

#1 Highest Median Gross Rent in the Midlands — ALEX Intelligence 2024

\$1,944 Median Gross Rent — #1 in Midlands

Lake Murray leads with highest rents in the Midlands — ALEX Intelligence
2024

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THE DATA

\$1,944

Median Gross Rent (2024)

Lake Murray of Richland records the highest median gross rent in the Midlands, reflecting premium positioning and limited supply.

This figure is not a national outlier but a localized benchmark, driven by geographic exclusivity, infrastructure maturity, and long-term resident retention. The data underscores that high rents in Columbia are not uniform but concentrated in specific enclaves with deep community roots and controlled development.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-22-columbia-sc-gross-rent-place-mkt>



01

Affluence Is Location, Not Just Income

This suggests that in the Midlands, rent growth is less about affordability and more about asset longevity. High rents here are not a burden but a signal of resilience—proof that certain areas have become institutionalized as permanent, high-value communities.



02

Rents Reflect Exclusivity, Not Just Demand

This isn't just about price—it's about place-making. The highest rents are not merely a function of supply and demand but of social capital, historical continuity, and restricted development, making Lake Murray not just expensive, but irreplaceable.

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

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