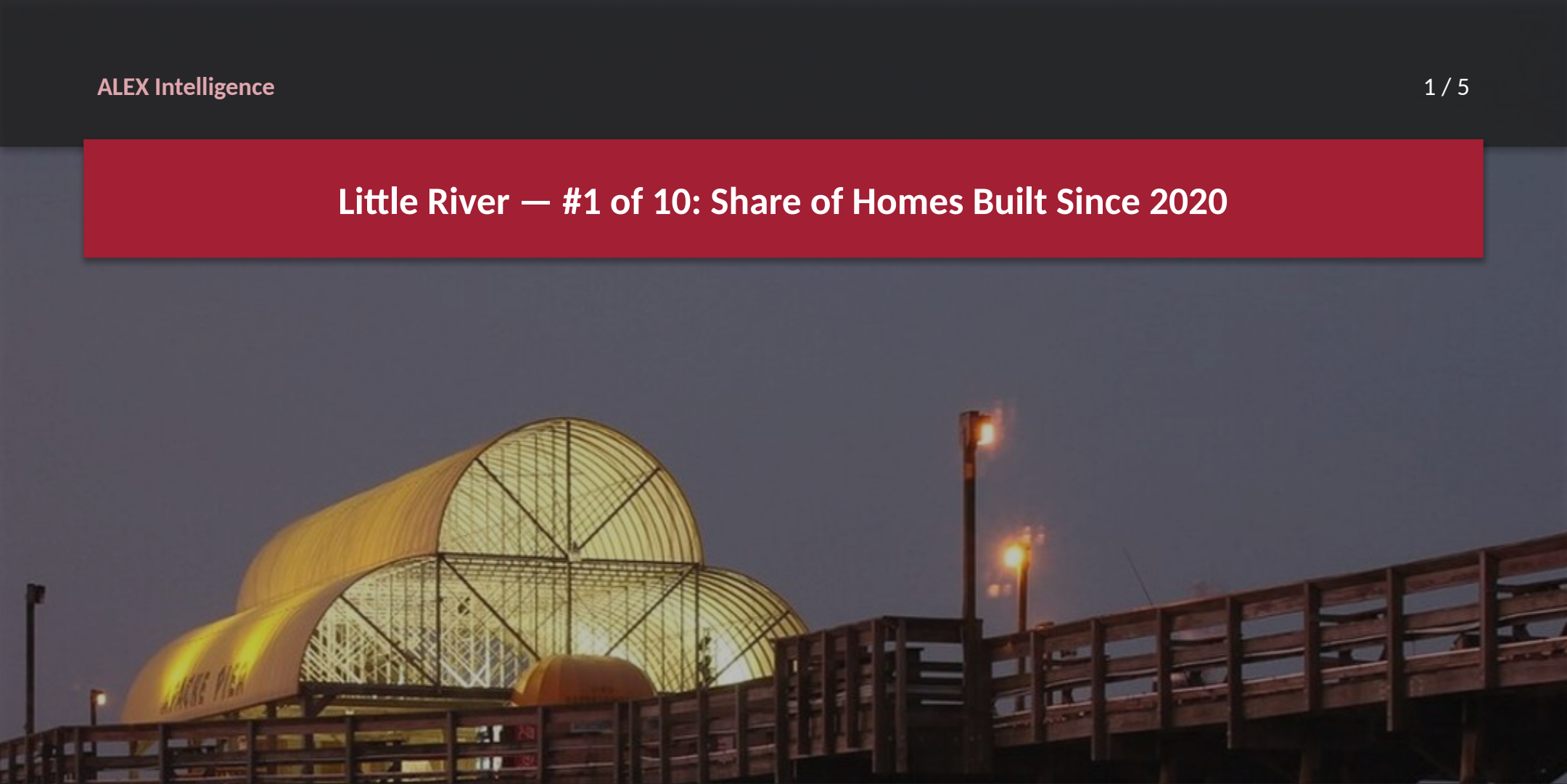


Little River — #1 of 10: Share of Homes Built Since 2020



Little River Leads the New Build Wave

10% of all homes built since 2020 — highest in the Grand Strand

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THE DATA

10.0%

Share of Homes Built Since 2020

Little River leads the Grand Strand in new housing stock, outpacing all other communities.

This figure represents the proportion of homes in each city constructed after 2020, based on the U.S. Census Bureau's 2024 American Community Survey 5-year estimates. Little River's 10.0% share is not just the highest in the Grand Strand — it's nearly double that of the second-place city, Carolina Forest, at 7.7%. This reflects a concentrated investment in new development and long-term residential planning.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • Published October 14, 2026

<https://alex-companies.com/data/2026-10-14-grand-strand-new-stock-share-place-mkt>



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01

New Homes = New Identity

The 10.0% share in Little River isn't just about quantity — it signals a deliberate shift in community character. With nearly one in ten homes built in the last four years, the city is actively reshaping its demographic and economic profile. This new stock is attracting younger professionals, remote workers, and investors seeking modern amenities, suggesting a generational turnover that may alter long-term housing dynamics across the Grand Strand.

02

Georgetown's Lag Reflects Stalled Momentum

Georgetown County, despite its coastal appeal, ranks only 5th with 3.7% of homes built since 2020 — well below the Grand Strand average. This slower pace of new construction may be due to regulatory constraints, limited buildable land, or a focus on preservation over expansion. The gap between Little River and Georgetown underscores a divergence in development strategy: one embracing growth, the other prioritizing stability.



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