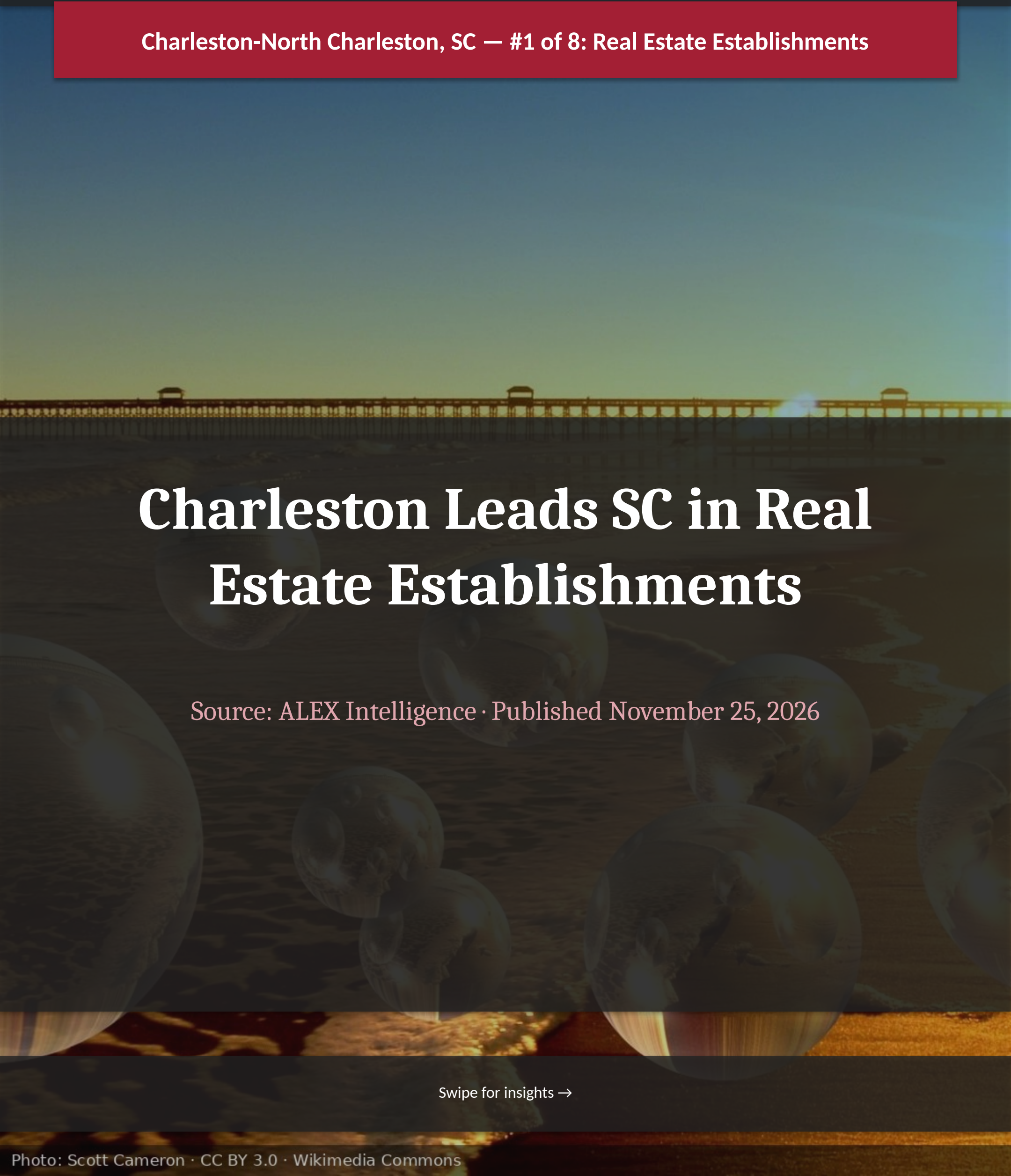
Charleston-North Charleston, SC — #1 of 8: Real Estate Establishments



Charleston Leads SC in Real Estate Establishments

Source: ALEX Intelligence · Published November 25, 2026

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THE DATA

1,584

Real Estate Establishments (2022)

Charleston-North Charleston, SC leads South Carolina's eight metros in the number of real estate firms.

This concentration reflects a deeply institutionalized real estate ecosystem, where a dense network of brokers, property managers, and service providers supports both residential and commercial markets. The scale of operations suggests a mature market with high transactional velocity and deep capital integration.



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

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-charleston-sc-istand-531-msa

01

Density Drives Market Resilience

A high count of real estate establishments is not just a sign of activity—it signals institutional depth. In Charleston, this density acts as a buffer against market volatility, as a diverse network of firms can absorb shocks through specialization and client diversification. This structure supports long-term property value stability, even during economic shifts.

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02

Competition Fuels Innovation

With 1,584 firms operating in the metro, competition is intense but not inefficient. The market's structure encourages innovation in service delivery, technology adoption, and niche specialization—especially in coastal resilience, historic preservation, and adaptive reuse. This environment favors firms that leverage data, sustainability, and client experience over price alone.

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

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