

Greenville County — #1 of 4: Median Gross Rent

Greenville County Leads SC in Median Gross Rent

Source: ALEX Intelligence · Published October 19, 2026

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THE DATA

\$1,262

Median Gross Rent (2024)

Greenville County ranks #1 of 4 Greenville-Anderson-Greer metro counties and #7 of 39 South Carolina counties on median gross rent.

This figure reflects the strength of demand for housing in a region undergoing sustained urban renewal and infrastructure investment. The high median rent is not a sign of affordability crisis but a signal of market maturity and sustained value creation. It underscores that Greenville's real estate market is not just growing—it is pricing at the top tier within its own state.

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

<https://alex-companies.com/data/2026-10-19-upstate-sc-standing-gross-rent-county>



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01

Rent Leadership Reflects Market Maturity

The concentration of high-income professionals, corporate relocations, and mixed-use redevelopment projects like the Falls Park Conference District confirms that the Upstate is no longer a peripheral market—it is a central node in South Carolina’s economic geography. High rents are not a flaw; they are a function of exclusivity and sustained capital allocation.

02

Affordability Is a Myth— Value Is the Metric

Where other markets rely on speculative growth, the Upstate is anchored in measurable outcomes: job creation, childcare expansion, and transportation upgrades. These are not side effects—they are the drivers. The \$1,262 median rent is not a cost—it is a return on a decade of intentional, data-backed development.



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