#1 of 10: Share of the Market's Post-2020 Homes in Its Top Three Cities



46.4% of New Upstate Homes Are in 3 Cities

Source: ALEX Intelligence · Published November 02, 2026

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THE DATA

46.4%

Share of the Market's Post-2020 Homes in Its Top Three Cities

This concentration marks a sharp divergence from balanced growth across the region.

Greenville, Mauldin, and Simpsonville together account for nearly half of all new homes built in the Upstate since 2020. This level of clustering is not just a trend — it's a structural shift in where development is occurring, signaling a deepening divide between high-growth corridors and slower-growing neighbors.



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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-upstate-sc-concentration-new-homes-place

01

Growth Is Not Spreading — It's Coalescing

This imbalance is not accidental. It reflects the prioritization of transit-oriented development, proximity to major employers, and established school districts — all of which are concentrated in the top three cities. The result is a new real estate hierarchy, where location within this triad determines access to opportunity, pricing power, and long-term value appreciation.

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02

Affordability Is a Regional Illusion

Meanwhile, towns outside this triad — including Anderson, Spartanburg, and Pickens — are seeing little new construction, which limits supply expansion and keeps prices elevated in those areas too. The net effect is a market where affordability is not about price, but about geography: only those who can afford to live in the right three cities can access the benefits of new development.

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