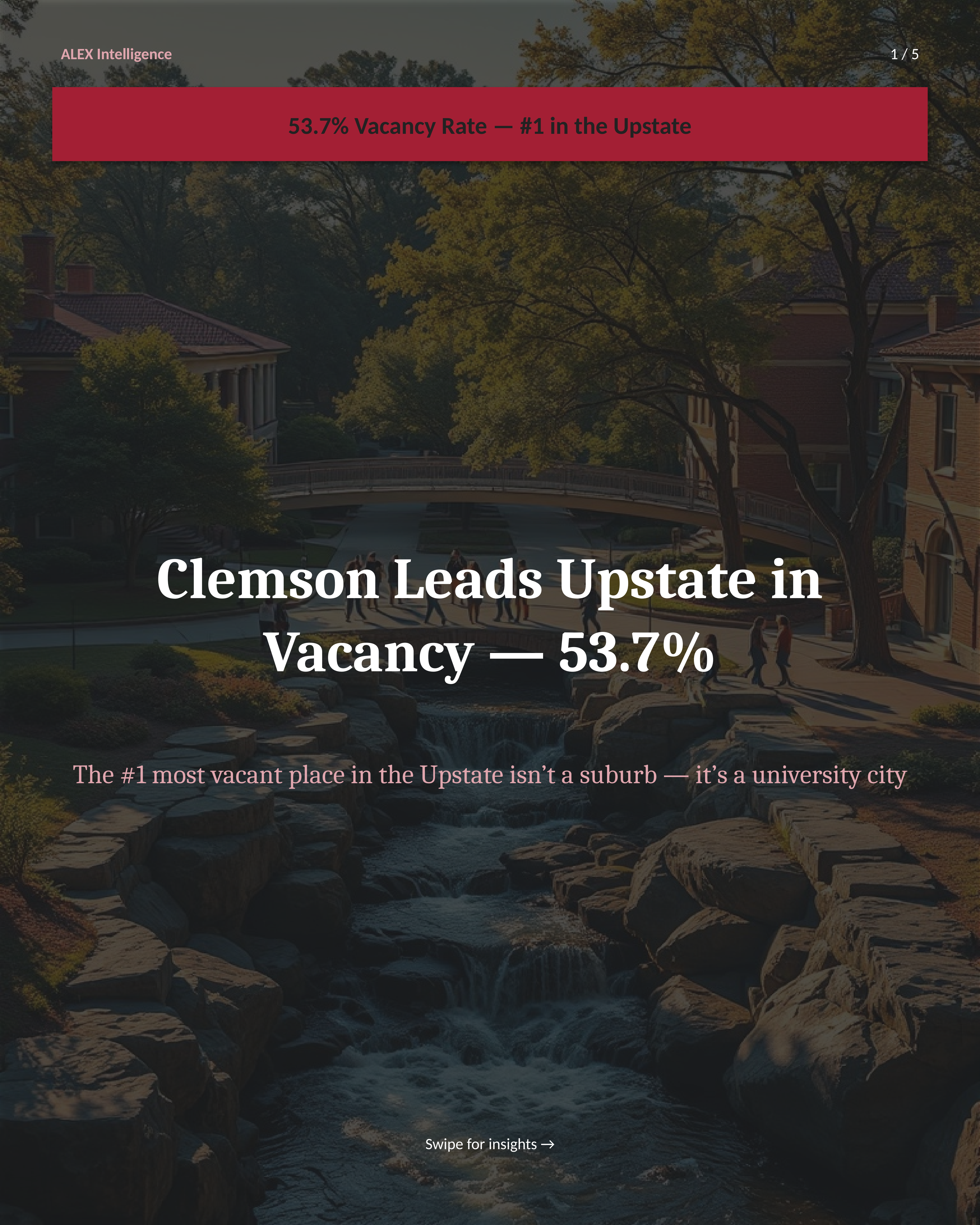
53.7% Vacancy Rate — #1 in the Upstate



Clemson Leads Upstate in Vacancy — 53.7%

The #1 most vacant place in the Upstate isn't a suburb — it's a university city

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THE DATA

53.7%

Housing Vacancy Rate (2024)

Clemson University has the highest vacancy rate in the Upstate, according to the U.S. Census Bureau’s 2024 5-Year Estimates.

This figure reflects a seasonal, student-driven inventory pattern — not distressed or underperforming housing. The high vacancy is not a market weakness, but a structural feature of a university-dominated community with transient occupancy patterns. It signals strong institutional demand, not stagnation.

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

01

Vacancy as a Strategic Asset

For investors and developers, this means vacancy isn't a problem to solve — it's a condition to leverage. Properties in high-vacancy zones are not undervalued; they're positioned for future demand surges tied to academic cycles, research funding, and talent migration.

02

The Hidden Infrastructure of Growth

The real story isn't about empty homes — it's about the invisible engine of stability that keeps them available. That engine is not real estate; it's education, research, and workforce development. The Upstate's best real estate strategy may be to treat vacancy not as a risk, but as a data point on institutional vitality.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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