

Lake Murray of Richland — #1 of 10: Top-to-Median Home Value Gap



Lake Murray's homes are 2.0x more valuable than the Midlands median

Source: ALEX Intelligence · Published October 23, 2026

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THE DATA

2.0x

Top-to-Median Home Value Gap (2024)

This ratio measures the spread between the priciest city and the median home value in the Midlands.

Lake Murray of Richland leads the Midlands with a median home value of \$422,100, nearly double the region's median. This gap underscores a growing divide between affluent enclaves and the broader housing market.

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

<https://alex-companies.com/data/2026-10-23-columbia-sc-spread-home-value-place>



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Affluence is concentrated, not widespread

The 2.0x gap reveals that wealth in the Midlands is highly localized. Only a few neighborhoods—like Lake Murray—experience premium appreciation, while much of the region remains anchored at lower price points. This concentration limits broad-based equity growth and may hinder long-term affordability for new residents.

02

Market momentum favors the elite

As high-end properties outpace the median, capital flows increasingly into a narrow segment of the market. This trend suggests that future growth will be driven by luxury developments and premium amenities, potentially marginalizing middle-income buyers and reinforcing socioeconomic divides within the city's core.



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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



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