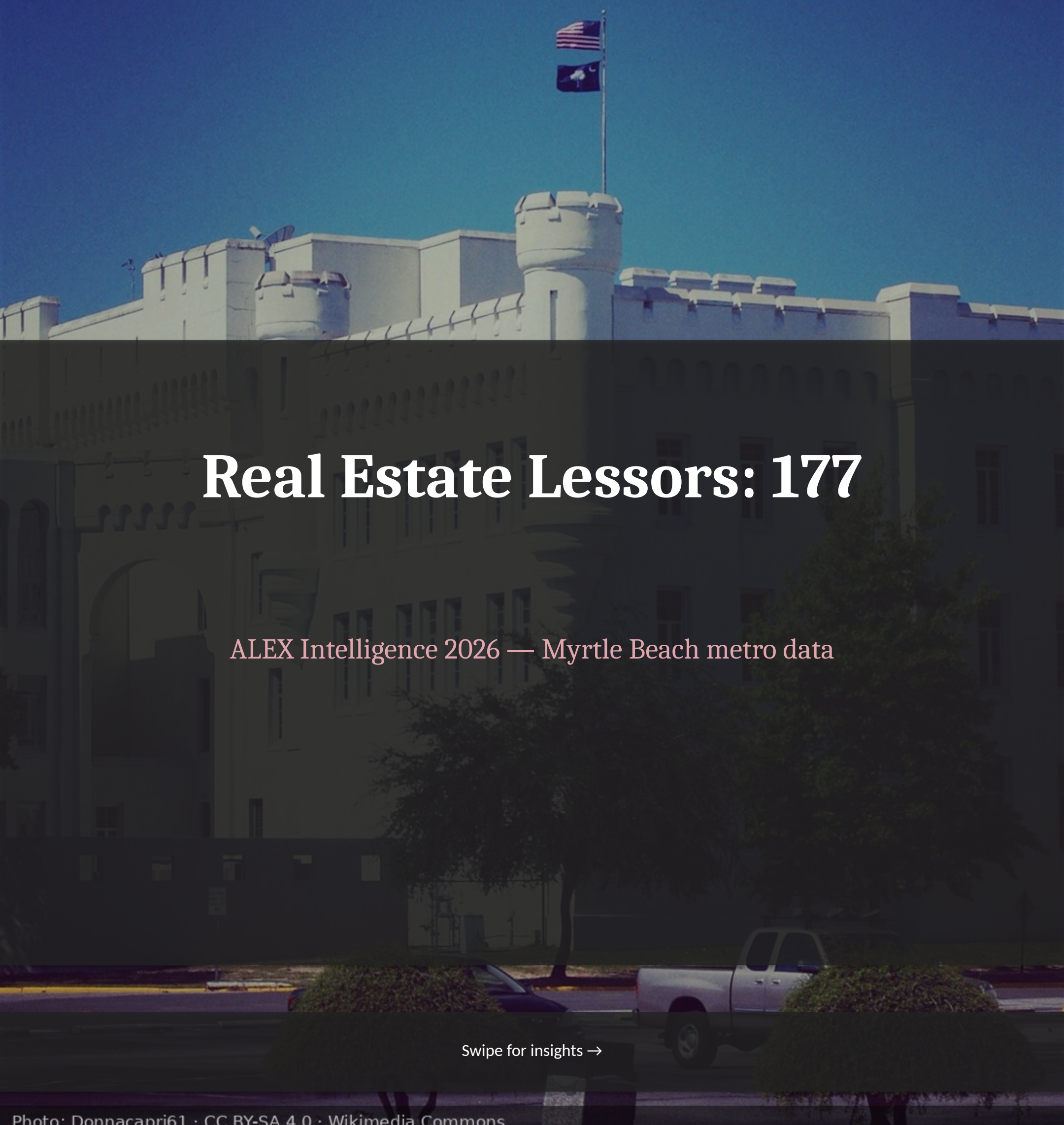
Myrtle Beach-Conway-North Myrtle Beach, SC — #4 of 8: Real Estate Lessors



Real Estate Lessors: 177

ALEX Intelligence 2026 — Myrtle Beach metro data

Swipe for insights →

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THE DATA

177

Real Estate Lessors (2022)

The Grand Strand metro has 177 real estate lessors, a figure that places it fourth among South Carolina's eight primary metros.

This number reflects a mature, institutionally anchored real estate market where third-party ownership and leasing play a significant role in the housing ecosystem. Unlike markets driven by speculative development or rapid homebuilding, the Grand Strand’s strength lies in its established investor base and long-term rental strategy.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 5311 (Lessors of real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-23-grand-strand-istand-5311-msa

01

Lessors signal institutional confidence

A strong count of real estate lessors is not a sign of market weakness, but of deep capital commitment. The Grand Strand's #4 ranking in SC suggests that investors view the region as a stable, long-term asset class—particularly amid seasonal volatility. This level of institutional participation supports sustained rental demand and property value resilience.

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02

Leasing infrastructure outpaces new construction

While new home construction has slowed in recent quarters, the Grand Strand's real estate lessor count remains robust. This suggests that capital is shifting from development to ownership and management—favoring rental portfolios over speculative sales. The market is evolving from a build-and-sell model to a long-term asset management paradigm, which benefits both investors and tenants.

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