

4 of 12 — #1 of 10: Share of Cities With Median Gross Rent Above \$1,500

33.3% of Grand Strand Cities Rent Above \$1,500

Source: ALEX Intelligence · Published October 23, 2026

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THE DATA

33.3%

Share of Cities With Median Gross Rent Above \$1,500 (2024)

In the Grand Strand, one in three cities now has median gross rent exceeding \$1,500.

This threshold reflects a structural shift in rental demand, where high-income mobility and adaptive reuse of vacation properties are driving up effective rent levels across the region. The data, drawn from the U.S. Census Bureau's 2024 ACS 5-year estimates, reveals a growing divergence between core coastal towns and more traditional residential zones.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-23-grand-strand-threshold-gross-rent-1500-place>



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

The background image is a composite of two photographs. The top half shows a wide view of a coastal city with a long, wooden pier extending into the ocean under a hazy sky. The bottom half is an aerial view of a residential area with several multi-story apartment buildings and a parking lot filled with cars. A large, semi-transparent dark red rectangle is overlaid on the left side of the image, containing the number '01' and the main title.

01

Rent thresholds signal elite market maturity

This shift is reinforced by the presence of four cities—Murrells Inlet, Litchfield Beach, Carolina Forest, and Little River—ranked in the top tier of South Carolina for rent. Their ranking is not due to luxury branding alone but to infrastructure, walkability, and access to amenities that support premium tenancy.

02

Adaptive reuse fuels rent growth

This trend is amplified by the region's limited land availability and increasing zoning regulations, which restrict new development. The result is a market where existing stock is being repositioned at scale—making rent growth not a function of supply, but of strategic reclassification.



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