#1 of 10: Share of the Market's $1M Homes in Its Top Three Cities

66.4% of Columbia’s $1M homes are in just three cities

Source: ALEX Intelligence · Published November 15, 2026

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THE DATA

66.4%

Share of the Market's $1M Homes in Its Top Three Cities (2024)

This level of concentration is unmatched across South Carolina.

Lake Murray of Richland, Forest Acres, and West Columbia collectively house nearly two-thirds of all $1 million-plus homes in the Midlands. This clustering isn't accidental — it reflects strategic land use, long-term planning, and a deepening premium on location within established, high-income enclaves.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-15-columbia-sc-concentration-million-homes-place

01

Concentration drives exclusivity

The sheer density of high-end housing in just three cities creates a self-reinforcing ecosystem of prestige. Buyers seeking elite status aren't just purchasing a home — they're joining a curated community with established amenities, lower turnover, and elevated social capital. This exclusivity is not a byproduct; it’s a structural feature of the market’s current architecture.

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02

Scarcity amplifies value

With 66.4% of million-dollar homes confined to a small geographic cluster, the supply of high-end inventory is inherently limited. This scarcity doesn't just support price stability — it actively drives appreciation, particularly in neighborhoods adjacent to the top three. As demand grows, the scarcity effect intensifies, making even adjacent ZIPs more desirable over time.

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