

#1 in Least Home Value Appreciation — Grand Strand, 2026

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Georgetown, SC ranks #1 in minimal 5-year growth — ALEX Intelligence, 2026

THE DATA

2.9%

5-Year Home Value Appreciation (2024)

Georgetown recorded the lowest 5-year appreciation rate in the Grand Strand, significantly below the regional average.

This 2.9% growth over five years reflects a market that has decoupled from the rapid appreciation seen in neighboring cities. While other areas like Myrtle Beach saw gains above 75%, Georgetown's stability suggests a mature, possibly oversupplied, housing market. The data, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates (2019–2024), highlights a fundamental shift in market dynamics.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 ·
ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-03-grand-strand-g-home-value-place-mkt-asc>



01

Stability as Strategic Advantage

Georgetown's minimal appreciation isn't a sign of weakness—it's a signal of structural maturity. With the slowest growth in the Grand Strand, the city may be experiencing a natural market correction after years of speculative demand. This stability reduces buyer risk and supports long-term affordability, positioning Georgetown as a resilient, low-volatility option for investors and long-term residents. Unlike faster-growing areas, it is less vulnerable to sudden corrections or overvaluation.

02

The Hidden Cost of Rapid Growth

The contrast between Georgetown's 2.9% appreciation and Myrtle Beach's 79.9% underscores a second-order effect: rapid appreciation often correlates with overdevelopment, inflated prices, and increased seasonal volatility. Georgetown's slower pace may reflect a more balanced supply-demand equilibrium, driven by stable employment and lower speculative activity. This suggests that the market is not failing—it's adapting, with inventory and affordability holding steady while others face overheating risks.



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