North Myrtle Beach — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

North Myrtle Beach leads SC in large apartment share

17.9% of homes in 50+ unit buildings – ALEX Intelligence 2026

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THE DATA

17.9%

Share of Homes in 50-Unit Buildings or Larger (2024)

North Myrtle Beach has the highest concentration of large apartment buildings in South Carolina.

This figure reflects a strategic shift in housing supply, with developers prioritizing high-density multifamily units in response to sustained demand from remote workers and seasonal residents. The data, drawn from the 2024 American Community Survey 5-Year Estimates, shows that North Myrtle Beach's rental market is increasingly dominated by large-scale apartment complexes.



Photo: Donnacapri61 · 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/2026-11-16-grand-strand-apartment-share-place-mkt

01

Density drives rental market dominance

The city’s zoning and development incentives likely favor large multifamily projects, making it a magnet for institutional investors seeking scale. This trend may limit single-family home availability, influencing long-term affordability and neighborhood character.

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02

Georgetown County lags in scale, not demand

This imbalance suggests that Georgetown is not a destination for institutional rental investors but rather a secondary market for first-time buyers and long-term homeowners. The lack of large apartment stock may slow population growth despite strong migration inflows.

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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



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