

Myrtle Beach-Conway-North Myrtle Beach — #5 of 8: Median Monthly Owner Cost

Median Monthly Owner Cost:
\$967

Source: ALEX Intelligence · Published October 18, 2026

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THE DATA

\$967

Median Monthly Owner Cost (2024)

Myrtle Beach-Conway-North Myrtle Beach ranks #5 of 8 South Carolina metros on median monthly owner cost.

This figure reflects the true cost of homeownership—mortgage, taxes, insurance, and utilities—compiled from the U.S. Census Bureau's 2024 American Community Survey 5-Year Estimates. The Grand Strand's position is not a fluke; it's a consistent structural advantage among South Carolina's major metros.

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

<https://alex-companies.com/data/2026-10-18-grand-strand-standing-owner-cost-msa>

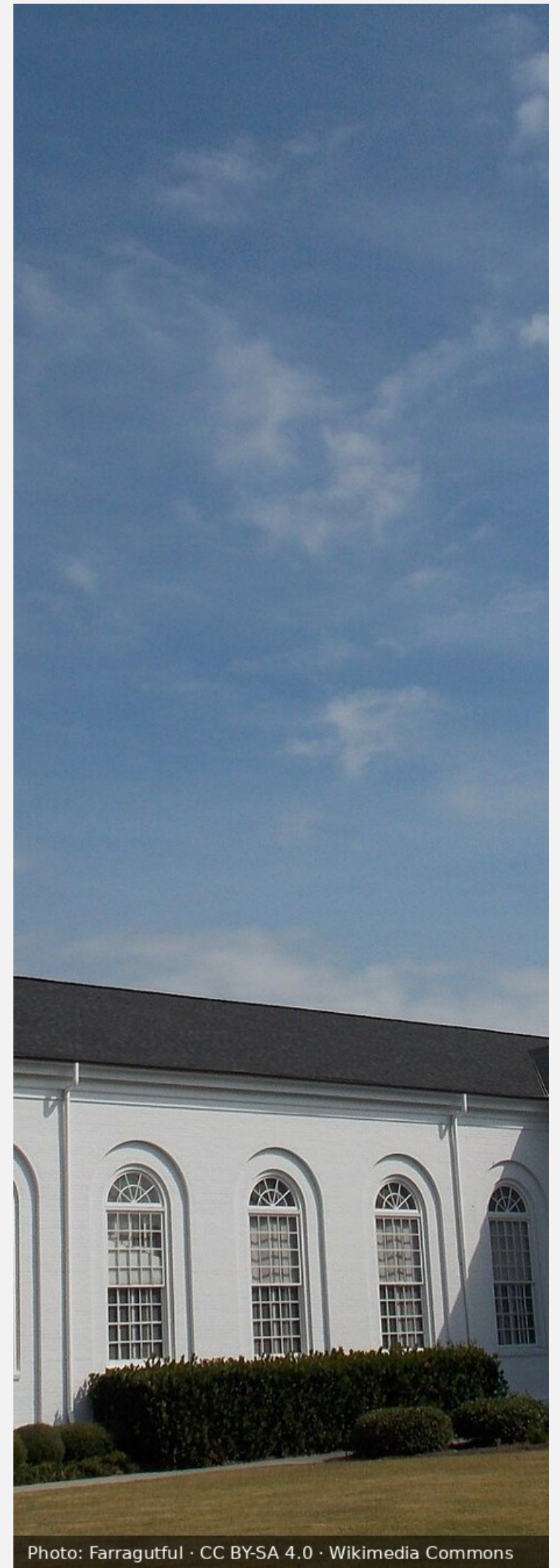


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01

Affordability Is a Strategic Advantage

In a state where Charleston and Hilton Head lead in cost, the Grand Strand's \$967 median owner cost isn't just low—it's a competitive moat. This affordability attracts long-term residents, supports workforce housing, and enables real estate investment without overleveraging. The region isn't just accessible; it's designed for sustainable ownership.

02

Cost Leadership Drives Inclusive Growth

Unlike metros where high costs exclude first-time buyers, the Grand Strand's median owner cost allows for broader equity participation. With lower barriers to entry, more residents can build generational wealth through homeownership. This structural affordability is not a temporary trend but a foundation for inclusive, resilient community development.



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