

Greenville — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

Greenville leads SC in large apartment share

13.5% of homes in 50+ unit buildings — ALEX Intelligence, 2026

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THE DATA

13.5%

Share of Homes in 50-Unit Buildings or Larger (2024)

Greenville has the highest concentration of large apartment stock in the Upstate.

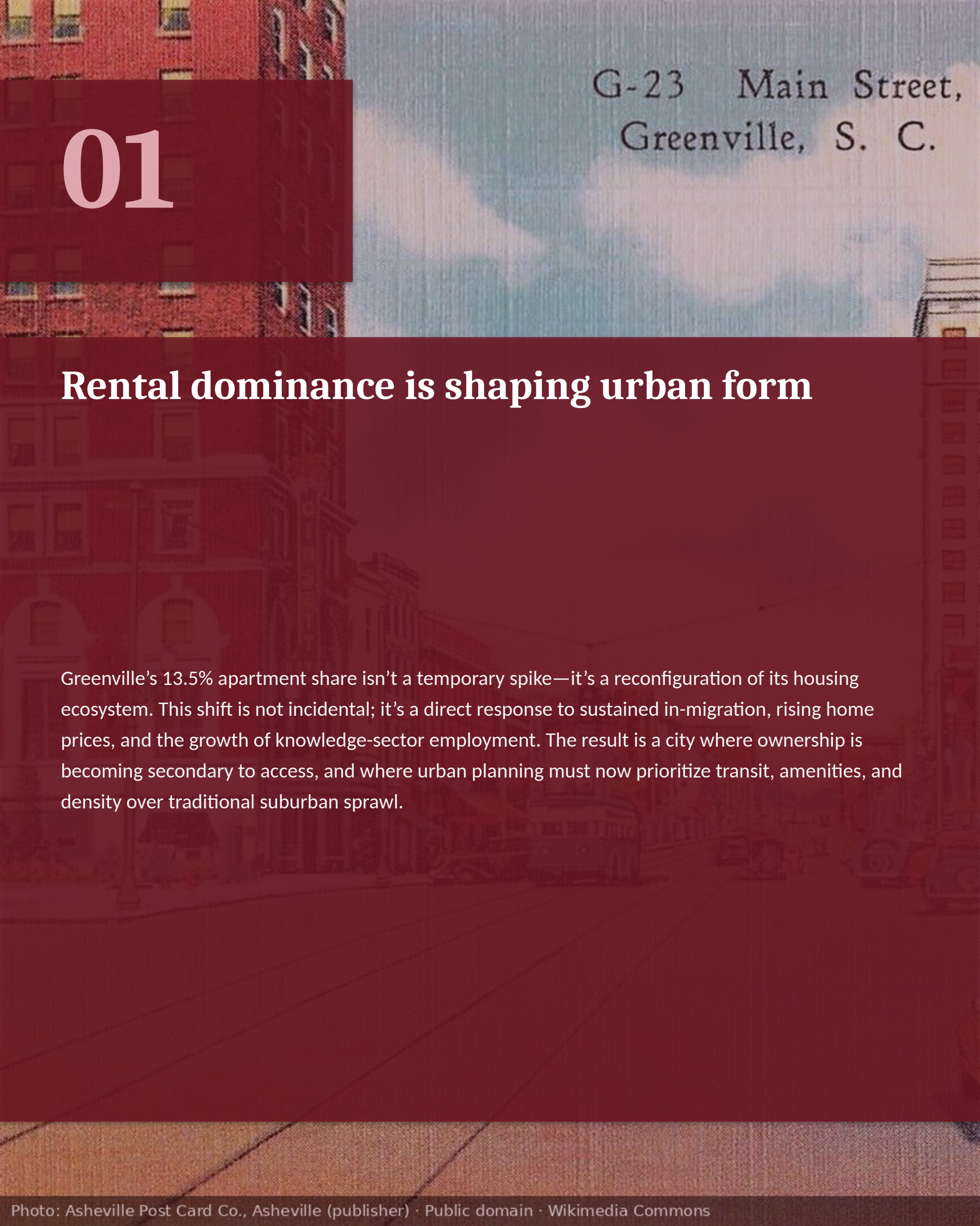
This 13.5% share reflects a structural shift in Greenville's housing market, where large-scale multifamily developments now dominate the residential inventory. Unlike the rest of the Upstate, where single-family homes and smaller complexes prevail, Greenville's urban core is increasingly defined by institutional-grade rental assets. This shift signals a long-term reorientation toward rental demand, driven by young professionals, remote workers, and institutional investors seeking stable cash flow in a high-growth corridor.

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

<https://alex-companies.com/data/2026-10-15-upstate-sc-apartment-share-place-mkt>



Photo: SC National Guard • Public domain • Wikimedia Commons



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G-23 Main Street,
Greenville, S. C.

Rental dominance is shaping urban form

Greenville's 13.5% apartment share isn't a temporary spike—it's a reconfiguration of its housing ecosystem. This shift is not incidental; it's a direct response to sustained in-migration, rising home prices, and the growth of knowledge-sector employment. The result is a city where ownership is becoming secondary to access, and where urban planning must now prioritize transit, amenities, and density over traditional suburban sprawl.

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The Upstate's future is rental-first

While other Upstate counties like Spartanburg or Anderson still lean toward single-family ownership, Greenville's apartment share suggests a divergence in development paths. The city is becoming a testbed for a new urban model: one where rental housing is not a fallback but a preferred, scalable, and institutionalized form of housing. This model is reinforced by rising construction costs, limited land availability, and a growing cohort of renters who view long-term leasing as a viable alternative to ownership. For investors and developers, this means the Upstate's next wave of value creation may not be in new single-family builds, but in optimizing and expanding large-scale rental assets in Greenville.



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