#1 of 3: Ratio of Highest to Lowest County Median Rent in the Market

Savannah’s rent gap is 1.41x—why it matters

Source: ALEX Intelligence · Published November 24, 2026

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THE DATA

1.41x

Ratio of Highest to Lowest County Median Rent in the Market (2024)

This 1.41x disparity reflects uneven development, infrastructure access, and demand concentration across the Savannah metro. Bryan County, home to newer suburban growth and proximity to major employment corridors, commands higher rents. Effingham County, with more rural character and limited transit connectivity, remains more affordable. The gap signals both opportunity and risk: investors may find value in lower-cost areas, while renters face stark affordability contrasts within a single metro.



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

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Affordability is not uniform

The gap also underscores the need for targeted policy—affordable housing initiatives in Bryan County may be more effective than broad regional programs.

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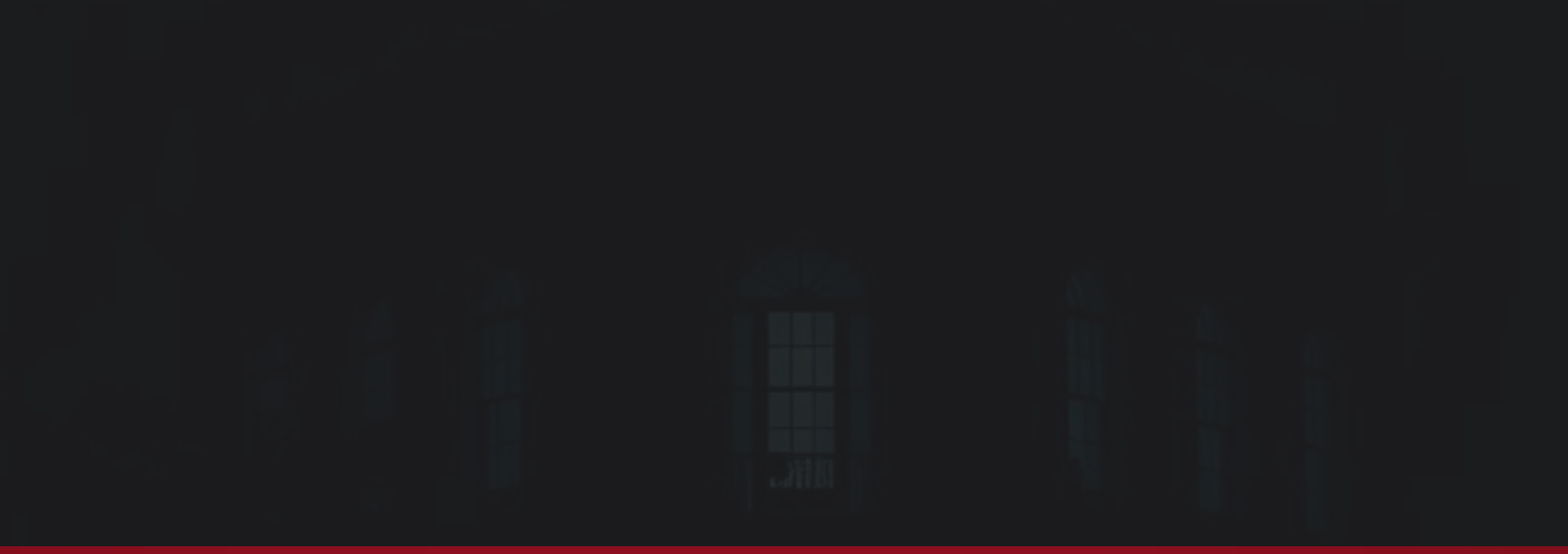
Investment is following demand

For buyers, this suggests that Bryan County offers stronger long-term appreciation potential—but with higher entry costs. Effingham County offers lower risk and entry barriers, but may see slower growth unless development accelerates.

George Arnold Alexander III, MPA

Partner, ALEX Companies
Associate Broker, Alexander Tiffany Southwest, LLC
Licensed Broker in TX, CO, NC, AL

george@alex-companies.com · +1 713.918.9951



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