2023 — #1 of 6: One-Unit Homes Permitted per Net Arriving Household (2023)

Upstate Builds 1.7x Homes per New Household

Source: ALEX Intelligence · Published November 17, 2026

Swipe for insights →

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

THE DATA

1.70x

One-Unit Homes Permitted per Net Arriving Household (2023)

This ratio reflects a deliberate alignment between housing supply and population growth in the Upstate.

The Upstate is not merely reacting to migration — it is proactively building to meet future demand. With 1.70x homes approved for every new household that moved in, the region is building a buffer against future housing shortages. This is a signal of long-term confidence in sustained population growth and economic resilience.



Photo: SC National Guard · Public domain · Wikimedia Commons

Source: U.S. Census Bureau, Building Permits Survey, county annual totals, 2023; and U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-17-upstate-sc-permits-per-arrival

01

Supply Anticipates Demand

The 1.70x ratio indicates a forward-looking development strategy. Unlike markets that build only after demand spikes, the Upstate is using data to pre-empt tightness. This is not overbuilding — it's infrastructure planning with a housing component. The fact that Greenville County leads with 4,222 homes per net arrival underscores its role as a growth engine for the region's long-term stability.

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

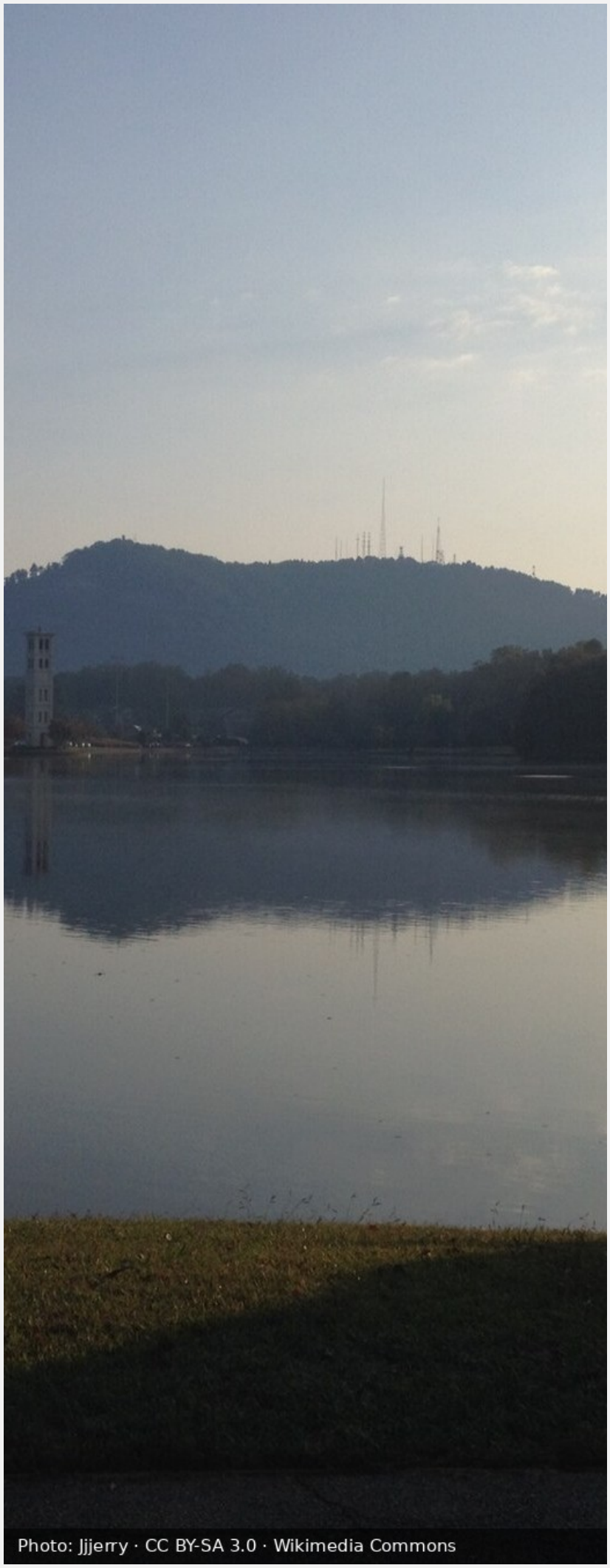


Photo: Jjjerry · CC BY-SA 3.0 · Wikimedia Commons

02

A Hidden Resilience Mechanism

This construction pace may be shielding the Upstate from future affordability shocks. By pre-allocating housing capacity, the region reduces the risk of rapid price surges during economic booms. The data suggests that even as migration continues, the market is not being forced into a supply crisis. This is a structural advantage — one that could attract more long-term investors and corporate relocations seeking stable environments.

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