

#1 Most Owner-Occupied City in the Grand Strand — ALEX Intelligence 2026

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Forestbrook leads with 91.5% owner occupancy — ALEX Intelligence 2026

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THE DATA

91.5%

Owner Occupancy Rate (2024)

Forestbrook holds the highest rate of owner-occupied housing in the Grand Strand.

This figure is not just a statistic—it signals a deeply rooted community culture where long-term residency and generational ownership are the norm. In a region shaped by seasonal tourism and short-term rentals, Forestbrook stands apart as a bastion of permanent settlement. This stability underpins durable neighborhood networks, consistent property maintenance, and sustained local investment, even amid rising costs.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-24-grand-strand-owner-share-place-mkt>



01

Ownership as a Cultural Anchor

This is not a market for quick flips. It is a place where legacy matters. The high rate of owner occupancy suggests that Forestbrook is less vulnerable to market shocks driven by investor churn or seasonal volatility, making it a rare example of residential resilience in a region known for its flux.

02

The Hidden Competitive Edge

In a market where new construction often prioritizes rental yield over long-term residency, Forestbrook's model offers a counterintuitive but powerful value proposition: a place where being a homeowner is not just a financial decision, but a social one. This may explain why, despite not being the largest or most visible city, it leads in ownership—and why its real estate may be more insulated from cyclical downturns.

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