Greenville — #1 of 10: Share of Homes Valued $1M or More

Greenville Leads SC in $1M+ Homes

Source: ALEX Intelligence · Published November 14, 2026

Swipe for insights →

Photo: Idawriter · CC BY-SA 3.0 · Wikimedia Commons

THE DATA

26.4%

Share of Homes Valued $1M or More (2024)

Greenville has the highest concentration of million-dollar homes in the Upstate.

This figure represents a structural shift in the region’s housing stock, indicating a deepening divide between high-value and mid-market properties. The data suggests that Greenville is not just a destination for luxury buyers but a center of long-term wealth accumulation, driven by job growth in advanced manufacturing, logistics, and tech. This concentration is not a fluke — it reflects deliberate investment in high-end residential development and infrastructure.



Photo: PegasusRacer28 · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-upstate-sc-million-share-place-mkt

01

Wealth is anchoring growth

The 26.4% share of $1M+ homes in Greenville is not an outlier — it’s a signal. This isn’t just about relocation; it’s about building generational equity. As these households settle, they drive demand for premium services, private schools, and high-end amenities, reinforcing a self-sustaining cycle of affluence and investment.

Photo: Mike Kalasnik from Fort Mill, USA · CC BY-SA 2.0 · Wikimedia Commons



Photo: Chris Pruitt · CC BY-SA 3.0 · Wikimedia Commons

02

Affordability is shifting, not vanishing

The dominance of million-dollar homes in Greenville does not mean affordability is dead — it means it’s being redefined. While median prices are rising, the real story is in the resilience of mid-tier markets. The fact that Greenville leads the Upstate in $1M+ homes while still seeing strong absorption and inventory growth suggests that the market is not polarizing into 'rich' and 'poor' — it’s expanding its upper tier without collapsing the middle. This balance is rare and sustainable.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

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

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy