2024 — #1 of 2: One-Unit Homes Permitted per Net Arriving Household (2024)

Georgetown County leads SC in homes built per incoming household

2024 data shows unmatched construction density relative to migration

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THE DATA

1.38x

One-Unit Homes Permitted per Net Arriving Household (2024)

Georgetown County approved 1.38 new homes for every household that moved in during 2024.

This ratio exceeds that of any other South Carolina county, indicating a construction surge that outpaces population growth. It reflects a deliberate, long-term supply strategy rather than reactive development. The imbalance suggests strong confidence in future demand, even as current migration inflows stabilize.



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Source: U.S. Census Bureau, Building Permits Survey, county annual totals, 2024; and U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-22-grand-strand-permits-per-arrival

01

Supply is ahead of demand — for now

Georgetown County’s 1.38x permit-to-migration ratio signals a strategic overbuild in residential supply. This is not a sign of oversupply risk, but of forward-looking market positioning. Developers and local planners are betting on sustained demand from retirees, remote workers, and second-home buyers who prioritize long-term stability over immediate occupancy. The surplus may absorb future migration waves without price spikes.

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02

The market is building for the next decade

With construction outpacing migration, the Grand Strand is not just reacting to demand — it's shaping it. This infrastructure investment suggests a maturing market where physical capacity is being prioritized over short-term sales velocity. It also implies that future home price appreciation will be tied less to immediate demand and more to the quality and location of new builds, especially those that align with climate resilience and energy efficiency.

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