

Homeland Park — #1 of 10: Share of Homes That Are Manufactured

Homeland Park leads SC in manufactured housing share

24.3% of homes are manufactured • ALEX Intelligence 2026

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THE DATA

24.3%

Share of Homes That Are Manufactured (2024)

Homeland Park's share of manufactured housing is the highest in the Upstate and the state.

This figure reflects structural type, not land tenure — meaning some homes are on leased pads, others on owned lots. The concentration of manufactured housing in Homeland Park signals a deep-rooted affordability strategy, not a temporary trend. It underscores how the Upstate's housing market is evolving beyond traditional single-family homes, with cost-conscious development shaping the region's real estate DNA.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-30-upstate-sc-manufactured-share-place-mkt>

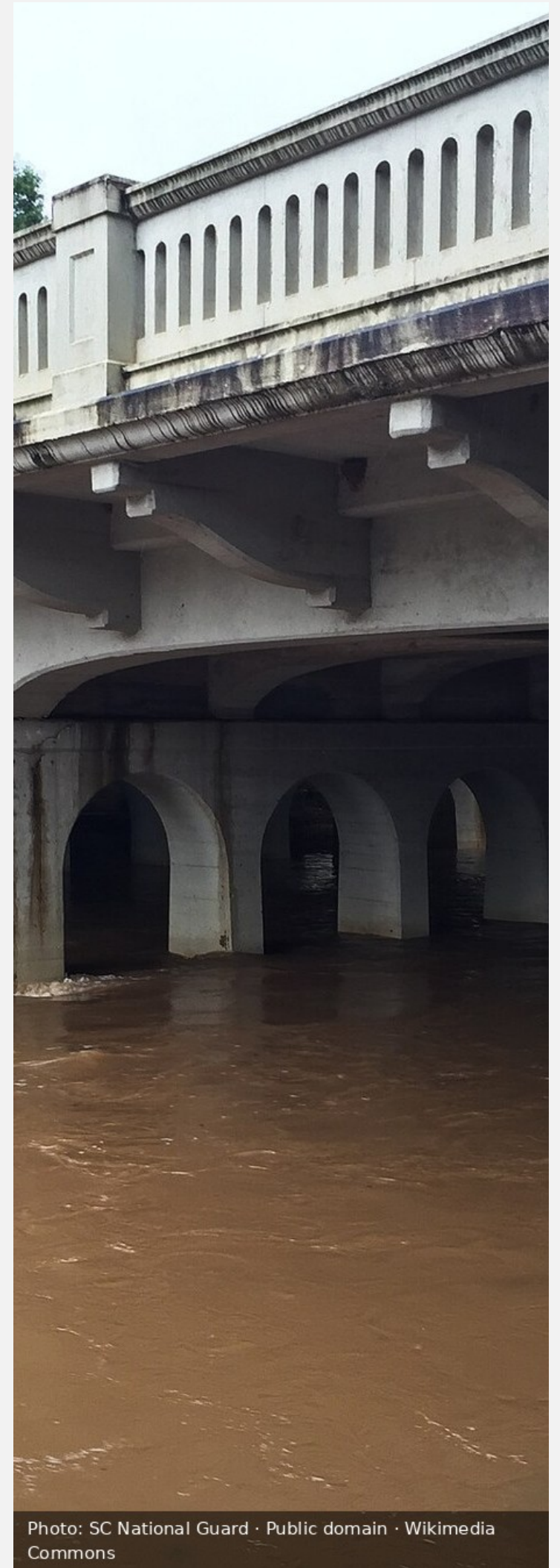


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01

Affordability is redefining Upstate real estate

Homeland Park's 24.3% manufactured housing share is not an outlier — it is a model. This concentration suggests that affordability is not just a policy goal but a market-driven reality. In a region where home prices have risen steadily, manufactured housing provides a viable, scalable alternative for first-time buyers and low-to-moderate income households. The data implies that the Upstate is shifting toward a dual-track housing ecosystem: high-end new construction in urban cores and affordable, modular housing in strategic outposts.

02

Manufactured housing is a hidden engine of mobility

The high share of manufactured homes in Homeland Park likely reflects not just demand, but also strategic land use and zoning. These homes are often deployed in areas with lower infrastructure costs and faster permitting, making them ideal for rapid deployment. This suggests that the Upstate's growth may be less dependent on large-scale suburban sprawl and more on flexible, adaptive housing forms. The market is not simply expanding — it is reconfiguring, with manufactured housing serving as a critical bridge for population influx, especially from remote work migration.



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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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