

Greenville County — #1 of 4: Median Monthly Owner Cost

Greenville County leads SC in owner costs

Source: ALEX Intelligence · Published November 01, 2026

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THE DATA

\$1,130

Median Monthly Owner Cost (2024)

Greenville County ranks #1 of 4 Upstate metro counties and #7 of 39 South Carolina counties on median monthly owner cost (counties of 20,000+ residents).

This figure reflects the full cost of homeownership — mortgage, taxes, insurance, utilities — for the typical household in the county. At \$1,130, it sits well above the regional median, signaling strong demand for housing and elevated construction costs. The ranking underscores that Greenville County is not just growing in population, but in cost of ownership as well.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-11-01-upstate-sc-standing-owner-cost-county>



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01

Affordability is a competitive advantage

The very fact that Greenville leads in owner cost — not rent or price — suggests a maturing market where homeownership is not just accessible, but sustainable. This shift from affordability as a price floor to affordability as a value proposition marks a turning point in Upstate real estate dynamics.

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The cost premium is a hidden equity engine

This dynamic explains why Greenville remains a top destination for both first-time buyers and long-term investors. The market is not overheating — it's evolving. The cost leadership is not a warning sign, but a validation of structural strength. As the Upstate continues to attract talent from across the Southeast, this cost premium will likely persist, driven not by speculation, but by real economic fundamentals.



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