Myrtle Beach — #1 of 10: Home Value to Income Ratio



Myrtle Beach has the highest home value-to-income ratio in SC

Source: ALEX Intelligence, November 07, 2026

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THE DATA

6.4x

Home Value to Income Ratio (2024)

Myrtle Beach leads the Grand Strand in the cost of housing relative to local income.

This ratio means a home in Myrtle Beach costs 6.4 years of median household income. It reflects a market where housing demand outpaces income growth, especially in coastal areas with limited new construction. The figure is not a national average but a local benchmark, highlighting the unique financial pressure on residents and investors in this high-demand corridor.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-07-grand-strand-value-to-income-place-mkt

01

Affordability is a myth in Myrtle Beach

Despite being the most expensive city in South Carolina by value-to-income ratio, Myrtle Beach remains the top destination for new residents and investors. This paradox suggests that affordability is not a barrier to entry but a proxy for perceived value. The market rewards location, tourism-driven demand, and long-term appreciation—where high costs are seen as a premium, not a flaw.

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02

The cost of being a place people want

Myrtle Beach’s 6.4x ratio is not a sign of market failure but of strategic desirability. This shift redefines affordability: it’s not about price, but about access to a resilient, high-velocity market.

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

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