

#1 in Grand Strand, #1 in South Carolina — ALEX Intelligence 2026

#1 in Grand Strand, #1 in SC

Murrells Inlet leads South Carolina in rent burden — ALEX Intelligence 2026

Swipe for insights →

THE DATA

77.7%

Renters Over the 30% Rent Threshold (2024)

Murrells Inlet has the highest share of renters spending more than 30% of income on rent in the Grand Strand.

This figure—77.7%—is not just a number; it's a structural signal. It indicates that nearly four in five renters in Murrells Inlet are financially stretched beyond the standard affordability threshold. This is not a transient spike but a persistent feature of a market where rental supply fails to keep pace with demand, especially in the seasonal housing sector.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-10-grand-strand-rent-burden-place-mkt>



Photo: Josh Byington · CC BY-SA 3.0 · Wikimedia Commons

01

Affordability Is a Winner-Take-All Game

This dynamic rewards capital, not labor. Tenants are squeezed not because of inflation, but because of the geography of desire—where the most sought-after locations are also the least supplied. The rent burden is not a flaw; it's the market's feedback mechanism on location premium.

WANDSHANN

02

The Rent Gap Is a Hidden Inequality Engine

What's more, this imbalance is likely to deepen. As tourism and second-home demand persist, the pressure on rental supply will intensify in high-traffic areas. The result? A self-reinforcing cycle where high demand fuels higher rents, which in turn drives out long-term residents and limits housing equity—especially for lower-income workers in hospitality and service roles.



Photo: Carl Dunn from United States · CC BY 2.0 · Wikimedia Commons

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

