

Greenville — #1 of 10: Top-to-Median Home Value Gap

Greenville's Home Value Gap Is 2.0x the Median

Source: ALEX Intelligence, 2026

Swipe for insights →

THE DATA

2.0x

Top-to-Median Home Value Gap (2024)

Greenville leads the Upstate in the disparity between its priciest and median-priced homes.

This 2.0x gap means that the most expensive homes in Greenville are twice the value of the median home. It reflects a deepening divide between luxury developments and the broader housing stock, with price growth concentrated in select neighborhoods.

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

<https://alex-companies.com/data/2026-10-18-upstate-sc-spread-home-value-place>



Photo: Chris Pruitt · CC BY-SA 3.0 · Wikimedia Commons

01

Luxury Growth Is Outpacing Affordability

As a result, long-term residents in mid-tier neighborhoods face rising displacement risks, even as the city's overall economic health improves. This isn't just about cost—it's about access to opportunity, equity in neighborhood investment, and the long-term sustainability of community cohesion.

02

Inequality Fuels Development Incentives

Yet, this model may be unsustainable in the long run. If middle-income buyers are priced out of the market, the labor pool for high-value sectors—tech, healthcare, and innovation—will shrink. The Upstate’s growth engine depends on a balanced housing ecosystem, not just elite enclaves.



Photo: Chris Pruitt · CC BY-SA 3.0 · Wikimedia Commons

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

