12.0% of Homes $1M+ — ALEX Intelligence 2026

12.0% of Homes $1M+ — #1 in SC

Lake Murray leads the Midlands in luxury housing concentration

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THE DATA

12.0%

Share of Homes Valued $1M or More (2024)

Lake Murray of Richland leads South Carolina in the share of homes valued at $1 million or more.

This figure represents a structural shift in the Midlands' housing economy, signaling that high-end housing is not a marginal phenomenon but a core segment of the local market. The concentration of million-dollar homes in Lake Murray reflects long-term investment, generational wealth retention, and limited new construction in premium areas. This is not a bubble—it's a stable, data-backed indicator of sustained demand.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-27-columbia-sc-million-share-place-mkt

01

Luxury Is No Longer an Afterthought

The fact that 12.0% of homes in Lake Murray exceed $1M is not an outlier—it's a benchmark. It indicates that the Midlands has evolved beyond a typical Sun Belt metro into a market where wealth is both concentrated and durable. This concentration is not driven by speculative flipping but by long-term residency, estate preservation, and limited supply in high-value zones. The stability of this segment underscores broader market resilience in Columbia.

02

The Hidden Engine of Market Stability

While national markets face softening, Columbia’s high-end segment remains insulated. The 12.0% threshold in Lake Murray is not just a luxury marker—it’s a leading indicator of overall market health. Because high-end homes are less sensitive to interest rate fluctuations and more tied to local economic strength, their performance signals confidence in the region’s long-term fundamentals. This segment acts as a buffer during economic shifts, reinforcing the Midlands’ position as a resilient real estate hub.

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

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