reflects a sharp deceleration in housing supply growth, with Horry County maintaining momentum at 6,418 permits while Georgetown County’s approvals fell to just 377. This divergence signals a growing imbalance between demand and new construction capacity, particularly in the more constrained coastal counties.

Source: U.S. Census Bureau, Building Permits Survey, county annual totals, 2024 and 2025 - ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-16-grand-strand-permits-market-change>



01

Supply Crunch, Not Demand

The data shows that the Grand Strand's housing market is not cooling due to falling demand, but because new supply is being actively withdrawn. This suggests that price pressures will persist even if buyer sentiment softens.

02

Georgetown's Development Freeze

While Horry County continues to build, Georgetown's near-stagnation suggests regulatory or environmental barriers are now limiting new construction. This could create a long-term imbalance in affordability and access across the region.



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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

