Charleston-North Charleston — #1 of 8: Median Gross Rent

Charleston Leads SC in Median Gross Rent

Source: ALEX Intelligence · Published November 24, 2026

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THE DATA

$1,605

Median Gross Rent (2024)

Charleston-North Charleston ranks #1 of 8 South Carolina metros on median gross rent.

This figure reflects the cost of renting a home in the tri-county area, including utilities, and represents a systemic shift in affordability dynamics. It underscores the premium placed on location, infrastructure, and quality of life in one of the nation's fastest-growing coastal regions.



Photo: Warren LeMay from Covington, KY, United States · CC0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-charleston-sc-standing-gross-rent-msa

01

Rent Leadership Signals Demand Strength

Charleston’s top ranking in median gross rent is not a sign of overpricing — it’s a proxy for sustained demand. The tri-county area continues to attract high-income households, remote workers, and second-home buyers seeking coastal access, environmental resilience, and cultural vibrancy.

This demand is not fleeting. It’s reinforced by long-term infrastructure investments in greenbelts, water resilience, and healthcare, which increase property value and reduce risk over time — making rent a premium, not a penalty.

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02

Affordability Is a Local Construct

The $1,605 median rent does not mean Charleston is unaffordable — it means affordability is redefined. For residents who value walkability, climate resilience, and community access, this cost is a trade-off for long-term stability.

In contrast, lower-rent metros like Florence or Sumter may offer cheaper entry, but lack the infrastructure, job density, and quality of life that sustain value. Charleston's rent leadership reflects a market where cost is tied to resilience, not just convenience.

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

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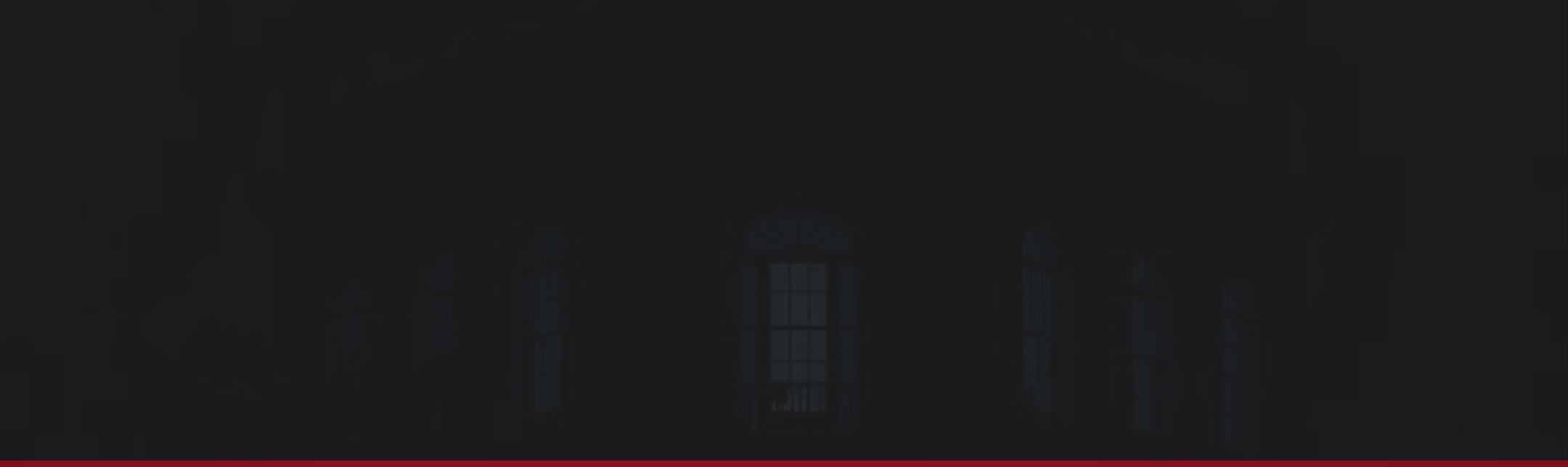

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