

Greenville — #1 of 10: Median Home Value

Greenville Leads Upstate in Home Value

Median home value tops \$487,500 — source: ALEX Intelligence, 2026

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THE DATA

\$487,500

Median Home Value (2024)

Greenville holds the highest median home value among Upstate cities, according to the latest ALEX Intelligence data.

This figure marks a structural inflection point: Greenville is no longer merely the largest city in the region but the most valuable. The \$487,500 threshold reflects a concentration of capital, infrastructure maturity, and long-term retention that has outpaced other Upstate municipalities. It is not a temporary spike but a sustained position built on demographic stability and strategic development.

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

<https://alex-companies.com/data/2026-10-12-upstate-sc-home-value-place-mkt>

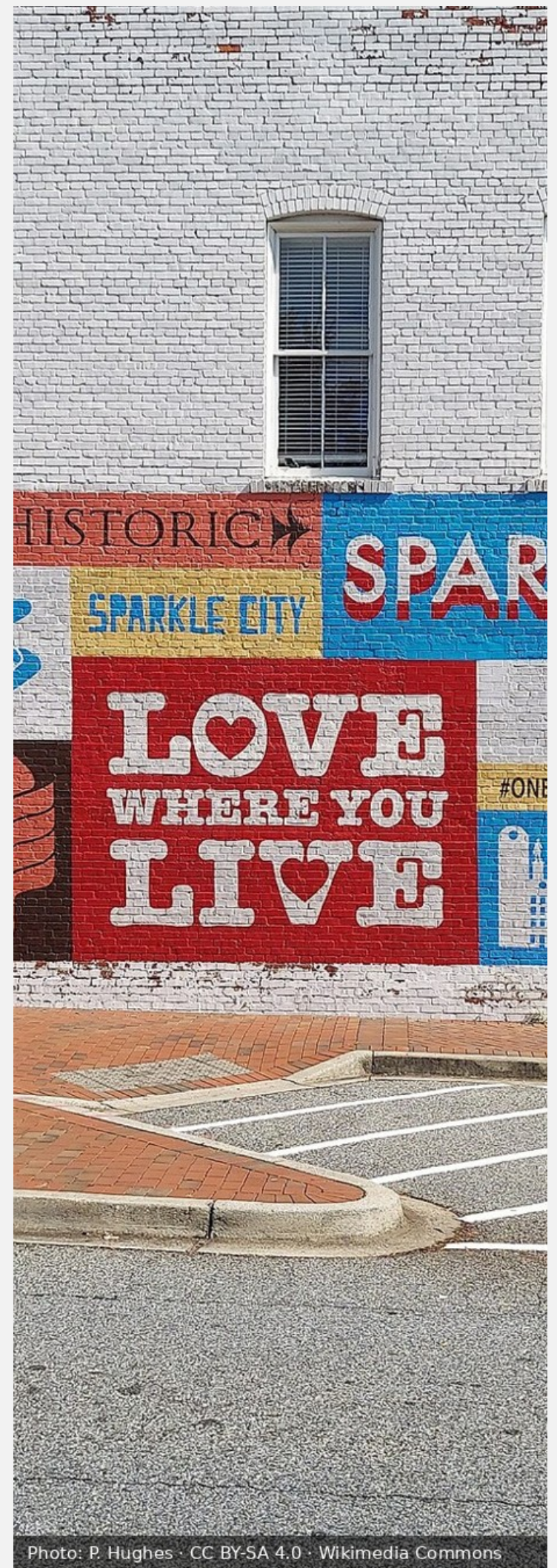
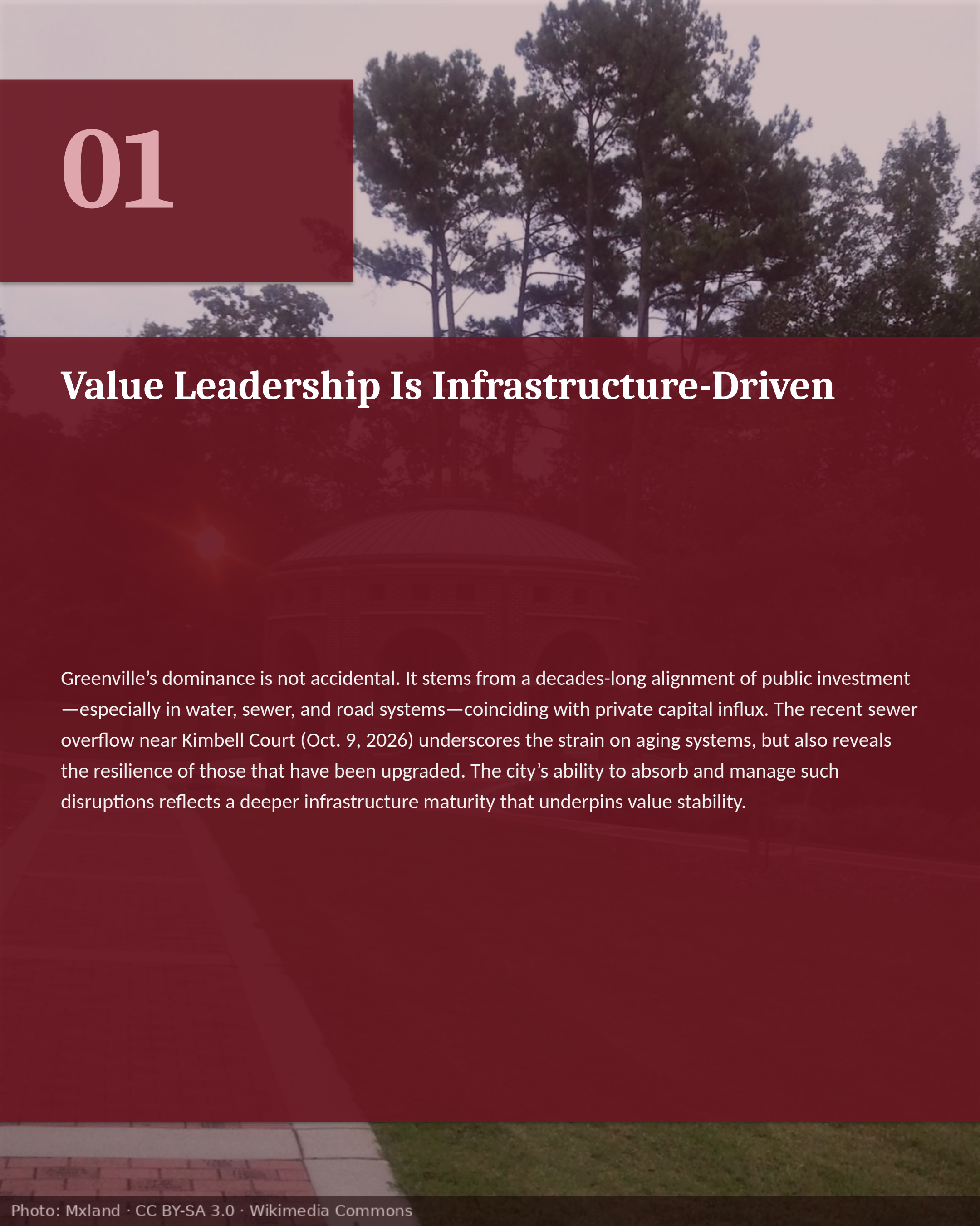


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01

Value Leadership Is Infrastructure-Driven

Greenville's dominance is not accidental. It stems from a decades-long alignment of public investment—especially in water, sewer, and road systems—coinciding with private capital influx. The recent sewer overflow near Kimbell Court (Oct. 9, 2026) underscores the strain on aging systems, but also reveals the resilience of those that have been upgraded. The city's ability to absorb and manage such disruptions reflects a deeper infrastructure maturity that underpins value stability.

02

Growth Is Now Constrained by Capacity

The very success of Greenville's market creates a new tension: development is now limited not by demand but by physical and regulatory capacity. The delay in Fountain Inn's Barton Hollow rezoning vote (Oct. 9, 2026) signals a regional shift—communities are no longer accepting unchecked expansion. As infrastructure investment lags behind population growth (Richmond Fed, 2026), the Upstate's next wave of value appreciation will depend on how well cities manage this bottleneck.



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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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