

Highest Median Gross Rent in the Upstate — ALEX Intelligence 2026

Five Forks Tops Upstate in Rent

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THE DATA

\$2,178

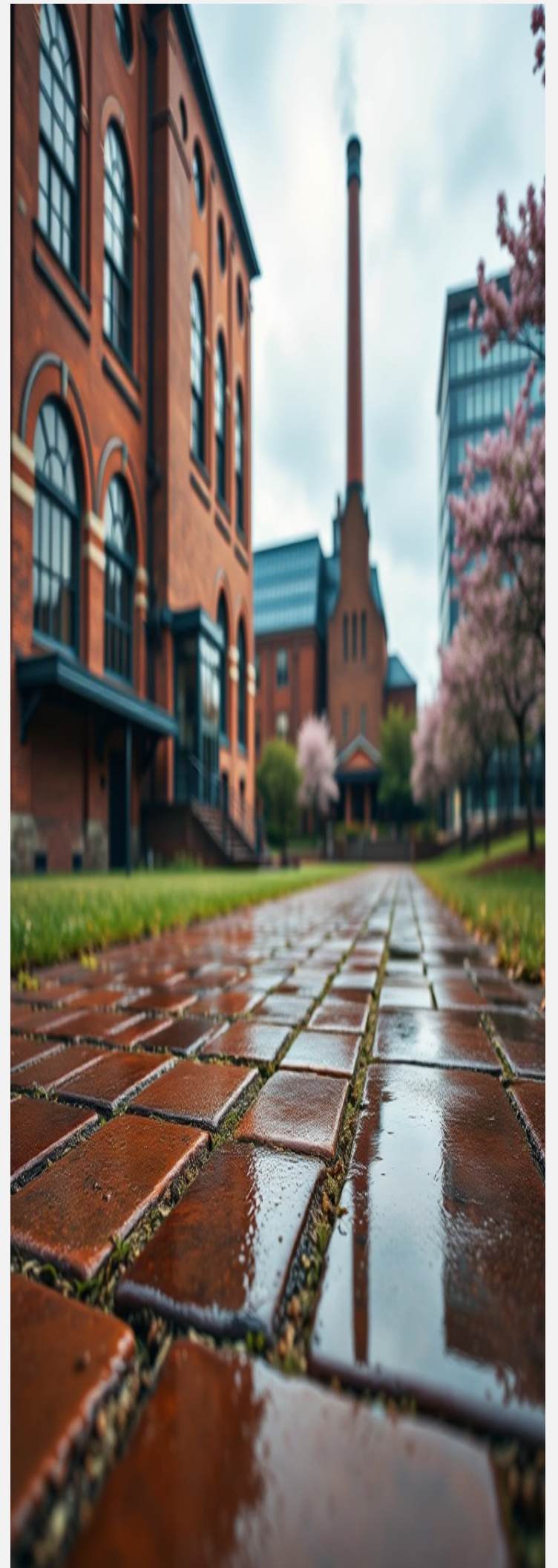
Median Gross Rent (2024)

Five Forks leads the Upstate in rental cost, reflecting its premium positioning.

This figure is not an outlier—it is the new benchmark for high-end residential value in the region. The \$2,178 median gross rent in Five Forks signals a shift in where high-income professionals and remote workers are choosing to anchor their lives. It reflects not just affordability pressure, but a concentrated demand for quality urban amenities, walkability, and modern infrastructure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-21-upstate-sc-gross-rent-place-mkt>



01

Rent as a Signal of Development Priority

Five Forks' dominance in rent is not accidental. It is the direct outcome of targeted public and private investment in infrastructure, mixed-use zoning, and transit-oriented development. The recent Mayberry Street repairs near Unity Park and updated downtown design guidelines in Greenville are part of a broader regional strategy that elevates certain nodes as economic and cultural hubs. Five Forks is the beneficiary of this strategic sequencing—where investment precedes demand, not the other way around.



02

The Rent Premium Is a Strategic Asset

High rents in Five Forks are not a market failure—they are a feature of a deliberate urban strategy. The elevated cost reflects a premium on access to high-quality public space, transit connectivity, and a curated environment. As the Upstate’s innovation economy grows, so does the demand for places that combine productivity with quality of life. Five Forks is becoming the de facto standard for what a modern, high-performance urban node should look like in South Carolina, and its rent structure is the market’s vote of confidence.

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