

Murrells Inlet — #1 of 10: Top-to-Median Gross Rent Gap

Murrells Inlet Leads SC in Rent Gap

1.4x top-to-median gross rent spread — source: ALEX Intelligence, 2026

Swipe for insights →

THE DATA

1.4x

Top-to-Median Gross Rent Gap (2024)

Murrells Inlet's rent gap is 1.4 times that of the Grand Strand median, the highest in South Carolina.

This 1.4x disparity reveals a deepening divide between the region's most exclusive neighborhoods and the broader rental market. While Murrells Inlet commands premium rents, the rest of the Grand Strand operates at a significantly lower scale, suggesting a bifurcated housing economy where luxury and affordability exist in separate spheres.

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

<https://alex-companies.com/data/2026-10-19-grand-strand-spread-gross-rent-place>

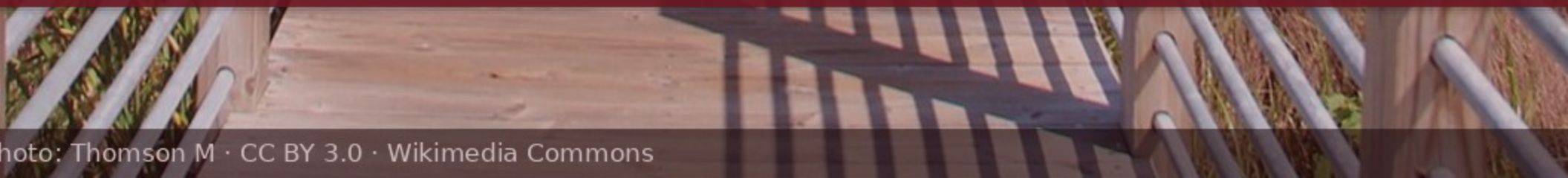


Photo: JefferyGoldman · CC BY-SA 4.0 · Wikimedia Commons

01

Luxury Drives Market Stratification

This stratification is unlikely to resolve without policy intervention. As long as high-value properties are concentrated in a few enclaves, the region's overall rental dynamics will remain polarized, with little upward mobility for middle-income renters and limited supply growth in the mid-tier segment.



02

Stability Through Disparity

The market's stability may depend precisely on this imbalance — the luxury segment absorbs capital and anchors long-term value, while the middle and lower tiers remain accessible to local residents and entry-level buyers. This model may persist as long as tourism and second-home ownership remain robust.



Photo: Farragutful · CC BY-SA 4.0 · 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

