

#1 of 10: Share of the Market's Post-2020 Homes in Its Top Three Cities

51.3% of New Homes Are in Just Three Cities

Lexington, White Knoll, Oak Grove lead the Midlands

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THE DATA

51.3%

Share of the Market's Post-2020 Homes in Its Top Three Cities

This level of concentration is unmatched across South Carolina's major metros.

The data reveals that over half of all new homes built since 2020 in the Midlands are concentrated in just three cities: Lexington, White Knoll, and Oak Grove. This unprecedented clustering suggests a strategic shift in development priorities, with builders and investors favoring a narrow set of high-potential hubs over broader regional spread.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-22-columbia-sc-concentration-new-homes-place>

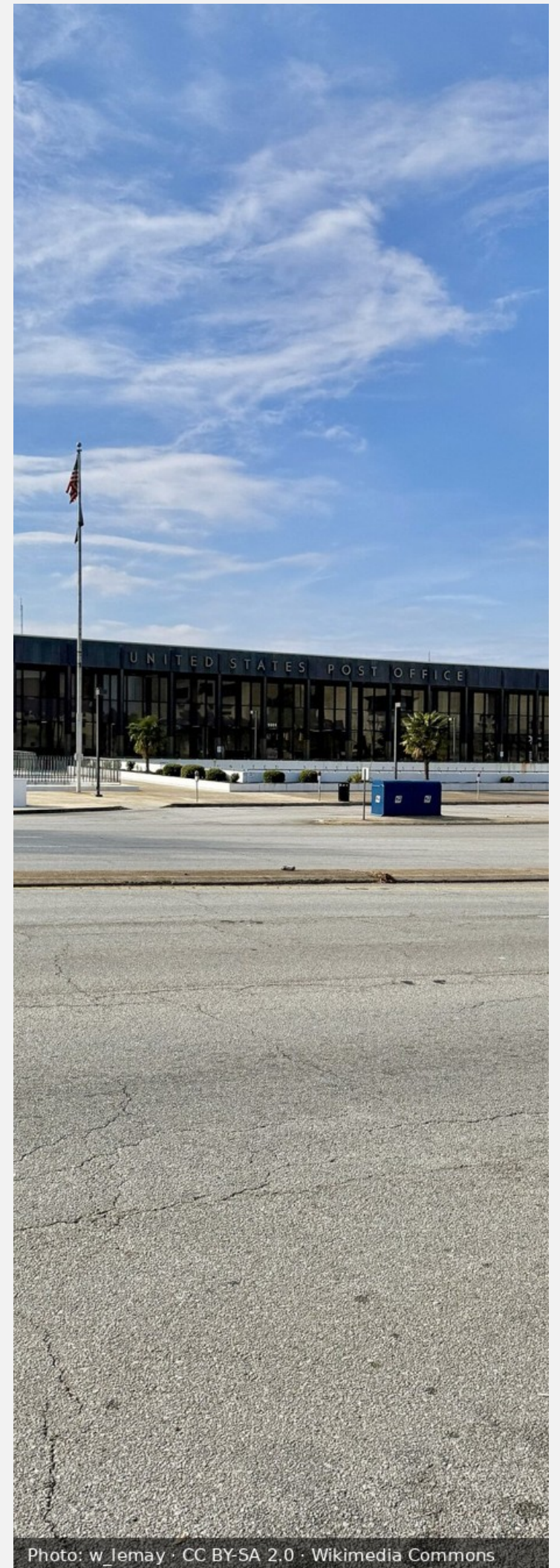


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01

Development is Following Demand

This pattern suggests that new development is not being driven by speculative land plays, but by real, sustained demand. The result is a more efficient use of public investment in roads, utilities, and schools—resources that are being deployed where they matter most.

02

The Risk of Over-Reliance

This concentration also raises equity concerns. Other communities in the Midlands—like Camden, Forest Acres, and Red Bank—are missing out on new housing, economic activity, and tax base growth. Without intentional policy or investment, this imbalance may deepen regional inequality over time.



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