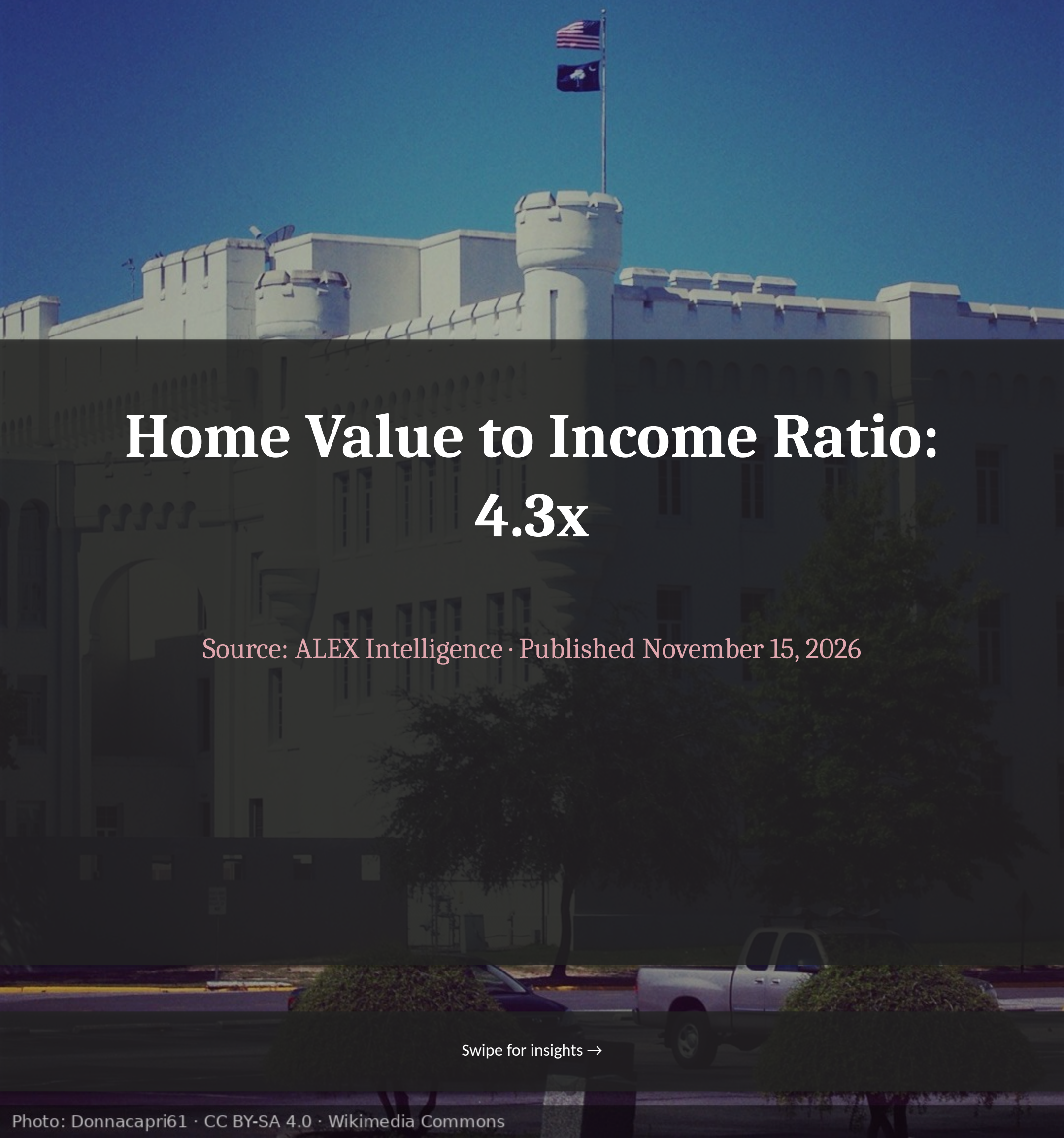
Myrtle Beach-Conway-North Myrtle Beach — #3 of 8: Home Value to Income Ratio



Home Value to Income Ratio: 4.3x

Source: ALEX Intelligence · Published November 15, 2026

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THE DATA

4.3x

Home Value to Income Ratio (2024)

The Grand Strand’s ratio is the third-highest among South Carolina metros, yet still below the state’s top two.

This ratio measures how many times the median home value exceeds the median household income. A 4.3x ratio indicates that homes in the Grand Strand are, on average, 4.3 times more expensive than local incomes. While this is not the highest in the state, it reflects a market where affordability is preserved through strong income growth, not just low prices. The fact that the Grand Strand ranks third—despite being a coastal tourism hub—reveals structural resilience in its housing economy.



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/2026-11-15-grand-strand-standing-value-to-income-msa

01

Affordability is not about price—it’s about income growth

The data suggests that affordability in the Grand Strand is not a function of low prices but of rising earnings. This is a critical distinction: it means the market is not artificially inflating prices, but rather reflecting genuine economic momentum. For long-term investors, this signals a sustainable foundation, not a speculative bubble.

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02

The top tier is not the most affordable

This challenges the conventional wisdom that lower ratios equal better markets. The Grand Strand proves that a market can be both expensive and sustainable if income growth is strong and job creation is consistent. For buyers, this means that a high ratio is not a red flag—provided the income engine is intact.

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

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