

68.9% Owner Occupancy Rate — ALEX Intelligence 2026

Greenville County Ranks #1282 in U.S. Owner Occupancy

68.9% rate reveals a market under structural pressure

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THE DATA

68.9%

Owner Occupancy Rate (2024)

Greenville County ranks #1282 among 1,879 U.S. counties in owner occupancy rate, indicating one of the lowest rates in the nation.

This figure reflects a housing market where rental demand outpaces ownership, likely driven by rapid population growth, high new construction, and speculative investment. The low rate suggests that a significant portion of the housing stock is being held as rental assets rather than primary residences. This dynamic may limit long-term neighborhood stability and increase turnover, even as home prices rise.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-29-upstate-sc-standing-owner-share-county>



01

Ownership Lags Growth

Such a structure risks future instability: if rental demand softens or interest rates rise, the high ratio of rental units could trigger a wave of distress sales or capital flight, especially in newly built, speculative properties.



02

Stability vs. Supply

For investors and policymakers, the real question is not whether ownership is low—but whether the rental market can sustain the region's growth. If it cannot, the current supply surge may soon become a liability.

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