Ranked #8 in U.S. on Housing Vacancy Rate — ALEX Intelligence 2026

Grand Strand Ranked #8 on U.S. Vacancy Rate

27.0% vacancy rate—strategic surplus, not market failure

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THE DATA

27.0%

Housing Vacancy Rate (2024)

Myrtle Beach-Conway-North Myrtle Beach ranks #8 of 401 U.S. metros on housing vacancy rate.

This figure is not a symptom of oversupply but a structural advantage. With 27.0% of housing units vacant, the Grand Strand maintains a dynamic inventory pool that absorbs seasonal demand spikes and accommodates new migration without triggering price surges. Unlike markets with tight supply, where scarcity drives competition, the Grand Strand uses vacancy as a buffer to sustain long-term market resilience.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-27-grand-strand-standing-vacancy-share-msa

01

Vacancy as Strategic Infrastructure

This dynamic is rare nationally. Most markets face either stagnant inventory or speculative overbuilding. The Grand Strand's vacancy rate is a signal of market maturity and adaptability, not stagnation. It's a self-correcting system where supply and demand find equilibrium without policy intervention.

02

Supply Flexibility, Not Scarcity, Drives Value

In contrast to markets like Charleston or Hilton Head, where low inventory fuels bidding wars, the Grand Strand's vacancy rate enables consistent buyer confidence. It's not a lack of demand—it's a surplus of options.

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

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