Dentsville — #1 of 10: Annual Rent Against Local Pay

Dentsville leads SC in rent vs. pay pressure

33.0% of income spent on rent — source: ALEX Intelligence, 2026

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THE DATA

33.0%

Annual Rent Against Local Pay (2024)

Dentsville records the highest rent-to-income ratio in the Midlands and South Carolina.

This 33.0% figure marks a critical threshold where rental costs exceed a third of median household income — a level associated with housing stress and reduced affordability. In Dentsville, renters face the most acute strain across the entire Midlands metro, with no other city in the region exceeding 30.8%. This suggests that even within a resilient housing market, deep affordability divides are emerging.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-columbia-sc-rent-to-income-place-mkt

01

Affordability is fracturing the Midlands

The data shows that even in a market with rising employment and low vacancy, the burden on renters is not uniform. Dentsville's 33.0% ratio suggests that a significant portion of residents may be under housing cost burden, risking displacement or financial instability. This is not a national trend — it's a localized market failure in an otherwise strong economy.

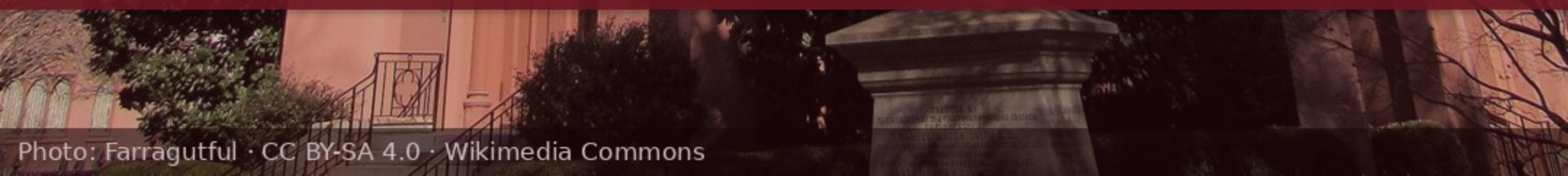


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02

Rent-to-income pressure drives accidental landlord growth

This shift underscores a second-order effect: the market is stabilizing not through affordability, but through the conversion of homeowners into landlords. As long as the supply of rental units increases via this mechanism, price pressures may ease. But the human cost — rising financial strain on tenants — remains unaddressed. This is not a solution; it’s a coping mechanism.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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