

#1 in Upstate, #1 in SC — ALEX Intelligence 2026

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Greenville leads all Upstate cities in home value — ALEX Intelligence, 2026

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THE DATA

\$487,500

Median Home Value (2024)

Greenville's median home value is the highest in the Upstate, outpacing all other cities in the region.

This figure represents a sustained premium in market positioning, driven not by speculative spikes but by deep structural advantages: a growing talent base, institutional anchor institutions, and infrastructure investment. The data reflects a mature market where demand is anchored in quality of life and long-term economic resilience, not short-term speculation.

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 a Strategic Advantage

The real estate market here is less about individual transactions and more about the cumulative effect of institutional investment, public-private collaboration, and demographic stability. The \$487,500 median is a proxy for a deeper, systemic strength.

02

The Price of Inclusion

The challenge now is not just maintaining value but ensuring that growth is inclusive. Without proactive affordability strategies—such as targeted incentives, mixed-income zoning, or community land trusts—the market’s strength may eventually undermine its own social foundation.



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