

0.0% of Cities Above \$500K Median — ALEX Intelligence 2026

0.0% of Grand Strand Cities at \$500K+ Median

No city in the region has crossed the \$500,000 threshold — a structural outlier in coastal real estate.

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THE DATA

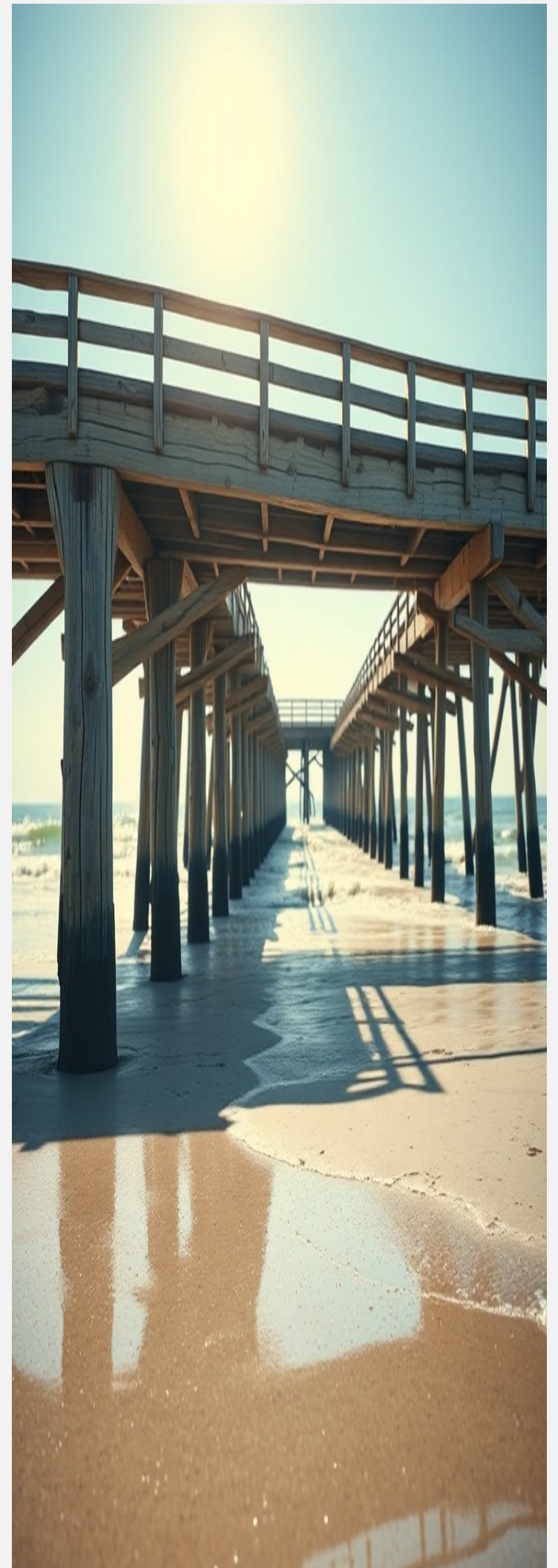
0.0%

Share of Cities With Median Home Value Above \$500,000 (2024)

In the Grand Strand, not a single city has achieved a median home value exceeding \$500,000.

This is not a temporary lag — it is a persistent structural feature of the market. While national coastal markets like Miami, Charleston, and even parts of the Upstate are rapidly approaching or surpassing \$500K, the Grand Strand remains anchored below that threshold. This reflects a deep-seated affordability advantage that is not a function of lagging demand, but of sustained pricing discipline across the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-04-grand-strand-threshold-home-value-500000-place>



01

Affordability Is a Strategic Asset

The absence of any city crossing \$500K is not a weakness — it is a competitive moat. The Grand Strand is the only major coastal market in the Southeast where a significant portion of the housing stock remains within reach of middle-income professionals and retirees. This creates a self-reinforcing ecosystem: affordability attracts workforce housing, which supports local services, retail, and hospitality — all of which drive sustained demand without triggering speculative price spikes.

02

The \$500K Threshold Is a Misleading Benchmark

National narratives often treat \$500K as a symbolic milestone for 'premium' coastal real estate. But in the Grand Strand, that benchmark is irrelevant. The market's value lies not in elite price points, but in scalable, inclusive growth. The fact that no city has crossed it suggests that the region is not chasing luxury saturation, but maintaining a balanced, resilient model where middle-market homes form the foundation of long-term stability — a model that defies the overbuilt, overpriced traps seen in other coastal zones.



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