63.7% of $1M Homes in Top 3 Cities — ALEX Intelligence 2026

63.7% of SC’s $1M Homes Are in 3 Cities

The Grand Strand’s elite housing is hyper-concentrated — ALEX Intelligence, 2026

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THE DATA

63.7%

Share of the Market's $1M Homes in Its Top Three Cities (2024)

This level of concentration is unmatched in South Carolina’s coastal markets.

The Grand Strand’s million-dollar housing is not evenly distributed—it’s overwhelmingly clustered in Myrtle Beach, North Myrtle Beach, and Litchfield Beach. This extreme concentration signals a bifurcated market: elite demand is laser-focused on a small number of locations, while other areas, even within the same county, remain outside the luxury orbit. This isn’t just about price—it’s about exclusivity, infrastructure, and perceived value.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-29-grand-strand-concentration-million-homes-place

01

Luxury Is a Geography, Not a Price

The fact that 63.7% of $1M homes are in just three cities means that location is the primary filter for luxury, not income. In the Grand Strand, being in the right zip code is more valuable than any financial threshold. This creates a self-reinforcing cycle: high demand in these three cities drives up prices, which in turn attracts more high-net-worth buyers, further entrenching exclusivity. The result is a market where access to wealth is spatially defined.

02

The Hidden Inequality of Growth

While Myrtle Beach, North Myrtle Beach, and Litchfield Beach dominate the luxury segment, other areas like Georgetown, Socastee, and Red Hill—though part of the same economic region—see far less high-end investment. This imbalance means that economic benefits from luxury demand are not shared equitably across the Grand Strand. Even with strong job growth and rising home prices overall, the gap between core luxury zones and secondary markets is widening, creating a two-tiered development landscape.

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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