Columbia, SC — #4 of 8: Real Estate Establishments

Real Estate Establishments: 875

Based on 2022 Census data, this reflects institutional depth

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THE DATA

875

Real Estate Establishments (2022)

Columbia's 875 real estate establishments place it among the top four metros in South Carolina.

This figure, drawn from the U.S. Census Bureau's County Business Patterns 2022, reflects a mature, institutionally anchored real estate ecosystem. A robust count of licensed firms, property managers, and development entities signals sustained market activity and professional infrastructure. It suggests that Columbia is not merely growing in volume, but in structural depth.



Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-07-columbia-sc-istand-531-msa

01

Market maturity over momentum

Columbia’s #4 rank is not driven by explosive growth but by institutional consolidation. Unlike faster-growing markets such as Myrtle Beach or Greenville, Columbia’s real estate sector has evolved through the accumulation of specialized firms, legal and financial support networks, and long-term operational stability. This suggests a market less vulnerable to cyclical downturns and more capable of sustaining long-term investment.

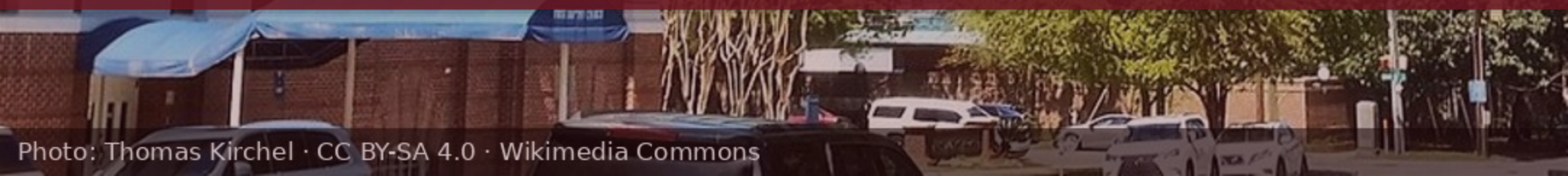


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02

A foundation for innovation

The concentration of 875 real estate establishments creates a unique feedback loop: more firms attract more capital, more capital fuels more innovation, and more innovation reinforces the ecosystem. This is especially relevant as AI-driven tools and digital platforms gain traction in property management and transaction workflows. Columbia's institutional density provides the critical mass needed to scale such innovations without fragmentation.

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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

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diane@alex.realestate · +1 713.591.9902

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