

White Knoll — #1 of 10: Share of Homes Built Since 2020

White Knoll leads SC in new housing stock

10.8% of homes built since 2020 — source: ALEX Intelligence, 2026

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THE DATA

10.8%

Share of Homes Built Since 2020

White Knoll accounts for over one in ten homes built in the Midlands since 2020.

This figure underscores a deliberate, concentrated build-out strategy in White Knoll, far outpacing other communities in the region. The concentration of new construction here reflects a strategic choice by developers to deliver a significant portion of the Midlands' new housing stock in a single, well-planned corridor. This is not organic growth — it is engineered housing supply.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-columbia-sc-new-stock-share-place-mkt>

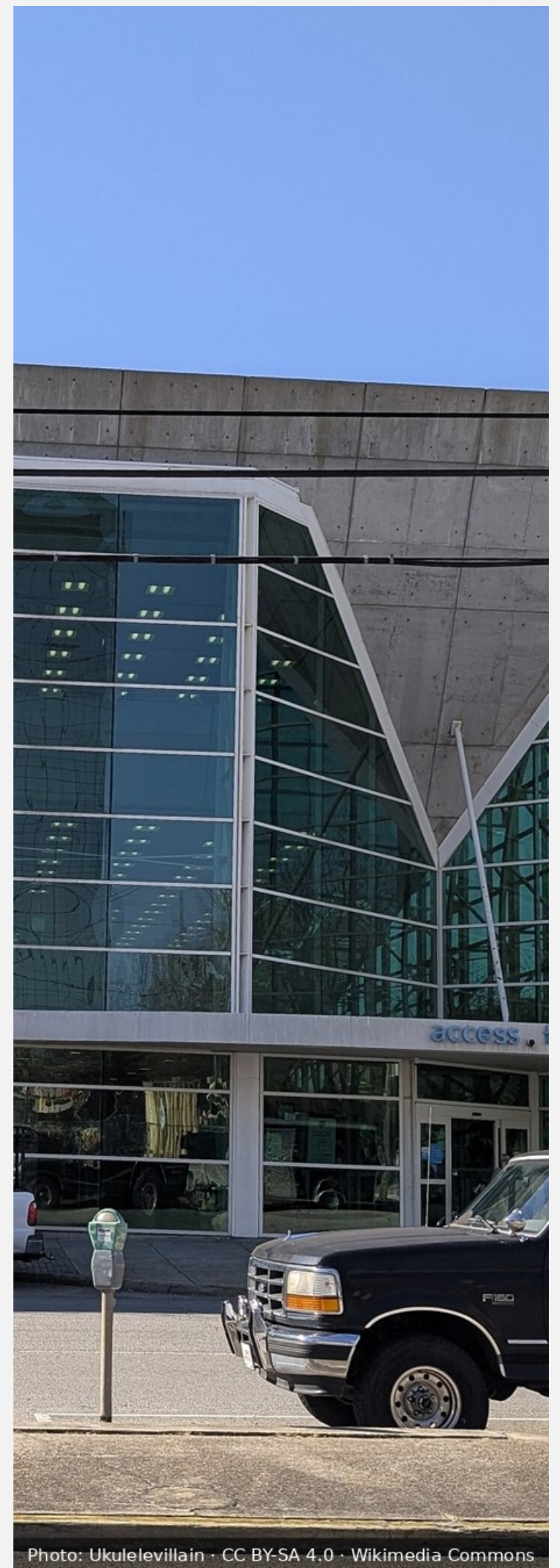


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01

New construction is a strategic asset

White Knoll's dominance in new housing is not accidental. It signals a long-term, capital-intensive bet on future demand and infrastructure integration. The high share of new homes suggests that developers and investors are treating White Knoll as a primary growth node, likely anticipating sustained population inflow and rising property values. This makes White Knoll a proxy for where the Midlands' next phase of development is being anchored.

02

The Midlands is building for the future

With new construction concentrated in White Knoll, the Midlands is not merely reacting to demand — it is shaping it. The region's limited overall housing starts, as noted in recent Federal Reserve data, mean that every new home built in White Knoll carries disproportionate weight. This strategic concentration allows for coordinated infrastructure, school planning, and utility expansion, positioning White Knoll as the most future-ready part of the metro. It's not just about supply — it's about systemic readiness.



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